

When You Absolutely, Positively, Unquestionably Must Have a...

# Dynamic, World-Class Guest Speaker that Thrills, Empowers & Electrifies Your Audience

## DREW ERIC WHITMAN, D.R.S. Direct-Response Surgeon™

RATED "FIVE STARS!"  
by Audiences Worldwide  
for Over 34 Years



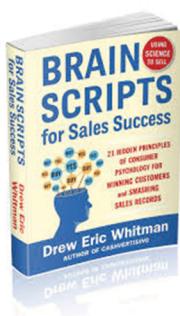
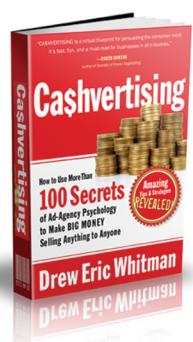
Need an Intense 30-Minute Keynote? High-Content 1½, 2 or 3-Hour Workshop?

Watch Drew Hold Your Audience Members Spellbound  
Teaching How to Skyrocket Their Ad Response & Send  
Streams of New Customers Through Their Doors

You're having a special event... and you need a great speaker. Someone who delivers an outstanding, smooth and streamlined experience from the minute your contract is signed to the final handshake. You want a veteran speaker. A renowned industry pro who will command the stage and light your audience on fire. You want drama, impact, entertainment... and high-quality, practical content. Ultimately, you want rave reviews and glowing feedback.

**Bottom-line:** You want "Dr. Direct!" — Drew Eric Whitman.

As the author of the critically acclaimed best seller, *Cashvertising*, and *Brain Scripts for Sales Success*, with more than 34 years' experience training business owners worldwide, Drew Eric Whitman simply *delivers*.



WHAT WOULD IT MEAN to your audience if they could DOUBLE... TRIPLE... QUADRUPLE their advertising response? Imagine the extra business they'd enjoy. More clicks... more phone calls... more foot traffic... more new customers... and more cash sales than ever before.

Your audience *can* do all this and much more. In just one "roller-coaster" seminar, Drew Eric Whitman will teach your audience more about how to create powerfully effective advertising than most business people will know in their entire careers. And that's not just another advertising claim. It's what sponsors and participants worldwide are saying about Drew's fast-paced and high-content presentations.



Drew takes the stage and completely changes how your participants think about attracting customers and creating ads, brochures, sales letters, emails, websites and more. They'll experience his dramatic stage presence. His unique use of language. His direct, no-nonsense mannerisms. And how he packs more information into one short presentation than most other speakers put into full-day seminars. *He leaves your audience fully trained.*



Read more reviews at: [DrewEricWhitman.com/reviews](http://DrewEricWhitman.com/reviews)

### Actual Feedback from Audiences Worldwide

"I gained a tremendous amount of knowledge • Very useful... very powerful! • Very interesting and effective • Everything said was a good idea • All of it was incredibly helpful & insightful. Your personality & delivery made it fun! • Sheer volume of immediately usable information • Interesting, stimulating speaker. Much valuable information given. • I started playing with ad copy almost immediately and had fun with it • Fast-paced—applicable to what I do • Right to the point • Very entertaining. I liked the fast pace & enthusiasm. My mind never wandered... stayed right with him. Very lively! • Lots of information in a short amount of time • Direct—to the point—holds your attention • Immediately usable information • High-powered instructor • Lively presentation. Obviously knowledgeable • I learned more in the last 90 minutes than I did in four years of school!"

# Which of These Exciting, Audience-Tested Favorites May Drew Present to Your Group?



## BrainShift! (30-Minute Keynote)

### How to Think Like an Aggressive Direct-Response Pro & Rapidly Explode Your Sales & Profits

Need more CUSTOMERS? More CLICKS? More SALES? Prepare yourself for 30 intense minutes of Direct-Response Shock Therapy™ as *Cashvertising* author Drew Eric Whitman shows you how the aggressive mindset of a hardcore direct-response pro helps transform weak, ineffective ads into ridiculously powerful moneymakers. Get ready for a seismic brain shift that radically transforms how you think about advertising. **KA-CHING!**



## BrainBlocks! (30-Minute Keynote)

### How to Fix 13 Hidden Ad-Response Killers Now Strangling Your Sales

ARGH... it's brutal! You're promoting a great product or service, but response stinks! (Or isn't what it could be.) Don't get frustrated... blame "The Deadly 13"—a terrifying collection of psychological "brain-blocks" hidden in your ads that actually persuade consumers to *not* respond. Join *Cashvertising* author Drew Eric Whitman for a hardcore, rapid-fire session and learn how to quickly thwart these "response assassins" and boost your persuasive power, no matter what you sell. Fast, fun and 100% practical. **Bottom line?** More profits in your pocket!



## Cashvertising Crash Course (90 Minutes)

A live presentation of many of the most powerful concepts, tips and techniques right out of the pages of the internationally acclaimed best-seller, personally delivered by the nation's #1 ad-psychology trainer and author, Drew Eric Whitman. Teaches you exactly what to do to boost customer traffic... close more sales... and leave your competitors scratching their heads.



## AdPOWER! Clinic (2-3 hours)

Teaches everything the *Cashvertising Crash Course* provides, plus goes into even greater detail with more audience interaction... more audience exercises and more fun and learning. This powerful, nationally acclaimed, top-rated seminar for over 20 years teaches you exactly how to create effective, money-making advertising of all kinds: ads, brochures, emails, websites, sales letters, flyers and more.

## 10 Excellent Reasons to Hire "Dr. Direct!" for Your Next Special Event:

- 1 Drew is a top-name ad-industry speaker & trainer—popular among both brick-and-mortar and online business owners worldwide.
- 2 Drew has decades of presentation experience with both intimate groups and packed houses of more than 1,000. This results in a successful event that makes your organization look good.
- 3 His dramatic stage presence fascinates, engages and stimulates new, creative thinking.
- 4 Solid, practical content focuses on real-world, "How-To" techniques that really work.
- 5 Drew is consistently rated "5-Stars"—"EXCELLENT!"—by sponsors & attendees in all industries... businesses of all sizes.
- 6 ZERO boring stories... ZERO bad jokes... ZERO time-wasting chatter... ZERO sales pitches. The entire time is focused on training your audience.
- 7 Drew is positive... upbeat... and easy to work with. Start to finish, he delivers a smart, crisp, streamlined presentation that you'll feel good about.
- 8 Custom promotional text and graphics are provided free to get your people excited and maximize participation.
- 9 Drew is available for "Meet-the-Speaker" events and pre- and post-event interviews for valuable publicity.
- 10 Choose from audience-tested talks and fully customized presentations to fit every need and format.

