

Expanding Your Business

Presented by
Harold Taylor, CSP

A half-day workshop designed to help Professional Organizers increase profits and accelerate company growth. Workshop limited to 20 people.

Friday, October 25th, 8:30 AM to 11:30 AM

NAPO Members: \$79. Non-members: \$89

Pleasant Hill – Walnut Creek Embassy Suites Hotel

1345 Treat Blvd., Walnut Creek, CA 94596

Topics included in this workshop:

Self-promotion techniques. Low-cost marketing methods. Getting media exposure. Developing a media kit. How to become a media resource. How to write an effective bio. Increasing sales with an e-zine. Developing strategic alliances. Getting your articles in print. Building a mailing list. Designing & promoting workshops. Developing your own products. Conducting teleseminars. Valuable resources for professional organizers. Creating passive income. Networking techniques. Positioning your service. Getting referrals and testimonials.

Practical advice based on practical experience.

The information presented in the workshop is based on Harold Taylor's experiences during his 35 years as an entrepreneur running his own companies. Here's an opportunity to learn from someone else's mistakes as well as successes.

Have your questions answered.

Here are some questions typical of those asked at previous sessions. They will be answered, as well as any others that are raised during the day. What should a press kit consist of? What constitutes plagiarism? Should all materials be copyrighted? What makes a good brochure? How do you approach seminar companies? What are the most common mistakes people make when starting a business? What's an example of a good press release? Where do I get an ISBN number? What books, websites and e-zines do you recommend for a professional organizer? Should I incorporate? Does advertising work? How do you qualify prospects? How do you develop a successful speaking career?

At this workshop you will also learn how to:

Mail promotional flyers at little or no cost. Get the media to call you. Become a recognized expert in your field. Increase sales with an electronic newsletter. Turn networking into sales. Sell your publications before they're published. Keep your name before your prospects. Develop a low-cost media kit. Obtain free advertising. Write a query letter to magazines and publishers. Write and market an e-book.

Attendance Limited to 20 people.

Reserve a spot now by calling 1-800-361-8463. Everyone will receive notes, writing materials, one of Harold's books, promotional items, forms and literature. Attendance is limited to 20 people on a first-come basis. Payment is due upon registration. A \$30 cancellation fee applies.

About the workshop leader:

In 1967, after working for twelve years in management positions at American-Standard and Canadian Johns Manville, Harold Taylor started up an association management consulting company, Harold L. Taylor Enterprises Ltd. He is still a partner in that firm. For the first eight years as an entrepreneur, he also taught business subjects full-time at Humber College in Toronto. He incorporated a second company, Harold Taylor Time Consultants Inc. in 1981, and a few years later, Taylor's Holding Company Inc. Ten years after that he incorporated his time management company in Florida. In 2001 he launched a fourth company, eMobilities Inc. to market training, consulting and products for users of Palm and other handheld computers. He has authored 15 books, written over 200 articles, developed over 50 time management products and delivered over 2000 workshops, speeches and keynotes.

Reasons to attend:

Harold Taylor presented the program earlier this year as a full-day pre-conference workshop at the NAPO national convention in Atlanta. Check out some of the comments from the attendees. They are listed following the registration form.

----- Registration Form -----

Please register me for **Expanding Your Business** with Harold Taylor (\$79 members, \$89 non-members.)

Enclosed is \$ _____

VISA MC AMX Check P.O. Account # _____ Exp. Date _____

Signature _____ Name _____ Company _____

Address _____

Tel _____ Fax _____ E:mail _____

Mail, fax or e-mail the above form to Harold Taylor Time Consultants Ltd., 1271 Gorham St., Unit 12, Newmarket, Ontario, Canada L3Y 7V1. Telephone: 905-853-9328, Fax: 905-853-9390 OR E-mail: harold@taylorontime.com

Testimonials:

"This session is like a 3-day marketing class rolled into one day. The tips and techniques I learned are ones that Harold has already tested and have proven to be effective. I left with so many good ideas that it was hard to decide which one to do first! His wit made this an enjoyable and informative day."

Betsy Wilkowsky

The Organized Executive, Inc., Marietta, GA.

"The Resources and Workshop Notes you provided were worth the price of admission in itself! What I most appreciated was the time you allowed us to brainstorm with each other about how to best move forward with the winning ideas you presented."

Jana Hartwell, *Sensible Organizing Solutions*,

NAPO-San Diego Chapter President

"Harold, I got tremendous value out of your *Expanding Your Business* class. The number and quality of ideas were terrific and your willingness to share your experiences was very valuable. I walked out with 12 tangible ideas...and this is just the beginning!"

Cynthia Kyriazis

Chief Executive Organizer, author of *The Organized Communicator*.

"Harold Taylor is unbelievable – no, that's not right, Harold Taylor is *believable*. He walks what he talks. In a humorous, information-packed seminar, Harold expands your mind and empowers you to expand your business. I have become more aware of my current business and how to build or change certain systems. It's all up to me, but thanks to Harold Taylor, I am one step closer to success."

Barbara Brock

President, *A Proper Place*, New York, NY

"Harold Taylor's *Expanding Your Business* was an eye opener to the simple things we ignore that could be hindering us from being successful. He truly takes us to the next level."

Cindy Swan, *Organizing Consultant*, Bermuda

"Harold, as a participant in your *Expanding Your Business* workshop at the recent NAPO conference, I am extremely motivated and inspired by you and the workshop to E-X-P-A-N-D mine! Your generosity and honesty in sharing your ideas and techniques overwhelms me, as always, and your encouragement is invaluable.

Thank you for your willingness to show us your methods and tell us what works and what doesn't. I'm one of those who would MUCH rather NOT reinvent the wheel. It will take me a bit of time to focus on one or two of the ideas that you presented but I am committed to moving on them and now have the path to bring them to life!

I would highly recommend this workshop to anyone who is looking for a way to produce passive income. It is extremely useful information presented in a simple, "checklist" format. This makes it easy to understand and to create a "map" toward success!"

Karen Simon, PC Tech Associates

Space is limited:

To insure a spot, please call toll-free 1-800-361-8463. Or mail, fax or e-mail the above form to Harold Taylor Time Consultants Ltd., 1271 Gorham St., Unit 12, Newmarket, Ontario, Canada L3Y 7V1. Telephone: 905-853-9328, Fax: 905-853-9390 OR E-mail: harold@taylorontime.com. Visa, Mastercard or American Express accepted.

First ten to register receives additional gift:

The first 10 people to register for the workshop will receive an autographed copy of Harold's Canadian bestseller, *Making Time Work For You* (A \$19.95 value.) This is one of the original books that were selected by NAPO National as required reading for the certification program.

Join us for breakfast:

A continental breakfast is included in the workshop registration fee. Join us in the meeting room between 8 AM and 8:30 AM and meet Harold and the other registrants.

Certificates included:

Each participant will receive a *Certificate of Completion* following the session. Please print your name on the registration form as you would like it to appear on the certificate.

Business opportunities:

A display describing business opportunities with Harold Taylor Time Consultants Inc. will be present in the workshop room. Products will also be available at discounted prices.

For further information:

For information on Harold Taylor Time Consultants Inc., visit our website at www.taylorontime.com. Our associated company, eMobilities Inc. is described at www.emobilities.com. Or write to Harold@taylorontime.com.