

# Harnessing the Power of Social Media – for Wholesalers



October 4, 11, and 18, 2013 from 12 – 1 pm EST

Reaching for the phone to make another advisor appointment? Yeah, you can do that. It's what you've been doing since you started, just like all your colleagues.

## Perhaps it's time to try something new.

Today, business is done online. Social media isn't some insignificant subset of the marketing effort; it is an undeniably valuable and relevant marketing resource. You can use it to your advantage, if you spend a little time learning how.

Our latest social media series, *Harnessing the Power of Social Media*, is designed specifically for Wholesaler professionals like you (not any ol' financial professional). [REGISTER NOW](#)

**REGISTER NOW**

Only 20 spots available.

## What will I gain by participating?

This quick-start series is designed to help you jump in with both feet and make things happen for your sales efforts. Your business is unique from any other financial professional – and we'll show you how to use social media to your advantage.

**Objective:** This three-part webinar series will inform, motivate and inspire you to board the social media express. We intend to...

- Familiarize you with the social media environment quickly, effectively, and compliantly
- Give your fall a steel-toed kick start
- Tune up your social media skills, and
- Give you a head start on the fourth quarter selling season

### You will learn how to:

- Take charge of your online presence
- Uncover the prospect information you need
- Make the right appointments with the right advisors
- Apply the information to your own sales efforts by developing a short-term social media plan to fit your unique needs

...all using the power of social media. [REGISTER NOW](#)

## What'll it cost me and what does "participation" involve?

For \$279, you'll participate in an effective combination of education and hands-on training, including:

- Three 45-minute, weekly presentations with significant time for Q&A, recorded for busy schedules
  - Fridays, **October 4, 11, and 18, 2013 from 12 – 1 pm EST**
- One individual, 30-minute strategy session with ShoeFitts Marketing
- Offline assignments designed to reinforce what you learn
- A short-term social media strategy to nurture leads and drive sales