



Larry Mersereau

About Larry Mersereau

Educated at Drake University (a long time ago!), Larry remains a student of marketing and psychology. He is focused on finding ... and bringing your attendees ... the most effective and pertinent marketing, advertising and promotion techniques available. He has spoken to 597+ diverse audiences, from corporate dealer or agent/broker events to association conventions, all with one common mission; to help participants bring in more business and get maximum return on their investment in marketing and promotion.

Give your attendees the **competitive advantage** they can only get from Larry Mersereau's real-world **business development strategies and tactics**. Or, give them new techniques and motivation to maintain **balance between their busy careers and even busier personal lives**. Hey, why not have Larry give them both? Success in business is nothing if your life's a mess.

You'll enjoy **results-oriented programs**, focused on your audience's specific needs and challenges. A balanced mix of valuable content, practical examples from your own industry plus guided audience interaction keeps your attendees engaged, and ensures a unique, relevant experience.

Larry's **hands-on workshops and breakout sessions** will help your people create stand-out-in-the-crowd positioning and growth strategies, brand identities, and marketing communications - from ads and sales letters to promo pieces and web sites. Or, maybe you want to give them stimulus to support your organization's brand and the tools they need to create promotions that conform to your standards. Your group of business owners, professionals, dealers, distributors, managers or marketers will take away legal-pads-full of business-building ideas that they can easily apply to their own situations as soon as they get back to the office.

An in-demand professional speaker since 1992, Larry presents real-world success tools ... customized to support your event theme and objectives ... coupled with a dose of motivation to actually put them to work when they get back to the real world.

His **Interactive Keynotes and General Session Programs** deliver a spirited "kick in the can'ts" that will add life to any conference agenda. Choose a business development topic, or one of Larry's popular success with balance between career and life titles