IASB OFFICIAL SPEAKER DIRECTORY
CODE OF ETHICS
• • • • • • • • • • • • • • • • • • • •
MEDIA NEWS
• • • • • • • • • • • • • • • • • • • •
EVENTS
BOARD OF GOVERNORS
IASB BOOKSTORE
FAQS
• • • • • • • • • • • • • • • • • • • •
TERMS
CONTACT IASB
ESPEAKERS INFO

MEMBERSHIP INFORMATION

# **Bureau Resources**

All books, tapes and other materials may be ordered from IASB, 7150 Winton Drive, Suite 300, Indianapolis, IN 46268. Please make checks payable to IASB. If you prefer, you may use your VISA or MasterCard to order products from IASB. The Fax number is (317) 280-8527 and e-mail for Jim Montoya, CAE, IASB Executive Vice President, is info@iasbweb.org

#### International Association of Speakers Bureaus (IASB)

7150 Winton Drive, Suite 300 Indianapolis, IN 46268 Telephone: (317) 328-7790 Fax: (317) 280-8527 E-mail: info@iasbweb.org URL: http://www.iasbweb.org

Meeting Professionals International (MPI)

4455 L.B.J. Freeway Suite 1200

Dallas, TX 75244-5903 Telephone: (972) 702-3000 Fax: (972) 702-3070 URL: http://www.mpiweb.org

## Marketing for the Home-Based Business

Adams Media, Inc., trade paper, 240 pages, 2nd Edition By: Jeff Davidson

Who says you can't make a living from your den office? This book will show you how to make a six-figure income at home. It offers the pros and cons of different office arrangements, marketing strategies, and promotional vehicles. Major excerpts in Entrepreneur, Home Office Computing, USAir Magazine, and many other publications. Foreword by Brian Tracy. Recommended by Marketplace (National Public Radio).

\$10.95 - Shipping \$1.13

### Marketing Your Career and Yourself

Adams Media, trade paper, 238 pages

By: Jeff Davidson

The trusted career companion and widely acclaimed book on getting noticed and getting ahead. The essential guide for attaining recognition for the good work you're already doing. Reviews in major magazines and newspapers throughout the country. Derivation for Nightingale-Conant and Simon & Schuster Cassettes. Don't let another day go by without getting the credit you deserve.

\$12.95-Shipping \$1.13

Marketing Your Consulting and Professional Services

Wiley, hardcover, 3rd edition, 304 pages

By: Jeff Davidson

More than 61,809 sold to date. A perennial seller and for good reason; this is required reading if you want to stay competitive and run a profitable firm without breaking your back. Twenty-six chapters lead you step-by-step in analyzing your business for marketing advantage, defining your services in value-adding benefits and features, developing print-related promotion that builds your image and reputation, prospecting for high-potential new clients, and selling your solutions in a professional manner. "Best Books of the Year" selection by Training News and Library Journal.

\$37.95-shipping \$1.48

#### **Getting New Clients**

Wiley, 1993, 2nd edition By: Jeff Davidson

26,442 sold to date. An irreplaceable companion for bureaus; offers a complete plan for the long-term health, growth, and profitability of your firm. Getting New Clients shows you how to build your business from your own "comfort zone," that area of your personal and professional behavior in which you perform most confidently. Includes dozens of door-opening, appointment-getting strategies, and much more. Among Library Journal's "best business" books Four book club selections including The Executive Program