

④ Max Hartshorne

How to Build Your Brand and Use the Web to Promote Yourself

Whether you're an artist or a business person, getting awareness of what you offer is crucial for your success. This workshop will focus on many different ways to build a unique brand that people will remember and how you can use free sites like social media and inexpensive tools like a well-crafted web presence to strengthen your message to the world.

Here are some of the points we will touch on, leaving a lot of time at the end for questions and discussion and some case histories.

- * Search Engine Optimizing basics...what makes websites come up highest in searches. Simple tips and practices that boost websites and help gain awareness of your brand.
- * Twitter techniques. Ideas on how to gain followers and how using the power of Twitter can help gain awareness of your brand and your message.
- * Facebook. Using the world's most popular website to send traffic to your site. Building business pages and more.
- * Press Releases. How to write a great press release that people will remember and be interested in, and how this will spread your message for free.
- * Blogging. The many ways a blog helps promote your brand, gets people to notice you, and gets your name in front of more people. Daily blogging tips and techniques.

Max Hartshorne is a travel website publisher who for five years ran a cafe in the center of South Deerfield. He has been blogging daily for eight years and has more than 10,000 followers on Twitter. Since 2002, he has made a living by publishing articles on GoNOMAD.com and promoting their brand of travel, as well as consulting on social media, blogging and how to build brands. He speaks at the New York Times Travel Show and other events about building brands and travel writing.

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