



CoreyPerlman.com

@CoreyPerlmanSpeaks

# Speaking Topics

## Authentically Social

We don't do business with professions, **we do business with people**. In this thought-provoking presentation, Corey will challenge your audience: **Would you consider yourself to be Authentically Social?**

### Key Participant Takeaways:

- Prioritize your Platforms (Facebook, Instagram, LinkedIn)
- Learn how to avoid being the 'Squawking Parrot' (frustrates and annoys) and, instead, be the Wise Owl (educates, entertains & enriches lives).
- Don't Tell Me, Show Me. Create a gameplan to shoot compelling video content on a consistent basis and without a ton of time.



## Social Selling

It's not a question of whether or not social media is an effective sales tool. The question is whether or not it's working for you. Corey's keynote unpacks the sales process and motivates your team with a step-by-step process for winning business on social media.

### Key Participant Takeaways:

- New Ways to find New Leads
- Digital Blind spots that can Damage your Credibility
- Content Tips to Stay Top of Mind with Prospects
- Secrets to Turn Customers into Salespeople

**SOCIAL SELLING:**  
Turning Prospects Into Customers  
& Customers Into Your Digital  
Salesforce

# Know Show Go

In this interactive session, attendees will learn the Do's (and Don'ts!) of shooting video for social (Know), see best practices from within their industry (Show), and then incorporate what they learned into a 60-second video that they'll shoot live onsite (GO!).

## Key Participant Takeaways:

- The type of video to shoot (Reels, Stories, etc.)
- Best practices for recording video (length, captions, etc.) (educates, entertains & enriches lives).
- Equipment essentials for quality video
- A framework for an impactful 60-second video
- Practice shooting video and converting to Reels



KNOW  
SHOW  
GO!  
CREATING COMPELLING  
VIDEO CONTENT FOR  
SOCIAL MEDIA



## Virtual Presentations

As a digital marketing expert, influential speaker, and best selling author equipped with a virtual studio, Corey is ready to serve your audience, no matter what.

Now more than ever people are spending more time on social media, looking for that human connection – this is the time to use your platforms to interact and connect with your audience.

“We used Corey for a recent webinar and he hit it out of the park! He took the time to listen up front and customize his presentation to fit our industry. His presentation was spot on and flowed in an easy to understand, fast moving style filled with relevant information and humor. I would recommend him to anyone looking to learn more about digital marketing and social media.” ~ Can Am Sales Inc. – Virtual Webinar Series



## Consulting

Corey Perlman will conduct a private consultation with your company on the topics of Digital marketing and social media. Corey's time can be spent with one group or multiple departments within your company. His goal is to make sure the company and its employees are in alignment with how to use social media to stay in touch with customers and generate new business. The content of what Corey covers is completely customizable to your company's needs.