

WANT MORE BUSINESS? GET SLIGHTLY FAMOUS!

New book offers detailed roadmap for breaking out of the anonymity trap to attract more business with less effort.

For all companies, regardless of size or industry, the best clients and customers are those who seek you out because they have already heard of you. *Get Slightly Famous: Become a Celebrity in Your Field and Attract More Business with Less Effort (Second Edition)* shows you how to build visibility and credibility as a thought leader, mini-celebrity and indispensable resource to your potential clients and customers.

Originally published in 2003, *Get Slightly Famous* has become a marketing classic, earning praise and endorsements from around the world. The expanded new edition provides service professionals, growing firms, corporate marketers and company executives with a practical marketing "toolbox" of strategies for:

- Developing a comprehensive thought leadership program
- Getting consistent media attention
- Using speaking engagements to cultivate your target market
- Becoming a center of influence within your industry
- Leveraging the Internet and Web 2.0 to its full potential
- Embracing cause marketing to build brand loyalty
- Creating ancillary "info-products" that supplement your income and build public awareness

Get Slightly Famous is filled with practical tips and techniques, advice from leading marketing experts, and dozens of real-world success stories from *slightly famous* entrepreneurs. It provides a roadmap to help any business break out of the anonymity trap and effectively attract clients and customers.



About Steven Van Yoder

Steven Van Yoder is an internationally recognized expert in executive branding, public relations and thought leadership marketing. He helps business owners, professional firms and corporate executives develop and implement *Get Slightly Famous* marketing programs through his San Francisco-based firm, Get The Word Out Communications.

Yoder has been featured in over 200 publications, including *Entrepreneur, Inc., American Executive, the Washington Post, PR Week, Financial Executive, Home Office Computing, Costco Connection, Industry Week, Brand Marketing* and speaks regularly to business groups. His insights about marketing, branding and thought leadership marketing appear on hundreds of web sites.

For more information, contact:
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THE IDEAS BEHIND GET SLIGHTLY FAMOUS

Get Slightly Famous is the exact opposite of mass marketing. It's not about being all things to all people, but about being a mini-celebrity to the right people. It's about targeting your market and developing a reputation as a great resource — trustworthy, knowledgeable, and accessible.

Develop a Unique Market Niche. Working in a global economy means that the number of businesses competing for the same customers has grown proportionately. *Get Slightly Famous* shows how to succeed against increased competition and avoid blending into a sea of look-alikes by targeting your best prospects and cultivating a compelling brand and reputation.

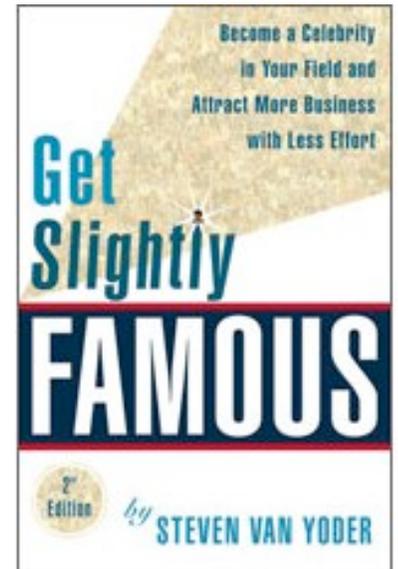
Thought Leadership. Today, consumers dismiss self-promotional marketing because it lacks both objectivity and credibility. *Get Slightly Famous* helps you embrace thought leadership marketing by offering the information your prospects are seeking by providing useful, honest information at each stage of the buying cycle that helps them make informed buying decisions.

Executive Branding. Branding starts at the top. Whether CEO, company executive, or solo professional, a company's leaders are its most persuasive brand champions. *Get Slightly Famous* provides strategies to help the people in charge of your company set the tone, define the style, and become your company's public face.

Media Strategies that Work. The media reach and influence everyone who has a direct impact on your business. *Get Slightly Famous* shows you how to pursue media strategies to help establish your reputation and build your brand, reaching and attracting far more prospects than you ever could in person.

Mastering a Web 2.0 World. The Internet and Web 2.0 bring both opportunities and challenges. We show you how businesses of all sizes and across all industries can cultivate a credible online presence, make your web site a vital source of new business, and engage in a two-way conversation with your best customers, clients, and stakeholders.

Cause Marketing and Social Responsibility. Nothing builds brand loyalty among today's increasingly hard-to-please consumers like a company's proven commitment to a social cause. We provide tips, strategies, and case studies that showcase best practices around the growing field of strategic business philanthropy.



7 Steps to Get Slightly Famous

In a crowded marketplace you can stand out by being just slightly famous. Your efforts will take many different forms, with seven basic principles as the framework:

1. Targeting the best prospects
2. Developing a unique market niche
3. Positioning your business as the best solution
4. Maintaining your visibility
5. Enhancing your credibility
6. Becoming a thought leader
7. Establishing your brand and reputation.

Working on these principles is your recipe for bidding farewell to the anonymity trap, creating a *slightly famous* you, and building a successful business.

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GET SLIGHTLY FAMOUS TALK DESCRIPTIONS

These talk descriptions are based on the strategies featured in *Get Slightly Famous (Second Edition)*. Each of these talks is available as keynotes or one-hour presentations, either live or via teleseminar.

Attract More Business by Getting “Slightly” Famous

The best clients and customers are those who seek you out because they've already heard of you. Successful business owners and executives build reputations within targeted niche communities of their best prospects and become recognized authorities in subjects that relate to their businesses. This strategy not only gets prospects' attention, it also builds credibility that opens the door for greater sales.

Attract More Business by Getting "Slightly" Famous shows how to build visibility and credibility by positioning yourself as a valuable resource and mini-celebrity within a specific target market. Yoder will describe his own experiences, including real-world client success stories, and provide a practical "toolbox" of strategies drawn from his book, *Get Slightly Famous: Become A Celebrity in Your Field and Attract More Business with Less Effort, (Second Edition)*, including:

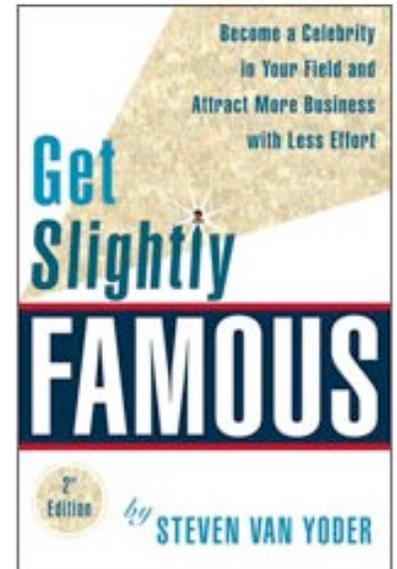
- Developing a comprehensive thought leadership marketing program
- Getting consistent media attention
- Using speaking engagements to cultivate your target market
- Becoming a center of influence within your industry
- Leveraging the Internet and Web 2.0 to its full potential
- Creating ancillary "info-products" that supplement your income and build public awareness

Slightly Famous Media Strategies that Work

The public values the media, and so should you. In one way or another, the media reach and influence everyone who has a direct impact on your business. When properly pursued, media strategies establish your reputation and build your brand, reaching far more prospects than you ever could in person.

Yoder will discuss ways that any small business owner can create a media strategy for their business. His talk covers the following areas:

- How to position your business as a media resource.
- How to identify magazines, trade publications, newspapers and broadcast media that reach your target market.
- How to position yourself as the media "go-to" person for your industry.



“Many veterans of our chapter found your information on marketing on the web to be “meaty” and packed with tips. And the newer members appreciated that the information was immediately useful and relevant. Your expertise speaks for itself and your advice translated to many benefits for the listeners... We found the self-assessment handout to be a useful tool, both to point out in which direction we might place our time, and to motivate us to step up our marketing goal.”

**- Amanda Kovattana
Program Director
San Francisco Bay Area Chapter
National Association of Professional
Organizers (NAPO)**

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GET SLIGHTLY FAMOUS TALK DESCRIPTIONS

- How to get quoted in media stories about your industry.
- How to publish articles that attract prospects
- How to land radio and television interviews
- How to use previous media coverage to develop marketing materials that easily replace expensive brochures, mailers, and newsletters

Yoder has published hundreds of articles, given numerous media interviews, and landed hundreds of thousands of dollars in free media coverage for his clients in consumer and business publications. This talk will leave attendees with a clear understanding and action plan of how to get "slightly" famous in media that reach their target markets.

Marketing In a Virtual World

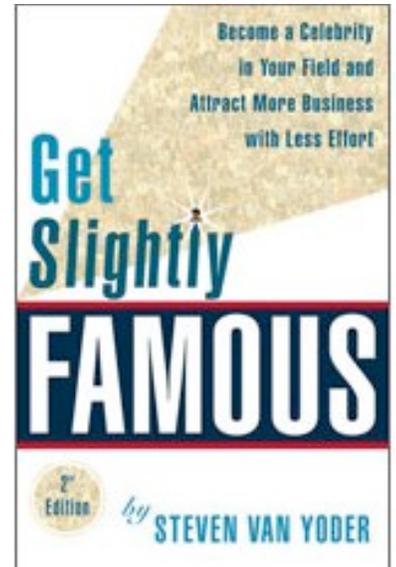
This is the age of the virtual customer. Today, you can work with a consultant, a financial planner, or a business coach across the country as easily as someone across town. The Internet has made it perfectly reasonable to land a major client you've never met in-person, and has created new expectations among consumers.

In the Internet Age, prospects often find you, instead of the other way around. Prospects now "Google" around to find someone with your skills. They expect you to make a good virtual "case" for yourself. If you don't pass the test, or make a bad impression, or appear lackluster compared to your competitors, you will lose the potential client.

This talk outlines the challenges and opportunities for small business owners in the Internet Age and will help you harness the potential of marketing your business in the virtual world.

- Make your web site a resource for your target market.
- Create a powerful Virtual First Impression™.
- Become an online center of influence.
- Assume online leadership positions in your industry.
- Create a virtual podium with teleclasses.
- Publish and syndicate articles online.
- Utilize audio, blogs, and online communities.

Yoder's message is simple: succeeding online means being generous -- to win, you've got to give, give, give! This talk will feature lots of useful information, including suggested articles, links, downloadable files, and customer resources. Listeners will learn the basics for creating a credible online presence.



"Thanks for a terrific presentation today. I can honestly say from my perspective that your presentation was one of the best guest events I've heard at Coachville. I so appreciate your time and your selection of a topic that was perfect for our group."

*- Patricia Soldati,
Program Coordinator
Coachville*

"Your contribution was impressive. You offered the audience a great deal of relevant, useful content and delivered it in an engaging way."

*-Sandra L. Beckwith,
Panel Coordinator
ASJA*

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WHAT PEOPLE ARE SAYING

"A wealth of tips, tricks and techniques for acquiring and consistently holding media attention; using speaking engagements to become noticed by a targeted market; harvesting the full potential of the Internet; creating ancillary 'info-products' to build public awareness, and a great deal more. Get Slightly Famous is excellent, profitable, and highly recommended ..."

-Wisconsin Bookwatch/The Midwest Book Review

"There are no magic formulas, though Yoder's approach can be applied to many different disciplines. What's required are careful planning, hard work and patience."

-The Miami Herald

"Get Slightly Famous is more than slightly valuable, more than slightly fun to read, and more than slightly wonderful. It is loaded with insights I wish I had when I was first starting out. But I'm delighted to get them now, and I'll bet every reader will feel the same."

-Jay Conrad Levinson, Author of the "Guerrilla Marketing" series

"Few things can have greater impact on your personal brand and your organization's brand recognition than developing and sharing your expertise with the world. Whether you call it becoming a thought leader or a public expert, or, as marketing guru Steven Yoder's book espouses, getting Slightly Famous, you should do it. Trust me. I'm living proof that it works."

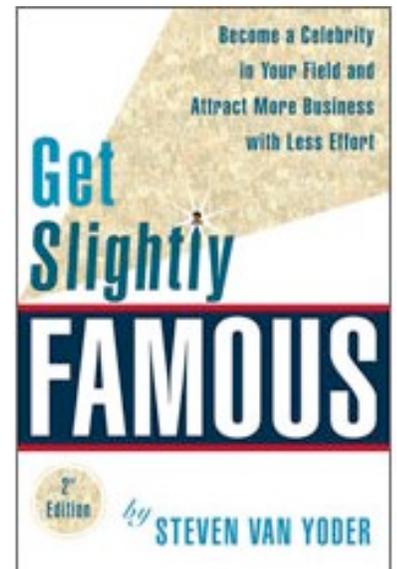
-Keith Ferrazzi, Inc.com

"This how-to branding book's premise is simple, yet powerful: Become a minor celebrity in your field of expertise, and you'll get more business than you can handle. Small-business owners, especially those whose firms are intrinsically linked to their name and personal reputation, will find this book helpful."

-Bill Madway, PR Week US

"Great book! Get Slightly Famous is a wonderfully practical guide that teaches you how to build your reputation as a business of choice in your market niche. Bring fame to your expertise and attract more business with less effort."

**-Brian Carroll, CEO InTouch, Inc. and author of
Lead Generation for the Complex Sale**



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