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**SULLIVAN SPEAKER SERVICES RELEASES
*SPRINGBOARD MARKETING 2:
LEVERAGING YOUR EXPERTISE INTO AN EMPIRE,*
SECOND EDITION OF INTERNATIONAL BESTSELLER**

**New Version Doubles the Content and Expands Scope of
First Springboard Marketing System**

TEMPE, Ariz. May, 2004 – Sullivan Speaker Services has released *Springboard Marketing 2: Leveraging Your Expertise into an Empire*, a follow-up to the successful Springboard Marketing system, initially introduced in 1996 and sold worldwide to help experts ratchet up the value of their businesses with public speaking, it was announced today by Vickie Sullivan, president and founder of Sullivan Speaker Services.

This newest version includes more than 20 specific processes, a manual that has ballooned from 60 pages to 140 pages, and learning modules that have increased from three to seven.

“The response to the first Springboard Marketing continues to be overwhelming but, as trends and the speaking world constantly change, we wanted to update it for maximum effectiveness,” said Sullivan.

With the *Springboard Marketing 2* CD system, speaking guru Sullivan lends her extensive background and highly sought after methods to help listeners extend a brand or build an empire, enthusiastically unspooling a winning consultant program typically revealed only in one-on-one sessions. In the intense and inventive devices of *Springboard Marketing 2*, Vickie reveals how to land high-fee speaking engagements, six-figure book deals, and lucrative clients by using a platform.

This two-volume edition addresses building a platform to launch an empire that includes not only speaking, but high-end professional services such as consulting, coaching, writing and product development. Volume One contains an overview and step-by-step processes to build a

platform while Volume Two concentrates on accelerating momentum with promoting and positioning to implement and expand an empire.

While the original version of Springboard Marketing focused on speaking as the instrument that drives a business, *Springboard Marketing 2* plays off the conceit that speaking can play different roles in many strategic variations. Still, the concept of “Springboard” continues to be relevant. Sullivan says, “We’ve kept the whole model of how your manifesto springboards off everything else. In the first system release, that springboard was to catapult your speaking, and now with this second version, you can catapult your empire.”

Springboard Marketing 2: Leveraging Your Expertise into an Empire is \$387.00, and is available at www.sullivansspeaker.com.

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