

ActionLearning™ Workshop Series

SMALL BUSINESS CENTER

In two sessions with a professional author and business owner, discuss the importance of professional writing, the three audiences you need to reach as a business or marketing professional, writing formats, writing platforms, media release calendars, and how to fit business writing into an already full professional calendar. Students will leave with valuable, reusable templates, developed verbiage unique to their businesses, and applicable professional writing tips and tools that will be usable for short and long-term networking, marketing, and sales goals.

Your Business Story – Writing to Sell

Wednesday, April 19 and 26, 2017

6:00 – 9:00 p.m.

Waukesha County Technical College
Building Q; room Q-365
800 Main Street, Pewaukee WI 53072

Map: www.wctc.edu/maps

AGENDA

- 6:00 p.m. Registration/Networking
- 6:30 p.m. Your Business Story – Writing to Sell
[Reji Laberje](#), Owner & Creative Director
Reji Laberje Writing and Publishing
- 8:30 p.m. Open Networking
- 9:00 p.m. Adjourn
- FEE \$20
- REGISTER ONLINE Online only: www.wctcalws.eventbrite.com
Registration deadline: Monday, April 17, at noon

FUTURE EVENTS

- June 7, 2017 6:00 p.m. – 9:00 p.m. Small Business Connections
- September 6, 2017 11:30 a.m. – 1:30 p.m. Women Entrepreneurs' Speaker Series

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Reji Laberje, 7-Time #1 Bestselling Author of 40+ publications, has spent 20 years as an author transcending genres including: playwriting, young adult fantasy, sports, action, biography, leadership, and picture books with book submissions for the prestigious Newbery and Caldecott Medals. She's a fast-paced, process-driven professional with unique, full-sensory, non-linear teachings guiding writers from concept to completion of written and spoken words. She's been published traditionally, including with #1 National Sports Publisher, Triumph Books, nontraditionally, and through her own publishing label. A driven relationship builder who's worked with celebrities, experts, and educators, Reji helps turn novice writers into professional authors.



Rhonda Noordyk is the Founder of the Women's Financial Wellness Center.

She is an accomplished financial professional with over 10 years in the business. She specializes in financial education, speaking and coaching. Driven by her passion to alleviate the financial vulnerability of women, she and her team are committed to serving women in our community. When she is not working, she enjoys fitness, reading and spending time with her husband and three daughters.
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