

Jen Bullington – Trainer /Storyteller

Course Offerings

Personal Development and Networking

- Public Speaking Success - 10+ Things You Need to Know
- Smart Networking for Introverts *and* Extroverts
- Using Webinars to Build Your Client List
- Dynamic Dozen Business Writing Tips That Keep Clients Reading
- The LinkedIn Profile Power-Up
- Success Tips for Prospecting on LinkedIn
- 5 Ways to Position Yourself as an Expert and Trusted Resource
- In-Depth Power-Writing Intensive

Firm-Focused Topics

- The Upside and Downside of AI For Firms
- 10 Timesaving Uses for AI (that aren't plagiarism)
- Proposals That Sell
- Which Social Media Platform(s) Best Fit Your Firm's Personality?
- 16 Helpful Hacks to Boost Your Firm's Search Ranking

Branding to Differentiate Your Firm

- Elements of an Engaging Client Newsletter
- Building a Successful Blog (And Why It's Important)
- Streamline Your Business Branding with Canva
- What Is Storyselling?
- Using Storyselling to Elevate Your Firm and Stand Out from the Crowd

Marketing and Social Media

- 12-Step Checklist for LinkedIn Success
- Building a Compelling Company Page on LinkedIn
- Marketing Content Bootcamp - 1 Fun Day = 4 months of Content
- 7 Reasons to Start Using Video in Your Marketing

Other Skills and Courses

- Microsoft Office apps: Outlook, Word, Excel, PowerPoint, Publisher
- Social apps: LinkedIn, Instagram, Facebook, X, Pinterest, YouTube
- Some CRMs and Workflow software
- Mailing / newsletter apps: MailChimp, Constant Contact
- Basic Wordpress
- Website copywriting and updates
- Ghostwriting
- SEO
- Blogging
- Branding and brand storytelling

Contact Information

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