



BEGINNER BLOGGING BASICS



INSTRUCTED BY

EYDIE STUMPF

Eydie's Office

Eydie Stumpf is a Social Media Marketer who specializes in creating an Internet presence for business owners. Eydie also writes a weekly column for The Business Press and Press Enterprise called "Ask Eydie", which is focused on answering your questions about Social Media and E-Mail Marketing.

So you think you'd like to create a blog, but you're not really sure where to start... In this seminar we will take you through the basics of business blogging. You will learn why a blog is an important component to add to your current marketing mix. You will also discover how you can drive targeted traffic to your blog, and how having a blog can help you establish credibility and be seen as an expert in your field.

Attend this workshop to learn:

- Why a blog is important
- How to start a blog
- How to drive traffic to your blog

ATTENDEES MIGHT FIND IT HELPFUL TO BRING THEIR OWN Wi-Fi CAPABLE LAPTOP COMPUTER

Tuesday, April 26, 2011

6:00 — 8:00 p.m.

**San Jacinto Community Center
625 S. Pico Avenue, San Jacinto, CA**

Program of:



The IEWBC is a cooperative program between IECE and the US Small Business Administration. This US Small Business Administration Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.

The program is free, but registration is required. Register with Jan Catron at jcatron@sanjacintoca.us or call (951) 537-6354.

Free Workshop