



Web Visibility 101

This course will help you design and online presence for your business by learning to create online newsletters, blogs, podcasts and more. You will learn not only how to use these tools but create a plan to implement your new web marketing presence.

Dates: September 9th, 23rd & October 7th

Time: 1pm-2: 30pm (pacific)

Session I

- What kind of buzz do you want to create?
- What do you need to create it?
- Understanding web 2.0 – what kind of web site do you need?
- The importance of brand image – make it powerful.
- Select a web tool newsletter or blog.
- Do's and don'ts of creating both or newsletter or blog.
- Homework assignment – create a blog or newsletter (We will help you with tools and templates that are free).

Session II

- Group review of homework assignment and ideas for improvement.
- Introduction to podcasts and vlogs and webinars.
- Building client and friends list – spreading the word.
- Introduction to creating your “buzz plan”.
- Homework assignment to create a podcast or vlog.

Session III

- Group review of homework assignment and ideas for improvement
- Creating the “buzz plan” – what's essential.

30 minute follow-up call with Connie 30 days after the course is included.

What you need to participate in this course:

- A computer
- Internet connection (DSL or Cable)
- Your computer should have a built in webcam or purchase one to use.
- Digital recorder or microphone and or an account with audioacrobat.com

Cost: \$399 [click here to register](#). Information will be sent to you after you register.