



Sacramento Chapter



Own Your Niche on the Internet and Beyond: **Simple Strategies to Increase Website Traffic,** **Establish Authority in Your Field,** **and Grow Your Audience Online**

Whether you are:

- An independent learning and development consultant
- An employee in a public or private firm's training department
- Or a coach, developer, designer...

You will want to attend this event to hear from one of ASTD's Sacramento's highest rated speakers over the last three years!

Monday, March 18, 2013

11:30AM to 1:30 PM (Special 90-minute interactive presentation)

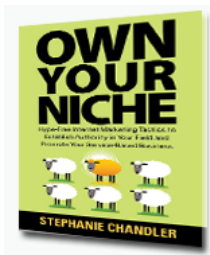
Conference Center at 1410 Ethan Way Sacramento, CA

Offices of the Los Rios Community College District's Workforce and Economic Development Center and the Small Business Development Center.

[Map to Conference Center](#)

Park in the South Parking Lot for direct access to the conference center

In this content-rich presentation, Stephanie Chandler shares the real-world lessons that entrepreneurs and "intra-preneurs" can use to effectively build an audience online.



Register at www.astdsac.org

BONUS/BONUS/BONUS

Registration at this event includes Stephanie's new book,
"Own Your Niche" – a \$20 value.
Honored as best business book at the
2012 Global Ebook Awards

You will learn how to:

- Unlock the power of community to grow your audience
- Improve website ranking with simple search engine optimization (SEO) tactics
- Leverage blogging to increase traffic and win clients
- Use articles, podcasts, and videos to drive traffic to your site
- Distribute information products including ebooks, books, and reports
- Utilize Facebook, Twitter, LinkedIn, Google+, and Pinterest—all without a big time commitment

Register at www.astdsac.org

Stephanie Chandler is the author of several books including *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field* and *Promote Your Service-Based Business*. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur Magazine*, *BusinessWeek*, *Inc.com*, and *Wired* magazine, and she is a contributing blogger for *Forbes*. She was also chosen as one of the top 100 Small Business Influencers in 2012.

<http://www.stephaniechandler.com/>



In Stephanie's last visit to ASTD Sacramento we heard comments like:

**"I heard more practical business
advice in that hour, than I've
taken away from some
conferences"**

**"I have a complaint. My hand
hurts, from taking so many
notes"**

"Bring Stephanie back, please!"

Many thanks to our generous
sponsor for the March ASTD
Sacramento event.

