



January 2-6, 2012

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

# Calendar Advertising Sales Made SUPER EASY

**Ron Baron**

Calendar Advertising Council

CAS - 1 pt

Thursday, January 05, 2012

8:30 am - 9:30 am

Brought to you by:



*The views and opinions expressed by presenters or others who have provided materials to and for this meeting are not necessarily those of PPAI. PPAI assumes no responsibility for, nor endorses any of the comments, recommendations or materials that are provided.*

AVOID BURNOUT  
and  
Stay Motivated!

or...  
"To Be Truly Successful  
... You Must Work LESS!"  
--  
presented by... RON BARON

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A  
STORY...

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IT'S ALL  
ABOUT  
BURGERS!

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SET  
UNREASONABLE  
EXPECTATIONS

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SELLING  
SERVICE  
INSTEAD  
OF PRICE -  
OR EVEN  
QUALITY

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LETTUCE,  
PIZZA,  
WATER

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WHAT AM  
I GOING  
TO DO TO  
INCREASE  
MY VALUE  
TO MY  
CLIENTS?

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STRETCH  
YOUR  
BUSINESS  
DEFINITION

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PRISONS

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YOUR REAL  
LIMITATIONS

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THERE ARE  
ALWAYS  
2  
STORIES

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RESPONSIBILITY  
=  
CONTROL  
  
(THE "UN"-  
PERSON)

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THE MOST  
UNPLEASANT  
PRINCIPLE  
OF  
SUCCESS

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"STUFF"  
HAPPENS!

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"I HAVE  
KNOWN A  
GREAT MANY  
PROBLEMS IN  
MY LIFE,  
MOST OF  
WHICH  
NEVER  
HAPPENED."

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ACTION  
MOVIES

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"LINE  
OF  
DUTY"

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STOP  
FOR  
GAS

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"I CAN"  
vs.  
I. Q.

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WHY DID  
YOU  
GO INTO  
THIS  
BUSINESS?

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MOST  
BUSINESSES  
IN THIS  
INDUSTRY  
FAIL AND  
SO CAN  
YOURS

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HOOD  
ORNAMENTS

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THE WORK  
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BUILDING  
THE  
BUSINESS

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WHAT DO  
I WANT  
MY LIFE  
TO LOOK  
LIKE?

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1-TECHNICIAN  
2-MANAGER  
3-ENTREPRENEUR  
  
= MASTER

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TAKE  
CHARGE

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KICK ME  
IN THE  
BUTT

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RECOGNIZE  
YOUR  
PRESENT  
ABUNDANCE

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I. O. U.

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Thank You!

Call or Email . . .

Yes Ron,  
I know I can be more successful and would like a  
kick in the butt every now and then.

303.472.4642  
[RonaldBaron@msn.com](mailto:RonaldBaron@msn.com)

(butt-kicking is my pleasure . . .  
it is absolutely free)

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