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YOU'RE NOT SUPPOSED TO BE ABLE TO DO IT -- and before the web changed all the rules you COULDN'T. Join us for a special online event on February 19 to discover how the NEW RULES can help you maximize results and enhance your career.

"What's Working NOW: Profiting From The New Rules of Online Marketing & PR" with David Meerman Scott. For complete details and to register please go to: <http://www.whatsworkingnow.net>.

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Dear <<First>>,

You're not supposed to be able to do it...

...to take a few hundred dollars and generate massive product awareness, six million downloads and huge sales numbers.

You're not supposed to be able to do it -- BUT YOU CAN.

And this 90-minute online seminar by award-winning thought leadership strategist and acclaimed author David Meerman Scott will show you how. Reserve your spot today for *What's Working NOW: Profiting From The New Rules of Online Marketing & PR*.

For complete details and to register please go to: <http://www.whatsworkingnow.net>.

In this thought-provoking, on-the-money presentation Scott explodes the old rules of marketing and PR. More important, he'll share numerous case studies and specific examples. You'll see and hear firsthand how companies are using today's new rules and the power of the web...to deliver compelling results.

And how ridiculously easy it can be for you to do the same.

Drawing from his most recent work and the number-one best-selling marketing book of 2007 -- his own, *The New Rules of Marketing & PR* -- David will show you:

- > Why the old rules of marketing & PR are now obsolete
- > How to use blogging, podcasting, video and social media to influence, persuade and sell
- > How to identify, target and convincingly communicate with your company's buyer personas
- > Why it pays to "pimp your blog"
- > How great online content can drive people into the buying process -- and what defines "great"

and much more.

For complete details and to register please go to: <http://www.whatsworkingnow.net>.

Thanks for opening and reading my email. Hope to see you online on the 19th.

Sincerely,