

AICI Atlanta Chapter Education Day

Image Business Breakthrough Program

presented by Caterina Rando, MA, MCC

Saturday, March 13, 2010 | 9:00 a.m. - 5:00 p.m. | Includes Lunch!

Hilton Suites Atlanta Perimeter
6120 Peachtree Dunwoody Road
Atlanta, Georgia 30328
770-668-0808

Early Bird Rates for the month of February 2010
\$159 Non-member | \$139 Member | \$119 Students

After February 2010
\$199 Non-member | \$179 Member | \$149 Students

At-the-Door \$225

REGISTER NOW!

Register at www.aiciatlantachapter.org with 1-2-3 Sign-up
Questions? Please contact lori@elementsimage.com



Learning Outcomes (0.6 CEUs)

Morning Session

The Expert Advantage – How to Attract Clients with Ease

This session will show you how to have clients come to you by positioning yourself as an expert through value based marketing. You will leave with an action plan that you can easily follow to begin to make your phone ring with business, increase your referrals and expand your recognition. You will learn how to:

- Establish yourself as an image expert easily and quickly
- Identify your ideal client and target specific groups to connect with them as a speaker and a resource
- Use tactical tools to quickly write articles to build your list, increase your search engine ranking and attract new clients
- Create strategic alliances with other professionals to create new opportunities, new revenue and have clients handed to you
- Leave your home in the morning, deliver a speech and come home with several new clients in the afternoon

Afternoon Session

Business Breakthrough – How to Double or Triple Your Image Business Revenue in 60-90 Days

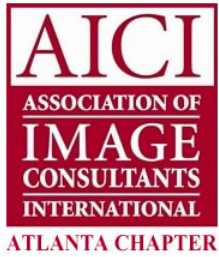
This session will stretch your business mind with innovative ideas and available technology tools to assist you in adding additional products and services to your existing model. You will leave with a bigger understanding of the new media tools available for use immediately to increase your bottom line revenue, keep your current clients loyal to you, and cultivate a network of strategic alliance partners that strengthen your commerce. Learn how to:

- Establish yourself as a valuable go-to resource
- Select from fifteen different revenue streams to increase your business profits
- Select 3 approaches from 12 value-building marketing strategies to upgrade and attract new business
- Market and easily fill your tele-courses, utilize podcasts and audio content to grow your influence and revenue
- Create revenue producing products for almost nothing, including: special reports and e-books that provide value-added content on your Web site for increased exposure and clients

Bonus Session!! (after lunch)

2010 Menswear Primer from a Top Tom James Wardrobe Consultant, Jamael Hester

Image Business Breakthrough Program Details



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Have a Service-Based Business Breakthrough!

High-Energy and High-Impact Education Day!!

This interactive program will be high-energy and high impact. You will leave with the tools you need to significantly grow your business. **Take action! This program has the answers!**

Caterina Rando, MA, MCC, shows image professionals how to build thriving, profitable and sustainable businesses.

Caterina is the creator of the Image Business Breakthrough Program. Since 1993 she has been showing image professionals and other entrepreneurs how to double and triple their business revenue.

Caterina's company is the publisher of *Image Power*, *Executive Image Power*, *Executive Etiquette Power* and *Inspired Style* due out late spring. She is author of the national best seller *Learn To Power* and is featured as a success expert in six leading business books including: *The 11 Habits of Wildly Successful Women*, *Get Clients Now and Get Slightly Famous*, and the e-book *How to Create An Image Business Breakthrough*. www.imagebusinesscoach.com

"After 23 years of having a great business as an image consultant, I had no idea how much more joy I would discover within this profession after taking Caterina's course. I am enjoying a whole new area of business as a result of techniques that Caterina taught us. I expect to be expanding this part of my business even more. One thing is she showed me how to triple the number of people that are signing up for my e-mail list, each week. I really enjoy her "can do" style and her emphasis on creating ease in business. Thanks Caterina!"

[Brenda Kinsel, AICI CIP, Author of "30 Days to Diva Style!" and "40 Over 40"](#)

"Caterina pleases, surprises and supports me every month with her wealth of knowledge and insight for the speaking and training industry. She has so many great ideas and is always looking at how I can be more strategic. It has definitely been worth the time and investment." **[Linda Thomas, AICI CIP](#)**

"Caterina provides a roadmap to help you whip your business into shape. She asks insightful questions and makes you answer them. If you want to think more like a business person, Caterina is the coach for you."

[Annie Brumbaugh, AICI CIP](#)

Bonus Session!! 2010 Custom Menswear Primer from Top Tom James Wardrobe Consultant, Jamael Hester



During a "commercial break," after lunch, Wardrobe Consultant, Jamael Hester will share with us a presentation on the Tom James line of custom, made-to-measure and ready-made executive apparel. He will share with us a selection of the latest styles and client preferences.

Professionally, Jamael has a corporate background with companies like Dell and Pepsi. Since joining Tom James, Jameal has experienced phenomenal results with his growing clientele in Greater Atlanta. He is both an expert at custom apparel and at business development.

Tom James Company is the world's largest manufacturer and retailer of custom clothing. The highly trained tailors come directly to your home or office, saving you valuable time. They plan, coordinate, and maintain your wardrobe so you are perfectly attired for any situation - business, casual, social, or formal. Tom James tailors are wardrobe consultants, well-versed in fabrics, style and patterns. They assist you in selecting a wardrobe that will compliment you with the finest clothing and the best value at a price that is comfortable to you. j.hester@tomjames.com