

BE THE MEDIA

UNIVERSITY



SOCIAL MEDIA EDUCATION

Want to use social media to connect to your audience, build your business, and brand yourself a recognized authority in your industry?

BE THE MEDIA University offers both online webinar courses and in-person classroom instruction designed to teach you how to leverage all forms of media to actively engage your fans and earn more revenues.

ENROLL NOW

www.BeTheMedia.com



BE THE MEDIA



BE THE MEDIA University's **Quickstart Courses** are a series of online, 2 hour webinars that will teach you everything you need to know to create a powerful presence on Facebook, Twitter, or LinkedIn.

Your instructor is David Mathison, an internationally recognized media expert and hi-tech entrepreneur, with more than 25 years experience.

Mathison was featured on the front page of the New York Times Business Section after pre-selling 5000 copies of his book, BE THE MEDIA, to just one new contact via Twitter, Facebook, and his website.

He will show you exactly the same techniques and tools he used to build his successful social media presence.

These webinars are offered in a live, fully-immersive learning environment including live links, graphics, audio, video, chat, and a live question and answer session.

Best of all, we are offering generous discounts to our first semester students:

Enroll in a one-class Associates Degree now for only **\$99**

<ul style="list-style-type: none"> • Creating and using Profile, Fan, Group, Event, and Cause pages. • Configure your privacy settings to avoid security issues. • Engaging your fans so they spread your message – for free. • Effectively promoting both digital and physical events. • Optimizing your account to fit your needs and manage your reputation. 	<ul style="list-style-type: none"> • Creating a professional account that will effectively represent you and your brand. • Quickly building a large and responsive base of quality followers. • Proven techniques to manage your time and get a high return on your efforts. • Using tools such as ManageTwitter, twitpic, TweetDeck, and more. • Building powerful and profitable relationships. 	<ul style="list-style-type: none"> • Attract customers, clients, and partners. • Acquire recommendations and build your reputation as an expert. • Network with top leaders in your industry. • Joining groups, organizations, and more.

ENROLL NOW FOR JUST \$99!

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