



"BOOK YOUR BIZ"

Tuesday, November 10th 2009 • 5:30–8:00 pm

Federal Reserve Bank

7th and Arch Streets

Philadelphia, PA

** Voluntary \$10.00 Donation at the Door**

Do you want to have Credibility, Prestige, and Marketing Power, all driving customers to your door?

A Book is the place to start. It is the beginning of credibility that leads to client attraction and can pay for itself through operational efficiency. It can be your **PULL** system of marketing.

Now all you have to do is write it. And find an agent. And get a publisher. Or maybe self publish. And, you are wondering whether the time, energy, and investment will be worth it. That's why the whole thing is still on the back burner. Realistically, can you justify the time and resources if you're not the next Collins or Godin? Yes, you can.

Hear Kevin Daum's highly-rated program and learn to BOOK YOUR BIZ!

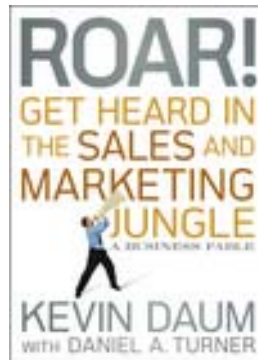
In this *interactive seminar for entrepreneurs*, Kevin will help you:

- Use books to save your business thousands of dollars through operational efficiency
- Maximize the sales and marketing potential of a book
- Prepare a winning proposal for agents and publishers
- Structure the book as a "product" with a marketable platform
- Create an executable self-publishing budget and marketing plan
- Make your book an Awesome Experience for readers, combining, need, entertainment, and the unexpected.

MODERATOR / PANELISTS:

Kevin Daum, Moderator, is an author and INC 500 Entrepreneur who has used books to create business and sales efficiency. He leveraged his books into over \$1 billion in sales. His latest book *ROAR! Get Heard in the Sales and Marketing Jungle* was bought by Wiley Publishing for five figures less than nine months from inception. *ROAR!* is due in bookstores in April 2010.

Kevin has presented highly-rated, EO international award winning programming in more than 30 chapters on four continents. He is endorsed by Verne Harnish, “Growth Guy”, Founder, Entrepreneurs Organization (EO), CEO, Gazelles, Author of *Mastering the Rockefeller Habits*; and Jack Daly, CEO, Professional Sales Coach, Inc.



All attendees will receive a special two chapter “preview” edition of Kevin Daum’s new book ROAR! Get Heard in the Sales and Marketing Jungle. This preview edition will include a 10% discount coupon from Fox Bookstore if they pre-order the full edition with special bonus section.

The Entrepreneurs' Forum of Greater Philadelphia, Inc. is sponsored by members of the corporate, professional and investment community. The Forum serves as a focal point to help individuals and early stage companies develop, grow and prosper in the nine-county Philadelphia area. We do this by providing information, resources, counsel and services in addition to networking opportunities. For additional information about the Forum, or to be added to our mailing list, call 215-640-3339.

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610-941-2489

215-574-6482

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856-382-2255

215-717-2269

267-515-5868 x100

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610-642-8253 x33

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215-951-5133

610-660-8001

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610-519-4373

215-790-3660

215-963-5417

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484-530-1057

610-648-3256

610-254-2999

215-238-1450

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FRIENDS OF THE FORUM

Joseph O'Donnell **SILVER*** 610-616-4604

Terry Collison **SILVER*** 302-426-0981

Dr. Lalit Aggarwal **GOLD*** 215-477-9920



2009–2010 Event Calendar

Unless otherwise noted, meetings will be held at the Federal Reserve Bank, 100 North 6th Street, Philadelphia. Networking from 5:30 to 6:30 PM. Program from 6:30 to 8:00 PM.

August 11, 2009
The Piazza at Schmidts

Entrepreneurs Forum Networking Reception
2nd Street and Germantown Avenue, Philadelphia

September 17, 2009
(Thursday)

Turning to Government-Assisted and Other Non-Traditional Financing
Moderator: Kevin Greenberg, Flaster/Greenberg

October 29, 2009
(Thursday)

“Creating a Company of Business People Through Open Book Management”
Partnering with Penn State Brandywine
Moderator: Eric Bergstrom, Penn State Management Development

November 10, 2009

“Book Your Biz”
Moderator: Kevin Daum, Author

December 8, 2009

How to Grow Your Business With Search Marketing the RIGHT Way
Moderator: Wil Reynolds, SEER Interactive

January 12, 2010

Economic Outlook 2010

February 10, 2010
(Wednesday)

Health IT and the Entrepreneur

March 9, 2010

Green Entrepreneurs Show the Way to Opportunity

April 13, 2010

Human Capital Dynamics for Entrepreneurs: Building a Team in a New Decade

May 11, 2010

Building Blocks for a Successful Brand

June 8, 2010

4 Star Entrepreneurs – Helping Veterans Reach New Heights

5 MINUTE FORUM

The Philadelphia Foundation
(<http://www.philafound.org>)

The Philadelphia Foundation helps individuals and corporations become strategic and impactful in their giving. As the region's oldest community foundation, it also gives millions of dollars to charitable organizations impacting the quality of life in this region. Through Donor Advised Funds, generous, caring people can support the causes that they care about, engage the next generation in being responsible with their wealth and leave a legacy for generations to come. Heather Gee is a Chartered Advisor in Philanthropy and Vice President for Development and Donor Services, responsible for the asset development of The Philadelphia Foundation, a \$270 million foundation. Hear Heather describe how your enterprise and family can take advantages of their expertise and make an impact in the communities you care about...Because The Philadelphia Foundation is the place where anyone can be a philanthropist!

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