

How to Find C Level Clients

IRVINE, CA (11/27/06) - Professional speaker and author Lisa Nirell has been added to the lineup of an all-day workshop on “**How To Win Clients Through Persuasive Speeches and Seminars**” to be held 9 am to 5 pm on Friday, December 15 at the Orange County campus of Pepperdine University, 18111 Von Karman Ave., Suite 209 in Irvine.

Nirell, founder and CEO (Chief Energy Officer) of *EnergizeGrowth* in Sunriver, OR, will speak on “Ten Ways to Reach C Level Audiences.” She helps successful entrepreneurial leaders who are missing out on new growth opportunities. Through her strategy workshops and highly interactive learning programs, Nirell has helped clients secure \$83 million in new business within just two years.

Nirell has designed multimedia programs around the results of her two-year study of over 200 high performing business owners, and from exclusive interviews with leaders such as Dr. Stephen Covey and Guy Kawasaki. She is an award winning business columnist for several publications including The San Diego Daily Transcript, Vistage (formerly TEC International), Women in Technology, and Renaissance Executive Forums.

According to workshop leader and marketing author Henry DeVries, research studies consistently show that the best proactive business development strategy for professionals, consultants and relationship-based service businesses is to regularly demonstrate expertise by giving informative talks in front of targeted groups of potential new clients. DeVries, founder of the New Client Marketing Institute and a graduate of the Leading Professional Services Program at the Harvard Business School, will share the latest strategies on marketing through free and paid speaking opportunities.

DeVries, author of the books “Client Seduction” and “Self-Marketing Secrets” and a Web Marketing and Business Presentations instructor at UC San Diego, says the top seven ways to turn expertise into qualified leads are by hosting paid seminars and webinars, having a Web site that trades a white paper for email addresses, publishing ezines, gathering business cards for your ezine at networking events, blogging and submitting white papers on the Internet, giving speeches to trade groups and hosting small-scale executive briefings.

The Dec. 15 workshop is presented by the Southern California Emerging Business Association (www.sceba.org) in conjunction with the Association of Professional Consultants (www.consultapc.org) and hosted by the Orange County Chapter of the Pepperdine University Alumni Association. The early bird tuition is \$137 for the general public before December 7, \$177 until December 14 and \$200 at the door. Discount admission is available to Pepperdine students and alumni, SCEBA members and APC members. A networking lunch is included and parking is compliments of Pepperdine University. Attendees also receive an audio CD on persuasive business presentations and white papers on “102 Rainmaking Ideas” and “How To Become A Published Book Author in 90 Days.”

Register at www.newclientmarketing.com or call 800-514-4467.

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Attention media: For interviews or more information contact Henry DeVries at 800-514-4467 or email henry@newclientmarketing.com.