



Message from Dottie Walters

International Speaker, Author, Consultant
President of Walters International Speakers Bureau
Publisher/Editor of *Sharing Ideas* newsmagazine

We plan this event with just one thing in mind...

We know you want to make it big! So once again we've pulled together the best minds in the industry to help you make it happen. **Expand Your Brand** is all about using every terrific marketing tool available—books, speaking, web sites, interviews, articles, the best look, the right words, and more—to make you and your business a household name in *your* market.

We do this by putting you in the same room with these extraordinary presenters. In just four days, you'll not only hear, but get to *know*, some of today's most brilliant marketing minds. More importantly, they get to know *you*! These presenters stick around to help you launch *your* greatest success.

We keep the Symposium small for this very reason.

Many of our attendees go to other events during the year, but they mark the Symposium on their calendars first. There are plenty of events that offer big crowds, high energy, and inspiration. But only at the Symposium do you leave the crowds behind and go one-on-one with the presenters themselves—these masters of publishing, marketing, speaking, and the Internet! Sit next to them during a session, get to know them over lunch—which is served right in the next room—or meet for dinner or over coffee.

It's as simple as pulling up a chair and introducing yourself!

This may sound too good to be true, but this is the way we've always done it, for nine consecutive years now. It's a proven formula that gives you what you need and want most. We wouldn't change it for the world.

Here's just a small sample of what goes on here. Last year, one of our featured presenters took handwritten notes for each attendee during each Hot Seat session. No one had to. Of course, all attendees receive a complete audio CD of this event, with all of the Hot Seat sessions recorded on it. But this marketing expert knew that being able to immediately look over the ideas generated during these wonderful sessions would make all the difference in the world to these attendees. This kind of generosity, sharing, friendship, and working together just naturally happens here at the Symposium.

Please do yourself and your career this *one* favor.

Come to this year's Magnificent Marketing Symposium and find out for yourself exactly what this incredible event can do for you. Please don't waste this opportunity. I've seen so much success blossom from each year's event. I would love to see what can happen for you! Give us just four days, and we'll help launch your career in every way you've ever dreamed possible.

In friendship,

Dottie

Special Feature—SPEAKERS BUREAU PANEL

Led by Dottie Walters

President of Walters International Speakers Bureau
Founder of the International Association of Speakers Bureaus (IASB)
www.walters-intl.com

Find out first-hand how to make yourself the first choice of bureaus and the corporations and associations they represent. **This prestigious panel includes:**

Athletic Appearance—San Diego, CA

Andrew Kline, CEO
www.athleticappearance.com

World Class Speakers & Entertainers—Agoura Hills, CA

Joseph I. Kessler, President
www.speak.com

Speakers Etc.—Inglewood, CA

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www.blackspeakers.net

Incredible Speakers—Kissimmee, FL

Dave Bell, President
www.incrediblespeakers.com

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Magnificent Marketing Symposium *****
September 16-19, 2004
Los Angeles, California

expand your brand

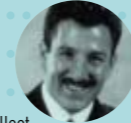
EVENING MEAL AND MIXER SESSIONS

A great way to end the day, have fun, and network. Here's yet another chance to get together with the presenters and your fellow attendees in a relaxed, casual setting. Ask anyone who's been to the Symposium—this is the place you'll form some of your most strategic business alliances.

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5 REASONS YOU WON'T WANT TO MISS THIS ONE-OF-A-KIND EVENT!

THE REAL THING. The information you hear at this marketing event is brought to you by THE experts—the very people who have helped create and brand the industries they represent. Their ideas and techniques are constantly being duplicated. But accept no substitute—get the real thing, right here and in person!

ONE-ON-ONE WITH THE EXPERTS. Listen to these marketing geniuses, then pull up a chair and get to KNOW them. This is what they're here for. This is an amazing, one-of-a-kind experience you won't find at any other event.

"HOT SEATS." Be among the first to register and qualify for one of these special sessions where master presenters and fellow attendees help you generate dozens of creative strategies for your business.

HELP AFTER YOU LEAVE. Just for attending, you receive a gift package from each presenter worth thousands of dollars in consulting and products. So even after the event is over, the gurus of marketing you meet at this event are just a phone call away and ready to help.

INCREDIBLE CONTENT—FROM START TO FINISH. Don't miss a single minute, because you never know where your next big idea will come from. Even the presenters listen and ask questions—remember, there's no limit to their success either. The best in the business understand the value of making the most of any learning opportunity. Follow their lead!

ONLY 75 SEATS AVAILABLE! REGISTER TODAY!

(626) 335-8069 www.SpeakAndGrowRich.com

This is the ONE event you must attend THIS year!



P O BOX 398
GLENDDORA, CA 91740 USA

"These marketing ideas are for anyone who's ready to use these proven tools to be the expert of choice in any business."

Laura A. Stees, CPA—California, USA
Cobb, Stees & Company, LLP

"The Symposium was superb. There was a marked absence of the hype that characterizes so many other conferences, where it seems that the main purpose is to get people high on a dream rather than deliver real content. We all came away with endless useful information."

Rev. Dr. Symeon Rodger—Ontario, Canada

"I doubled my speaking fees and bookings within a month of attending the Symposium."

Diane Hodges, Ph.D.—California, USA
President, Threshold Group

"The greatest benefit of this event was being able to meet and talk with the experts one-on-one."

Jennifer Hough—Ontario, Canada
The Vital You

"I could not have gotten this level of mastermind experience anywhere else."

Dwight Jones—California, USA
Vanguard Resource Group

9th Annual
Magnificent Marketing Symposium *****

September 16-19, 2004

Los Angeles, California

expand your brand

FOR EXPERTS * AUTHORS * SPEAKERS * CONSULTANTS



TOM ANTION

DOTTIE WALTERS

AND THE HOTTEST LINE-UP OF TODAY'S INDUSTRY EXPERTS

HOW TO TURN...
WHO YOU ARE &
WHAT YOU KNOW
INTO A BESTSELLING
DYNASTY OF PROFIT
AND PRESTIGE!

******* ONLY this event gives you one-on-one access to today's marketing experts! *******



DOTTIE WALTERS TOM ANTION RITA EMMETT JOEL CHRISTOPHER WENDY KELLER BRUCE CAMERON KATHI DUNN JEFF HERMAN TAMI DE PALMA FRANK FURNESS GAIL MURPHY DAVE LARNER SUSAN KENDRICK GRAHAM VAN DIXHORN JOHN PATRICK DOLAN

This isn't *just* about becoming a bestselling author or speaker...

This is about *using* books, the speaker's platform, radio and TV publicity, a cash-on-demand web site, and *more...* to make you the go-to expert in your field. Are you already a recognized expert—or would you like to be? Imagine the tremendous money streams you'll generate by being the BRAND OF CHOICE in *your* market! That's exactly what this year's Symposium will do for you. These are the best tools available anywhere for turning you and your personal information warehouse into the highest pay and prestige possible! *That's* expert status. *That's* the beauty of **expanding your brand.**

Who will you meet?

Names you trust. All brilliant and wildly successful industry pros. Some of them even got their start with Dottie—Tom Antion, for example—and then went on to create such phenomenal success that we had to make sure you hear first-hand exactly how they did it, and how you can, too! You'll also meet the same industry experts we send authors and speakers to every day—marketing masterminds, each with a particular genius for helping you make unprecedented leaps in your career. You've got to be part of this event!

Surprise guests, panels, and more!

Make sure you don't miss a single minute. The action starts right away and keeps on going—from the fabulous kick-off at noon on Thursday to the celebration brunch on Sunday. Thursday, Friday, and Saturday evenings are topped off by a light meal and mixer, yet another great opportunity to network with both the attendees and our master presenters. Surprise guests, panels, the Symposium's famous Hot Seats, and more, all add up to this year's can't-miss, **Expand Your Brand** blow-out!

Mark your calendar *now*. This is the *one* event you must attend *this* year!

This year's Career-Explosion line-up includes:

DOTTIE WALTERS
Corporate Sponsorship—Three Ways to Get Paid Huge Profits for Who You Are, What You Know, and Who You Know

Learn how to find corporate sponsors who will *pay you* to get in front of your audience. The result? Double and triple your fees every time you speak, become a high-paid national spokesperson, get corporate fees for your youth and education presentations, get paid to give away *their* products—and yours, and more! Dottie Walters, internationally celebrated speaker, bestselling author, and speaking career consultant, is the creator and host of this Magnificent Marketing Symposium. She is president of Walters International Speakers Bureau, a founding member of the National Speakers Association (NSA), and founder of the International Association of Speakers Bureaus (IASB). She has been interviewed on CNN, ABC, *Good Morning America* and thousands of TV and radio programs as well as in newspapers and magazines worldwide. She has authored and produced thousands of speaker products, including her globally popular book, *Speak & Grow Rich*, published by Prentice Hall.

www.SpeakAndGrowRich.com

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TOM ANTION
Turn Your Web Site into a Cash Machine —MORE Wild and Outrageous Internet Marketing Techniques

Click here for big profits! In the time it takes to listen to this presentation, you'll be ready to create digital products to capture huge sales on the Internet. "I'll show you how to do what I've done," says Tom, "create a demand for your products and services around the globe that will keep your online cash register ringing around the clock." This is definitely a case of real success being as simple as it sounds. Count on Tom to literally walk you through each step it takes to create massive cash flow and make you an online sales sensation. His immediately usable, do-it-now methods are what make this presentation an absolute must. If you've never heard Tom before, do it now. If you have, you know that once is not nearly enough. *And only at this event* do you have plenty of opportunity to talk with Tom one-on-one.

Tom's here to present and then participate right along with you at every session, break, meal, and mixer!

Tom is the publisher of the largest Internet publication in the world on professional public speaking, with more than 150,000 subscribers in 80-plus countries. He is the author of *Click: The Ultimate Guide to Electronic Marketing for Speakers* and the *Wake 'em Up Video Professional Speaking System*. Tom is also a veteran of more than 2,100 paid presentations to more than 87 industries worldwide. He warns that you better wear your seatbelt as he takes you through his profitable, action-packed ride through cyberspace.

www.Antion.com

BRUCE CAMERON
"8 Simple Rules" for Turning 15 Minutes of Fame into a Pretty Decent Living

This nationally syndicated humor columnist tells how he turned various careers and experiences (stuff that didn't work out), into a TV show, a movie contract, a syndicated column, and a best-selling book—*8 Simple Rules for Dating My Teenage Daughter: and Other Tips from a Beleaguered Father (Not That Any of Them Work)*, which is the basis for the late John Ritter's popular TV series, *8 Simple Rules*. His latest book, *How To Remodel a Man*, is due out in September. Bruce spent years trying to sell novels, short stories, and poetry...with no success. He hit upon the idea of writing humorous essays because he had tried everything else (except maybe recipes). Today his column is read in 52 countries ("if you count Texas as a country—and they do," he says). Find out how to get paid for just being you (*if* you don't mind being laughed at).

www.BruceCameron.com

GAYL MURPHY
The Insider's Guide to Giving a Killer Interview

Will you be ready for the microphone when your big break comes? Based on her book, *Interview Tactics—How to Survive the Media Without Getting Clobbered!*, this lively media training session prepares authors, speakers, consultants, or any expert to strategically package their message, go one-on-one with the press, captivate any host or audience, and much more.

A veteran Hollywood correspondent, Gayl has conducted more than 10,000 interviews with the biggest names in the business, including Russell Crowe, Halle Berry, Rudy Giuliani, and Phil Donahue. Her stories are featured on TV and radio networks around the globe. Learn the do's and taboos of a great interview. Hear actual celebrity sound bites—the good, the bad (and the unbearable). Gayl's media secrets will have you ready for a full-blown interview or your 30-second shot at fame.

www.GaylMurphy.com

JOEL CHRISTOPHER
How to TRIPLE Your Opt-in List, DOUBLE Your Online Profits, and Become a Bestselling Author in 99 Days or Less

Starting just three and a half years ago, Joel has built and grown his opt-in email list to more than 153,000 loyal readers. At one time, he TRIPLED his list to 30,903 subscribers in only 99 days, which earned him the title, "The Master List Builder," the title of his first bestselling audiobook. His own e-mail list then helped him take his first printed book, *Mining Online Gold With An Offline Shovel: How To Build A Massive Online Mailing List By Mastering Offline Promotions*, to the top of the Amazon bestseller list just 13 hours after it was first published! His hold-nothing-back approach and wealth of proven techniques will help you become a bestselling brand with a loyal and profitable following!

www.MasterListBuilder.com

JEFF HERMAN
Insider Tips for Getting Your Book Published —a Literary Agent's Secrets

Looking for a publisher? This is the man to see! A top New York literary agent, he's here to tell you who needs an agent, why, and how to get one! You'll learn exactly what it takes to develop marketable ideas, write a proposal any agent will snap up, and the one thing that will get a publisher on your side, *regardless* of your manuscript. Since 1987 Jeff has sold more than 450 titles, making him one of the most dynamic and innovative agents in the business. His own list of titles says it all. He is the author of *Jeff Herman's Guide to Book Publishers, Editors and Literary Agents: Who They Are! What They Want! And How to Win Them Over!*, co-author of *Write the Perfect Book Proposal: 10 Proposals That Sold and Why!*, and *You Can Make it Big Writing Books*—all considered among the best tools available to both new and experienced authors.

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TAMI DE PALMA
4 Steps for Turning PR into Instant Profit

This book industry veteran has gotten her clients \$221 MILLION in FREE publicity on *Live! with Regis*, *The Jenny Jones Show*, *The Today Show*, *The New York Times*, *The Wall Street Journal*, more than 5,000 radio shows, and multiple magazine cover stories. She shows you how to build your own PR-Profit Support System, develop "media hooks" to grab the attention of radio hosts and producers, and appeal to what listeners want, not what they need—there is a difference. Learn how to get maximum exposure for your book through every media outlet possible, and for little or no cost! Tami DePalma is the founder and partner of MarketAbility.com, co-creator of *How to Sell Your Book in Bookstores without Losing*

Your Shirt, The Easy Way to Get Book Reviews and Testimonials, Expose Yourself! Get Noticed in the News, and an arsenal of tools to help authors and publishers sell more books, for more profit.

www.MarketAbility.com

KATHI DUNN
How to Create Powerful Marketing Materials to Build a Bestselling Brand

This highly visual presentation shows you how your book cover alone can launch not only your brand, but your entire marketing campaign. Creator of the BestSeller System™, Kathi has 20 years of experience and plenty of bestsellers to back her up. Her book cover designs consistently help self-publishers open doors and land contracts with such publishing giants as Prentice Hall, Random House, Harper Collins, and Simon & Schuster. Her high-impact speaker's kit designs get the bookings with top-ranking speakers bureaus and corporate meeting planners. Her clients include Tony Robbins, Deepak Chopra, Louise Hay, Ken Blanchard, Mark Victor Hansen, Dottie Walters, and a host of other fast-track authors and speakers.

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DAVE LARNER
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Traffic. Traffic. Traffic. You want it? Here's how to get it! Dave is a leading Internet marketing expert and founder of Technology Marketing Consultants. A published author, speaker, and consultant, he knows what works and how to make it work for you. His step-by-step approach will show you how to: Get more bookings and sell more products using proven online marketing techniques, get top rankings on the major search engines, prepare your site for optimum placement by making it search-engine friendly, quickly identify the appropriate keywords and phrases to target your audience, and take advantage of advanced tips and tricks to start generating new business immediately.

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RITA EMMETT
Beat Procrastination—Your Speaking and Writing Career's Biggest Road Block

What can this "recovering procrastinator" do for your career? Help you knock down every obstacle to start making things happen right here at this event. Rita is the author of the internationally bestselling book, *The Procrastinator's Handbook: Mastering The Art Of Doing It Now*, which sold more than 100,000 copies in its first 14 months and was awarded the top-selling non-fiction e-book of 2001 (sharing center stage with Stephen King, for fiction). Her book is now sold in more than 38 countries and through the Book of the Month Club. Her TV appearances include *The Today Show*, where she was interviewed by Katie Couric. You're ready to succeed, so why wait? Rita shows you how to get the absolute most from this event.

www.RitaEmmett.com

SUSAN KENDRICK & GRAHAM VAN DIXHORN
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Who are you? What makes you different? And what do you offer that people need but can't get anywhere else? The very language you choose to answer these questions will determine the success of all your marketing efforts. This highly creative team of positioning experts specializes in writing that instantly sells you and your message. Make sure you stand out in a crowded market and create at-a-glance buy-in from the people you want to influence most. Learn how to give your books, products, speaking topics, press kits, and more the power to make buyers say YES! With 17 years of experience making every word count, their clients include DuPont, IBM, Mayo Clinic, Deloitte & Touche, as well as a wide range of authors, publishers, and speakers in the U.S., Canada, and Australia.

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Break into any market, anywhere in the world. Frank is a gypsy by nature. Originally from South Africa, he now lives between London and Spain and regularly speaks in 40 countries. Discover how he markets himself internationally, generates an endless flow of repeat and referral work, and gets huge organizations to sponsor him to speak to their international clients. Three years ago Frank bought two hours of Dottie Walters' time. Based on her advice, he produced and made his first product sale of 1,000 triple CDs to a large organization. Frank tells you exactly how he now repeats his winning formula every time he speaks—and how you can, too!

www.FrankFurness.com

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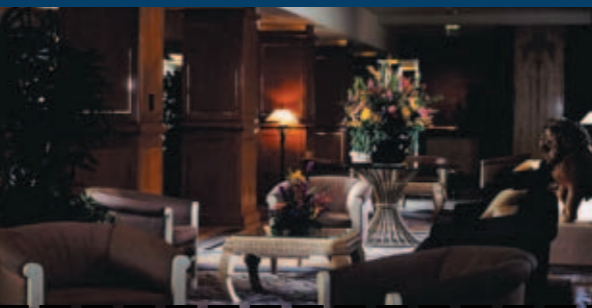
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Early Bird (before May 1, 2004) \$1,495
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The following meals are included with your registration:
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Friday Breakfast, Lunch, Light Evening Meal
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MAIL P.O. Box 398, Glendora, CA 91740 USA
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WEB www.SpeakAndGrowRich.com

For more info **E-MAIL** Dottie@SpeakAndGrowRich.com



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- Wendy Keller** Half-hour consultation, value \$325
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- Frank Furness** Half-hour consultation, value \$200

Preferential Pricing on Rooms

Make your room reservation by August 18, 2004, and receive preferential pricing as a Symposium attendee. Call the Sheraton Universal at **(818) 980-1212**.

Sheraton Universal
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