



October Dinner and Program

Creating Web Content that Converts Customers

Speaker: Leah Berry

Your online presence is more important than ever to the success of your business. Learn how to create content for your website that helps prospects like, know, and trust you.

In this one-hour hands-on workshop, you'll not only begin creating a blog post but you'll also learn how to promote it for free on Facebook, Twitter, Pinterest and other social media channels where your target audience spends time. Then, you'll discover the number one method for convincing social media visitors to join your email list so that you can build a relationship and convert them into buyers.

This month's presenter, Leah M. Berry, has built many websites for her own businesses and clients. Her mixed background of IT, marketing, business writing, and even fiction writing, has helped her learn through hard experience how to create content that converts customers. When she isn't writing irresistible content or helping clients, she's out exploring nature.



When Thursday, October 12, 2017
5:30 Networking
6:00 Dinner and Introductions
7:00 Program
8:00 Meeting Ends

Where Rogue Regency Inn
2300 Biddle Road, Medford

Cost Member - \$ 25* Non-member - \$ 30*

Menu Parmesan-crusted cod, rice pilaf, Caesar salad, fresh sauteed vegetables, dinner rolls and butter, chef's choice dessert, and coffee/tea
Vegetarian option: Deconstructed falafel salad (Please request this when you register.)

*** Get a \$3 discount for online registration and prepayment at wesoweb.org!**

Prepay an online reservation or call Carol Vandell at 541-292-6326. (Also call Carol about special diets, cancellations, or other questions about registration.) Please submit your reservation request (online payment or phone) by 9:00 p.m. on **October 9th**. Reservations made after this cut-off date cannot be guaranteed. Cancellations must be received by that date or you will be responsible for payment of the uncanceled event.