



Spotlight Seminar
sponsored by
EZSolution, Lancaster



“Website Videos: Get Instant Expert Status”

Thursday, November 3, 2011

8:00 am. – 9:30 am. at ABC Keystone

Learn more about:

- How to get “expert” status
- How to build “expert” status over time
- How to maintain that status
- How to use the value of positioning
- How to use off-line materials to build status
- How to know the difference between believability and credibility
- How to use video testimonials to increase believability

Use your website to position yourself as the “expert,” by establishing believability through the powerful use of video.

Tom Malesic is President and Owner of EZSolution.

In 1997 Tom started EZSolution as a Web design company. He had this crazy vision of what a company should be: that clients should come first and that work should be fun. Thirteen years later EZSolution has grown to a company of 18 people, still dedicated to that original vision.

In 2005, Tom bought a local computer technology company allowing EZSolution to provide a complete range of technical services as well. These services include a managed service program for networks, a business continuity program for data security and network consulting and installation services.

In 2009, Tom published his first book, *What Your Web Developer Never Tells You*. In 2010 he was named “Marketing Genius,” by Robin Robins of Technology Marketing Toolkit.



This seminar is part of the “Economic Survival Guide” series.

Included with Your Membership – Registration is Required! (Walk-Ins Discouraged)

Reservations/Cancellations due 7 days prior to this session. Includes light breakfast.

Type or legibly print.

Firm Name: _____ **Firm Phone:** (____) _____

Contact Name: _____ **Firm Fax:** (____) _____

Participant Name: _____ **email:** _____

Title: _____

Participant Name: _____ **email:** _____

Title: _____

TOTAL PARTICIPANTS: _____

Call Jo Ann at 717.653.8106 / FX: 717.653.6431 / Mail: ABC Keystone, 135 Shellyland Road, Manheim, PA 17545