

Presentations to Inspire: Green/Soc. Resp. = *MORE* Profitable



Flies from: Hartford, CT/NYC/Boston

Contact Info: Phone: 413-586-2388/

413-512-0165 (cell)

Shel@GreenAndProfitable.com

Twitter: @ShelHorowitz

Speaking/Video Clips/Testimonials:

<http://greenandprofitable.com/have-shel-speak>

Gateway to all Shel's websites:

www.ShelHorowitz.com

About Shel

- Speaker at international conferences in Davos (Switzerland), Istanbul, and elsewhere—including TEDx
- Best-selling and multiple award-winning author of eight books, most recently *Guerrilla Marketing Goes Green* (with Jay Conrad Levinson, Father of Guerrilla Marketing)
- Founder, Business For a Better World
- Known for upbeat, engaging delivery/colorful visuals/involving the audience
- EASY to work with!

GREAT for the Planet /GREAT for Profit!

“Making Green Sexy”

With examples from ice cream to toilet paper to the Empire State Building, attendees will learn to:

- Create different message points for Deep Greens, “Lazy Greens,” and Non-greens
- Harness the “#1 secret marketing weapon” of Fortune 100 and Internet millionaires
- Turn their company's green initiatives into revenues and *profits*

“Impossible is a Dare!”

Using profit, not guilt, business can turn hunger and poverty into sufficiency, war into peace, and catastrophic climate change into planetary balance.

Custom Programs and Trainings Available, Too

Keynotes, breakouts, panels, teleseminars, webinars, individual/group media training...



CONSERVATION CREATES ABUNDANCE!

