

CDI's teleclasses and webinars provide you with the power and freedom to become an expert, wherever you want.

Get engaged with your colleagues and the experts for terrific learning opportunities!

 **Free Teleclasses**

2012 FREE TELECLASSES:

CDI offers several different kinds of calls, which show up throughout the year. These include:

- **Honing Your Craft (HUC)** - How-To strategy in areas such as resume writing, career coaching, social search, and more.
- **Tactical Biz-Tech Buzz (TBTB)** - Informative calls that meet our commitment to help you stay up-to-date with new technologies to support your businesses and your clients/client services.
- **Next Practices (NP)** - Business strategy for helping you to maintain a successful, fulfilling, and profitable resume and career services business.

All calls are scheduled on Tuesdays (usually the third week of the month) at 4:00 PM Eastern. *Calls are open to CDI members only.*

CDI also hosts Member Appreciation Month each January. This includes four free member calls, monthly prize drawings, and more. Learn about CDI [Member Appreciation Month](#).



"WOW! The LinkedIn Buzz call was better than you advertised, really. The facilitator was clear, direct, and knowledgeable. Making the site user friendly for me means I can better serve my clients. Thank you for making this happen. My CDI membership is priceless."

- Sari Neudorf, SDN
Consulting

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2012 Call Line-Up

BEKNOWN BUZZ & TIPS – Tuesday, 1/10/12

Presented by Tom Chevalier, Manager of Product Management, Monster.com.

BeKnown is a professional networking application on Facebook where you can connect professionally without mixing business and friends.

PLANNING RETIREMENT OPTIONS FOR SMALL BUSINESS OWNERS - Tuesday, 1/24/12

Presented by Montell McDowell of www.additupfinancial.com

You will learn:

- Your options for saving now (SEP; Simple IRA or 401K)
- Defined contribution plan maximums
- Tax requirements for plans
- Limitations due to income earned.

THE (CLIENT) WAITING LIST - HOW & WHY? - Tuesday, 1/31/12

Presented by Pat Schuler of www.kickbuttsalestraining.com

- Why is a Waiting List a good thing?
- How do I set strong boundaries and expectations?
- What if a prospect/client is upset?
- How can I use the Waiting List to build value and earn more while working less?

DOWN AND DIRTY: DIGGING UP DIRT ON ONLINE SITES, SERVICES, AND EMAIL MESSAGES - Tuesday, 2/07/12

Presented by Susan P. Joyce of Job-Hunt.org and Margaret Dikel of RileyGuide.com

"I just listened to the LinkedIn Buzz call recording and LinkedIn's PR Rep, Erin O'Harra, led a super informative session.

As the 2nd Place Winner for the 2011 Best LinkedIn Profile TORI, I considered myself up on all things LinkedIn yet I still benefited a great deal by listening to this hour long session...and now my clients will benefit too!

Thank you for bringing us such fantastic expertise once again."

- Melanie Lenci,
Résumé Relief

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The ART OF SEO TIPS – Tuesday, 2/21/12

Eric Enge is the President of Stone Temple Consulting, a leading SEO consulting firm with offices in Boston and Northern California. He is also one of the authors of *The Art of SEO: Mastering Search Engine Optimization*. His specialties include SEO, pay per click marketing, social media, web analytics, and business operations.

UNRAVELING THE WEBSITE MYSTERY: DESIGN, DEVELOPMENT, HOSTING - Tuesday, 3/20/12

Presented by Susan P. Joyce of Job-Hunt.org

WHERE THE JOBS ARE FOUND: CAREERXROADS SOURCES OF HIRE SURVEY FEEDBACK - Tuesday, 4/17/12

Presented by Gerry Crispin of CareerXRoads

Direct from their 2012 survey findings, CareerXRoads co-founder, Gerry Crispin, will share how highly-competitive, high-profile companies fill their U.S. open positions.

OVERCOMING RESUME CHALLENGES WITH UNEMPLOYED / UNDER-EMPLOYED CLIENTS - Tuesday, 5/15/12

Expert guests: TBA

PITCHING THE MEDIA IN THE DIGITAL AGE - Tuesday, 6/19/12

Presented by with journalist and digital strategist, Alexis Grant

You will learn:

- Why you should ditch the press release and send a casual email instead
- Why personalizing your pitch is a must How to track down contact info for journalists and bloggers
- The difference between pitching a blogger and pitching a journalist How to use a newsy angle to convince reporters and bloggers to cover your story.

"I just wanted to thank you for providing the free teleclasses as part of CDI's member appreciation program. I cannot begin to tell you how informative they have been, as each class has answered so many questions I have been pondering for quite some time. CDI and their dedicated panelists have truly been advocates to the industry and its members."

- Susan Barens,
Career Dynamics

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"Thank you for putting together the series of free teleclasses on many pertinent topics for members."

This is exactly the kind of activity I think true learning organizations should be supporting. It gives members the benefit of others' expertise and visibility to those doing the presentations."

So glad to see it as a regular benefit to membership."

- Kate Duttro, D.Ed.

**HOW TO USE SOCIAL MEDIA TO CULTIVATE RELATIONSHIPS,
CREATE COMMUNITY, AND GET MORE CLIENTS!** - Tuesday, 8/21/12

Presented by Miriam Salpeter of Keppie Careers, and author of Social Networking for Career Success; and Laura Labovich of Aspire! Empower! Career Strategy Group.

These two industry power-houses will call upon their collaborative expertise and experience in co-authoring the soon-to-be-released, *100 Conversations for Career Success: Learn to Tweet, Cold-Call and Network Your Way to a Dream Job* (published by LearningExpress, LLC).

SEO FOR WORDPRESS POWER BLOGGERS - Tuesday, 9/18/12

Presented by Karen Callahan, [Adventures Online](#)

No longer be one of those bloggers lost in the search engines because they “don’t know what they don’t know”. Be the blogger that soars to the top of the search results pages because you take advantage of the SEO opportunities available to you every time you write a post!

*The purpose of this teleclass is to shed light on the **power** that everyday bloggers have to influence *how* the search engines perceive them and *where* the search engines offer them (list their blogs) as viable choices to prospects doing searches.*

You will learn how to help Google understand who you are and what you do. Think *Jerry Maguire*...The scene where Tom Cruise is begging, “Help me help you!...” Well, Cruise is Google, and you are Cuba Gooding Jr., the football player who holds the key to helping himself. After this teleclass, you will be aware of many opportunities you have to help Google figure out who you are and what your blog is about so that Google correctly categorizes your blog and presents it on search engine results pages to highly targeted audiences. You will understand the places where you can add SEO, the recommended components for successfully doing full, DIY-SEO on each post, the components that Google considers most important, how to keep yourself focused, and more.

I really loved the call today with the four experts (Janice, Laura, Audrey and you). It was really and truly eye-opening to hear everyone's take on client service and boundaries.

I learned a tremendous amount. I know I'm already a huge CDI ambassador, but my goodness, it's truly amazing what you offer the members for FREE! Amazing."

- Laura Labovich, Aspire!
Empower! Career Services
Group