



3D-Messaging™

A new dimension of communication; a new level of success!

Presented by R.J. Foster, Wordsmith

**When you introduce yourself, do people listen? Do they respond?
Do you want them to?**

Entertaining and informative, this interactive discussion gives audience members a new perspective on the difference between marketing and messaging, and an innovative approach to rethinking and reshaping your business introduction to ensure the best possible response, "Tell me more!"

TOPICS

- The Communication Illusion
- Marketing vs. Messaging
(product vs. purpose)
- Elements of a Great Story
- Fundamentals of Great Messaging

TAKEAWAYS

- CLARITY...a new perspective on effective business communication!
- CONFIDENCE...actionable ideas for shaping and sharing a winning message!
- CONNECTION...improved response that leads to more conversion, more sales, more success!

From content to copy, 60-minute conferences to 60-second commercials, messages that stand out bring outstanding response...and results. And nothing stands out like 3D.

R.J. combines over twenty years of international presentation development and training, award-winning content development, and unbridled enthusiasm for communication to help clients take business messaging to a new level. After all, he's a Wordsmith, forging messaging that sparks results!

"A great eye-opener and out of the box thinking opportunity for me."

"...practical, commonsensical information conveyed in a 'ready to use' format."

"Your energy is engaging and totally aligned with your message!"

To learn more about having R.J. speak at your next event, call 920-540-3551, or email rj@wordsmithingbyfoster.com.