

# If your website doesn't have video, you're losing business

**Studies show a proven way** to bring people to your website and increase your sales is to add video. Video on your website attracts viewers - and great video compels them to stay.

**Video marketing is an effective way to deliver your message** to prospects and customers - and increase your business.

## Here are the advantages of website video:

- Webpages with video are 50 times more likely to be listed on the first page of Google
- Higher rankings mean more viewers
- Viewers stay longer on websites with video

## Professionally produced video:

- Differentiates you from the competition
- Delivers your message clearly and distinctly
- Compels website viewers to stay and learn more



**Ethan Rotman** of iSpeakEASY has been helping people improve their speaking and presentation skills for 30 years.



**Alan Fitch** of Visual Story Media has been connecting businesses with clients through video since 1987.



**iSpeakEASY workshops are for professionals serious about new business development.**

## The Video Workshop includes:

- Coaching to help you create a message that attracts customers
- Techniques for effective delivery
- Practice with other businesspeople
- Professional video recording (lighting, sound, background)
- Final edited video for your website

**Your investment is only \$795 - and it is guaranteed**

**Call (415) 342-7106 today**

**Upcoming workshops**  
**Friday, October 22nd**  
**Wednesday, November 10th**  
3:00 - 7:00 PM Novato, CA

There is room for only six (6) people in each workshop



**This complete package includes coaching, recording, and your finished video**

## *What others say about iSpeakEASY workshops*

"I was terrified to speak in front of even small groups. The workshop and one-to-one consultations helped me focus my ideas and deliver presentations with clarity and ease."

Lee Doyle, Author

Since returning from your session, I sense more confidence in my staff and more polish to their phone and personal deliveries. The workshop is well worth the money."

*J.C. Lewis Insurance Services*

"Everyone should attend. It gave me a different perspective on what I was saying."

*Suzanne Morrison, Joyful Surroundings*

"Bungee jumping out of a hot air balloon was easy compared to the first time I had to stand in front of a group to speak. iSpeakEASY helped me overcome that fear and be able to deliver an effective, on-target presentation."

Michael McNamara, McNamara Insurance

"The workshop is presented in a professional way with useful handouts. Ethan has a way of making things fun, easy and full of heart. The group participation was effective, practical and held my attention.."

*Donna Colfer, Financial Planner*

"I've been using the booklet and speaking tips for my quarterly financial presentations. They have been very helpful reminders and have improved my presentations."

*Laurie Talcott, Chief Financial Officer, Point Reyes Bird Observatory*

"I learned from the interactive format and everyone in the group was supportive. The feedback was invaluable and has helped me. I highly recommend this workshop."

*Imee Burkett, Isagenix International ID/Coach*

"After the workshop, I could see people's eyes light up and start to really pay attention to what I was saying. Ethan has a formula that works for anyone who stands in front of people to speak. I highly recommend him."

*Susan Berland, Creative Memories,*

"I've attended many workshops on public speaking this was the most useful."

*David Belitsky, Suisun Resource Conservation District*

"The workshop really good. I have a much more confident feeling doing this. In fact, I'm looking forward to my next presentation."

Vince Gramalia, Frank Howard Allen Realtors

"Ethan is exceptionally talented at helping others overcome their fear of public speaking and helping them to thrive, not merely survive, in difficult environments."

Sarah Sweenty, California Waterfowl Association