

Presents: **Getting Published by Ken Lizotte**

How to become a published thought-leader and transform your business.

Friday September 20, 8:30am to 12pm, 500 District Ave, Burlington MA



Ken Lizotte CMC is author of seven books including his newest *The Speaker's Edge: The Ultimate Go-To Guide for Locating and Landing Lots of Speaking Gigs* (Maven House Press) as well as *The Expert's Edge: Become the Go-To Authority that People Turn to Every Time* (McGraw-Hill). He is also a columnist blogger with Huffington Post.

He is Chief Imaginative Officer (CIO) and founder of emerson consulting group inc., a consulting firm that transforms individual business experts, companies, executives, law firms and professional services firms into “thought-leaders.” Since 1996, emerson group has guided over 350 “client thought-leaders” toward publication of books and articles, toward speaking opportunities at targeted business events and toward media opportunities such as print interviews and guest appearances on business radio and podcasts.

A Certified Management Consultant (CMC), Ken speaks regularly at national and regional business events, including ongoing appearances at the CEO Club of Boston, Harvard University, the National Speakers Association, and the Concord Festival of Authors, to name a few.

A thought-leader in his own right, Ken’s been interviewed by The Wall Street Journal, Fortune Magazine, Newsweek, Financial Times, Investors’ Business Daily, National Public Radio, CBS-TV, the Boston Globe and Writer’s Digest Magazine. He’s also co-founder of the National Writers Union, a graduate of Alan Weiss’s Million Dollar Consulting College, a longtime member of the CEO Club of Boston, a member of the Society of Professional Consultants, and former chapter president and national board member of the Institute of Management Consulting.

Ken resides with his wife and daughter in Concord, Massachusetts where he also serves in a pro bono capacity as President of Thoreau Farm Trust, the birthplace of Henry David Thoreau.

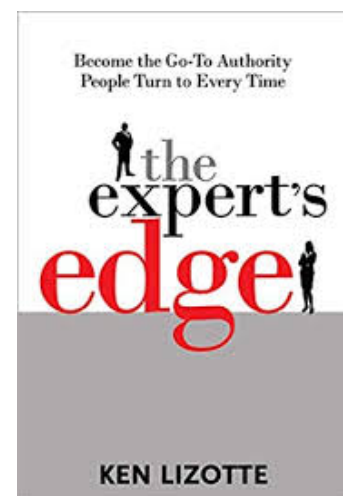
Take your business to the next level! A “magic bullet” does exist!

- Become THE guru in your field
- Learn how to publish articles and even a book!
- Become a recognized public speaker
- Create a “client community” so you can raise your fees
- Use the internet creatively, wisely... effectively!

By becoming a “thought leader” in your target market, your business life will change forever. No more boom-and-bust, no more getting battered by the economy, no more losing out to your competition.

Your “expert’s edge” can push your business to the next level and keep you there. As a recognized thought-leader, you’ll blow your competition away, make much more money, keep customers coming back (and sending you new ones)... and have fun!

No matter your specialty, level, experience or personal style, *The Expert’s Edge* can transport you to the enviable status of “go-to authority” that your target market turns to... every time!



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