

Writing and Speaking Your Way to the Top of Your Field

If you are in or near Los Altos Hills (near Stanford, in California) at Foothill Community College on **Wednesday Oct. 19**, from 6-10 p.m., I'm offering this four-hour seminar. I hope you can attend. Details follow, then the registration particulars.

"The two most important moneymaking expertise-validating tools to reach the top of your field are usually books and seminars, with articles, a newsletter, a blog, speeches, and a website following dutifully behind.

"What up-and-comers usually need most is help clarifying their vision and creating a step-by-step strategy, a structure to put the tools and means in order and flow, a business model and plan, a realistic timetable, and a way to get their starter products or services out and widely salable while other, ancillary means are developed.

"Becoming the person who all must read and hear is the quest. Gordon Burgett's expertise is empire-building. This is empire-building. Through this seminar and workbook he can help you create your own unique path."

A free workbook will be given to all registrants.

If you'd like more information from Foothill College or you wish to register, either call (408) 864-8817 or contact communityeducation.fhda.edu.