



## NEW CE CLASSES

**Tuesday, October 29<sup>th</sup>**  
**West Hawai'i Civic Center, Building A**

**74-5044 Ane Keohokalole Highway, Kailua-Kona**

**Registration Fee: \$50.00 HIR Member | \$60.00 Non-Member**

◆ **9:00 a.m. Let's Get Engaged: Unleashing the Lead-Generating Power of LinkedIn**

Many professionals who are on LinkedIn don't know how to make the most of their experience. They are baffled by what to do once they are online. LinkedIn is the world's largest professional network on the Internet. A great LinkedIn presence can bring you listings and buyers. It's an invaluable competitive advantage!

During this interactive CE workshop, you'll explore how to:

- Avoid seven of the most common (and costly) LinkedIn mistakes.
- Create a profile that is 40 times more likely to open doors to opportunities through LinkedIn.
- Receive 14-21 more profile views with one simple step.
- Initiate simple, engaging conversations and nurture prosperous relationships that lead to long-lasting success.
- Build your personal brand.
- Network online with prospective referral resources, business affiliates and potential clients.



**Debra Jason, Marketing Speaker**

From business owners and engineers to speakers and real estate agents, Debra has guided hundreds of professionals in creating robust and optimized LinkedIn profiles that help them open the doors to receiving more opportunities on the network.

◆ **1:00 pm Millionaire Marketing on a Shoestring Budget™**

Are you seeking greater exposure for your business? Want to achieve top-of-mind awareness in the marketplace? Frustrated because you think you have to spend a lot to get it? Then, this presentation is for you!

It's frightening to dip into your budget and keep on spending when business is slow, isn't it? The good news is you don't need a Super Bowl budget to attract new customers. You can still market yourself — and your business — in more ways than one without breaking the bank. Debra delivers practical and creative ideas on how to increase your visibility and successfully spread the word about your services. During this engaging presentation, you'll explore such topics as:

- The one thing 90% of consumers trust more than advertising.
- The most fun way to market yourself to prospects—without a hard-core sales pitch.
- One simple step you can take that leads to referrals and new business.
- One way to find prospects from the comfort of your home—in your PJs or sweats. (Hint: It's not social media.)
- 5 top reasons social media should be in your marketing toolbox.
- 8 ideas to charge your batteries and keep your creative juices flowing when blogging.

**Register at [www.HawaiiIslandREALTORS.org/Debra-Jason](http://www.HawaiiIslandREALTORS.org/Debra-Jason)**