

## **The Generosity Factor: How to Promote, Praise, & Prosper on Social Media - interview**

Have you ever wondered how certain people on social media get so much positive attention? Would you like to generate an explosion of raving fans on the social networks like Facebook, Twitter, Pinterest and LinkedIn? It's not what you think. In fact, the last thing you want to do is be a self-promoter. During this program, your audience will discover

- The biggest missed opportunity by entrepreneurs on social media
- Two simple keys to becoming a social media hero
- How to systematically spend your time online
- Easy tools to make you stand out to your fans, friends and followers

## **Position Yourself for Profits on Social Media – webinar / live presentation**

Would you like to know where to spend your time on social media to grow your business? With over 1.5 billion people on Facebook, 200 million LinkedIn accounts, 500 million Twitter users, and the hottest social network for women Pinterest and Instagram are climbing the charts, there are incredible opportunities to find on these networks. If only you knew what to do, when, and for how long. Digital Media and Relationship Marketing strategist, Laura Rubinstein, will walk you through the steps to growing your brand and building a buzz strategically on social media. During this presentation, your audience will discover:

- 7 key elements for developing a results oriented social media strategy
- Social tactics that position you as the "go to" expert
- Killer content that engages
- How to implement a social media marketing plan
- Time saving tools for engaging and generating a buzz online

## **Social Media Mystery to Mastery: Do's Don'ts and Differentiators – webinar/live**

Are you like many success oriented people who are still confused and frustrated by social media and the time it takes to use? Are you wondering is this worth it? Would you like to know how to make the most of social media, avoid time wasting activities and learn how to gain a return on your investment? During this program, Coach Laura will reveal:

- Why social media is the FASTEST way to grow a loyal following and leads
- The secret to turning your social media following into profitable connections that MOST people don't do
- The common mistakes you should AVOID
- The five most important rules you MUST to build a steady following
- What you should do if your social media activities are NOT producing any results

## **Increase Your Small Business Influence In 7 Simple Strategic Steps**

Would you like to know where to spend your time on social media to grow your business? With over 1 billion people on Facebook, 225 million LinkedIn accounts, 500 million Twitter users, and the hottest social network for women Pinterest climbing the charts, you can find incredible opportunities by engaging strategically on these networks. If only you knew what to do, when, and for how long. Social Media Marketing strategist and multipreneur, Laura Rubinstein, will walk you through the 7 simple steps she has used to grow her own as well as clients' influence and get a steady stream of leads, website traffic, and business. As a Small Business Influencer Champion Award winner, Laura regularly receives rave reviews about how much value she delivers in her presentations. You'll be inspired and have a lot of fun while you receive the inside track on building your business influence,

Attendees will discover

- (1) the BIGGEST opportunity most small businesses miss and how to capitalize on it.
- (2) Two powerful keys to positioning your brand as the authority in your industry.
- (3) How to systematically reach out and attract new clients.

Finally, small business owners will take away a social media success system from your event!

## **Social Media Best Practices for Businesses to Boost The Bottom Line**

Do you have a social media marketing plan or do you find yourself getting lost in friends' posts and wasting invaluable time? Is it time to get savvy about your social media marketing and gain new leads, more website traffic and ultimately increase your profits? Do you have clients who need to get their social media act together? You will discover the 10 Steps to attract leads & become highly sought after.

During this presentation, Laura Rubinstein delivers invaluable social media strategies and best practices to:

- Position you as the “go to” authority in your field
- Get your products and services sold, and
- Attract a flow speaking engagement requests.

Book Laura today by contacting her at: [Laura@TransformToday.com](mailto:Laura@TransformToday.com) or (619) 940-6569  
[www.TransformToday.com](http://www.TransformToday.com)

## Bio

### **Laura Rubinstein, CHt**

Laura Rubinstein is an award winning Social Media and Relationship Marketing Strategist for passionate business owners, service professionals, celebrities, speakers and authors. As a Master Leadership Coach and Certified Hypnotherapist and bestselling author, she brings a powerful and unique set of skills, knowledge and experience that builds irresistible brands, buzz, and profitable and fulfilling relationships for her clients. She is the President and co-founder of the Social Buzz Club and creator of the Social Media Blast Off course and Savvy Social Media Success System.

With her 22+ years of marketing experience and focus on relationship building, Laura has optimized marketing plans and developed branding strategies for more than a thousand business owners across the United States, the United Kingdom, Australia, and Canada. She is the author of the Amazon bestselling book “Social Media Myths BUSTED.”

Her blogs and articles have been featured on sites like genConnect.com, a Huffington Post style blog, Social Media Mags LinkedIn Magazine, YourTango, as well as her own popular TransformToday.com blog. Coach Laura regularly delivers keynotes, workshops, webinars and in-depth social media and relationship based marketing courses. Learn more and receive cutting edge social media tips from Laura at <http://www.LauraOnSocialMedia.com> and <http://TransformToday.com>



Book Laura today by contacting her at: [Laura@TransformToday.com](mailto:Laura@TransformToday.com) or (619) 940-6569  
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