

# Learn How to Create Loyal Die-Hard Customers for Your Business!

**Building Buzz for Your Brand** will teach you the magnetic characteristics that attract and win over clients to be loyal die-hard customers. Even if you are good at differentiating your brand or have a large share of the market, it no longer means you can sustain and hold the high ground against tough competition.

Whether you sell a service or a product, be sure to attend this workshop to learn the seven platinum tips that will ensure the success of your brand in 2005 and beyond.

## Building Buzz for Your Brand

Date: Wednesday, October 5, 2005  
Time: 5:30 p.m. – 8:30 p.m.  
Location: George Nakano Theater  
Torrance Cultural Arts Center  
3330 Civic Center Drive North  
Torrance, CA 90503 (free parking)

### Complimentary dinner provided by Southern California Edison

*Building Buzz for your Brand will be presented by Mark Mitchell, president of the Mark Mitchell Group. Mark specializes in marketing, leadership and development, customer service, and management. He has more than 25 years experience with organizations in business and higher education. Mark consults and speaks to organizations in both the U.S. and international markets, assisting them with strategies to build a competitive advantage and improve employee productivity. He also assists clients with establishing a preeminence position through values-driven success strategies.*

Seating is limited for this **free** event. **Pre-registration is required.** Call the El Camino College Southwest LA County Small Business Development Center (SBDC) to register at 310.973.3177 or use the fax registration form below.  
**RSVP by September 30, 2005.**

*Sponsored by Southern California Edison, the El Camino College Southwest Los Angeles County SBDC and the City of Torrance.*



**Building Buzz for Your Brand**  
**RSVP by September 30, 2005**  
*Please Print Clearly*

**RSVP to: Southwest LA County SBDC**  
**Phone 310.973.3177 Fax 310.973.3132**  
**www.sbdc.org**

Your Name: \_\_\_\_\_ Name of Your Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
Street City State Zip Code

Phone: (\_\_\_\_) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_