

4 HOUR POWER HOUR TELESUMMIT



SUCCESSFUL WEB SITES AND BLOGS USING SOCIAL NETWORKING & SUPERB SEO

Mark your calendars for the
Four Hour Power Telesummit,
Thursday, November 19th
12:00 - 2:00 and 3:00 - 5:00 (EST)

Launching and Maintaining Successful Web Sites and Blogs Using Social Networking and Superb SEO Engine Optimization

Let me dramatically cut your learning curve by sharing our Web team's
expertise with you.

Hi, I'm Dotsie Bregel and I'm excited to share our team's expertise during
this telesummit.



I'm often asked how my Web sites have such excellent online visibility so I've decided to share those answers.

I've employed some of this team since 2002, and have learned a tremendous amount from them. I'm excited for them to share many of their online technical secrets.

Do you want to launch or maintain a Web site or blog, and increase the search engine optimization so more people can find you online?

The www.BoomerWomenSpeak.com and www.NABBW.com Web team is offering a one day telesummit that will knock your socks off. Let us make your Web sites and Blogs capture the audience needed to help you meet with online success regarding all things internet. This will be a one day, four hour (broken into two, two hour sessions) power telesummit that will give you the tricks of the trade we use to maintain our excellent search engine status.

The event is virtual so you do not have to pay to go anywhere!

In five hours, with a one hour lunch break, you can learn what it's taken me years to learn. Our team will motivate and inspire you to make the changes needed and help you feel good about your Web sites and blogs. I've been taking notes of my shortcuts for years and now I'm ready to share.

Date: Thursday, November 19th
12:00 - 2:00 and 3:00 - 5:00

Launching and Maintaining Successful Web Sites and Blogs Using Social Networking and Superb SEO Engine Optimization

Through the years, I've spent small fortune learning from this team, and now I've chosen to help you cut your learning curve by teaching you tricks of the trade in four power hour teleseminars.

I've also archived over 70 live teleseminars which have received rave reviews. I'm confident this telesummit will give you what you need to improve your online success.

As Founder of the Number One Sites for "Baby Boomer Women" on major search engines, I'd like to introduce my Web team to you.

You're going to love their young, energetic spirits.

Michelle Jakubiak

Owner of www.BoschelCreative.com
Michelle will educate and empower you about the Effective
Necessities for Web Design and Maintenance during the noon to
1:00 (EST) hour.



Michelle Jakubiak is president of Boschel Creative, an interactive design and development firm that specializes in providing clients with professional web sites that work hard 24 hours a day, 7 days a week to expand business. An artist at heart, she always wanted to be in a field where she could share her creative talents and ideas to help others. She also liked to be challenged, and found that with web development; much more is involved than simply putting a picture and some text on a page. Figuring out how users will navigate the site, who the site should be marketed to, how the site can actually help the business, how it can be found in search engines, and making the site work uniformly are just some of the questions she knew needed to be answered when developing an internet presence to help build a business.

Before moving to Maryland, Michelle previously worked in Chicago at one of the top five advertising agencies in the city at that time, and was the head of the web department. She managed web media for many accounts, including Burger King, M&M/Mars, Allegra, Kellogg's, and Paccar. While enjoying agency life, she had always aspired to start her own company for two reasons: (1) to interact with clients in a more direct, personable manner and (2) have a family and a business simultaneously.

As a result, Michelle started Boschel Creative in 2003, and has experienced great success delivering total solutions to meet the needs of over 150 clients. Her primary goals in business are to deliver every product or service with the utmost professionalism, to make first impressions truly remarkable, and to help customers expand their business by using the internet effectively.

In her spare time, Michelle enjoys playing and watching various sports, reading, and spending time with her husband, 14 month old son and pug named Cupid.

Terri Holly

CEO of www.CreativeBlogSolutions.com

Terri will educate and empower you about Mastering the Art of Successful Blogging during the 1:00 to 2:00 (EST) hour.



Terri Holley is a social media strategist professionally trained and certified life/business coach and CEO of Creative Blog Solutions, a small business that supports business owners who understand the value of using social technologies to build deeper relationships with their prospects and customers.

A forward-thinking and relationship-centric business, Creative Blog Solutions helps their clients implement social media solutions that deliver maximum impact and ROI. Creative Blog Solutions serves for-profit and non-profit organizations throughout the United States.

Terri brings a broad range of knowledge and experience to social media and online marketing. A proud graduate from the world-renowned [Coaches Training Institute](#), Terri views social media through the prism of relationships. Believing that leveraging relationship capital leads to long term success, Terri helps businesses build a community of enthusiasts around their brand, products and services.

A professional blogger, [WordPress](#) enthusiast, and proficient user of several social technologies, Terri brings a boatload of creativity, energy and passion

to her work. Her greatest joy is introducing people from the bricks-and-mortar world to the digital environment. Her clients enjoy her supportive, non-threatening, and down-to-earth style.

Along with being a well sought out speaker, Terri frequently provides commentary on social media marketing and trends. She is famously known for challenging her audience to think outside the box with regard to leveraging social technologies. Most recently, she founded the Social Media Voices project, a series of tele-seminars that spotlights smart thinkers and thought leaders who raise the bar with regard to using social media.

In addition to running Creative Blog Solutions, Terri currently authors two blogs, both of which have a large community of readers and contributors. Her blogs have received extensive press coverage and have several inbound links from prominent sites on the Internet. She is currently a featured blogger at Women Grow Business, a community blog for women entrepreneurs hosted by Network Solutions.

When she isn't running her business, Terri, an outdoor enthusiast, enjoys biking, running, reading, and spending time with family and friends. She currently resides in the Washington, DC metropolitan area.

Gary Levine

Internet Marketing Consultant for WSI

Gary will educate and empower you about must know facts for successful Search Engine Marketing during the 3:00 to 4:00 (EST) hour.





WSI We Simplify
Internet Marketing

Gary Levine
Internet Marketing Consultant

direct: 703.286.7095
mobile: 703.864.8084
glevine@wslwebmark.com

Gary Levine is a Certified Internet Marketing Consultant with extensive skills and experience in [search engine optimization](#) (SEO), social media optimization (SMO), pay per click (PPC) management, web strategy development, website design and development.

As President of the WSI franchise in McLean, Virginia (VA), Mr. Levine is active in consulting directly to clients as well as working with the staff to make sure his clients get the best guidance and services available for the internet phase of their business.

Mr. Levine has worked for companies including IBM, Wang Laboratories and Ikon Office Solutions in roles that encompass marketing and delivering leading-edge solutions and managing top-flight consulting organizations.

Clark Taylor and Mitch Fox

Internet Marketing Consultants

Clark and Mitch will educate and empower you about the significance of using Social Networking to broaden your online visibility during the 4:00 - 5:00 (EST) hour.



Mitch Fox is an Internet Marketing Consultant providing expertise in SEO, internet marketing, website development, and user experience design.

With over 7 years experience as an internet marketing professional, expertise in web development, and a keen eye for creating a better user experience, Mitch brings a unique skill set to the WSI team. Throughout his career, Mitch has achieved tremendous SEO and internet marketing successes while working with a diverse array of clientele ranging from small businesses to Fortune 500 corporations, and has also worked in the trusted realm of supporting U.S. Government agencies.

Working directly with his clients allows him to ensure their sites are performing to their full potential and are up to date with current trends in SEO and usability standards. He lives in Martinsburg, West Virginia with his wife and 2 year old daughter.

Specialties:

- [Search Engine Optimization](#) (SEO)
- Internet Marketing (PPC, Ad Acquisition, Branding)
- Website Usability and User Experience
- Social Media Marketing Strategies
- Inbound Link Building & Baiting
- Content Management Systems: DNN, Wordpress, Drupal, Joomla!
- Development: PHP, ASP, HTML, CSS, AJAX

Clark Taylor, Internet Marketing Consultant

A senior member of the WSI franchise in McLean, Virginia, Clark Taylor provides expert-level consulting on promoting businesses online and using the latest internet marketing techniques. Mr. Taylor guides our clients in their use of search engine optimization, social media optimization, paid placement, web strategy, and website design and development. He has nearly 20 years experience in marketing and business development and in 2001 he pioneered and developed Internet Marketing programs at Lyons Commercial Data and Autoscribe Corporation. He has helped B2B and B2C businesses in many different industries including legal, health and fitness, home improvement, payment processing, IT, software, automotive and e-commerce.

Mr. Taylor is a Google Qualified Professional and a graduate of West Virginia University's College of Business and Economics where he earned a Bachelor of Science in Business Administration. He is an active member of the National Capital Area Alumni Chapter where he is serving his second term on the board of directors.

[CLICK TO REGISTER NOW](#)

Here's what you'll learn from these internet gurus in four power hours, in one day from the comfort of your own home or office.

Top Ten Points for Successful Web Design

- Solid Plan
- Effortless Navigation
- Visually Appealing & Professional Site Design
- Captivating Content
- Web Site Efficiency
- Attention to Detail
- Testimonials, Client Lists, Case Studies or Portfolio Pages
- Performance
- Technologically Compatible
- Search Engine Optimization Strategy
- Contact Page & Information

Mastering the Art of Successful Blogging

- Why blogging is the most powerful tool for strategic social media
- Five things every potential blogger needs to know before getting started
- The best blogging platform and why it's recommended
- Strategic rules to generate traffic to your blog
- The importance of images and where to find them for free
- Syndicating your blog so it appears on, for example, on a Facebook page or a LinkedIn profile

- How to encourage readers to make comments
- The three biggest mistakes bloggers make and how to avoid them
- How to create links to social profiles from you blog
- Effective WordPress plugins that enhance functionality

Search Engine Optimization: Maximizing Your Online Visibility

- The precise meanings of SEO, search marketing, pay-per-click, and banner advertising
- Online factors that improve your company and brand
- “Content is king,” but are “Community” and “Conversation” the new rulers?
- The importance of blogging in that conversation context
- Choosing powerful key words
- Creating pages search engines love
- What links are and the importance of links, links, links
- Adding sites to search engine directories
- What is “HTML plumbing” and what you need to do within a website to be “search engine friendly”
- What is a “landing page” and why they’re so important
- Ways to analyze how you’re doing online
- What you can do to integrate your online marketing with offline marketing?
- What the buzz about “microsites” is all about

Social Media as a Business Tool

- What is social media
- The mind-set change taking place for marketers with the surge in social media use
- Blogging as social media
- Getting in and staying in the social media game
- Why Facebook and Twitter are essential, and how they improve your business

- Creating catchy profiles and fan pages
- The importance of branding yourself across all platforms
- What else you can do to get traction from Social Media
- Tools to manage all these “conversations?”

Now that you see all there is to learn, let me share other benefits to registering for our telesummit.

In addition to the four power hours of new knowledge you receive the following:

- FREE subscription to Website Magazine
- FREE Web site analysis and recommendations for site owners with www.BoschelCreative.com
- FREE half-hour blog consultation with Terri Holley at www.CreativeBlogSolutions.com
- FREE half-hour consultation with WSI consultant discussing your Web sites Search Engine visibility

WE PROMISE HOT TIPS THAT YOU CAN PUT TO WORK IMMEDIATELY.

[CLICK TO REGISTER NOW](#)

Testimonials from Teleseminars Hosted by Dotsie Bregel

Thank you for today's teleseminar. It was worth every minute. Dotsie got me motivated again! She gave me new directions, new resources and a renewed enthusiasm in my mission - my passion to turn my book into a brand for women who are living and giving with passion. I'm off and running once again! Thank you, Dotsie. I needed the nudge.

Arielle Marie - Founding Mother

www.redhotrevolution.com

It's time to be electric, not eccentric!

.....

Your teleseminar *Get Smart about Digestive Health* with Carolyn O'Neil can be summed up in three words: informative, lively, entertaining. So often teleseminars get bogged down with meaningless conversation - not so with NABBW! Keep up the good work!

Chloe Jon Paul

Author & Speaker

Pending publication: *Entering the Age of Elegance: A Rite of Passage & Practical Guide for the Modern Maturing Woman*

I was in the audience for the Ann Marie Kelly's About Choosing Victory: How to Stop Surviving Your Life and Start Living It. Ann Marie bought her own unique spin on how we should keep changing in order to more towards a more authentic life - one that is successful and victorious.

.....

Her six skills to develop a new lifestyle were filled with great information from take control of who you are and what you want, to it's not who you know but who knows what you know - made me pause and take another look at how we go about our daily lives. I thank her for shedding light on how baby boomer women can take care of themselves and have the lives they want.

Elizabeth Cassidy CTACC
www.BranchingOutLifeCoaching.com

.....

I just wanted to take this moment to thank you personally for a great call. Even though I have been self-employed for many years, and worked from home, I still learned a couple of great tips on your teleseminar!

Dotsie, it is wonderful to get a response that is not an auto responder from a membership based organization. I do believe it makes a world of difference.

Nellie Moore
<http://www.wysewomen.com>
Licensed and Certified Wellness Inventory© Coach

.....

Thank you for inviting me on the call. I was there the entire time and took notes while Elinor was talking. Please remember to keep me on your email list for upcoming events. Thank you and I truly loved hearing her story. I was very inspired by her integrity and decision to live life and keep moving forward.

Linda Kral, Principal
KRAL & ASSOCIATES

.....

I would highly recommend listening to Jennifer Kalita's teleconference recording of The Entrepreneurial Boomer Woman: How to Start & Stay in Business. This was by far one of the most informative, down-to-earth sessions I have listened to in a long time. Jennifer covers a great deal of much needed information in a short period of time. I would also recommend visiting Jennifer's website <http://www.thekalitagroup.com/> to access various free reports and white papers. You will be glad you did.

Kathleen Gage
Bestselling Author/Sales & Marketing Consultant
www.kathleengage.com

[CLICK HERE TO REGISTER NOW](#)

Telesummit Schedule

Thursday, November 19, 2009
Eastern Standard Time

12:00 Web Design and Maintenance with Michelle Jakubiak
1:00 Mastering the Art of Successful Blogging with Terri Holly
2:00 Break
3:00 Search Engine Optimization: Maximizing Your Online
Visibility with Gary Levine
4:00 Social Media as a Business Tool with Clark Taylor and
Mitch Fox

Your \$199.00 buys you the following:

- **FOUR POWER HOUR** Teleseminars
- **OPPORTUNITY TO SUBMIT QUESTIONS** for our speakers prior to the telesummit
- **LINKS TO ALL POWER HOURS** which are yours to listen to forever
- **TRANSCRIPTIONS FOR ALL POWER HOURS** which are yours to print and read again and again at your convenience
- **FREE WEB SITE ANALYSIS AND RECOMMENDATIONS** for site owners with www.BoschelCreative.com

- **FREE HALF-HOUR BLOG CONSULTATION** with Terri Holley at www.CreativeBlogSolutions.com
- **FREE HALF-HOUR CONSULTATION WITH WSI CONSULTANT** discussing your Web sites Search Engine visibility

[CLICK HERE TO REGISTER NOW](#)

WE LOOK FORWARD TO HAVING YOU ON OUR TELESUMMIT

It's my pleasure to bring this innovative and creative team. I'm excited to help you with launching/ maintaining Web sites that work for you.

Blessings and Onward,
Dotsie Bregel

Founder of www.BoomerWomenSpeak.com and the National Association of Baby Boomer Women www.NABBW.com, the #1 sites on major search engines for "Baby Boomer Women."



Empowering
Baby Boomer
Women
At Mid-Life!
www.nabbw.com