

Press Release

FOR IMMEDIATE RELEASE



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**TITLE: CLERMONT CHAMBER AND AMERICAN MARKETING ASSOCIATION CINCINNATI CHAPTER HOLD BREAKFAST FORUM “YOUR UNIQUE SELLING POINT”**

In today’s rapidly evolving business environments, it’s critical that you identify your personal unique selling point. The Clermont Chamber of Commerce and Cincinnati Chapter AMA are pleased to present “What’s Your Unique Selling Point (USP)?” on Tuesday, December 5, 7:15 – 9:00 a.m. at Holiday Inn Eastgate.

Professionals who work in marketing and advertising are taught to identify the USP (unique selling point) of their product or service. The USP is what makes the product or service stand out. Getting clear on what makes you unique is an important step in creating the mission statement for CEO of Me, Inc. History has demonstrated that individuals and organizations with clearly defined missions outperform those who have none. This inspiring presentation will outline a practical process for identifying your unique selling point and utilizing it to develop a personal mission statement. Your talents, skills and knowledge are the products and services that must stand out in this company of one.

Bob Jewell, founder and Chief Excellence Officer of the Omega Leadership Group will present the program. Bob has twenty-six years of hands-on leadership experience, ranging from engineering to senior executive responsibilities. His work in the areas of developing leaders, managing projects and meeting the challenges of a multi-generational workforce has earned the respect of client's such as Toyota, National City Mortgage, General Electric and Catholic Healthcare Partners.

Members of the Clermont Chamber of Commerce or American Marketing Association are invited to attend this Breakfast Forum, sponsored by Duke Energy at the Member rate of \$30. Others are welcome to attend at a rate of \$45. Don’t miss this opportunity to clarify your Unique Selling Point, network with Chamber Members and AMA Members and enjoy a hearty breakfast. Registrations are due by November 28. Contact the Clermont Chamber of Commerce at 576-5000 to register.