

THE 70TH ANNUAL WILL G. FARRELL PUBLIC SERVICE AWARD & LEADERS RECOGNITION EVENT



Join us for the 70th Annual Will G. Farrell Public Service Award and Leaders Recognition Event
Thursday, February 23, 2023, 11:30 a.m. -1:30 pm - **ZOOM WEBINAR**

Speaker:

Rhonda Sher, Author, Business Development Consultant, LinkedIn Strategist,



"Marketing In The Modern Age – What Used To Work Doesn't Anymore So Learn How To Adapt"

Are marketing ways of the past obsolete? How do you prospect and market in the new digital world where social media dominates? Are the different social medias effective for the insurance industry? Rhonda Sher will take the mystery out of social media marketing.

About the speaker: Rhonda Sher was a top performer selling term life insurance with living benefits for Transamerica and Colonial Life where she built a team offering supplemental benefits. She is intimately familiar with compliance issues for financial professionals in the social media space and her clients have experienced great success using The Sher Method™ to stop hiding out and start standing out and generating appointments on LinkedIn. For the last 15 years she has been known as a LinkedIn Diva. She is recognized as one of the country's foremost experts on teaching entrepreneurs and business owners how to monetize LinkedIn. She is the author of four books and is a business networking expert. Her gift is positioning professionals as the only logical choice for the product or service they offer on LinkedIn and her proprietary system, The Sher Method™, generates relationships that convert to revenue. She puts you in control of your business and empowers you to access your full potential, authority, and income.

COST:

- Members of NAIFA & The Society of FSP - \$15.00
- Guests - \$20.00
- Print out forms online or register online at the NAIFA-Los Angeles website: naifala.org/wfa

Questions: contact NAIFA-LA Executive Director at email Janet@naifala.org or phone 213-500-4946.