In this interactive workshop, you'll define and write a core business message that gets you noticed by the right customer prospects both online and offline. With your core message as a foundation, you'll learn simple strategies to create content that builds trust and authority with your audience so you can attract more of your target customers.

If you want to grow your business but you get tongue-tied at networking events or feel overwhelmed by how to create content for your website, blog or social media, this workshop is for you!

You'll leave this workshop with...

- A core business message that makes prospects say “Tell me more!”
- 25+ ideas for content your audience actually cares about
- 5 writing recipes that make content creation faster and easier
- The no-stress way to plan your content calendar without being a slave to Facebook
- The copywriting secret that makes writing content 10x more effective

Workshop Presenter: Megan Barnhard

Megan Barnhard is a writing coach for bold thinkers who want to use their authentic voice to build their passion-fueled business or share their true story of transformation. She teaches them storytelling secrets and connection copywriting techniques so they create messaging that magnetizes their audience. Through workshops, private coaching, and step-by-step writing recipes, Megan helps people put their passion into words so they can write business content, blog posts, and books that make an impact.

Event Fee: $30

LOCATION:
Workzones
351 Paseo Nuevo
(2nd Floor)
Santa Barbara, CA 93101

DATE:
March 24, 2020

TIME:
4:00PM

www.meganbarnhard.com

Learn in SCORE events or by working with Mentors how your business can grow with the benefit of decades of experience.

www.santabarbara.score.org

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