

FOR IMMEDIATE RELEASE

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Social Media for Small Business Seminar Twitter & LinkedIn & Facebook, Oh My!

Local author, Corey Perlman, will be offering a small business seminar and signing copies of his new book, eBoot Camp, on June 18th from 6:00pm-9:00pm

Despite a troubling economy, Corey Perlman from Royal Oak, MI has been helping thousands of small business owners win the war for online attention. Perlman's newly published book has quickly become an Amazon.com #1 bestseller and is prominently displayed at bookstores throughout the world. On Thursday, June 18th, he will offer a seminar solely focused on the world of Social Media and how tools such as LinkedIn, Facebook and Twitter can be used effectively to grow your business. During the seminar Corey will discuss how to:

- Navigate the land of LinkedIn, Facebook, and Twitter
- Use Social Media tools to find new business
- Create eRelationships with your customers to keep them coming back
- Use Specific tools to monitor your online reputation
- Create a strong, impenetrable online brand for your business
- Use social media to improve your Google ranking

About eBoot Camp

The purpose of *eBoot Camp* is to help business owners learn the skills needed to take on the roll of Internet marketer and save thousands of dollars in the process. Written in layman's terms, the book provides easy to do techniques and strategies to help small business owners and entrepreneurs win the war for online attention.

Perlman's *eBoot Camp* includes a thorough explanation of basic Internet Marketing tools:

- Search Engine Optimization (SEO) strategies
- How to create and use a blog
- How to write and submit online articles and press releases
- How to use email marketing to stay connected with customers
- Website design and usability
- Video, Google Adwords, and more

Each chapter provides a detailed overview of the topic and then a step-by-step walkthrough on how to put the concept into action. Perlman also provides his favorite Internet marketing resources, like *constantcontact.com* for writing online newsletters or *emailwire.com* for submitting press releases. There are also success stories from Perlman's clients who have effectively used the strategies outlined in the book. Also included are sections for readers to brainstorm and record their progress so they can easily translate their work to the Internet when ready.

Event Details:

What: eBoot Camp – Social Media for Small Business

Where: Dale Carnegie Office
41650 Gardenbrook
Suite 190

Novi, MI 48375

When: Thursday, June 18th 6:00-9:00pm (Networking from 6-6:30pm)

Who should come: Anyone who wants to learn how to use sites like Twitter and LinkedIn to grow their business

How Much: \$49.00 (Light refreshments will be served)

To register for the seminar, go to www.ebootcampbook.com/seminars