

# Real Estate Blogging 101

## *How the Internet is Changing Business*

Sponsored by Lucky Katz Seminars ([www.LuckyKatz.com](http://www.LuckyKatz.com))

Approved by the Nevada Real Estate Commission

**3 Hours Continuing Education (PD) CE.3706000-RE**



**Date:** **Wednesday, July 15, 2009**

**Class Time:** 1:00 - 4:00 pm

**Location:** **First American Title**  
**7201 W. Lake Mead Ave. Ste. 200**  
Las Vegas, NV 89144 [Click Here for MAP](#)

**Cost:** **\$45 in advance**; \$55 at the door  
Register online at [www.CareerRealty.com](http://www.CareerRealty.com)

**Instructors:** **Jan O'Brien** 858-9191, [www.JanOBrien.com](http://www.JanOBrien.com)  
**Kathryn Bovard** 348-7191, [www.KathrynBovard.com](http://www.KathrynBovard.com)

**Three hour (CE Approved) training seminar** covering...

- o What is a Blog? Who Is Blogging? Why should You Blog?
- o The anatomy of a blog – understand all the components and how a blog differs from a conventional website
- o 6 Questions to Consider before Launching a Blog
- o Learn the 15 Top Tips for A Successful Blog
- o How to generate leads using a blog and other social media
- o How does Web 2.0/social networking impact the real estate industry?
- o Learn how to use **FACEBOOK, TWITTER, ACTIVE RAIN** and **LINKEDIN** to **optimize and drive traffic to your blog!**

**Bonus Materials:** *Receive a copy of:*

- o **Wordpress.com Tutorial** (\$20 value) A step-by-step guide to launch your FREE blog
- o **Real Estate Agents Internet Resource Guide** (\$10 value)  
A comprehensive guide to online Listing Tools, Blogging and other Web 2.0 services, tools and technologies

**Seating is Limited.** Register & reserve your seat online:  
[www.careerrealty.com](http://www.careerrealty.com)