

Corsini's Communications

Volume 2, Issue 2

February 2010

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Executive Briefing for Presidents & CEO's on Social Media Coming Soon

In the past, when most presidents & CEO's thought of Social Media, they thought of Facebook for their children. They didn't see it as a business tool or part of their overall company's strategy. Our executive briefing for presidents & CEO's will change your perception on how you view Social Media as it relates to your business.

We'll show you why Social Media is a tool to attract new clients and grow revenues—

especially in this anemic economy. You'll hear from **David Brasfield**, CEO of TriNovus, who will discuss how using Social Media, their firm signed up over 50 new clients in the first six months of their start up company. His company focuses on the banking industry. Go to www.trinovus.com for more information.

You will also hear from an attorney who will know the risks and liabilities associated with the

Internet and Social Media. And finally you will hear how to use Social Media as a part of a company's overall marketing plan.

The briefing is coming up in April. Details to come. The investment is \$99 for the briefing; other options include \$149 for the briefing and DVD or \$49 for the DVD only. **If you are interested in being a corporate sponsor**, or for more information to enroll, go to www.corsini.com or call (205) 879-0432.

CCG Services



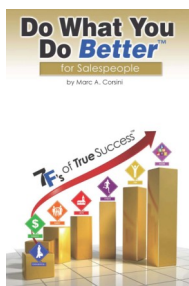
For nearly 20 years, we've helped executives, professionals and salespeople achieve results both in and out of the office. Focused **sales and executive coaching** and thorough **strategic planning help** you **Do What You Do Better**.



Free. Informative. Functional. Each Monday you'll receive our **POTW e-newsletter** with tips and suggestions you can put to work immediately. Our Points are informative, fun and to the point, and they help you achieve the real results.



Professional-development training that is affordable, accessible and relevant. You asked for it, so we created **Corsini Classroom**.



Marc Corsini's **Do What You Do Better for Salespeople** is a sales book with a balanced, whole-person approach to work and living. The book uses concise concepts and practical, proven techniques to emphasize the Fundamentals of Selling, showing motivated salespeople exactly how to reach their rainmaker potential. The book is \$14.95 plus shipping. It is on sale now at www.corsini.com.



Strategic Planning. You can have the best laid plans in your industry, but if these plans are not strategic, they won't work. We can help. We ask you the right questions so you can formulate a truly strategic plan—one that you can put to work for you and your business.

www.corsini.com (205) 879-0432

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Quote of the Month

"Every gardener knows that under the cloak of winter lies a miracle ... a seed waiting to sprout, a bulb opening to the light, a bud straining to unfurl. And the anticipation nurtures our dream."- Barbara Winkler



About Corsini Classroom



Corsini Classroom programs provide meaningful professional development programs for executives, salespeople and professionals.

We offer one-time and ongoing programs. Our **Public Speaking Program** offer a twice a month 90-minute program focusing on public speaking, leadership and time manage-

ment. Each meeting member practices their public speaking skills. The second portion of the program provides, public speaking training. Once a month, we have an outside business leader speak to the group.

We also offer annual conferences starting with our **New Year, New You, New Business Winter Conference** in January. In May, we have our **3rd Annual Summer Sales Conference**. In October, we have our

2nd Annual Social Media Conference. From time to time, we offer Executive Briefings starting with our **CEO's & Presidents Social Media Executive Briefing**.

Please contact Marc Corsini at marc@corsini.com for more information or to enroll.

Upcoming Meetings & Events

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Tuesday, February 9, 2010: Public Speaking Program Meeting. (7:00-8:45 a.m.)

Tuesday, February 23, 2009: Public Speaking Program Meeting. (7:00-8:45 a.m.)

Tuesday, March 9, 2010: Public Speaking Program Meeting. (7:00-8:45 a.m.)

Future Corsini Classroom Events:

Thursday, February 18, 2010: Business Makeover Finale at Vulcan Park from 12:00—1:30 p.m. The event is free; to enroll go to www.bhmbizmakeover.com.

April 2010: Executive Briefing: Social Media (for CEO's, Presidents only)

Thursday, May 27, 2010: 3rd Annual Summer Sales Conference.

Corsini Speakers Bureau

As an outgrowth of our **Public Speaking Program**, we now offer speakers to the business community, civic groups, associations, universities, etc. Our speakers are executives, rainmakers and professionals who offer tips and techniques on a variety of topics from sales, leadership and networking to religion and hunting. Most speakers speak at no charge to their audiences and presentations vary from 15 minutes to 1 hour. For more information or a list of available topics, information, contact Marc Corsini at (205) 879-0432 or marc@corsini.com.

Guest Speaker—2/23/10



Our guest business speaker for February 23rd is **Karen Sladick**, president of **Organize 4 Results**, a Birmingham-based firm concentrating on helping professionals stay focused, increase productivity and take charge of their day! Karen's presentation is from 7:15 a.m.—8:45 a.m. Visitors are welcome.

New Member Spotlight



Welcome Ty West. Ty is the Associate Editor of the Birmingham Business Journal since 2006. He attended University of Alabama where he received a de-

gree in Journalism. Ty is originally from Florence, AL and he now lives in Cahaba Heights.

Member Spotlight



Meet Doug Eddleman. Doug is president of Eddleman Properties, Inc., a 30 year-old real estate development company headquartered in Birmingham. Doug seeks to acquire high quality properties suitable for the implementation of thoughtfully conceived residential communities. His firm has strived to accomplish the highest level of community design and construction while preserving the property's environmental integrity. Doug has earned many awards including Developer of the Year in 1999 and 2004 by the GBAHB.

He is the past president of the Mountain Brook School Foundation and the Greater Birmingham Assoc. of Homebuilders. He has a BS in Business from Auburn University and a graduate of Harvard Business School's Owners & presidents Mgt. Program and the University's Graduate School of Design with an Advanced Mgt. in Real Estate. Recently, He earned his MBA at Uni. of Michigan.

Doug is married and they live in Mountain Brook. When not working, he loves to golf, travel, fish, snow-skiing and family-related activities.

Guest Speaker—2/9/10



We are proud to announce our guest speaker for our first meeting in February—**Deborah Boswell**. Her speaking, training, consulting, and seminars help businesspeople communicate with authentic credibility and power. Deborah's audiences benefit immediately...with sharpened skills, reduced fear, and increased confidence. Her keynote mes-

ages are entertaining and her presentation skills courses equip seasoned executives, technical professionals, and middle managers to sell, convince, and excite.

Deborah is ready to help your corporate audience become better communicators—with a jolt of fun, focused energy, and over 15 years of business and training experience.

Public Speaking Programs meets on the 2nd & 4th Tuesday of every month from 7:00 a.m. - 8:45 a.m. at Lakeshore Park Plaza 2204 Lakeshore Drive (west entrance on the right, 2nd Floor) Birmingham, AL 35209.