

# CRACKERS WORLD REPORT!



The Latest From The Creative  
World of Emmanuel Lopez  
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## **S**ELL THE SIZZLE: A HOT NEW SEMINAR!

The Women's Centre's New Start Program in Oakville and business students at Ryerson University received a taste treat of Emmanuel's new entrepreneurial skills and development seminar, "Sell The Sizzle!" Keys to successful self-promotion and branding.

Building on Emmanuel's core theme of identifying your passions and personal interests, this topic excited participants with simple methods to create promotional material that stands out from the competition.

Themes include:

- 1) Passion Magnetizes Success
- 2) Harness Your Unique Differences
- 3) Connect With Others
- 4) Create A Buzz

### **SEMINARS, KEYNOTES & WORKSHOPS**

by **EMMANUEL LOPEZ**

For Corporations, Organizations, Associations,  
Educational Institutes & Community Services

**FOR MORE INFORMATION:**

[contact@crackersworld.com](mailto:contact@crackersworld.com)

416-504-4424



Sample slide of a successful direct mail campaign from Emmanuel's program, "Sell The Sizzle!"

#### COMMENTS:

*"I really enjoyed your "Sell the Sizzle Seminar"! Your enthusiasm, humour and ideas truly inspired me to look outside the box and think big."*

Adele Lapointe, entrepreneur

Women's Centre's New Start Program

*"During the seminar I learned that your life passions play an important role in your future success and that you have to recognize what is it that you love to do, and try to be the best at it."*

Olga Bouilina, student  
Studies In Entrepreneurship  
Ryerson University

*"I've heard people speak about building a career based on what you love but Emmanuel opened my eyes. His theory of personal joy creating a magnetism that attracts not only people but money made so much sense. He was the first person to explain to me how doing what you love and making a decent living can be synonymous."*

Beth Tonken, student  
Studies In Entrepreneurship  
Ryerson University