

FORTIER

PUBLIC RELATIONS

Dear Journalist/Reader:

In this day and age of information overload and busier schedules, we're limited to fewer opportunities to get people's attention, and often only 140 characters to get our messages across. Attention must be earned, and faster than ever, or your opportunity will be gone before you know it. Whether you're faced with a chance encounter, a one-on-one meeting or a presentation for thousands, only a well-crafted elevator speech can take your idea to influence with concrete results.

In **SMALL MESSAGE, BIG IMPACT: The Elevator Speech Effect** (Portfolio; August 30, 2012) communications expert Terri Sjodin shows not only how to perfect your personal elevator speech, but also how to take your message and communicate it in a meaningful and persuasive way to help maximize opportunities, grow your personal brand, raise your platform, and take everything to the next level. This isn't just a book about elevator speeches, but about how they can become a bridge to your new future.

According to Sjodin, "The elevator speech is such a seemingly simple concept and yet so many people get it wrong." If you're looking to land a big breakthrough opportunity, don't think big. The best way to get there is with a small but well-crafted message that will open doors, unlock possibilities, and get the snowball rolling. That's the "elevator speech effect" in action and it can happen anywhere at any time. Elevator speeches are no longer just for screenwriters, TV producers and IPO-hungry entrepreneurs. Now, nobody can afford to be without one prepared and lose out on the opportunities we face every day.

Sjodin's wise advice includes how to:

- Build a convincing case using six of the most consistently effective arguments
- Separate yourself from the crowd by speaking in your own authentic voice
- Make the presentation more persuasive than informative
- Avoid the data dump

Written with a friendly voice and entertaining style, **SMALL MESSAGE, BIG IMPACT** shares illuminating stories of how the elevator speech effect landed deals with Donald Trump, advanced the causes of presidents ranging from Truman to Obama, and dramatized the plot lines of TV shows like "Entourage" and movies starring Tom Cruise.

Whether you're trying to pitch an idea to a new client, make the case for why you're the right person for the job, get donations for a charity, or even make an impression on a first date, Sjodin shares how to get that small message just right.

Terri L. Sjodin is the principal and founder of Sjodin Communications, a public speaking, sales training, and consulting firm. For more than twenty years she has served as a speaker and consultant for Fortune 500 companies, industry associations, academic conferences, CEOs, and members of Congress. She lives in Newport Beach, California. For more information, please visit: www.SmallMessageBigImpact.com

If you're interested in setting up an interview with Terri Sjodin, please contact us directly.

Sincerely,



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