

CRACKERS WORLD REPORT!



The Latest From The Creative
World of Emmanuel Lopez
OCTOBER 2005 **vol. 15**

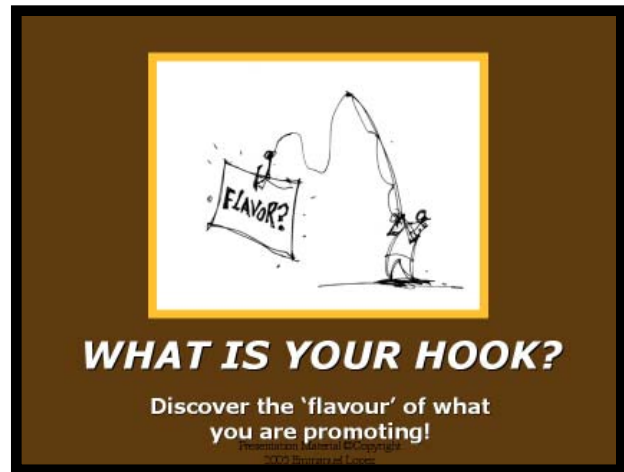
WHAT IS YOUR HOOK?

The members of RGD Ontario (Registered Graphic Designers) recently got 'hooked' with Emmanuel's "Sell The Sizzle" seminar. He presented the keys to successful self-promotion and branding.

Tapping into one's passions and personality quirks as a great resource for ideas were discussed. Donald Trump's hair was used as an example of a humorous yet effective memorable marketing 'hook'. Participants learned how to examine their own personalities and unearth the built in 'hooks' to apply them towards a strong business name, job title, business card, tagline, etc.

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416-504-4424



Sample slide from the 'Sell The Sizzle' seminar.

COMMENTS:

"Emmanuel is all about passion. He has it, he shows it, and he teaches you how to use your passions to help promote yourself."

Mark Mulholland, Investment Advisor
CIBC Wood Gundy

"Emmanuel's Sell the Sizzle had me sizzling and thinking "what's next?" for my own marketing consulting and coaching business. I really became more conscious of the "hook" I am currently projecting."

Helen Roditis, CA, President
Essence Marketing

"Loved your presentation, but most of all – loved your honesty and sense of authenticity – thank you for that – it made a difference in my day."

Sabine Harmouche, Art Director
Dezing Marketing Communications

"Emmanuel Lopez conducts his Sell the Sizzle Seminar with engaging humor, infectious energy, and inspiring optimism. The seminar is crackling with concrete ideas about how folks can capture and communicate the essence of what they're trying to accomplish."

Matthew T. Grant, PhD
Minister of Enlightenment
Aquent, Boston