

Nancy Michaels . . .

- Is the author of four books on marketing for small businesses, including *Off The Wall Marketing Ideas*, (Adams Media 2000), *How To Be A Big Fish In Any Pond*, *Media Madness*, and *A to Z to Visibility*
- Is the Small Business Editor at *US News & World Report*, and the Small Business Marketing Expert for *Entrepreneur Magazine*, and has been featured in *The Wall Street Journal*, *Fortune Small Business (FSB)*, *Success Magazine*, *The New York Post*, *Franchising Magazine*, among numerous other publications
- Has spoken in 42 states to more than 30,000 entrepreneurs on behalf of such clients as Office Depot, Merrill Lynch, Fleet Bank, Staples, Indoor Tanning Salon Association, Benjamin Franklin Plumbing, among many others
- Is the first recipient to win the **Tom Peters WOW! Project Personified Award** (2002) that hails individuals who take on WOW! projects. The WOW! Project was a cover story for *Fast Company* magazine
- Acts as Executive Producer of Office Depot.com's Web Café Series of on-line seminars geared toward small business owners
- And her speaker team, have conducted more than 600 seminars in three years on behalf of a national retailer where sales increased 200 to 300 percent on the days of these events
- Was a nationally syndicated newspaper small business columnist for Scripps-Howard News Service (1999 – 2000)
- Nancy also was the publicist for Matt Lauer (currently co-host of the *Today* show)
- Nancy is the President of her marketing company, Impression Impact, which she launched in 1990.



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