

Workshop @ CSU Chico: Convert a Cold Intro into a Warm Relationship with LinkedIn

When: October 23rd, 6:30 PM



Where: CSU Chico, Langdon Hall Room 300

A 90-minute workshop with small business trainer, Nate Wright, will help you unearth fruitful (and profitable) connections within your community and business eco-system. You'll leave the workshop with the tools you need to establish a connection, provide value, and answer the all important questions: "Who are you?" and "Why the f*#@#! should I care?"

Some topics we'll cover:

- Pimping out your LinkedIn Profile (even if you are brand-spanking new to business)
- Building authority – Who do you want to help? How will you provide them with value?
- Tracking down leads on LinkedIn – Who can help you? How do you find them?
- Techniques for capturing a prospects email address (some geeky, some old-fashioned)
- Content vs. Context or Why the f*#@#! should I care? and Why should I care today?
- Getting the meeting & follow-up best practices

This event is free and open to the public. No RSVP required, just show up!