

diy : PR

# SOCIAL MEDIA SECRETS FOR SMALL BUSINESS

with Lynne Golodner

"Your People helped open my heart and my legal practice,  
and now both are full, growing, and booming!"

~ Transitions Legal, Alisa Peskin-Shepherd

"I thought I knew enough about marketing and social  
media. I was completely delighted by the quality and  
quantity of information Lynne presented. Her relation-  
ship-building approach to marketing and social media  
was brilliant, current and very refreshing."

~ Fred Astaire Dance Studio, Evan Mountain

"The seminar allowed our team to align our goals,  
core values and key messaging. Your People  
spent a lot of time getting to know our team and  
understand the essence of our business!"

~ Zingerman's Cornman Farms

"Work with Lynne, and you will get  
top-notch results, quickly."

~ Noreen Ehrlich

## TAKEAWAYS

- Develop clear & consistent key messaging
- Identify the perfect platforms for your business
- Focus on your audience
- Create a content calendar
- Build a Social Media Strategy
- Gain confidence in managing social media

## Grow your business through social media!

Confused by all the online options for marketing? In this work-  
shop, you'll finally understand the potential for building your  
brand online. Learn which platforms are best for your business  
and how your team can create & implement a successful social  
media strategy without having to hire it out.

**May 1, 2018**

**8:30 a.m-4:30 p.m.**

**\$595 per person\***

\* early bird and team discounts

at The Westin • 1500 Town Center • Southfield, MI 48075

breakfast & lunch included

**RESERVE YOUR SPOT!**

[www.yourppl.com/SocialMediaMay18](http://www.yourppl.com/SocialMediaMay18)

\* space is limited \*

**your:**  
**PEOPLE**  
yourppl.com

Lynne Golodner is Chief Creative Officer & Owner of Your People LLC, a public relations and brand messaging development firm that focuses on storytelling, relationships & higher purpose for building business. Driven by the belief that everyone needs PR, but not everyone can, or should, pay a fortune for it, Lynne believes all business owners can learn to manage some PR functions on their own. Learn with Lynne!

