

Attention All Associations, Entrepreneurs, Business Owners, and Service Professionals Who Want to Exponentially Boost Their Client Base and Leave Their Competition in the Dust!

"Now YOU Can Discover No-Cost or Low-Cost, Guerilla Marketing Tactics That Can Help Boost Your Profits by 50%-60%... up to 150% or More... in Less Than 90 Days (Regardless of What the Economy is Doing!)"



From the desk of Peter Fogel

Delray Beach Florida

Dear Meeting Planner,

According to Accenture, YOUR customer... the lifeblood of your company is bombarded with over **3000 advertising messages** a day from the internet, print, radio, and TV. So...

- ✓ How do you cut through the overwhelming clutter?
- ✓ How do YOU capture market share?
- ✓ How do YOU become the go-to business or consultant in your niche?

Simply create a marketing and lead generation system that will allow you to target the right audience... with the right product or service... at the right price... at the right time...

The Best Part is Using the Right Marketing System Can Be Done with Very Little Marketing Dollars...

... and using VERY little marketing dollars means you've improved your bottom line... and an improved bottom line means MORE business growth year after year!

Think it can't be done? Well, think again. **Entrepreneur, Copywriter, and Marketing Consultant Peter "The Reinvention Guy" Fogel** has shown small and medium size businesses how to do just that for years!



In fact, Peter can show your audience how to aggressively use Guerilla Marketing Strategies that can deliver your company the strong ROI it deserves! **Guaranteed!**

When you make the wise decision in hiring "**The Reinvention Guy**" to speak to your group, company, or association -- he will systematically break down the in-the-trenches proven techniques that he and other savvy marketers use daily to suck up market share like a Hoover on steroids!

The same strategies YOUR clueless competition isn't using ---you will learn about in just 60-90 minutes!

Look - I don't care WHAT business or type of service professional you are: Doctor, Lawyer, Chiropractor, Accountant... **these off-line and on-line marketing strategies are so easy to use... you'll kick yourself for not implementing them into your business earlier.**

"What Audiences and Clients Say About Peter's Expertise and Seminars"

"Peter Fogel did a seminar for some of my top clients and students and he WOWed us all! The presentation was fun, upbeat, interesting and his delivery style helped us learn in an educational and entertaining way. This man is THE expert on copywriting in my book and his seminar was tops."

**~Terri Levine,
CEO, The Coaching
Institute
[Terri@CoachingInstruct
ion.com](mailto:Terri@CoachingInstruct
ion.com)**

***"Takes Your
Communication to the
Next Level..."***

"Peter's presentation was simply outstanding..."

He has an extraordinary way of quickly engaging an audience... and drawing them into the world of entertainment and communication— of which he is a master... Peter's presence amongst an audience is electric, immediately drawing them with his classic NY humor... and having gained their trust educating them in the most extraordinary way about advertising communications.

If you want to take your communications to the next level than I highly recommend that you meet with Peter J. Fogel."

**~Seymour Segnit,
President
Change That's Right Now,
Inc www.CTRN.com**

Well, now you can learn the promotional marketing tactics that can help bring you in 50%-60% ... up to 150% more in sales with Peter Fogel's...

Low-Cost, No-Cost, No-Brainer Guerilla Marketing Strategies That Can Have Customers Panting for Your Products & Services Over and Over Again!

Here is just a taste of what you will learn in Peter's seminar.

- The right way and the wrong way to contact your customer using an on-line ezine
- The secret to effectively bartering for FREE or (almost FREE) ads
- The four most vital rules for writing ad copy that attracts your customer like iron to a magnet
- The #1 place to purchase low cost color printing for brochures and fliers
- The synergy of using telephone, postcards and the Internet to keep on your customer's radar so you move them to action
- The right way to use premiums as a positioning tool
- How and why you need to discover YOUR company's USP... (before your competition does)
- Harnessing the power of the Internet that can catapult local foot traffic to your brick and mortar store
- How to become the local expert/guru in your home town using the media
- 5 FREE Internet Directories that will catapult customers to your website
- The #1 sure-fire tactic that will IMMEDIATELY tell you what your customer wants to buy from you
- Why you ABSOLUTELY should NOT lower your price...regardless of what your competition is doing!
- The simplest and most overlooked strategy that can dramatically BOOST your sales!

PLUS a whole lot more!

Look - these days it's the survival of the fittest: The economy has cold-cocked a lot of businesses, but history shows that when there is BLOOD in the streets... THAT'S when you can make your fortune!

And the # 1 way to help putting your company on the road to

Boost Telephone Sales by 30%

"Peter, thanks for the fine copy you wrote for our 1010 News radio campaign. I liked the strategy you come up with for us. More importantly, we got a 30% increase in phone calls for our services the week we began running it. I Look forward to the next spot!"

**~Nadia Lipsky
President, Opiate
Detoxification Institute**

A Writing Discovery...

"When it comes to finding a effective copywriter for the direct mail industry, the pickings are usually slim. As a successful copywriter myself and owner of a mail order business I know good copy when I see it!

And Peter Fogel is an exceptional writing discovery. I believe his years as a standup comic gives him the wit and conversation tone that can sell anything on paper. If you want to change those response rates to move upwards, then he's your guy! Don't pass up this opportunity to put a pro to work for you."

**~Al Serin,
President Almark
Products Inc.**

reaching its potential...

The #1 way to instill in your staff the mindset to reaching unparalleled success... is for you to learn *the tips, tricks and Guerilla Marketing tactics that Peter will reveal to you in an eye-opening, content rich seminar that will deliver you a strong on ROI on your time and money!*

Who IS Peter Fogel and How to Book Him for Your Next Business or Association Meeting!

Peter “The Reinvention Guy” Fogel is a freelance copywriter, author, marketing consultant, speaker, as well as a proud member of the *National Speakers Association* and *Writers Guild of America*.

When not consulting and writing high response copy for his alternative health and self-help clients. Peter delivers keynote speeches on public speaking, reinvention, copywriting and marketing to corporations and associations across North America and parts of Jersey. His articles have appeared in such trade publications as *Inside Direct Mail*, *DM News* - as well as on the Internet.

His multi-million-dollar company clients include *Early to Rise*, *Strategic Profits*, *Dr. Sears*, *Vital Max Vitamins*, *Biocentric Health*, *Hampshire Labs*, *Renaissance Health*, *Gold and Energy Report*, to name just a few.

Peter is also the author of the best selling amazon.com book, ***"If Not Now... Then When? Stories and Strategies of People Over 40 Who Have Successfully Reinvented Themselves"*** (Infinity Press) and the soon to be released ***Reboot Your Career: 27 Ways to Reinvent Yourself In the Workplace... if You Still have a Job*** (Fell Publications)

Recent speaking engagements include *Business Products Council*, *MS Society*, *Association of Genetic Technologists*, *Tip-Tech*, *Hospice of the Comforter*, *AramSCO Corporation*, *National Speakers Association Convention*, *MS Society* (further list on request)

Important Message to ALL Perceptive Meeting and Event Planners (That's You!)

For more information on Peter's products or services, or on how he can create a customized, content rich, entertaining keynote speech or seminar for your group or association, please contact the speaker bureau who provided this promotional material to you.

The income statements and examples in this one sheet are not intended to represent or guarantee that everyone will achieve the same results. Each individual's success will be determined by his or her desire, dedication, marketing background, product, effort and motivation to work and follow recommendations. There is no guarantee you will duplicate the results stated here. You recognize any business endeavor has inherent risk for loss of investment capital.