



# DULLES UNIVERSITY Success Series

Offered by All the Buzz, Wednesdays in August, 2013

Now Enrolling!



All classes held at  
Dulles University  
1934 Old Gallows Road  
Suite 510,  
Vienna, VA 22182

Contact Dulles University at  
703-552-1236

## TO ENROLL:

Contact [All the Buzz](#) at  
703-688-2899 or  
[lindab@allthebuzz.net](mailto:lindab@allthebuzz.net)



In hands-on workshops, business owners and marketing personnel learn to develop marketing skills and use the tools available for modern communication. Business owners leave with tangible marketing tactics and tools they can put into use immediately to help create and keep customers for life. Normally our fee for these courses is \$350, but due to a *generous sponsorship from Dulles University*, we now offer these exciting workshops at **only \$199** each. Space is limited. **Enroll now.**

## How to Get Your Name in the News

**Wednesday, August 7, 2013, 1 pm to 5 pm**

In this workshop, you'll learn how to craft a press release that will get picked up by the media. You'll create a press release template that can be used over and over again to market your business in this **FREE** method of generating buzz. You'll also create a personalized listing of potential press release topics you can use throughout the year, and learn how and where to submit your press release to the media. Instead of paying big bucks to agencies to do this for you, you'll learn quickly and easily how to use this highly effective tool yourself. **\$199.**

## How to Land a Feature Story

**Wednesday, August 14, 2013, 1 pm to 5 pm**

In both B2B and B2C businesses, a third-party endorsement can make a world of difference to your company's credibility, likeability, and consumer trust. In this workshop, you'll learn to develop story ideas the media will love. You'll learn how to create a topic, craft a media pitch, deliver it, and follow through. You'll also learn tips on how to work *with* the media to your best advantage, and how to use the publicity you get to enhance your overall sales and marketing. Creating this partnership will enhance your business exponentially. **\$199.**

## Unlock the Potential of Social Media

**Wednesday, August 21, 2013, 1 pm to 5 pm**

Confused about or new to social media? Here's your opportunity to learn the differences between the various social media options, which ones are best for your business, how to use them to your best advantage, and how to avoid the biggest mistakes with social media that can actually *cost you business*. You will leave with a social media plan you can put into action immediately. **\$199.**

## How to Easily Create Great Content

**Wednesday, August 28, 2013, 1 pm to 5 pm**

It's true, content IS king. In today's marketplace, the first place people look for information about your products and services is on the Internet. Business professionals know this, but struggle with what to write about. In this workshop, you'll learn why it's so important to keep your website content current, and how to do so. In addition, you'll learn how to easily find, create, and develop copy for your website, blog, and social media marketing designed to attract, convert, and keep customers for life. You will leave with a simple formula for generating endless content and dozens of ideas that you can start implementing now. **\$199.**