



# Isabelle Albanese

*In our over-messaged society, how effectively do you communicate? This 'messaging maverick' will help you de-clutter and clarify your words, spoken or written—and get the responses you want.*

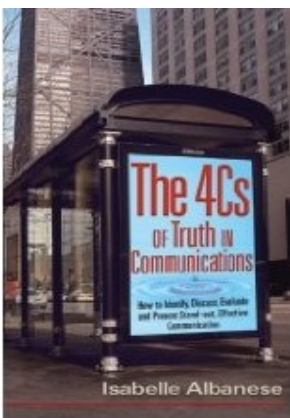
*Most Americans are bombarded with up to 3,000 commercial messages a day.*

*How many of those stand out . . . how many motivate people to take action?*

*Your boss, colleagues, and clients process as many as 300 emails daily. Do yours get read promptly? Do they consistently generate the responses you desire?*

*We live and work in an environment where messages MUST get noticed, make sense, be believable, and connect . . . and you have about 15 seconds to do it!*

*Learn what the most effective experts, politicians, and salespeople already know . . . how to communicate to move people, produce change, and create success.*



Isabelle Albanese is a communications strategist. A renown marketing consultant, she authored ***The 4Cs of Truth in Communications: How to Identify, Discuss, Evaluate, and Present Stand-Out, Effective Communications***. Her expertise helps individuals and Fortune 500 companies alike craft memorable and compelling messages. Since 1999, Isabelle has led the consulting firm of Consumer Truth, Ltd. The consultancy has earned a well-deserved global reputation for its consumer insight-driven approach to strategic messaging. Isabelle's client list reads like a Who's Who of highly successful companies: Amazon.com, Heinz, Dove, Nestle, Tyco, Dunkin Donuts, Reebok, Home Depot, Avon, Intercontinental Hotel Group, Princess Cruise Lines, Del Monte, National City Bank, and Wrigley, to name a few.

An articulate media insider and ad pro, Isabelle hears and innately understands consumers. She applies the same expertise to all forms of communications, and shares her valuable insights with her audiences. She is adept at simplifying complex messages and explaining the ins-and-outs which result in powerful and succinct business communications. Isabelle's concepts are vital to the executive who must define corporate objectives and motivate his team . . . to the salesperson making that crucial presentation . . . to marketers attempting to grab the spotlight . . . to job candidates seeking to impress the interviewer . . . to everyone who needs to be effective in their professional communications. But the benefits of the 4Cs doesn't punch a clock at the end of the day—the advantages of communicating with clarity and integrity extend into personal communications, including email and even IMs.

What are the 4Cs? Comprehension, Connection, Credibility, and Contagiousness. These simple, but powerful concepts help evaluate what's working and what's not in all forms of communication—and they lead to the *why*. Isabelle has presented her model to rave reviews at international conferences among both client and colleague audiences.

A graduate of DePaul University, Isabelle earned her real-world chops working in the venerated Ted Bates Advertising Agency in New York, and later as senior vice president at J. Walter Thompson Advertising, in its New York and Chicago offices.

Isabelle is available to present customized programs addressing the communications and marketing challenges which face your audience. In addition to programs on her 4Cs model, she can discuss brand-building, and how to discover and assess the perceptions of your consumers. Her most popular programs include:

- ◆ The Many Business Applications of the 4Cs Model—They're Not Just for Advertising
- ◆ Improve Your Email Using the 4Cs Analysis
- ◆ Mastering the 4Cs: How to Get Noticed, Win Allies, and Generate Followers
- ◆ What is Your Brand's Truth?
- ◆ Drawing Buyers and Boosting Sales with the 4Cs



## ESPARZA SPEAKERS

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