



## Attracting Customers Like Crazy

### Secrets to Advertising, Direct Mail & Free Publicity

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#### Presentation Description:

Uncover powerful take-away strategies that will get prospects calling you. Discover the secrets to winning over more prospects and turn existing customers into shameless fans for life. Learn how to create effective advertising that touches your customers' emotions and prompts prospects to buy.

Learn how to create benefit-rich and emotionally-charged advertising and web copy that sells. Discover how to develop direct mail that gets noticed – not trashed. Use *power* words in your marketing that trigger customers' responsiveness.

Gain tons of free publicity to promote your business without breaking the law. Gain powerful insight from this information-packed and interactive presentation and walk away with easy-to-implement marketing strategies guaranteed to work.

#### Learn How To:

- Create benefit-rich and emotionally-charged sales copy that gets noticed – not trashed
- Get more from your advertising dollar and attract more customers
- Maximize the effectiveness of your website copy instantly
- Implement proven marketing strategies with “how to” strategies that work fast

Debbie Allen “The Shameless Success Expert” has built and sold numerous companies. She is the recipient of The US Chamber of Commerce *Blue Chip Enterprise Award* for overcoming business obstacles and achieving fast business growth. Debbie has authored five books, presented in numerous countries around the world and is one of less than 10% of professional speakers worldwide to have achieved the honor of CSP, Certified Speaking Professional by the National Speakers Association & International Speakers Federation. She is also a featured expert in four motivational movies including *The Opus* and *The Compass*.