

Client Briefing
2nd July, 2007

***NCS Client at National Speakers Association - Invaluable Small Business Topics
Plus..... New Year Issues***

Dear all.....Happy New Year!!

One of our clients, Bernadette Schwerdt is headlining a function being hosted by the Victorian Chapter of the National Speakers Association of Australia. We are pleased to assist in the promotion of this event because importantly, we are happy to assist any of our clients in their own endeavours and secondly, the topics are highly relevant to us all.

As a former reporter on Channel 9's "*The Small Business Show*" Bernadette is an expert at coaching and guiding small businesses on how to create maximum impact with limited dollars. She is a professional copywriter as well as a lecturer in marketing and communications at RMIT and University of Melbourne. She has worked for some of the world's most successful advertising agencies including Young & Rubicam, Clemenger and J. Walter Thompson.

More information and booking detail is contained in the attached link

http://www.nationalspeakers.asn.au/Vic_news.html

A quick précis:

Date: Monday, July 16th, 2007

Time: 6.30pm for 7.00pm start; 9.30pm finish

Venue: Fenix Function Centre - 680 Victoria Street, Richmond (Parking via [Elaine Ct](#))

Speaker 1: Bernadette Schwerdt, Professional Copywriter

"How To Write 'Killer' Headlines That Work, Everytime"

1. The Top 7 Headlines Formulas And How To Adapt Them For Your Own Business
2. The Top 20 Reasons Why People Buy
3. How To Cut Your Writing Time In Half Using Templates

Speaker 2: Phil Leahy, President of the ebay Professional Seller's Association

"How To Monetise Your Speaking, Consulting Or Training Business"

1. How To Take Your Business Online
2. Taking Your E-Books To Ebay And Making Money
3. Creating Revenue From Your Information Products

If you know of anyone that may find these topics useful, please feel free to forward this message on.

New Year Issues

To all NCS clients, stand by for a checklist and timetable of relevant issues about to hit for 2007/2008. Of particular importance and for your urgent attention are the new PAYG scales that came into effect on 1st July. More later, but if you need any initial advice, please don't hesitate to contact Sharryn or me.

Kind regards.....Andrew