

## SoCal Notary Networking Agenda for July 30, 2011

- 9:15 – 10:00 On the patio-balcony by the ocean, have coffee and assorted breakfast breads while networking with each other (and waking up!)
- 10:00 - 10:30 Introductions (brief 30-60 second intro by each attendee)
- 10:30 – 11:15 Group Participation on forming a State Notary Association as discussed on LinkedIn Notary Public Group. (Leader: *Wendy Waits*)
- 11:15 – 11:30 Fun and Games
- 11:30 – 12:00 “Improved and Effective Marketing Techniques for Notaries”  
(Notary: *Cheryl Elliott*)
- 12:00 – 1:00 Lunch
- 1:00 – 3:00 “The Social Media Explosion: Stop Wasting Time and Get Results NOW!” (Keynote Speaker: *Charlene Brisson\**)
- 3:00 Drawings and Door Prizes

\*Charlene Brisson takes the guesswork out of which social media platforms should be used by your industry while providing invaluable tips on how to save time while building a responsive targeted list. She'll share tips on how to find your IDEAL customers, how to get results and how to use the #1 Social Media tool that will get on top of your competition – FAST!

Charlene Brisson is known as the **3-Step Marketing Pro**. She has taken her 25 years of global marketing and communications experience and narrowed it down to 3 proven simple steps to help businesses succeed in generating sales and revenue. These 3 marketing steps have worked over and over again throughout her career. The steps are THE primary marketing principles of ALL successful businesses and will never change no matter how quickly technology changes.

Charlene has helped hundreds of small businesses and dozens of medium to large entrepreneurial-driven businesses to use these steps to advance their sales.

Charlene is the author of **148 Ways to Advertise & Promote Your Business: The Ultimate Guide to Traditional and New Media Marketing Tactics** and **16 Major Mistakes Marketers Make...and How to Avoid Them**.