

eBOOT CAMP

PROVEN INTERNET MARKETING
TECHNIQUES TO GROW YOUR BUSINESS

Speaker: Corey Perlman, Owner and President of eBoot Camp, Inc.
Company: eBoot Camp, Inc.
Website: www.eBootCamp.com
Blog: www.eBootCamp.com/blog
Facebook: www.facebook.com/eBootCamp
Twitter: www.twitter.com/eBootCamp
LinkedIn: www.linkedin.com/in/coreyperlman
Fee Category: \$10,000 / \$20,000 International
Program Availability: Keynote speeches, company workshops and consulting
Travels From: Michigan

SPEAKER PROFILE:



Corey Perlman is an entrepreneur, best selling author and nationally-recognized social media expert. His most recent book, *eBoot Camp*, (Wiley) became an Amazon.com bestseller and received global attention with distribution rights deals in both China and India. This do-it-yourself book written in layman's terms provides the know-how to win business in cyberspace, while eliminating the need for a large marketing budget.

As founder and CEO of eBoot Camp, Corey's company also manages the social media marketing for over 20 businesses around the world.

So everything he teaches on stage has been tested and proven with his clients.

Corey is a member of the National Speaker's Association (NSA) and has conducted his critically acclaimed eBoot Camp Workshop at more than 25 conferences and events in cities across North America. Working with organizations like Dale Carnegie Training, ClubCorp, NSA, Graphics of America, and Kreston International, Corey offers a fun, interactive, value-packed presentation that is a hit with all audiences. A true testament to a successful event, Corey has been asked back for a repeat performance to almost every organization he's spoken for.

Corey and his wife reside in beautiful Royal Oak, MI and recently welcomed their first child, Talia, into the world. In her first year, Talia has already tweeted, posted a youtube video, and loves her iPhone. To learn more, visit www.EbootCamp.com.



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For a Professional Demo Video [click here!](#)
To see Corey in action at a workshop [click here!](#)

PROGRAM OUTLINES

Social Media for Business - *Not Why, but How to Grow your Business using Social Media (1-3hrs)*

- Tips to measure your ROI and overall success with social media.
- How to properly turn a Facebook Fan into a new customer.
- Why LinkedIn is the most effective and underutilized sales tool on the web.
- How a blog can help brand you as a thought-leader in your industry.
- Why Twitter is so much more than Justin Bieber and Charlie Sheen.

Winning the Google Game - How to stack the odds in your favor on the largest search engine in the world (1-2hrs)

- Three easy ways to improve your Website's Google ranking.
- What is Google Local and how to take advantage of this precious real estate.
- Why a Title tag and Description tag are two of the most important sentences you'll create on the web.
- Other web resources you can use to populate Google and the other search engines.

10 Tips to Having an Effective and Sales-ready Website (60-90 minutes)

(Here are a few examples)

- Color pollution - How many colors are too many and an obvious mistake that most websites make.
- Information above the fold - Too many websites make the user search and scroll for the most common information people are looking for.
- Opt-in box - The most important feature of any website and the majority of sites don't have one.
- Link Clarity - If a user doesn't understand where a link is taking them, they won't click on it.



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10 Most Common Mistakes Businesses Make with Social Media (1-2hrs)

(Here are a few examples)

- Starting without a plan
- Using Facebook as a billboard
- Selling instead of softly promoting
- Using Twitter to talk instead of listen
- Ignoring the 'Get Introduced' feature on LinkedIn

CLIENT TESTIMONIALS

"Corey was a speaker for our Grow Your Business Workshop Series and did an outstanding job. He spoke on the topic of "Using Social Media to Grow Your Business". We had many great comments on the workshop evaluations with everyone taking away valuable information that they could implement immediately. I would definitely recommend Corey if you're looking to learn more about this topic and how it can help your business."

Mark Tremper, Vice-President of Business Services at Downriver Community Federal Credit Union - Small Business Workshop Series December 2010

"Corey Perlman has presented outstanding sessions for the past two years at Graphics of the Americas.

Attendees have made comments like:

- "This was the BEST seminar of the show!"
- "This seminar was worth the cost of the trip."
- "This guy is awesome!"

We think he's pretty awesome, too. We typically don't ask the same speaker to return year after year, but Corey's sessions are so well received and relevant that we are asking him to return for a third consecutive year.

Corey really stays on top of the latest trends and strategies in a market that is continuously changing. His material and presentation style are remarkable."

Monica Turner, Director of Communications - Graphics of America Conference February 2010, 2011 and currently scheduled for 2012

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" Partnering with Corey to host his eBoot Camp workshop was a huge success for us. It gave us the opportunity to provide extra value to our existing clients and put us in front of new prospects. The eBoot Camp workshop is a great way to emphasize the importance of social media in sales and marketing and naturally leads to more enrollments in the Dale Carnegie Sales Advantage course."

Lloyd Braithwaite, Marketing Coordinator for Dale Carnegie Training of South Florida - Selling and Social Media Workshop February 2011