[and below, marketing brochure into onesheet, strategy for makeover]

Radio Advert



"Sandy's re-script had great impact on the <mark>radio ad</mark> (mp3, 1.15MB), wordsmithing a clear message resulting in attendance increase and the ad being remembered by visitors and vendors alike... always appreciate Sandy's talent and opportunity to work with her." repeat client, Mary Keetch Financial Services,

promoting trade show for Lucan Economic Development

BEFORE — client's draft

The Economic Development Committee of Lucan Biddulph is very excited to announce the holding of the 2nd Annual Business Trade Show on Sat., Sept. 18.

The trade show will run from 10 am to 4 pm at the Lucan Community Memorial Centre located at 263 Main Street in Lucan.

Meet local business owners and learn about the products and services available in Lucan Biddulph. Admission is free but donations of non-perishable food items will be accepted for the Ailsa Craig Food Bank. Everyone is welcome at the Annual Business

AFTER — Sandy's rewrite play mp3, 1.15MB

Meet community business owners and see the goods and services that are right here in Lucan Biddulph – a great way to 'buy local' for economic development.

After its success last year, their 2nd Annual Business Trade Show runs again at the Lucan Community Memorial Centre on Main Street from 10 to 4 on Saturday, September 18th. Admission is free, and donations of non-perishables are welcome for the Ailsa Craig Food Bank.

Open to all, come to the trade show the 3rd Saturday in September and discover the ways you can keep Trade Show on September 18th in Lucan. /96 words your money right here in Lucan Biddulph. /98 words

BEFORE, full view pdf 352kb

Your Wordsmith's Strategy

reader feel already a client

Impact your move forward'

to stagger the budget investment





Marketing Brochure

"Wow! Working with Sandy is a dream. Her insights help me tap into how I want to get my message across. I love that [it's] one page now; picture and logo come through. Think I'll do the same for my newsletter." /client, T. Ross

Your change catalysts for ...

AFTER, full view pdf 432kb



for Impact coach

Individuals

"Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon ...must inevitably come to pass." + P. J. Meyer

Personal coaching has proven to be one of Impact's hallmark retained coaching has proven to be one of impact's national catalysts. We believe that once you know thyself, only then can your world open to possibility – getting the career, health, or relationship you seek. Not for the faint of heart, ready yourself watch the magical transformation that can begin for you.



Impact's Newest Program!

"Action is a great restorer and builder of confidence. Inaction is not only the result, but the

Realizing divorce can be an ugly cloud over couples (with rates over 50% for first marriages and higher for the second), Impact offers wellness programs for your union, embracing preventive and healing exploration. [mid-life coming together a speciality]



"A group becomes a team when each member is sure enough of himself and his contribution praise the skills of the others."

N. Shidle

Customized Workshops

Productivity down? Wondering why you feel tension with your teams? Increase employee motivation, effectiveness, and performance with *Impact*'s interactive, team-based exercises designed to develop cohesion and renew team spirit – led with your facilitator's enthusiastic, creative, comfortable style.

Train the Trainer

Consider this: the #1 indicator of job satisfaction is the relationship between an employee and his direct manager. In this workshop, managers, supervisors, and team leaders learn and incorporate co-active coaching into their communication styles. Witness how this translates into relating with staff on a whole new level ... for the results you need.

Succession / Relationship Management



Entrepreneurial Women

"Whatever you do, or dream you can, begin it – boldness has genius, power, and magic in it."

need to share, grown, and learn, our forums benefit from a chain-reactive group dynamic – a positive butterfly effect that unfolds when women meet to unblock obstacles that can hold each back from her dream life. Limited to groups of 10-12, as to be included with an invitation to the next one in your area.



Young Professional Women

*Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has." + M. Meade

Being a young woman today can be difficult, with eco pressure, career choices, uncertainty. Understanding this, Impact designed group sessions exclusively for women 18-28.

Much as in our entrepreneurial women forums, gather to share
your stories and relax in the knowing that others walk with you.

When this sort of journey feels like a fit for you, we're here to Impact your move forward.

CPCC, President

Impact Coaching Solutions 519.907.9998 1.866.587.5093 head office London, ON tross@ Impact Coaching Solutions Co

◆ 2-column gives more above-the-fold positioning

◆ help client prioritize (3) marketing pieces so as

(active, implies results); 'your' personalizes, lets

◆ list of services is now 'your change catalysts'

• enlarge subtitles, reword as types of clients (to

from client's website (reinforces website, too)

• use 'Impact' (business name) as verb: If any of

the above services feel like a fit is now 'when this sort of journey feels like a fit, we're here to

humanize), rather than as a service (thing) → intro each sub-topic with inspirational quote

◆ to brand visually, use corporate colours, mimic logo's font, use logo's butterfly as bullet point.