

***LJL Seminars***<sup>TM</sup>

**Product  
&  
Consulting Services  
Catalog**

**<http://www.ljlseminars.com/catalog.htm>**

## BIOGRAPHICAL SUMMARY

### Lenny Laskowski, President *LJL Seminars™*



Lenny Laskowski is an internationally known professional speaker and the President of *LJL Seminars™* of Stratford, Connecticut (USA). Lenny specializes in helping people make better presentations. Lenny's workshops, seminars, keynotes, and private coaching provide practical techniques that help people succeed.

Throughout his 25 year engineering career, Lenny has written and presented technical papers to people throughout the world. Lenny shares his own personal experiences with high schools, universities, businesses, and corporations, providing practical techniques to improve one's presentation and communication skills.

Lenny is an accomplished public speaker and provides people with techniques for personal and professional growth. Lenny can help you become a more effective presenter.

Lenny is a member of the National Speakers Association, the New England Speakers Association, the American Seminar Leaders Association, the American Society For Training & Development, and the International Platform Association. Lenny is also a member of Toastmasters International and speaks regularly at Colleges, Associations, and Corporations. Lenny earned the "Dean's Award" as best instructor at Toastmasters Leadership Institute in 1993 and was voted Toastmaster Of the Year for District 53 in 1994. He was one of the featured speakers at the 1996 Toastmasters International Convention. Lenny's best selling books, "*Dynamic Presentation Skills for the Business Professional*" and "*No Sweat Presentations - The Painless Way to Successful Speaking*," along with his other publications, audiotapes and videotapes, have helped thousands of people from around the world in over 172 countries become better presenters. Lenny is also the author of the book, "*Success Via the Internet-How to Grow Your Business Online*." Lenny's website is featured in the book, "*101 Best Dot.Coms to Start: The Essential Sourcebook of Startup Wisdom, Financial Tips, and Inside Secrets for Building a Business on the Internet*."

Lenny's latest selling book, "*10 Days to More Confident Public Speaking*," published by Warner Books, was released in July 2001 is now in its 5<sup>th</sup> printing and is on the National Best Sellers List. Lenny's articles regularly appear in such magazines as *Presentations*, *Training*, *Successful Meetings*, *PC World*, *Selling Power* and hundreds of newsletters around the world. Lenny's Simply Speaking E-Zine is sent to over 78,000 people in over 172 countries.

**Lenny Laskowski, Professional Speaker**  
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**United States of America**  
**1-800-606-4855**  
**<http://www.LJLSeminars.com>**  
**[LennyL@LJLSeminars.com](mailto:LennyL@LJLSeminars.com)**



# ***LJL Seminars***<sup>TM</sup>

## **Partial List of Lenny's Clients / Organizations**

ABB Combustion  
Advanced Technologies & Services, LLC  
Allmerica Financial Alpha Delta Kappa  
Al Sklover Associates, LLC  
A.M. Consultants  
American Chemical Society  
American Express  
American Marketing Association  
American Society for Training & Development  
Applied BioTech Concepts, Inc.  
AstraZeneca  
Automatic Data Processing, Inc.  
Babcock & Wilcox  
Boards Of Education (Several)  
Boy Scouts Of America  
BT North America  
Capitol Community-Technical College  
Carlsbad Municipal Water District  
Centerbank  
Central Connecticut State College  
Chartered Property Casualty Underwriters  
CIGNA  
Columbia University Business College  
Combined Health Appeal  
Combustion Engineering  
Connecticut Authors Association  
Connecticut Association of Purchasing Mgmt, Inc.  
Connecticut Mutual Insurance Company  
Connecticut Society of Professional Estimators  
Control Diabetes Services, Inc.  
Cox Cable  
CRA Rogers Casey  
Department of Defense  
DG Bank / DZ Bank  
Dictaphone, Pitney Bowes Company  
Dominion Nuclear Power Station  
Eaton Corporation  
EKS&H  
Electric Power Research Institute  
Farmington Board Of Education  
Fidelity Investments  
Financial One, Inc.  
Forest Laboratories  
French Embassy  
Gallo Wine Merchants, Inc.  
Gardner Merchant  
Gillette Financial Group

**Partial List of Lenny's Clients / Organizations (Cont'd)**

Goodheart-Willcox Publisher  
Goodrich & Sherwood  
Greater Hartford Chamber Of Commerce  
Greater Valley Chamber Of Commerce  
Hartford Public School System  
HBAC Relocation  
HB Communications, Inc.  
Heatley Capital  
Hyundai Electronics America  
Inc Magazine  
Intel Corporation  
International Clients in Europe  
International Clients in Asia  
International Clients in South America  
International Clients in North America  
International Clients in Australia  
Inventors Association of Connecticut  
Kaiser Permanente  
King's College London  
KPMG - Latin America  
Lewton Industries Corporation  
Life Learn  
Loctite Corporation  
MacDermid, Incorporated  
Marketing Directions  
Master Lock  
Mattel, Inc. (PT. Mattel Indonesia)  
Mead Paper Company  
Memory Corporation  
Merrill Lynch  
Millstone Nuclear Power Station  
Motorola Corporation  
National School Plant Management Association  
National Association of Purchasing Managers  
Network for Advancement in Professional Sales  
New England College  
New England Speakers Association  
Newington Board Of Education  
Newington High School  
North American Products Corporation  
Northeast Utilities  
Northeastern University  
Nynex  
Palomar Corporation  
Paradigm Associates  
Parametric Technology Corporation  
Parish Structural Products  
Pennsylvania Dept. Of Environmental Protection  
Pennsylvania Bureau of State Parks  
Photo Marketing Association International  
PictureTel  
Praxair

**Partial List of Lenny's Clients / Organizations (Cont'd)**

Presto Products Company  
Professional Development Services  
Purchase Plus Buyers Group, Inc.  
Quorum International, Ltd  
REGISTRAT  
Republican Political Party, Rocky Hill, CT.  
Resource Engineering  
Risk & Insurance Management Society  
Rohm & Haas  
Sara Lee  
Shape Electronics, Inc.  
Society of Flavor Chemistry  
Texas Department of Human Services  
The America Group  
The Connecticut Authors Association  
The Greater Hartford Chamber Of Commerce  
The Harford Courant  
The Learning Exchange  
The Monetary Stress Institute  
The New England Speakers Association  
The Rockbestos Company  
The Tan Company  
The Terlaga Group  
The Torrington Company  
Toastmasters International  
Travelers Insurance Company  
Unisys Corporation  
United Health Care  
United States Aerobatic Foundation, Inc.  
United States Department of Agriculture (USDA)  
United States Department of Transportation (USDT)  
United Technologies  
United Way  
University of Mass, Lowell  
Verizon  
Visting Nurse and Home Care, Inc  
West Hartford Continuing Education  
Western New England College  
Westinghouse Corporation  
Zycos

# *LJL Seminars*<sup>™</sup>

## What People have said...

"On behalf of the Entrepreneurial Woman's Network, I am writing to thank you for presenting 7 Key Decisions Your Website Visitor Makes "BEFORE" They Decide to Do Business With You to our member at our January 6th Professional Development Workshop.

It was a highly educational session packed with extremely valuable information. Your online examples and demonstrations made everything you explained easy to understand and the importance crystal clear.

Thank you again for an excellent program. Your ears might be burning this weekend as all those EWN members tell everyone they know about Lenny Laskowski! I will certainly recommend you to any potential clients.

**Amy Fink McAndrew**  
Entrepreneurial Women's  
Network (EWN)

"I want to share with you what I think should be one of the first speakers you consider when scheduling your calendar year as chapter President. His name is Lenny Laskowski, [www.LJLSeminars.com](http://www.LJLSeminars.com). He spoke at our chapter meeting this past weekend and provided the most content rich program I have seen so far as an NSA member. Everyone in attendance walked away with information they could be immediately applied to the websites and marketing plans. In fact, my mentor had some great things to say about Lenny.

"I've been speaking professionally for over 16 years spending thousands of dollars in various websites that never worked as advertised from supposedly top flight designers.

For an investment of a regular chapter meeting, Lenny Laskowski provided specific & powerful tools and techniques that made immediate massive positive impact on my website. He also provided a remarkable format for a reliable internet marketing tool.

This is one of the NSA speakers every chapter should have on their "must come here" list.

**Bil Karlson**, Past President, NSA Tennessee

"As a National Speakers Association member for eight years, a member of three NSA chapters and a past president of the Tri-State Chapter I have gotten to see many fine presentations. I would say your two programs this past Saturday as it relates to the internet and web sites were two of the finest I have attended.

A million thanks for making your three hours with us so memorable. You provided substance and actionable suggestions that will help attendees grow their business whether they are consultants, speakers or trainers.

**Juan Negroni**, The Tally Consultancy

"I was happy to have Lenny's "Simply Speaking...Selling Yourself & Your Ideas Seminar" on DVD. I utilized the wonderful concept of "mind-mapping" to be able to easily and accurately compose my speech. His program is so full of useful information on how to be "the expert" when you present."

Once you study what is on this easy, fun, and informative program, you will indeed be able to mesmerize your audience. Thank you Lenny for taking the time to create your program. I will indeed need to watch it many more times to get all the great ideas and concepts that are in the program."

**Suzanne Kellner-Zinck**  
Dawning Visions-Hypnosis

"I would like to thank you for the outstanding seminar you recently conducted on behalf of Verizon's National Sales Support Team. Your seminar, "Simply Speaking...Selling Yourself & Your Ideas" was exactly the type of hands-on, practical skills transfer that we were looking for! I also want to thank you, for your thorough preparation and the quality of the materials that you provided to our group. Much of the anecdotal feedback that we have received truly speaks very positively to your professionalism and method of delivery. As our group makes presentations for a living, you were able to speak to them in a language familiar to them and to provide them with tips and techniques with which they were previously unfamiliar. The participants left your seminar energized and with an increased level of confidence in their abilities to make professional presentations.

**Jeff Patton**, Senior Staff Consultant/Manager  
National Sales Support Team  
Verizon

"I would like to thank you for your recent efforts in upgrading the presentation skills of the R&D department here at Cabot Microelectronics. I thought the format of you presenting two 4-hr workshops in early summer, followed by critiquing our project reviews one- and two-months later respectively, was highly effective. It enabled the concepts to sink in and be out into practice immediately, and brought you back to reinforce good practices."

**Cliff Spiro**, Vice President, Research &  
Development  
Cabot Microelectronics

"I want to thank you for providing your two-day presentation skills seminar for our professional staff at the French Embassy in Washington, DC. The feedback we received from each of participants was that the seminar was one of the best seminars they ever attended. The program was very well organized and each participant learned much during the two days you spent with us. We certainly plan to use your services in the near future for another seminar.

**Laurent Jacquet-Saillard**, Head of  
Administrative Department  
Ambassade De France Aux Etats-Unis

"Thanks for spending two days with us to present your "Simply Speaking...Selling Yourself & Your Ideas" seminar. The workshop was an excellent event - well organized, well-run, and highly informative. The extent to which you practice what you teach was evident throughout the two days, and served to reinforce all that we learned. Feedback from the attendees at the time was highly positive. Everyone who attended took away at least a few key tips, and I believe, came away with more than they expected"

**Jordan M. Corn**, Corporate IT Strategy,  
Architecture & Planning  
Rohm & Haas

"I have your book, "10 Days to More Confident Public Speaking." I am preparing to launch into a campaign of speaking before retirees like myself. Your book is an excellent guide for me and gives me the confidence to know I can do this with a bit of humor. Thank you for the lamp in the darkness. Much of fear comes from the unknown (how will I be received?).

**B. Case**, Proud Owner of  
"10 Days to More Confident Public  
Speaking"

"Your presentation on "How to Effectively Present Yourself & Your Ideas" at our company was both informative and exceptionally interesting. In fact, your insightful real life stories turned out to be one of the highlights of the meeting! We thoroughly enjoyed the "sneak previews" you provided directly after each presentation, and the favorable comments following your presentation reflected the consensus. All of us extend our warm thank for an outstanding presentation"

**Susan Giroux-Cohen**, Manager of Human  
Resources  
Zycos

"**No Sweat Presentations - The Painless Way to Successful Speaking**" not only brought our attention to our deficiencies in public speaking, but it raised our level of proficiency in just two comprehensive and enjoyable sessions."

**Louis P. (Dan) Valente** , Chariman and  
CEO  
Palomar Medical Technologies, Inc

"My students found your lectures on strategic internet marketing highly informative and chock-full of practical information. Your presentations were energetic, well prepared, and highly relevant. Such experienced professionals as you help our students for a career in management by providing useful information from the real world. "

**Dr. Eli Noam**, Professor and Director  
Columbia University Graduate School of  
Business



"Thank you for holding your Presentation Skills Seminars for three of our employee groups. The feedback we received from the employees who attended the sessions was very positive. While many people initially were reluctant to speak in front of a group, particularly when a video camera was recording their every word, most indicated that after a while the panic gave way to enthusiasm. Everyone who completed the seminars said they were enjoyable and very helpful. We greatly appreciate the time and effort you put into these seminars. They were obviously well thought out and presented in such a way as to promote confidence and reduce stage fright in the participants. "

**Mechtilde Boeing**, Vice President,  
DG Bank  
Deutsche Genossenschaftsbank AG  
New York Branch

"Thank you for the energetic two-day seminar on Executive Presentation Skills. At our company's quarterly meeting, the evidence was observed by all of us! Each person who attended the seminar gave a better, more effective presentation based on the techniques you provided. Thank you again for providing a new approach to giving presentations."

**M. Garret**, Practice Director  
Advanced Technologies & Services, LLC

"After investing 4 months, using the internet heavily each day, to get a sense of the opportunities open to my business, I had only a rough idea of what I really should have. Fortunately for me, I had the opportunity to watch you demonstrate what is actually effective in internet marketing. I recognized instantly that your seminar and expertise would save me hundreds of hours of on-line time. Thanks Lenny!"

**Joseph F. Dunphy**, MBA

"Your suggestions made a big difference in my presentations. Your coaching style raised my confidence level during the presentations and greatly improved the quality of my presentations"

**K. Colgan**, Sr. Engineer  
Northeast Utilities Service Company

"Thanks for writing your book. It is extremely useful to use. Constructive ideas, not just theory. At your seminar you were the model of your presentation"

**C. McCain**  
Alpha Delta Kappa Chapter

"Your 2 hour mini-workshop "Making Effective Presentations" was the highlight of our Council Planning Conference." Each member will benefit from your workshop well into the future of their careers"

**R. Gary**, Associate Scout Executive  
Long Rivers Council, Boy Scouts Of  
America

"Your presentation on public speaking was very well received by the attendees. Your tips on preparing for a presentation will be used by all of us in the months (and probably years) to come"

**J. Slifer**, Program Chairperson  
CT Chapter of the American Marketing  
Association

"I especially appreciated your willingness to join our group early and spend some time getting to know our officers. It really made you part of the group and therefore, I feel, a more compelling speaker for our event"

**L. Burks**, Manager of Division Activities  
Photo Marketing Association International

"Your seminar was very professionally done. You were an excellent example of your seminars subject matter. Very professional"

**S. Dumeer**, Teacher  
Newington High School

"You're good! You took a dull subject and made it live!"

**A. Weiss**, President  
Summit Consulting Group, Inc.

"As Director of Marketing, I shared your materials with our entire marketing and sales staff. Not only did each individual benefit, but as a team we can't be beat!"

**E. Talbot**, Director of Marketing & Special  
Products  
HBAC Relocation

"What a great presentation you made to our employees. You were not only humorous, but entertaining and creative in your approach"

**K. Scoville**, Employee Assistance Officer  
Connecticut Mutual Life Insurance  
Company

# LJL Seminars<sup>TM</sup>

## Lenny's Keynotes - Brief Descriptions

### 90-Minute Keynotes / 45-Minute Keynotes

***The 7 Aspects Of A Dynamic Presentation*** - Lenny discusses the 7 aspects of a dynamic presentation, along with many tips on the use of visual aids, gestures, and much more. In this keynote, Lenny discusses the proper structure and even teaches a great technique which can be used to prepare your next speech immediately.

***Your Spoken Image - It's Not What You Say, It's How You Say It*** - In this lively keynote, Lenny discusses the importance of projecting a positive spoken image. How you talk and even how you walk send a message about you. In this keynote, Lenny discusses how to use gestures, facial expressions, walking patterns, accents, and much more.

***Overcoming Speaking Anxiety in Meetings & Presentations*** - In this entertaining keynote, Lenny provides you with some physical and mental techniques which can be used today to reduce your speaking anxiety and become more relaxed. .

***Loosen Your Tie - Reengineering the Engineer's Presentation*** - With 25 years of presenting technical papers for people from around the world, Lenny knows what it takes to prepare and deliver an informative, yet entertaining technical presentation. Lenny describes some of the techniques which can help your presentations stand out from the rest.

***The Motivation To I.N.S.P.I.R.E.*** - In this motivational keynote, Lenny shows you what it takes to motivate and inspire your audience. The principles Lenny provides in this keynote will help you better motivate your audiences.

***How to Make A Great First Impression*** - They say you can't judge a book by its cover, but how many of us judge people by they way they look or the way they sound? Someone's first impression of us is often formed before they can even hear us speak our first word. This keynote provides you with tips on how to make a great first impression.

***How to Grow Your Business Using the Internet*** - Do you have a website that is not getting any traffic or business? Lenny has put together an intense, information-packed keynote that will teach you exactly the specific steps you need to grow your business using the Internet. Lenny will share with you the exact techniques he has used to develop a client list in over 73 countries!

***How to Create a Presentation "On The Fly"*** - In this dynamic and very unique keynote, Lenny will develop, organize AND deliver a presentation right before your eyes. Lenny will solicit information from the audience and organize the presentation on what the audience wants to hear. Watch this master of presentation skills and public speaking demonstrate how easy it can be done.

# **LJL Seminars**<sup>TM</sup>

## **Lenny's Keynotes - Brief Descriptions**

### **45-Minute Keynotes**

***T.I.Q.S. - A Way to a Speaker's Introduction*** - Have you ever had a lousy introduction? A good introduction can set the stage for a successful keynote, while a lousy one can make your speech an uphill battle. In this interactive keynote, Lenny teaches how to write, prepare, and deliver a dynamic introduction.

***Mind Mapping - A Map for Your Next Speech*** - One of the most difficult stages of preparing a speech is getting started. In this interactive keynote, Lenny provides you with a technique that can be used instantly to prepare your next speech. This is a technique Lenny has been using for over 25 years.

***A.U.D.I.E.N.C.E. Analysis - Your Key to Success*** - The more you know about the audience before you speak to them, the more successful your presentation or speech will be. In this interactive session, Lenny teaches you what you must know about your audience.

***How to Create a Presentation "On The Fly"*** - In this dynamic and very unique keynote, Lenny will develop, organize AND deliver a presentation right before your eyes. Lenny will solicit information from the audience and organize the presentation on what the audience wants to hear. Watch this master of presentation skills and public speaking demonstrate how easy it can be done.

## Consulting Option #1

This basic monthly consulting package includes the following:

- Up to 2 phone calls & 5 emails per week
- unlimited faxes and conventional mailings

Your investment for this basic monthly consulting package is ONLY \$500.00! for each 30 day period.

**SPECIAL:** Order this consulting package with ANY DISCOUNT Product package below and receive a 10% discount.

Also receive a 10% discount for each additional month ordered.

**Payment must be made in advance** <>

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## Consulting Option #2

This superb monthly consulting package includes the following:

- Unlimited emails - phone calls - unlimited letters and faxes

Your investment for this superb monthly consulting package is ONLY \$1000.00! for each 30 day period.

**SPECIAL:** Order this consulting package with ANY DISCOUNT Product package below and receive a 10% discount

Also receive a 10% discount for each additional month ordered.

**Payment must be made in advance** <>

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## Consulting Option #3

This deluxe 6 month consulting package includes the following:

- Unlimited emails - phone calls - unlimited letters and faxes
- includes one (1) ON-SITE consultation (up to 8 hours)

**NOTE: Does NOT include airfare and hotel**

Your investment for this deluxe 6 month consulting package is ONLY \$3500.00! for each 6 month period.

**SPECIAL:** Order this consulting package and you receive **ABSOLUTELY FREE**, my Super Deluxe Package A described below:

Also receive a 10% discount for each additional 6 month period ordered.

**Payment must be made in advance**

# *LJL Seminars*<sup>TM</sup>

## **Seminars & Workshops**

By  
*Lenny Laskowski*

**Leadership & Team Building Workshop** -This is a three-day workshop to help you become a more dynamic leader, speaker and presenter. This workshop will assess your current leadership skills and teach you how to improve your presentations and improve your confidence.

You will also learn how to interact with other team members as well as get a better understanding of your leadership style. This fast paced course is designed for busy professionals who want to fine-tune their existing skills.

This three day program is limited to 6 to 12 participants.

**How to Effectively Present Your Ideas** -This is the perfect two-day workshop to help you become a more dynamic speaker and presenter. This workshop will teach you how to improve your presentations and improve your confidence. You will also learn how to properly structure your presentations, how to use visual aids, gestures, and speaking postures. You will also be provided with some physical and mental techniques you can use to reduce your speech anxiety. Lenny will share with you his unique method for preparing presentations along with techniques on handling questions. All presentations will be videotaped and the videotape is yours to keep!

Class size is limited to 6 to 10 participants.

**Executive Presentation Skills** -This course is specifically designed for Supervisors, Managers, Directors and above. This advanced course assumes prior experience with delivering presentations and is designed for those whose speaking and presenting play a critical role in the success of your business. This course will "fine tune" your speaking style to improve your spoken image. You will learn how to command your audience's attention and project a professional image which makes people take notice. Personalized videotape coaching will be provided for each participant.

Two or three day programs are available. Class size is limited to 6 to 10 participants.

**How to Make Effective Team Presentations** -This course is designed for anyone who makes team presentations. Two or more people will act as a team during this workshop. Team presentations involve specific techniques and are usually involved when the stakes are higher. Special preparation techniques and coordination efforts are critical to the success of the team presentation. Team participants (2 or more) come prepared with their own presentations and these are fine-tuned during this workshop. This advanced course assumes prior presentation skills and is designed to coach you on how to prepare and deliver a team presentation. All presentations will be videotaped.

This two-day program is limited to 6 to 12 participants.

**Technical Presentations For Today's Engineer**-This course is designed for anyone involved with technical presentations. The technical presentation usually involves the use of more visual aids, especially graphs, charts, and statistical data. This course is designed to teach you how to better display your ideas to those who may not be familiar with your area of expertise. Graphical display techniques along with methods to display and present technical information before and during the presentations will be discussed. Since many technical presentations involve teams, this course will also include some team presentation concepts.

This two-day program is limited to 6 to 10 participants.

## Seminars & Workshops (Cont'd)

**Effective Executive Briefing Skills** - You may often be called on to brief your staff, management or even the press. Our ability to quickly organize information in a logical, concise, and professional manner may be called upon at a moments notice. To do this effectively you need tools such as presentation skills', organization skills', the ability to use visual aids', the ability to handle questions professionally, and quite often the ability to speak extemporaneously. This 3-day intensive seminar will provide participants with the tools and techniques to conduct effective briefings effectively.

**Train-the-Trainer Workshop**-This special workshop is designed specifically for trainers and educators who are looking to "hone" their speaking skills. Lenny will work with your staff and share the techniques he uses as a professional speaker to educate, motivate, inspire, and entertain his audiences. If you are looking for ideas on how to use various visual aids, ice-breakers, and group discussions this is the course for you and your staff. You will also learn how to make team presentations.

Two & Three Day Programs are available - no limit on the number of participants

**Simply Speaking .. Selling Yourself and Your Ideas!** -This is an intensive one-day workshop designed to provide you with new ways to present yourself and your ideas. Lenny will present a collection of topics and limited hands-on training from his most popular keynotes and workshops. This is the perfect workshop for large associations and companies that are looking for something special. This workshop can also be added as an option to your existing conference or event. Half-day workshops are also available and can be provided in conjunction with any of Lenny's dynamic keynotes. Call, write, or E-mail for more details.

There is no limit on the number of participants.

**Upper Management Speech Coaching** - Lenny can also provide private "one-on-one" speech coaching. This is provided in 4-hour sessions and are separated by at least one week. This allows for maximum growth and effectiveness. Personalized videotaping and coaching is provided along with a detailed assessment of speaking style. These 4-hour sessions allow Lenny to work with each management team member on a personalized basis and can be scheduled to accommodate any number of people. We can, of course, provide any customized program based on your individual needs.

A maximum of two people per day can be scheduled.

**Consultation Services** -Are you looking for someone to provide all your presentation skills training? Lenny is also available as an on-going speech coach or trainer for your staff and can provide a package of workshops and/or seminars over the course of the year. If you need several seminars, you can save money and time by contacting us for all your in-house programs. Discounts are available for multiple programs and can be customized to meet any of your needs. Call, write, or e-mail for details and ask for a FREE consultation!

**How to Grow Your Business Using the Internet** - Do you have a web site that is not getting any traffic or business? Lenny has developed a **BRAND NEW** intense, information-packed full-day seminar. Lenny will share with you the specific steps you need to grow your business using the Internet. This seminar is packed with practical ideas and tips you can use immediately to help your business grow, using the revolutionary tool of today!...the *INTERNET*! Learn from an expert.

One day with no limit on the number of participants.

## ***Customer Service Training / Programs***

We offer four very exciting customer service training programs. These customer service training programs run anywhere from one day to three days in length, depending on how comprehensive a customer service training program you desire.

**(There is NO Limit on the number of attendees for our customer service programs)**

### **Comprehensive Customer Service Training**

- This is our three-day comprehensive customer service Training workshop. During this workshop we will cover understanding what customer service is, customer expectations, handling complaints to retaining customers and much more....

### **Handling Customer Complaints**

- Our two-day customer service program focuses on handling customer complaints. During this workshop we will cover everything from understanding what customer service really is to learning how to handle complaints and use them to build your business, understanding the customer business relationship, customer satisfaction and customer service teamwork.

### **What is Customer Service**

- This is our one-day basic customer service program which focuses on understanding what customer service is all about. During this workshop we will cover understanding what customer service really is to learning how to deal with customers professionally.

### **Customer Service Telephone Techniques**

- This is our one-day customer service program which focuses on customer service telephone techniques. During this workshop we will cover everything from understanding what customer service really is to learning how to deal with customers over the telephone or face-to-face.

### **Customer Service Training & The Use of Email**

- This is our one-day customer service program which focuses on customer service and the use of email. During this workshop we will cover everything from understanding what customer service really is to learning how to deal with customers using email.

All seminars can be provided as "on site" seminars at your location. If your company or firm does not have its own training facility we can conduct any of our seminars at an offsite location near you for an additional fee.



# LJL Seminars<sup>TM</sup>

## (FEE STRUCTURE)

### Continuous Days (Hands-on Videocoached Seminars)

1/2-Day Seminar (up to 4 hours)	.....\$ 397.00 /person
1-Day Seminar (6-8 contact hours)	.....\$ 497.00 / person
2-Day Seminar (12-16 contact hours)	.....\$ 897.00 / person
3-Day Seminar (20-24 contact hours)	.....\$1,087.00 / person

NOTE: These seminars are limited to 6-12 people.

Minimum investment: Half Day = \$ 2,500 One day = \$ 4000  
Two Days = \$ 7,000 Three Days= \$ 10,000

**New\*** Quarterly Program – 4 sessions, 1 full day each, provided quarterly - \$ 14,000 /. Program  
Quarterly Program – 4 sessions, 1/2 day each, provided quarterly - \$ 8,000 /. Program  
8 half-day sessions - \$ 18,000 / Program

\* (Limit: 6 to 12 participants)

### **Simply Speaking .. Selling Yourself and Your Ideas Seminar<sup>TM</sup>**

1 Day Seminar (6 - 8 hours)	..... \$ 297.00 / person
(12 people minimum is required - NO maximum)	

Note: No videotaping will be provided for this seminar. There will be some limited “hands on” experience for every participant.

### **Success Via The Internet - How to Successfully Grow Your Business On-line Seminar<sup>TM</sup>**

1 Day Seminar (6 - 8 hours)	..... \$ 397.00 / person
(12 people minimum is required - NO maximum)	

Keynote Speeches (90-120 Minutes) \$ 5,000.00

Morning / Afternoon Session (Keynote / Mini-Workshop) \$ 7,000.00

### Private Consultation / Executive Speech Coaching

\$ 150.00 / hour (2-hour minimum), in conjunction with full-day seminar / keynote	
Half Day	..... \$ 1,000.00
Full Day	.....\$ 1,600.00
1-1/2 Days	.....\$ 2,400.00

A 50% non-refundable deposit is required to hold all dates. Any remaining balance is due the day of the seminar / keynote.

-----PUBLIC SPEAKING AUDIO SERIES CD PACKAGE!! -----

## "The Public Speaking" Audio Series on CD



I have assembled nine(9) of my most popular booklets and prepared a professionally recorded audio CD for EACH of these booklets. You can easily listen to these audio CDs in your car, on the way to work, in your office, or even in the comfort of your home. These audio CDs can be played in any CD player and will provide a more convenient way to learn more about being a better public speaker.

In total, my new "Public Speaking Audio" series provides more than four(4) hours of solid public speaking hints and tips on a convenient CD recording. Each of the nine CDs come complete with a booklet for you to follow along with and take notes. Look at the topics this series covers:

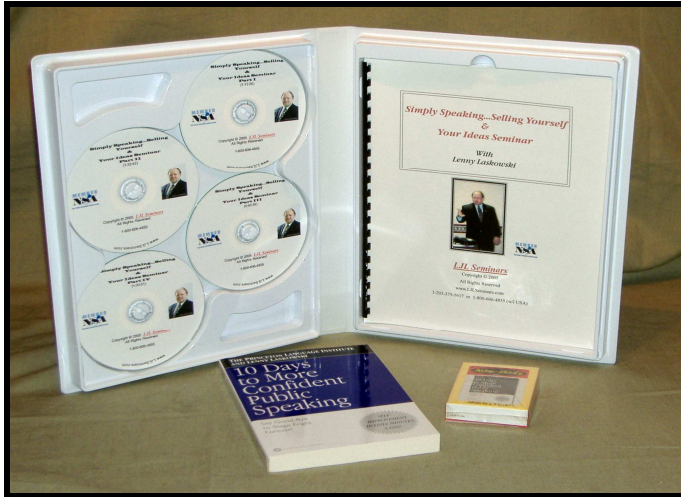
- CD#1 - Techniques to Handle Nervousness
- CD#2 - Four Common Ways of Remembering Material
- CD#3 - How to Prepare A Speech
- CD#4 - Presentations - 111 Helpful Hints & Tips
- CD#5 - How to Deal with a Difficult Audience
- CD#6 - A.U.D.I.E.N.C.E. Analysis
- CD#7 - Preparing and Using Overhead Transparencies
- CD#8 - How to Effectively Use Flip Charts
- CD#9 - How to Prepare and Deliver Great Team Presentations

The "Public Speaking Audio" CD series is currently in final stages of reproduction and will be available for shipment after December 1, 2005.

The "Public Speaking Audio" CD Series, complete with each of the nine(9) booklets mentioned above sells for only \$ 279.00.

# SIMPLY SPEAKING...SELLING YOURSELF & YOUR IDEAS

## SEMINAR ON CD



By popular request, I have made available my popular seminar, "Simply Speaking...Selling Yourself & Your Ideas Seminar" on Video CD. This four Video CD Set, complete with workbook, puts you in the seat of an actual FULL DAY seminar with "me". I have created this CD series using "state-of-the-art" technology to provide you with actual video and PowerPoint slides of my popular seminar.

You get the chance to participate in one of my seminars in the comfort of your office or home. This "live" seminar provides you with six(6) hours of content which includes:

- . The 7 Aspects of a Dynamic Presentation
  - . How to Gather Information
  - . The Proper Structure of a Presentation
  - . How To Use Visual Aids More Effectively
  - . How to Improve Your Vocal Variety
  - . How to Gesture More Effectively
  - . Body Movement / Facial Expressions / Eye Contact / Walking Patterns
  - . How to Handle Questions
  - . How to Handle Hostile Questions
  - . Mind Mapping Techniques
- and much, much, more...

I will also include, ABSOLUTELY FREE the professional companion Seminar workbook along with a copy of my best selling book, "**10 Days to More Confident Public Speaking**". This book is currently on the National Best Sellers List for Non-fiction Paperback books!

This complete six hour seminar on CD can be yours for ONLY \$ 297.00 + S&H.

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-----SPECIAL DISCOUNT SPEAKING PRODUCT PACKAGES!!! -----

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## **SUPER DELUXE PACKAGE A**

This Super Deluxe Package contains ALL of Lenny's products shown below:

### **Compact Disks**

- Making Effective Presentations Interactive CD - Regularly **\$187.00**
- Great First Impressions Interactive CD - Regularly **\$187.00**
- 10 Days to More Confident Public Speaking CD - Regularly \$ **18.00**

### **Books**

- 10 Days to More Confident Public Speaking (Warner Books) - Regularly **\$10.95**
- No Sweat Presentations - The Painless Way to Successful Speaking - Regularly **\$17.00**

**Booklets** - Complete Set of Lenny's 10 Booklets - Regularly **\$50.00**

This SUPER DELUXE Package retails for **\$470.00** and can be yours for **ONLY \$397.00!**

- YOU SAVE \$ 74.00!
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## **DELUXE PACKAGE B**

This Deluxe Package contains ALL of Lenny's products shown below:

### **Compact Disks**

- Making Effective Presentations Interactive CD - Regularly **\$187.00**
- Great First Impressions Interactive CD - Regularly **\$187.00**
- 10 Days to More Confident Public Speaking CD - Regularly \$ **18.00**

This DELUXE Package retails for **\$392.00** and can be yours for **ONLY \$297.00!**

- YOU SAVE \$ 96.00!
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## SUPER PACKAGE C

This Super Package C contains the products shown below:

This Super Package contains ALL of Lenny's products shown below:

**Compact Disks**

- Making Effective Presentations Interactive CD - Regularly **\$187.00**
- 10 Days to More Confident Public Speaking CD - Regularly **\$ 18.00**

The products in this Super Package can be yours for **ONLY**  
**\$197.00!**

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## SUPER PACKAGE D

This Super Package D contains the products shown below:

This Deluxe Package contains ALL of Lenny's products shown below:

**Compact Disks**

- Great First Impressions Interactive CD - Regularly **\$187.00**
- 10 Days to More Confident Public Speaking CD - Regularly **\$ 18.00**

The products in this COMPLETE Package can be yours for **ONLY**  
**\$197.00!**

-----SPECIAL PRODUCT BUNDLES!!! -----

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## BUNDLE 1

This BUNDLE 1 contains the product sets shown below:

**Compact Disks** - Making Effective Presentations Interactive CD - Regularly  
**\$187.00**

- Great First Impressions Interactive CD - Regularly **\$187.00**

The products in this BUNDLE 1 Package can be yours for **ONLY \$317.00!**

- YOU SAVE \$57.00!

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## BUNDLE 2

This BUNDLE 2 contains the product sets shown below:

**Books** - 10 Days to More Confident Public Speaking (Warner Books) - Regularly  
**\$10.00**

- No Sweat Presentations - The Painless Way to Successful Speaking Book -  
Regularly **\$17.00**

**Booklets** - Complete Set of Lenny's 10 Booklets - Regularly **\$50.00**

The products in this BUNDLE 2 Package can be yours for **ONLY \$67.00!** -

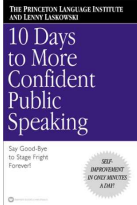
YOU SAVE \$11.00!

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-----INDIVIDUAL BOOKS !!! -----

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## "10 Days to More Confident Public Speaking" Book



Written by an expert in the field, this book has the tools you need to become a relaxed, effective, and commanding public speaker. A clear, concise, step-by-step approach with dozens of inside tips, 10 Days to More Confident Public Speaking will help you:

- Overcome nervousness & discover your own natural style
- Establish an immediate rapport with your audience
- Practice your new techniques daily in conversations with friends
- Write a speech that builds to an unforgettable conclusion
- Expertly blend humor and anecdotes into your talks
- Use special techniques to memorize your speech

This BRAND NEW BOOK can be yours for ONLY \$ 11.95 + S&H.

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## "10 Days to More Confident Public Speaking" (Abridged AudioBook)

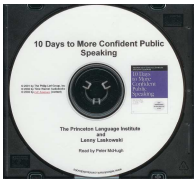
Same as the book above but as a two cassette, 3 hour audiobook has the tools you need to become a relaxed, effective, and commanding public speaker. A clear, concise, step-by-step approach with dozens of inside tips, 10 Days to More Confident Public Speaking will help you:

- Overcome nervousness & discover your own natural style
- Establish an immediate rapport with your audience
- Practice your new techniques daily in conversations with friends
- Write a speech that builds to an unforgettable conclusion
- Expertly blend humor and anecdotes into your talks
- Use special techniques to memorize your speech

This 3 HOUR AUDIO BOOK can be yours for ONLY \$ 14.00 + S&H.

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## "10 Days to More Confident Public Speaking" (Abridged AudioBook on CD)



Same as the book above but as a 3 hour CD audiobook and has the tools you need to become a relaxed, effective, and commanding public speaker. A clear, concise, step-by-step approach with dozens of inside tips, 10 Days to More Confident Public Speaking will help you:

- Overcome nervousness & discover your own natural style
- Establish an immediate rapport with your audience
- Practice your new techniques daily in conversations with friends
- Write a speech that builds to an unforgettable conclusion
- Expertly blend humor and anecdotes into your talks
- Use special techniques to memorize your speech

This BRAND NEW 3 HOUR AUDIO BOOK on CD can be yours for ONLY \$ 14.00 + S&H.

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## "10 Days to More Confident Public Speaking" (Mem-Cards)



### NEW ARRIVAL!

In a flash, you can tap into the many ideas and concepts cited in Lenny Laskowski's book, "10 Days to More Confident Public Speaking". Each of these 28 cards focuses on one issue or point, briefly outlines it, and provides an inspirational quote to reinforce the point – all in a set of cards you can carry in your pocket – perfect for today's one-the-go-lifestyle.

Pull out a different card each day to read as your daily affirmation to become a more confident speaker. Use the 10 Days to More Confident Public Speaking Mem-Cards on



your own for self-study, reflection and reinforcement, or get them for your friends and associates.

Each deck of Mem-Cards comes with its own plastic case and can be conveniently kept in a pocket or purse, making them perfect for today's on-the-go lifestyle.

Get your flash cards on public speaking today!

These Mem-Cards can be yours for ONLY \$ 10.00 + S&H.

### **"No Sweat" Presentations-The Painless Way to Successful Speaking – Book (pdf format Only)**

This book combines those techniques in Lenny's original book along with a ton of new information. Covers topics such as team Presentations, use of visual aids, room layout tips and much more.

This Book (pdf Format) can be yours for ONLY \$ 17.00 + S&H.

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### **"Success Via the Internet - Secrets of Building Your Business Online" Book (pdf format)**

This NEWLY REVISED Book will provide you with methods and secrets to market and grow your business using the internet. The secrets, "behind the scenes" information you need to include in your webpage are clearly spelled out. How to be listed in the top of the major search engines, how to effectively use newsgroups and much more are covered in simple to understand, information-packed book.

This Book (pdf Format) can be yours for ONLY \$ 47.00 + S&H.

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-----New Compact Disks !!! -----

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**"Making Effective Presentations" Interactive CD**

Lenny has just created a new CD using the latest technology by Eloquent, Inc. This CD provide a complete 70 minute seminar on how to make an effective presentation. This CD provides video, PowerPoint slides along with complete text and subject search capabilities. Here is you chance to see Lenny "live". This CD comes complete with a FREE copy of Lenny's new book, "10 Days to More Confident Public Speaking".

This BRAND NEW CD can be yours for ONLY \$ 187.00 + S&H.

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**"How to Make a Great First Impression" Interactive CD**

Lenny has just created another new CD using the latest technology by Eloquent, Inc. This CD provide a complete 50 minute seminar on how to create a great first impression. This CD provides video, PowerPoint slides along with complete text and subject search capabilities. Here is you chance to see Lenny "live". This CD comes complete with a FREE copy of Lenny's new book, "10 Days to More Confident Public Speaking".

This BRAND NEW CD can be yours for ONLY \$ 187.00 + S&H.

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**"Success Via the Internet - Secrets of Building Your Business Online -  
"LIVE" " CD ROM**

Lenny's Complete "Live" 6 hour Seminar on CD ROM - Listen to Lenny's "Live" HIGH Content Internet Marketing seminar. Includes Lenny's Book by the same title listed above (A \$47 value ABSOLUTELY FREE) –

This "LIVE" 6 Hour Seminar on CD and Book can be yours for ONLY \$ 297.00 + S&H.

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## ----- Booklets-----

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### **"Complete Set of Lenny's Booklets"**

Order this COMPLETE set of Lenny's booklets (pdf format) at a discount package price. Separately these booklets would sell for \$50.00. This package price is only \$37 + S&H.

This COMPLETE set of booklets can be yours for ONLY \$ 37.00 + S&H.

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### **"Audio Visual Aids - Advantages / Disadvantages"**

This brochure discusses the advantages and disadvantages for each of the different types of visual aids. In addition, tips are provided on the use of each visual aid type. (11 pages)

This booklet can be yours for ONLY \$ 6.00 + S&H.

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### **"Remembering Material - 4 Common Ways"**

The 4 most common ways of remembering material are discussed along with some proven advice to each method. (5 pages)

This booklet can be yours for ONLY \$ 4.00 + S&H.

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### **"The Interviewing Process"**

The job interview process is discussed along with some sound advice about preparing for this unique speaking situation. The interview stages, checklists and questions you should know and ask are covered. (7 pages)

This booklet can be yours for ONLY \$ 4.00 + S&H.

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### **"How To Prepare A Speech"**

Speech preparation techniques are discussed along with tips on organization and speech structure. In addition, learn the 6 major speaking faults, how to use transitions and much more. (13 pages)

This booklet can be yours for ONLY \$ 6.00 + S&H.

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### **"Presentations - 111 Helpful Hints & Tips"**

This publication offers 111 of the most useful, helpful hints and tips about making presentations. Learn mental and physical techniques for dealing with nervousness, use of visual aids and the dreaded Q&A. (15 pages)

This booklet can be yours for ONLY \$ 7.00 + S&H.

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### **"Techniques to Handle Nervousness"**

This publication provides you with some of the best physical and mental techniques used to deal with nervousness. Tips on how not to appear nervous and ways to deal with those butterflies in your stomach are covered. (6 pages)

This booklet can be yours for ONLY \$ 5.00 + S&H.

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### **"How to Deal With A Hostile Audience"**

Ever feel the audience is out to get you? This booklet gives you tips on how to deal with hostile audiences, including the dreaded Q&A session. Learn the 4 D's to diffusing hostile questions. (5 pages)

This booklet can be yours for ONLY \$ 4.00 + S&H.

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### **"A.U.D.I.E.N.C.E. Analysis"**

Knowing your audience before you speak can help you to better prepare your material. This publication provides you with a list of facts and questions you should know about your audience before you speak to them. (7 pages)

This booklet can be yours for ONLY \$ 4.00 + S&H.

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### **"Preparing & Using Overhead Transparencies"**

This booklet provides you with some basic guidelines & tips when using overhead transparencies. Additional tips on using the overhead projector is also provided. (7 pages)

This booklet can be yours for ONLY \$ 4.00 + S&H.

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### **"How to Prepare & Deliver a Great Team Presentation"**

This booklet provides you with some important guidelines & tips every team should know when preparing and delivering a team presentation. (11 pages)

This booklet can be yours for ONLY \$ 6.00 + S&H.

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