

Attention Small Business Owners and Solo Entrepreneurs,

Worried you'll get left behind in the Social Media dust?

Join my

“Unleash the Power of Facebook Training Course”

and in less than one day discover how to

- ◆ Use Facebook to build a huge following
- ◆ Grow your business to new heights
- ◆ Position yourself as an expert in your field
- ◆ Build a community of loyal followers who, in turn, will translate into significant profits for your business

Social Media has fundamentally changed the way businesses communicate

When wine merchant, Gary Vaynerchuk (www.garyswines.com) took over the family's brick-and-mortar wine business, they had annual revenues of \$4 million. Gary put the company online, and mainly through the venue of social media sites like Facebook, now takes in more than \$60 million in revenue each year. And Gary's story is not an isolated example.

Think what social media marketing could mean for your business!

Dear Fellow Business Owner/Entrepreneur:

The social media frenzy is no passing fad. It's here to stay. And millions of small business owners and entrepreneurs like you are taking advantage of all the benefits social media marketing can bring to their businesses.

Perhaps you've been wondering if social media applications like Facebook are worth the time and effort to learn. If so, let me pass along some interesting facts ...

- ◆ Spending on social media marketing increased almost 61% from 2007 to 2008, and is expected to jump another 37% in 2009—to \$1,450 Billion
- ◆ B2C (Business to Consumer) marketers find social media is effective at improving search engine rankings, generating leads and increasing online sales
- ◆ Small and mid-sized businesses are able to accomplish goals that relate directly to revenue production (lead generation and online sales)
- ◆ Social networking not only increases the connection to your customers but it
 - increases customer loyalty through greater transparency
 - provides better understanding of consumer issues and
 - offers better opportunities to tell your own story

Why learn Facebook? Of all the possible social media avenues to use, Facebook has proven to be the most popular and among the fastest growing.

- ◆ More than 300 million people worldwide are now actively using Facebook, and almost half use Facebook *every day*. If Facebook were a country, it would be the 8th most populated in the world. (*CheckFacebook.com*)

- ◆ Facebook is used in more than 170 countries and territories and in 35 different languages. (*Mark Zuckerberg*, Jan. 2009)

- ◆ The largest segment of Facebook users is in the 35-55 age group with women over 55 the fastest growing group. (*Wired Magazine*, March 2009).

- ◆ Facebook ranks as the top social networking site in the majority of European countries. (*comScore*, April 2009)

- ◆ In June, Facebook was the 4th most visited site on the web, according to *Techcrunch*.

Businesses everywhere see the huge potential for expanding their exposure, building their brand and increasing their search results through Facebook.

But getting good results from sites like Facebook usually takes time and specialized skill.

Until now...

Unleash the Power of Facebook Training in Your Business

In **just four hours**, you can join the growing list of companies that are getting dynamic results from their exposure to Facebook.

Hi. My name is Mande White, and I'm the Founder of FreeSocialMediaHelp.com. I've put together this one day **"Unleash the Power of Facebook Training Course"** to help small business owners and entrepreneurs like you learn how to make the best use of this dynamic marketing site.

Join me on _____, _____, 2010,
from 8 am to noon at

_____ in

Register Today!



Mande White is the Founder of FreeSocialMediaHelp.com, which helps users who are confused, lost or frustrated by their efforts to profit and keep up with Twitter, Facebook, LinkedIn and other social media sites.

She has served since 2007 as President of the American Marketing Association South Florida. She holds an MBA from the University of Texas, graduating Magna Cum Laude.

This program is no theoretical lecture! It's a hands-on intensive learning experience, which will require your active participation.

So come alert, ready to learn, and bring your laptop. You'll walk away knowing how to:

- ◆ Drive more traffic to your website and blog
- ◆ Get more subscribers to your newsletter
- ◆ Increase your credibility and visibility
- ◆ Find Joint Venture partners
- ◆ Build a community of like-minded, quality professionals

In what areas do you need training most?

- ◆ How to create a Powerful Facebook Profile?
- ◆ How to have a Fantastic Fan Page?
- ◆ How to build a Groovy Group?
- ◆ How to have a Daily/Weekly To-Do list to maintain your strong presence?

By noon, you'll leave with all the above ... and more. **I guarantee it!**

But don't take my word for it...

In a moment, I'll share with you how my **“Unleash the Power of Facebook Training Course”** can take your small business to a whole new level.

But first, here's what others who have taken my course have to say about it ...



Register Today!

Promotion continues with more detail to build urgency, the guarantee, the offer and p.s.