

Marc W. Halpert

LinkedIn evangelist, speaker, trainer, and coach to individuals, businesses, membership groups and nonprofits

Coaching and training professionals to more fully use LinkedIn to:

- ✓ *connect to, and collaborate with, great new colleagues,*
- ✓ *become more successful, and thus increase revenue, and*
- ✓ *show "WHY YOU!" to improve networking effectiveness.*



KEYNOTES; WORKSHOPS; HANDS-ON GROUP TRAINING; BREAKOUTS; WEBINARS; CUSTOM TRAINING FOR CORPORATE HR, SALES, AND MARKETING DEPARTMENTS; PERSONALIZED ONE-TO-ONE COACHING--IN PERSON, BY PHONE, SKYPE

THE #1 topic professionals want to learn more about is: how to REALLY use LinkedIn for personal success

In any of his customized LinkedIn sessions, the participants learn thoroughly to:

- optimize every aspect of LinkedIn to brand themselves better in their industry,
- demonstrate why prospects and clients they should use their services vs. the competition, and
- manage LinkedIn's powerful free add-on tools and applications effectively.

Bottom line: Success in LinkedIn begins with a profile that tells WHY YOU; the rest comes with knowing how to use the tools effectively. He'll show you how.

Marc offers diverse types of training sessions:

Depending on your budget, time, and personal commitment to invest in your business future, he can design a program that addresses your custom needs, in your preferred learning style:

- small private group workshops
- association and other group meeting sessions
- conference breakouts
- corporate department training meetings
- private or public webinars
- one-to-one coaching in person, by phone/ Skype
- or his pre-recorded video virtual courses

Marc has taught LinkedIn to hundreds of new and seasoned professionals:

- to solopreneurs to make their business stand out in completely new ways
- to small businesses to make their marketing efforts more productive
- to consultants to fill the pipeline of RFPs and new opportunities
- to corporate salespeople and marketers of nearly any product and service
- to professional practitioners, observing their industry regulatory limitations
- to job seekers to source connections to unadvertised or referral openings
- to recent graduates to find their first all-important career position
- to nonprofits to find new donors, staff, sponsors, volunteers, and board members



What's his secret recipe?

Marc, as a self-described multi-preneur, knows how to harness the branding and networking power of LinkedIn!

Since leaving the corporate world in 2001, Marc W. Halpert has created and manages diverse companies and is a power user of LinkedIn to brand and market his businesses. His third company, aptly called connect2collaborate, spreads his LinkedIn networking evangelism to train and coach others. Using the concepts presented in his speaking engagements and personal coaching, professionals in almost every industry have the opportunity to fully tell WHO THEY REALLY ARE via their LinkedIn profile pages. His high-energy presentations include numerous success stories he has collected from clients, using these power concepts and techniques. He has addressed a wide array of industries: recruiters, large law firms, salespeople, nonprofits, consultants, fellow multi-preneurs, college students ready to graduate, among others, in a variety of nationwide venues and presentation formats.

Plus he's an engaging, enthusiastic speaker and active author, able to boil down the concepts for everyone!

Marc has been recognized as a valued speaker at nationwide conferences and professional association meetings for businesses and nonprofits where he teaches the best ways to use LinkedIn to improve business revenue opportunities. Recently he has advised large corporations and spoken at national sales meetings to train sales staff to better use LinkedIn for prospecting and relationship building. He has also authored numerous articles on innovations in social media techniques for self-branding aimed at individuals, corporations and nonprofits, and also serves as a source for the press. He also serves as an official "evangelist" on an advisory board to LinkedIn's nonprofit division.

Partial List of Recent Presentation Venues:

Keynote: Westchester County Association
Sacred Heart University and the John F. Welch College of Business
Mercy College at its Westchester and NYC campuses
Volunteer Center of SW Fairfield County (annual seminar)
SCORE Norwalk, CT and SCORE Manhattan (bimonthly training series)
HUB International Ltd. NYC (quarterly training series)
Ventureneer.com (recurring webinars and virtual courses)
Assn. of Fundraising Professionals (annual chapter conferences)
United Way Westchester County Nonprofit Leadership Summit
Westchester Jewish Community Services (cyclical training series)
The Foundation Center, NYC
Governance Matters, NYC
Society for Human Resource Managers, Southern CT chapter
Association of Consultants to Nonprofits, Chicago
Numerous chambers of commerce



Recent Publications:

Diva Toolbox May 2010
Tufts University Magazine October 2011
The Greensheet July 2010 and September 2011
Focus.com Brief September 2010
Quoted in Information Week's e-zine "Brain Yard" May 2011
Co-wrote series: nonprofit LinkedIn company profiles Nov 2011
Accounts Payable Journal Online May 2012

What attendees and clients said about his presentations and coaching sessions:

"Since Marc helped me polish my profile I have had more results in Google and more people looking at my profile on LinkedIn than ever before."

"Marc does a great job of making the complex simple and understandable for non-techies and drives home the basics of effectively using LinkedIn and other social networking for business."

"Marc was a featured panel member...His knowledge of social media and specifically LinkedIn, makes him a go-to resource for anyone needing advice on how to maximize their social media experience."

"I left the session feeling empowered to help my non-profit. Your enthusiasm and expertise were impressive...and your willingness to share is unmistakably genuine."

"This class was very worthwhile! I finally had time today to start a group with my profile...I'll continue to edit it as part of my new social networking routine."

"I came back to the office and looked at my LinkedIn profile and was properly horrified."

"His thoughtful and insightful questioning and suggestions, and extremely helpful manner, helped me to focus on the most relevant areas."

"Since working with Marc, my connections have grown over 50%! I'm certain a recent referral was garnered because the value I provide/my philosophy of care is front and center in my new profile."

***Finally, a quote from a client: "LinkedIn should be very happy to have you as an advocate."
Indeed it is...the following are quotes from 2 senior level executives at LinkedIn headquarters:***

"Thank you for being such a terrific LinkedIn evangelist!"

"This...webinar...is second to none on the topic. We're all fortunate to have excellent learning assets like this just a click or two away. Enjoy!"