

Author-ized Appearances



The Easy Way to Get More Business with Blogs and Podcasts

How to reach a wider audience and build your brand with social media

Date/Time/Location:

Wednesday, May 24, 2006

5:30 - 6:00 Registration, informal networking and appetizer buffet

6:00 - 7:30 Program

Hotel Galleria

191 Sutter Street (Palm Room, 2nd floor)

San Francisco, CA 94104

Everyone's talking about podcasts and blogs. Do you know what they are and how you can use them to your advantage?

Blogs are one of the easiest ways to publish online. You don't have to know anything about web design to use a blog to showcase your expertise and help build your brand cheaply and easily.

Since 2004, podcasting has allowed thousands of independent professionals to create their own "talk radio" shows to increase their credibility and sales success. You can, too—even if you never record your own show. All you need to get your name in front of the right prospects around the world is a computer, an internet connection, and a little time to listen. (That's right—no iPod required.)

Even if you don't think podcasts and blogs are for you, attend this session to learn the lingo so you can talk about them knowledgeably with clients, prospects and Gen Y.

You will learn:

- What business blogs should be and who should use them
- How to start blogging (and when not to)
- What podcasts are, how to use them and promote yourself to clients and prospects
- How to find the conversations you want to join

For more information please contact Tresa Eyres (teyres@aol.com) or Sallie Goetsch (sallie@author-izer.com).

Author-izer Sallie Goetsch (rhymes with "sketch") is co-founder of the Podcast Asylum (www.podcastasylum.com). Sallie started podcasting in May 2005 and immediately began using it to make connections and attract prospects from around the world — *without recording her own podcast*. She works tirelessly to cure the epidemic of *podcastus ignoramus* and help business owners build brand and increase sales.

RSVP:

Advance registration is available only through Acteva and must be purchased by 12:00 pm PST, May 22.
<http://www.acteva.com/booking.cfm?bevaid=110842>

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