

BARNES & NOBLE Events

401 Newport Center Drive, Newport Beach, CA 92660 Phone: 949.718.0109 Fax: 949.718.1445
Store Hours Sunday - Saturday 9:00 am - 11:00 pm

Book Release & Signing Event!

Featuring Special Q&A Session

with Loreen Gilbert, President of NAWBO-OC and author Terri Sjodin



Title: *Small Message, Big Impact: The Elevator Speech Effect*
written by Terri Sjodin

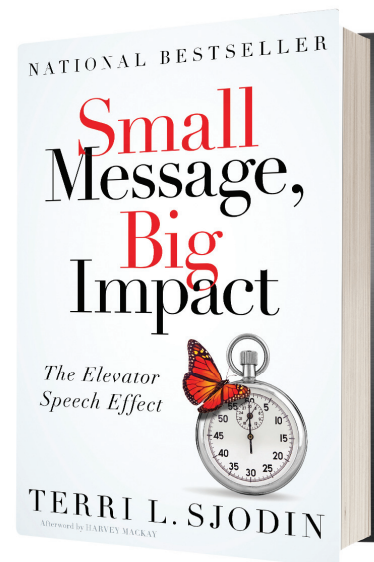
Date: Wednesday, August 29, 2012

Time: 5:30pm-7:30pm

Interview and Q&A with the author from approx. 6:00-6:30pm

Location: Barnes & Noble Booksellers -Fashion Island
401 Newport Center Drive, Newport Beach, CA 92660

We hope you will join us!***



Please visit: smallmessagebigimpact.com

Book Description

“Don’t just think of an elevator speech as a generic tool you use in chance moments—consider the concept as a strategy to manage multiple talking points and to communicate more complex ideas as well.”

Terri L. Sjodin’s new work, *Small Message, Big Impact: The Elevator Speech Effect*, provides an entertaining, straightforward, and practical how-to guide on effectively communicating a critical message in a short period of time. She gives readers an inspiring new perspective on the power of what she calls the Elevator Speech Effect and shows them how to employ this amazing little tool to create influence in today’s market.

Perhaps you want to promote an idea, a project, or a concept. Maybe you are looking to create a more compelling message to sell a product or service that will help you access challenging decision makers. Whatever your purpose—be it professional, academic, political, philanthropic, or personal—you can learn to craft a fresh, brief, and persuasive message that generates tangible results!

In This Book You Will Learn:

- How to build a compelling and persuasive case using six of the most consistently effective arguments in today’s market.
- How to morph your elevator speech content and employ your best material in a variety of presentation opportunities, including the internet and social media platforms.
- How to speak in your own authentic voice—it’s not only what you say, it’s how you say it.
- This book includes outlines to help you craft your next talk, worksheets, a complete sample elevator speech, evaluation forms...and much more!



About the author...

Terri Sjodin is the principal and founder of Sjodin Communications, a public speaking, sales training, and consulting firm. For over twenty years, Terri has served as a speaker and consultant to an impressive list of companies, industry associations, academic conferences, CEOs, and members of the United States Congress. She is the author of *New Sales Speak: The 9 Biggest Sales Presentation Mistakes and How to Avoid Them* (Wiley). Terri lives in Newport Beach, CA.

*****Can’t make it to the Book Release Signing Event? You can place your order by phone, and request a signed author copy by calling the B&N store directly, then have it shipped to your home or office.**