The Naropa Network
Welcoming Intention

WHY WE’RE HERE

To expand the reach of the contemplative profession, join ongoing conversations and share unique perspectives and insights across various communities through an online platform.

Outcomes include:

- Confidence in online marketing best practices
- An increase in our online community
- Networking opportunities
- Overall exposure for Naropa Students, Alumni & Faculty

WHAT WE’LL CREATE

This 3-part workshop series is designed for the contemplative professional who is committed to living their work in the world. Participants will learn how to create their personal brand, progress as thought leaders and establish an online presence in a meaningful and sustainable way. Individuals will have the opportunity to deepen their understanding of their digital communities and launch an online publication (website, blog, etc.). Workshop leaders will also provide simple and effective strategies to continue to grow your presence online, along with opportunities to connect with Naropa’s successful Alumni network.
HELLO!

We are Christopher & Whitney

We are here.
Find us @
ChristopherRachal.com
WhitneyGaffari.com
Our intention creates our reality.

Wayne Dyer
WHY ONLINE?

- Word of Mouth
- Networking Events
- Professional Associations/Organizations
- Brick & Mortar shops
- Paid Advertisements
Google is the New Resume – and 44% of employers will hire someone if the Google search turns up positive.

*Expert Career Coach - Richard Bolles*
WHO ARE YOU?

- Google Yourself
- What are you finding?
- Consider your audience.
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RESULTS?
LOCATION

- Social Media
- Websites/Blogs
- RSS Feeds
- Forums/FAQs
- Email/Newsletters
- Review Forums
- Podcasts
- Video/Pictures
Who do you want to be seen by?

- Networking
- Business
WHERE ARE THEY?

- Hashtags to follow
- People to follow
- FAQ
- Review pages
- Comments

- Newsletters - see how they are positioning themselves
- What webinars are being offered - are they successful
TALK!
TALK!TALK!

- Social Media
- Websites/Blogs
- Forums/FAQs
- Email/Newsletters
- Review Sites
- Podcasts/Webinars
- Video/Pictures
- Google Trends
CONVERSATIONS

HASHTAGS

- FREQUENCY
- NUMBERS
- #KITTENS
CONVERSATIONS

FORUMS/

GROUPS
CONVERSATIONS

RSS FEEDS
STAY ALERT!!!!

- Google RSS Reader
- Tweet Deck
- Social Media Alerts
- Feedly
SHARING

- Buffer
- Hootsuite
- Tweet Deck
HOMEWORK & RECAP

**YELLOW**
Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

**BLUE**
Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

**RED**
Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.
OUR PROCESS IS EASY

first  second  last
You can copy & paste graphs from Google Sheets
iPHONE PROJECT

Show and explain your web, app or software projects using these gadget templates.
TABLET PROJECT

Show and explain your web, app or software projects using these gadget templates.

Place your screenshot here
Show and explain your web, app or software projects using these gadget templates.
THANKS!

Any questions?
You can find me at @username & user@mail.me
CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash
Presentation design

This presentation uses the following typographies:

- Titles: Montserrat
- Body copy: Didact Gothic

You can download the fonts on these pages:

https://www.fontsquirrel.com/fonts/montserrat
https://www.fontsquirrel.com/fonts/didact-gothic

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SlidesCarnival icons are editable shapes.

This means that you can:
- Resize them without losing quality.
- Change line color, width and style.

Isn't that nice? :)

Examples:
Now you can use any emoji as an icon!
And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions
https://twitter.com/gooledocs/status/730087240156643328

and many more...