

## REGISTRATION

Name \_\_\_\_\_

Additional Attendees \_\_\_\_\_

Billing Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Tuition:

**ElderCounsel Members:** 2 payments of \$750 each

**Regular Tuition:** 2 payments of \$850 each

Yes, I would like to attend the  
"How To" Bonus Day!

Number attending \_\_\_\_\_

Check \$ \_\_\_\_\_  Credit Card

I authorize ElderCounsel, LLC to charge my  
card a total of \$ \_\_\_\_\_

Mastercard  Visa  AMEX  Discover

Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_

Verif. Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### *Submit Order:*

*Please fax to 888-320-6782 or  
call 888-789-9908, Ext. 84 or mail to  
ElderCounsel, LLC, P.O. Box 13, Sisters, OR 97759.  
Email: [info@eldercounsel.com](mailto:info@eldercounsel.com)  
or visit [www.eldercounsel.com](http://www.eldercounsel.com).*



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[www.eldercounsel.com](http://www.eldercounsel.com)

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The Powerful Presenter™  
Workshop



## Grow Your Practice Through Public Speaking

# The Powerful Presenter™ Workshop

February 22-24, 2012  
Tampa, Florida

Your Success. Our Commitment.  
**ELDERCOUNSEL®**  
Excellence in Elder Law and Special Needs



This 2 1/2-day workshop is for attorneys who want to grow their practices through public speaking. Attorneys are uniquely trained to be persuasive in a court of law, but the skills and strategies used to persuade a judge and jury are radically different than those needed to persuade an audience of potential clients or referral sources. Often lawyers will teach workshops and be scored high or complimented as a great presenter but they will have received no business from the presentation! Our goal is for you to break through and communicate at a whole new level so you get more business into your firm.

## WHAT YOU WILL LEARN

In this workshop, you will learn the **ten core concepts** of being a Powerful Presenter™ and how these tools and strategies can **help you generate more clients and referral sources**. Not only will you learn them, you will have the opportunity to practice and be coached on how to present according to the 10 core concepts. Those who choose to present live will receive **immediate feedback** and a video recording of the presentation. This is a **rare opportunity to receive immediate and powerful feedback on your presentation** in a safe, no-risk environment.

## TEN CORE CONCEPTS YOU WILL LEARN:

- **How to ensure that this is the right room and these are the right people** you should be presenting to. Why waste your time on the wrong audience?
- How to craft a **powerful call-to-action** for your audience. Say **goodbye to ineffective presentations** where you felt good about your presentation but **never gained any new clients or referral sources**.
- New ways to achieve clarity to **ensure a genuine connection** with your audience.
- Ways to use The Strategic Story™ technique to **create a powerful impactful** message for your audience. Learn how to create Strategic Stories over and over again to hone your message and **motivate your audience to act**.
- How to become **more authentic** in your presentation so that **who you are stands out as uniquely you**.
- How to **manage your audience**. Make sure they are **engaged**. Manage the heckler, the engineer, and the ever popular “know it all” **without hurting your credibility** in front of the room.
- **Key ways to maximize your performance** in front of an audience. Know how and when you use **demonstrative, visual and other tools** with your audience.



## BONUS "HOW TO" DAY

**How to conduct a successful workshop.** A special half-day session is scheduled for the third day where you and your team will learn how to conduct a successful workshop. Special guests from SmartMarketing will provide you invaluable guidance on how to choose a location, what audience to attract, whom to invite, and much more. You'll want to make sure your team members are here for this!

## WHAT YOU WILL GET

**Pre-workshop conference call.** Once you register, you will be invited to participate in a pre-workshop conference call, in which Steve Riley will review the workshop agenda and answer your questions. The call will take place about a week before the workshop. A login and password will be provided to you via email.

**Materials.** Upon arrival, you will receive a packet of materials containing several tools and scorecards and a flash drive with course materials. You will also receive a recording of you speaking after you have learned the 10 core concepts of being a Powerful Presenter™.

## INSTRUCTORS



Steven Riley  
Atticus



Mark Powers  
Atticus

Atticus, the Nation's  
Foremost Practice  
Management  
Company for Lawyers



## LOCATION:

The Strategic Counsel, LLC  
4805 W. Laurel St.  
Suite 210  
Tampa, FL 33607.

Hotel accommodations are available at  
The Hampton Inn | 4817 W. Laurel Street | Tampa, FL  
(A short walk from the conference location.)  
For reservations call (813) 287-0778.

This class is limited to 20 attendees to ensure each attendee has an opportunity to present and receive feedback.

**TUITION:** Two payments of \$750. The first payment is due at registration, the second payment will be charged at the end of the course.

