

JANET SMITH'S PUBLICITY BOOT CAMP

For entrepreneurs, small business owners, non-profits, and anyone who wants to promote anything!

You'll leave this fast-paced, interactive workshop with a publicity plan you can put to work the **very next day!**

Wednesday, March 4, 2009

Webster University

1200 E. 104th St. (I-435 at Holmes Rd.)

Kansas City, MO 64131

8:30 a.m. – 3:30 p.m. (lunch included)

\$139.00

Ready to grow your business, reach new markets, establish a reputation?

Learn techniques and tricks of the trade that PR pros use!

During Publicity Boot Camp, you'll discover how to...

- Contact reporters and get media coverage
- Gain credibility and customer loyalty by maximizing publicity
- Position yourself as an expert
- Create publicity campaigns for little or no money

Learn all this and more from Janet Smith of Expansion Communications...a seasoned PR professional with more than 25 years of experience who will share PR methods and secrets you need to know. During the workshop, you'll benefit from small group discussion and one-on-one consultation with Janet. ..and leave with a publicity plan and a workbook full of useful information and tools.

You'll have everything you need to confidently publicize your organization!

Visit www.ExpansionComm.com to enroll and pay electronically. Questions? Call 816-941-3600

Here's what past Publicity Boot Camp participants have said about the workshop:

"Publicity Boot Camp shook me out of my publicity apathy and gave me some really great ideas--and motivation. Janet does a remarkable job."

"The Boot Camp really energized me to get a publicity campaign going. I've been intending to do it for a long time. Janet's enthusiasm is amazing! And truly contagious!"

"The workshop was very organized and interactive. The workbook is fantastic and filled with great information, worksheets, and everything needed to put together a complete publicity plan. Janet walked us through the entire process and actually made it fun!"