

# BUSINESS EXPERT WEBINARS

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share their  
secrets

## NEWS

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## Business eLearning Firm Reaches One-Year Anniversary

**MINNEAPOLIS -- April 22, 2009** – Business Expert Webinars (BEW), the leading provider of business eLearning courses, announced its one-year anniversary today.

BEW began with a single focus as a business eLearning firm, but quickly expanded to provide professional services such as consulting, marketing, and operational support to help its speakers. The eLearning courses are owned by the speakers, but BEW helps speakers broaden their marketing reach, perfect the content, and deliver the event. Speakers have nine distinct ways that they can generate revenue through their relationship with the firm.

"The first year of Business Expert Webinars has exceeded all of my expectations. We have amassed over 150 thought leaders in all business segments delivering nearly 1,000 live eLearning courses designed to help business professionals to elevate their game. Despite the challenged economy, website traffic on BusinessExpertWebinars.com and our revenue continues to show steady growth each month. In a lot of ways, the economy has helped the growth of our firm. There is an increasing recognition in the marketplace that companies need to develop the skills of their employees economically. BEW offers exactly that opportunity. Our webinar content is narrow and deep so participants leave the session with actionable information. You won't find webinars titled "Ten Ways to Grow a Business" in our program as it is highly unlikely that someone can effectively teach ten of anything in sixty minutes," said Lee B. Salz, BEW's CEO.

Webinar participant surveys continue to show attendee satisfaction with the quality of the education experience delivered by the BEW speaker team. One key to the attendee satisfaction is the BEW prohibition on marketing and sponsorship of the webinars. BEW courses are pure education where the speakers delve deep into the subject matter, not infomercial webinars that teach nothing, but pitch products.

BEW also has a strong partner program. To date, they have over 50 resellers who promote the program and generate income. BEW has developed feeds of its schedule that allows resellers to co-brand the program with BEW or even private-label it as their own offering. Business websites, professional associations, and publications have joined forces with BEW to offer the program to their clientele.

BEW affiliate partner Mike Murrell, Publisher of *SalesForceXP Magazine*, said "Research of our primarily mid-market sales management has repeatedly shown there is a need for cost-effective, convenient and

professional training for sales professionals whose success has led to them being promoted to a management position. Business Expert Webinars enables us to fill that need.”

Salz continues to find ways to expand BEW's services. In May, he'll launch Business Expert Radio, an Internet radio show hosted by Dr. Drew Stevens and featuring BEW speakers. Business Expert Publishing, a unique book publishing model focused on marketing, will be publishing its first book in 2009, *Webinar Conversion Secrets*, by Salz and Jenny Hamby of SeminarMarketingPro.com. Also in development is BEW On-Demand, which will give professionals the chance to participate in BEW eLearning program when it's convenient to them.

### **About Business Expert Webinars**

Business Expert Webinars (BEW) is the leading provider of skill-based, business eLearning programs for business professionals. The BEW speakers are international business experts including best-selling authors, award-winning speakers, and business consultants. BEW has content for everyone in the business setting. For more information, visit [BusinessExpertWebinars.com](http://BusinessExpertWebinars.com).