



January 2-6, 2012

Professional Development January 2-3
Exhibits Open January 4-6

Create Your Own Oprah Effect

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MAS - 1 pt

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9:30 am - 10:30 am

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The Oprah Effect Handout

- Know thyself
 - Who are you?
 - What do you sell?
 - Who do you sell to?
- Review your accounts for similarities.
 - What do they want to know?
- Become an expert on three topics.
 - Product
 - Results
 - Something fun/interesting
- Create a Top 10 List of Favorite Products
- Add 10 new FB friends weekly
- Explore if Blogs are right for you
- Look for Speaking Opportunities
- Create a Press Release template and associated distribution lists
- Remember, this is not about you and it is not about Oprah, it's about what **your customer expects from you!**

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January 3, 2012