



PRESENT

Using Video to Get More Business for Small Business Owners

(Getting Your Video Mojo to Attract More Customers!)

WITH
MARTIN BROSSMAN

THIS COURSE TEACHES YOU AND YOUR TEAM HOW TO BE MORE COMFORTABLE IN FRONT OF THE CAMERA FOR SELLING YOUR PRODUCT OR SERVICE.

PEOPLE IDENTIFY WITH PEOPLE NATURALLY AND WITH BRANDS ONLY AFTER GREAT EXPENSE AND A LOT OF PEOPLE PROMOTING THEM. IT IS CHEAPER FOR A SMALL BUSINESS TO BRAND THEMSELVES BY BRINGING THEIR MOST PASSIONATE PEOPLE OUT FRONT AND THE OWNERS IF POSSIBLE. WE ALSO ADDRESS AFFORDABLE EQUIPMENT AND DEMONSTRATE THE EQUIPMENT IN CLASS. INCLUDING HOW TO POST YOUR CONTENT ON THE WEB SO IT WOULD BE FOUND AND DISTRIBUTING IT ON SOCIAL MEDIA SITES. IN THIS CLASS WE VIDEO VOLUNTEERS AND THEY WILL HAVE PRIVATE ACCESS TO THE CONTENT FOR USE ON-LINE AFTER THE CLASS.

THIS CLASS SHOWS HOW TO START WITH EQUIPMENT LESS THAN \$50.00

LEARNING OBJECTIVES:

- WHAT EQUIPMENT YOU NEED TO GET STARTED (LOWEST PRICE)
- HOW TO CREATE COMPELLING CONTENT THAT WILL LEAD TO MORE SALES
- HOW TO BECOME COMFORTABLE ON VIDEO

Martin Brossman is a leading authority on social media and online marketing. He is a business coach, consultant and a dynamic trainer known for his insight and humor. A member of the National Speakers Bureau, Martin is a popular speaker on social media topics. He teaches at North Carolina community college Small Business Centers throughout the state.

Martin offers customized coaching and training solutions for individuals and groups integrating social media, social networking and reputation management strategies. An advocate for professional transparency, Martin is a catalyst for achieving powerful business results with integrity.

FRIDAY, DECEMBER 1, 2017

9:00 AM – 12:00 PM

OCRACOKE COMMUNITY CENTER

To register, call the Continuing Education
Registration Clerk at 252-940-6375 or
email continuingeducation@beaufortccc.edu

FREE to attend!
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call 252-940-6375 or email
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