

# Linda Coles

International Speaker, Author  
and Social Media Consultant



**Get a great content driven,  
light bulb moment presenter for your  
event and your CEO will love you forever!**

**Master the online space with a thought provoking,  
content packed presentation that is a hit with  
every audience whether X, Y or something else.  
With humour and real life stories, your audience  
will have no trouble understanding what they have  
to do next and how to do it. Immediately empower  
them to use the social media and online tools to  
improve their business.**

**It's not the small that get eaten, it's the slow  
that get beaten so don't let your competitors  
get ahead of you. Book me to speak at your  
next event and you won't see your team for dust  
rushing to the door to get started.**

## Most requested topics

### **Build, Connect and Engage**

A look at what technology can do for your business with some of the main social media sites, useful apps and other cool tools, and focuses on how to use them effectively to engage with your customers and prospective customers.

With great, easy to understand and practical content, we will look at how to keep your brand on your prospects radar, be a valuable resource for them, and be seen as an expert in your field at what you do. Your online marketing plan will be a magnet to your prospects, not a cattle prod. How will you be innovative in your marketing?

### **Don't get Digi –Mortis!**

Learn how to network effectively online in the 21st century with tools such as LinkedIn, Twitter and Facebook. Grow your business connection base with those people you don't ordinarily come into contact with that you need around you and leverage your connections to grow your business. How well connected are you?

### **Connected, Now What?**

So now you have connected, followed and friended, what's next? Without a strategy you may be wasting your time. This presentation guides you through creating your strategy, whom are your target market, where do they hang out and defining their needs, followed by a simple pre mortem. Don't let your efforts fail from lack of strategy. As Jack Welch once said "Strategy is picking a general direction, and implementing like hell".

Ben Zander said recently at The World Business Forum in New York "Motivational speaking is a bit like Chinese food, you're good for a couple of hours then you need more". Can you tell I like to quote great business leaders?

Book an innovative topic for your event and enlighten your team with the future, it needn't be a foreign land.



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*"Linda is an engaging, authoritative speaker and author who recently participated in a panel discussion on social media marketing at our annual retail conference. Linda invested significant time and effort in understanding the audience and tailored her presentation accordingly. I highly recommend Linda as a guest speaker on this subject".*

**Daniel Jordon, CEO Collins Booksellers**

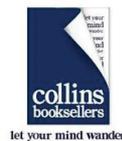
*"Linda is personable and very professional in her key note presentation. She knows her subject and gets the message across in a way that engages her audience. I would have no hesitation recommending her to any group or company that want their staff to get a handle on this topic."*

**Deane Pettit, PGG Wrightson**

*"Linda's experience in social media has greatly enhanced our SM strategy. She's provided, and is continuing to provide on an ongoing basis, valuable advice and applications to help optimize our activity. Her consultancy lives on beyond the physical workshops through twitter, her blogs and other SM platforms."*

**Louise Harrison, Telecom**

Some of the  
companies Linda has  
presented to or worked with:

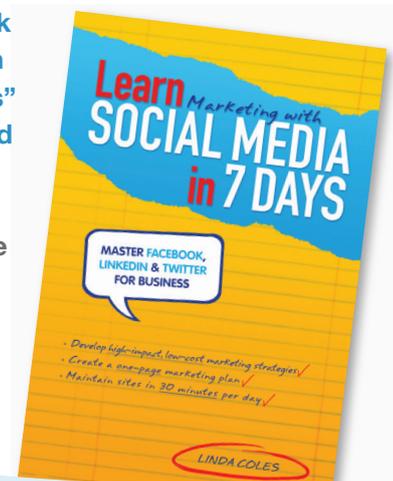


A regular contributor to the well known worldwide social media blog "Social Media Examiner" as well as Business Franchise Magazine, Her Business Magazine and many others.



The author of the book "Learn marketing with Social media in 7 days" published by Wiley and in stores now.

Click here to purchase online now.



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