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Sixty Seconds to Fame... or Failure

Ellen Lerner of Dramatic Solutions, Inc. Will Guide West Suburban Women Entrepreneurs to "Fame" at their program on Thursday, December 9, 2010

Nov. 8, 2010, (LaGrange, IL) -- Join West Suburban Women Entrepreneurs (WSWE) on Thursday, December 9, 2010 at their monthly program as they learn tips to *Create a Better 60 Second Elevator Speech*. [Attendee registration](#) or visit us at www.wswe.org

Standing in front of a group, your knees feel like jelly, and the words you speak are not at all the ones you envisioned. Can you relate? Once again, it seems you've failed to communicate how you and your business excel. Isn't it time to swap failure with fame?

Ellen Lerner of Dramatic Solutions, Inc. will interactively teach the group how to improve their 'infomercial', a vital business tool. The meeting will be held at the Ashton Place, 341 75th Street, Willowbrook, Illinois at 8:00 am (CST).

Ms. Lerner, a certified life coach, will utilize her acting background to help the participants uncover their hidden "star" quality, focusing on the importance of crafting a message that highlights the individual first and the business second.

"When you shine, your business shines," says Lerner. "When your message is clear; when you speak with confidence and passion; and when you are focused and powerful; your business will soar.

"My presentation will show you how to craft a 60-second infomercial that reflects who you truly are, the solutions that only you can offer, and why you are the perfect person for a job. As a result, your business will attract and inspire."

In addition to educational sessions, WSWE attendees are able to develop relationships that become a critical source of support and inspiration, meet women who understand your challenges and can provide encouragement and share practical solutions, learn from experts with the information you need to continue to grow both professionally and personally and make professional connections that will lead to new business opportunities.

For the full event information and registration, visit www.wswe.org or email programs@wswe.org .

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About WSWE

We are committed to empowering entrepreneurial women through support, guidance, resources and networking. WSWE members are committed to building strong businesses – and it's not easy. No one does it alone, so make it your business to join us. If entrepreneurship is your business, WSWE is your home, the smart choice for women who mean business. Registration and additional information is available at <http://www.wswe.org>.