



Karen Clark

2018 Professional Speaking Topics:

Topics can also be customized based on your needs and concerns. If you don't see something you would like training for, just ask. If it's in my areas of expertise I will put something together just for you!

Social Media Best Practices

- ▶ Your Posts Affect Your Profits: General **best practices** and social media netiquette.
- ▶ Fabulous Facebook **Business Pages**: Why and how to create a professional page that works.
- ▶ Social Media Netiquette: **Do's and don'ts** to stay compliant and avoid Facebook Jail.
- ▶ **Facebook** Basics, **Pinterest** Basics, or **Instagram** Basics (for beginners), or Advanced Facebook, Pinterest or Instagram for those already using it.
- ▶ **Online Parties** to Grow Your Business: Selling within Events on a Facebook Page or Group.
- ▶ Lights, Camera, Action! Live-streaming and YouTube **video** best practices, how-tos and ideas.
- ▶ Finding Your Voice in Social Media: **What to post** that focuses on serving while selling.
- ▶ Social Media **Time Savers**: How to be more productive online while making connections.
- ▶ Going Local: Mining for gold in your own backyard by leveraging **local connections**.

Technology for Direct Selling Leaders

- ▶ Lead By Example Online: How to inspire **ethical and effective** social media practices.
- ▶ **LinkedIn** for Leaders: Establish your professional presence to build and grow your team.
- ▶ Team Training Using Technology: Options and instructions for **training your team** online.
- ▶ Facebook **Opportunity Events**: Conduct effective public events for sponsoring.

NEW: Sponsoring for Direct Sales *(not specifically social media)*

- ▶ Savvy **Sponsoring**: Learn to grow your team naturally and authentically.
- ▶ Intentional **Interviews**: Comfortably get to know your sponsoring prospects one-on-one.

The above topics can be customized for 30-90 minute formats, or include additional activity, demonstration or Q/A time. Video training or live online training may need to be split into more than one session.