



FOR IMMEDIATE RELEASE

**SULLIVAN SPEAKER SERVICES EXPANDS
PRODUCT LINES RELEASING POPULAR
LEARNING SYSTEMS IN DOWNLOADABLE FORMAT**

**DOWNLOADS for YOUR POSITION OF POWER,
TALKING TO STRANGERS, BECOME SPONSOR SAVVY,
SPRINGBOARD MARKETING, and the SPEAKER SUCCESS KIT
Extend Vickie Sullivan's Considerable Expertise in Positioning to
Experts Eager for Immediate Learning Opportunities**

TEMPE, Ariz. April 21, 2006 – Sullivan Speaker Services, a commanding leader in strategic marketing, introduces the release of their popular learning systems in downloadable format. With each downloadable version of the products – YOUR POSITION OF POWER, TALKING TO STRANGERS, BECOME SPONSOR SAVVY, SPRINGBOARD MARKETING, and the SPEAKER SUCCESS KIT – users can immediately tap into the extensive know-how and grounded guidance of Sullivan Speaker Services president Vickie Sullivan, without having to wait for products to be shipped.

Sullivan says, "YOUR POSITION OF POWER really ignites a speaker's brand and platform, while TALKING TO STRANGERS opens doors once thought unimaginable, and BECOME SPONSOR SAVVY makes an expert competitive in the current, hot sponsorship marketplace. SPRINGBOARD MARKETING demonstrates how your manifesto springboards off everything else, allowing you to catapult your empire forward, and the SPEAKER SUCCESS KIT provides an excellent overview of market trends and key strategies."

Sullivan has also extended special pricing to those who are interested in ordering both the traditional format and the downloadable format of these learning systems.

For more information and pricing for these and other products and services, visit <http://www.sullivanspeaker.com>.

As president of Tempe, Ariz.-based Sullivan Speaker Services, Inc., Vickie Sullivan is nationally recognized as the top market strategist for experts on the professional speaking circuit. She speaks throughout the U.S. and Canada about speaker selection trends in high-fee markets

and strategies that position experts for those venues. Her market intelligence updates are distributed to experts in the U.S. and 17 countries. She has served twice on the editorial board for Professional Speaker magazine, and her articles about the speaking market have been published in other publications such as Presentations magazine and the Handbook of Business Strategy. Sullivan also has been quoted in mainstream media such as Fortune.com, The New York Times and Investor's Business Daily. Last year, she was appointed to the prestigious John F. Kennedy School of Government Women's Leadership Board. Her volunteer work has included selecting speakers for international conferences, serving on the boards of industry associations, and mentoring teenage girls at Camp CEO in Summer 2004.

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