

FOR IMMEDIATE RELEASE

CONTACT: Heather Christie, President

info@floridaspeakers.org

855-299-8880

Magical Storytelling for Exponential Product Sales

Fort Lauderdale, FL. (Mar 23, 2018) The Florida Speakers Association (FSA) announces a full day **of Powerful Business-Building Strategies** on Saturday, April 14, 2018 with Orvel Ray Wilson, CSP, coauthor of the legendary Guerrilla Marketing series. Wilson will share guerrilla marketing tactics that are simple, easy, and highly effective.

What you will learn:

- Why speaking is a great way to attract high-value clients
- How to get bookings, both free and fee
- How to structure a presentation that sells
- The secret to selling from the stage without sounding commercial
- Three types of stories that, when you tell them, make prospects line up to hire you
- And much more!

About Orvel Ray Wilson, CSP: is coauthor of the legendary Guerrilla Marketing series, including Guerrilla Selling, Guerrilla Trade Show Selling, Guerrilla TeleSelling, Guerrilla Negotiating and Guerrilla Retailing. The most successful marketing series in publishing history, has sold more than 23 million books worldwide in 63 Languages. In 2001 he was named "Speaker of the Year"; by Meeting Professionals International, and he's been voted one of the world's "Top 5 Sales and Marketing Speakers" a record 5 years straight. After 37 years on the international circuit, he now coaches other professional's content, stagecraft, and marketing.

Our high-level afternoon session is **Advanced Acting and Storytelling Skills Master Class**. During this master class, the audience will look on and participate as 8 spotlight attendees get a unique opportunity to hone and polish their signature stories. You will learn effortless techniques as those in the spotlight receive individual coaching and group feedback from the entire audience. Note: An extra fee applies for the 8 members receiving individual coaching. Orvel Ray Wilson is generously donating all of the proceeds from this master class to the chapter.

According to Professor Mark Levit, Vice President of Programs *"Anyone searching for new and innovative ways to market their business must attend our April meeting. Orville Ray Wilson is the authority on this extraordinary marketing tactic and will share several strategies any professional can use to grow their business and reach."*

The meeting takes place at **Westin Fort Lauderdale, 400 Corporate Dr, Fort Lauderdale, FL 33334.**
Workshop Pricing-Registration through March 8th is as follows:

Members: Morning Session: \$55 All Day: \$79

Guests (First Time or Returning): Morning Session: \$75 All Day: \$109

About the Florida Speakers Association (FSA): FSA is a chapter of the National Speakers Association (NSA), an organization dedicated to the growth and development of the speaking profession. Founded in 1980, the Florida Speakers Association maintains an active membership and involvement in virtually all aspects of the professional speaking industry. FSA welcomes guests and aspiring speakers to attend our monthly professional development meetings. To learn more about the program and to register visit:

<http://www.floridaspeakers.org/speaker-summit/>