

Real Estate Blogging 101

How the Internet is Changing Business

Sponsored by Lucky Katz Seminars

Approved by the Nevada Real Estate Commission

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



Date: **Wednesday, September 23, 2009, 1:00 to 4:00 pm**

Location: **First United Mortgage Building**
(215 - between S. Buffalo and S. Durango - off W. Sunset)
Not on Mapquest - Download a Map at www.CareerRealty.com or
www.JanOBrien.com (click on Training Schedule tab)

Cost: **\$45 in advance; \$55 at the door**
Register online at www.CareerRealty.com

Instructors: **Jan O'Brien** 858-9191, www.JanOBrien.com
Kathryn Bovard 348-7191, www.KathrynBovard.com

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

- What is a Blog? Who Is Blogging? Why should You Blog?
- The anatomy of a blog – understand all the components
- 6 Questions to Consider before Launching a Blog
- Learn the 15 Top Tips for A Successful Blog
- How to generate leads using a blog and other social media
- Learn how to use **FACEBOOK, TWITTER, ACTIVE RAIN** and **LINKEDIN** to **optimize and drive traffic to your blog!**
- How does Web 2.0/social networking impact the real estate industry?
- At the end of this class, you will be ready to know if you want to blog or not and the steps to take to be successful

Bonus Materials: *Receive a copy of:*

- **Wordpress.com Tutorial** (\$20 value) A step-by-step guide to launch your blog
- **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

Register & reserve your seat online: www.careerrealty.com