



Business Builder Seminar Series

REV UP Your Business ROR!

Improve the Rate of Return on Your Business Investments

Leila Fecho, MBA, President, Above & Beyond Communications LLC

4:00 – 5:30 p.m., Wednesday February 15, 2006

This is Session #1 of the Business Builder Seminar Series which Runs 2/15 – 3/8

Don't Waste Another Marketing Dime. Do you ever feel like your business and marketing efforts are not bringing in the results you expected? In this session, learn proven systems to get the most of your business and marketing investments. The program will help you understand customer value, establish marketing objectives, apply the 5R's and 7P's of branding, and select the best business strategies & tactics for your business. In this session, you'll learn:

- How to leverage a business assessment to create a truly unique brand
- Why and what market research will pay for itself ten times over
- Which marketing tactics will draw the best results to grow your business
- How to measure and evaluate your success to continue to improve your Rate of Return on your business investments



About Leila Fecho, MBA

President, Above & Beyond Communications LLC

In 1996, Leila Fecho founded Above & Beyond Communications LLC to help organizations and individuals achieve their potential. With her MBA in Marketing and Strategic Management, and BA in International Trade and Languages, Leila has over fifteen years of business-to-business, international, industrial, institutional and economic development marketing management experience. Leila enjoys working with organizations to develop creative solutions to help them succeed both locally and globally.

About the A&BC Business Builder Seminar Series

Who Should Attend: Entrepreneurs, Managers, Sales & Marketing Professionals

What: Four 90-minute TeleSeminars – A \$600 Value!

When: Wednesday afternoons 4:00 to 5:30 p.m. 2/15 – 3/8

Where: From the comfort of your office or home

Why: Learn proven systems and tools to grow your business in 2006 and beyond

Register: Online at www.AboveandBeyondCom.com

For More Info: Call (860) 423-1495