

GET YOUR MONEY WHERE YOUR MOUTH IS FACT SHEET

Get Your Money Where Your Mouth Is

by David R. Portney

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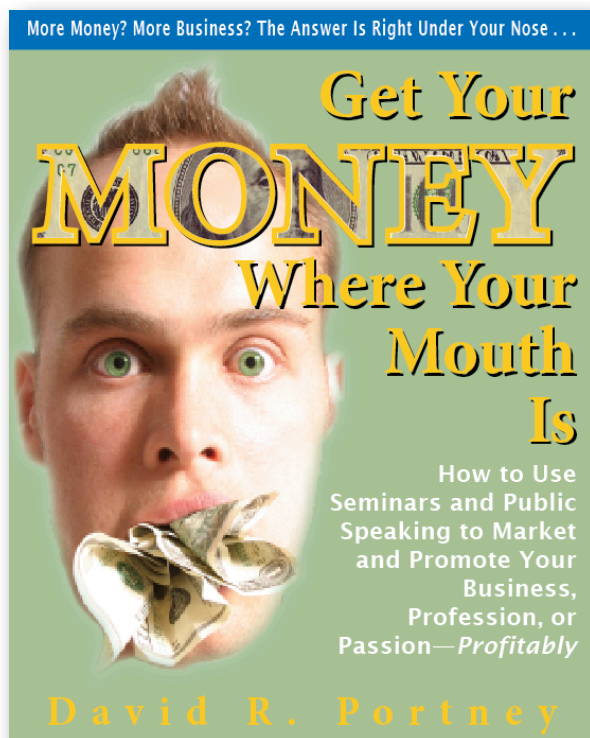
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Synopsis / Back Cover Copy

We are in an age where the battle to get your customers' attention is fierce and advertising options are becoming more expensive and less effective. In *Get Your Money Where Your Mouth Is*, you will learn everything you need to know to market yourself and your business in the least expensive and most effective way possible—by using the power of seminars and public speaking.

With seminar and public speaking expert David Portney as your guide, you'll learn how to—

- organize a seminar for little or no money
- sell from the stage
- write a presentation in four easy steps
- brand yourself as the expert in your field
- get your customers to come to you

Get Your Money Where Your Mouth Is features a 30-day fast-start action plan, a cornucopia of resources, and all the tips and techniques you need to market whatever you're selling effectively, inexpensively, and profitably.

Author Profile



David R. Portney has been doing trainings, keynote speeches, seminars, and every kind of public speaking you can imagine for over 20 years. This is his fourth book. He is also the author of *129 Seminar Speaking Success Tips* and *129 More Seminar Speaking Success Tips*. David lives in

Redondo Beach, California.

Expert Praise for *Get Your Money Where Your Mouth Is*

"I'm a veteran of over 2,500 paid presentations worldwide and have presented to both small and large groups in over 87 industries, and I can tell you that David Portney's book, *Get Your Money Where Your Mouth Is*, is a comprehensive guide to using speaking and seminars as the most effective way to generate leads and convert prospects in the smartest, most effective, and most fun way I know of. This book will get you going in the right direction when it comes to marketing your business quickly and cost-efficiently."

**—Tom Antion
President and CEO,
Antion & Associates**

"Imagine how you'd feel if you were a dynamic, charismatic and believable speaker. Well, this book shows you how to be one. Portney gives winning advice on how to do seminars and public speaking easily and correctly. Recommended reading for anyone wishing to take their business and/or passion to the next level."

**—Dr. Jennifer Jianjun Wang, Ph.D.
Wellness & Success Coach,
Speaker, and Author**

"David Portney's book makes you want to immediately run out and start giving talks and seminars. He provides a practical easy-to-read guide which provides all the details on what you need to do to succeed in this arena. Even more importantly he helps you overcome those secret fears that keep you hiding in your office and shows you how to use seminars and public speaking to let the world know about the valuable talents you have to offer. . ."

**—Myra S. White, Ph.D., J.D.
Author of *Follow the Yellow Brick Road:
A Harvard Psychologist's Guide to Becoming a Superstar***

"As a professional speaker and trainer for over 30 years, I find the information in this book the best I have ever used. Applying these action principles will make anyone who has a message to deliver a more sought after speaker."

**—James Spooner, MBA
Certified Instructor for
the Napoleon Hill Foundation**

"Seminars are my most important and effective marketing method now. My marketing methods used to be advertising, direct mail, cold calls, and networking. I used to spend at least \$2,000 per month for marketing, but now my marketing cost is average \$700 a month, and my income is more than double compared to the income I was earning before I started seminars. This is all because of David Portney's seminar coaching. David Portney is right. Seminars are the most effective and inexpensive marketing method. No doubt about it!"

**—Tracy Taguchi
California Insurance Broker**

"I was well into my professional career before I even considered speaking in public voluntarily. Now I can't think of anything more rewarding than sharing my knowledge with an audience and seeing how they can instantly apply it to their own situations. But there's more to becoming a successful speaker than knowing what to say. If you actually want to make money, why take the long and windy road when David can show you all the shortcuts? *Get Your Money Where Your Mouth Is* will cut miles off your journey."

**—Liz Lynch
Speaker, Coach, and Author of
*Smart Networking: Attract a Following In Person & Online***

Marketing Strategy

David Portney will be embarking on a major publicity campaign for *Get Your Money Where Your Mouth Is*. The campaign will include—

- Major event on release date (June 1, 2009)
- Speaking events at book stores (currently being booked in the Southern California area)
- Press campaign
- Radio/TV/Press interviews
- Speaking engagements and keynotes

Please visit www.getyourmoneywhereyourmouthis.com for a complete schedule of events.