

# **Phyllis Khare**

**Speaker | Author | Trainer at Phyllis Khare - Social Inc.**

Los Angeles, CA, US

Experienced, author/speaker that connects Social Media Marketing to the needs of today's businesses

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## **Biography**

Author of Social Media Marketing eLearning Kit for Dummies and co-author of Facebook Marketing All-In-One for Dummies, Phyllis Khare brings her energy, enthusiasm, training and inspirational skills to life in her books and presentations. Her career, shaped by decades of musical entertaining and teaching worldwide audiences now focuses on Social Media Marketing. Ever the entertainer, Phyllis who once focused on teaching young people through song and dance, now helps people of all ages take advantage of the ever-changing social media environment to open more doors to more customers. First and second career, passion-fueled entrepreneurs get excited about the marketing possibilities Phyllis brings to light in her entertaining energetic presentations. Considered a master teacher, Phyllis brings actionable plans and practical processes to any audience interested in taking their marketing online, or ramping it up with social media.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Publishing, Advertising/Marketing, Internet, Social Media

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## **Areas of Expertise**

Social Media Marketing Trends, Advanced Marketing Strategies for Local Businesses, Facebook Business Page Vs. Subscription Profiles, Boomers, Facebook, Twitter, LinkedIn, Youtube, Pinterest, Google+

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## **Sample Talks**

### **Social Media Marketing Know-How (for Passion-Fueled Second Career Boomers)**

Social Media Marketing Know-How (for Passion-Fueled Second Career Boomers) demystifies social media marketing for those who haven't jumped in yet. A no-nonsense set of rules and access to social task checklists helps business owners get the most of their time online. ?Since meeting with you, my overwhelm and intimidation with social media has turned into excitement about the new possibilities you've opened me to?now that?s a huge feat!?! -Marci Shimoff

## **5 Powerful Ways Google+ (not Facebook) Will Impact your Business this Year**

Why you need to understand G+ before the whole world jumps on. Be on the front lines of the biggest help any social platform can give you. These 5 powerful ways are important to every business, big or small.

## **The Modern Rules of Marketing ? How Attractive Are You?**

The Modern Rules of Marketing ? How Attractive Are You takes you back to when you first learned to market and brings you up to date with the best way to increase your ROI now - in this decade. Most small business owners learned to market in the 80's. Well, guess what? Those techniques are out-of-date and won't produce the effects you want right now. Find out what these modern rules are and how you can start using them today.

## **Old People Don't Scroll (and Other Online Behaviors of the Boomer Market)**

Old People Don't Scroll and Other Online Behaviors of the Boomer Market is a gift to the people who are designing online spaces that have a boomer demographic for customers. This dip into the mind of the largest buying population is interesting, insightful and at times funny.

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## **Testimonials**

### **?Marci Shimoff**

Phyllis, thank you for the brilliant consultation! I loved all of your wise advice, and I've passed it on to my social media manager. She and I are both thrilled with the practical steps you recommended to increase the size of my audience online. Since meeting with you, my overwhelm and intimidation with social media has turned into excitement about the new possibilities you've opened me to?now that's a huge feat! I'm so impressed with your masterful trainings; your powerful products that help entrepreneurs grow their businesses with social media, and your wonderfully practical books, especially Social Media Marketing eLearning Kit for Dummies. Bravo!

### **Maryann Hesse**

If you are looking for the most comprehensive information in social media marketing, Phyllis Khare has it all! She really DOES live online and is always up on the latest changes in a myriad of social media accounts and how they function and interact with each other. She has an amazing ability to put social media marketing strategies together in unique ways that market you or your business AND get significant measurable results. I've often told her I would love to be able to ?download? her brain into mine. She is truly a Social Media Guru!

### **Wendy Stegall**

The social media classes with Phyllis Khare were life changing and will continue to excite and motivate me for a long time. Without diminishing the hugeness of the networking world she makes you feel like you can access the important points and create a new level of presence on the web. She brings you step by step into the magic of each arena and teaches not only the technical details but keeps you in touch with the goals underlying them. I just love how much personal support we all got and it's no wonder she is so respected for her generous sharing in so many circles.

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