



If you share it, they will come

Social assessment, strategy, and training for you and your team
Your custom social brand awareness and connection strategy will change the way you think about connecting with prospects

EVOLVER ACADEMY

SOCIAL AWARENESS

A ground breaking, comprehensive training and strategy program for talent, sales, and management teams – based on modern methods and proven results to empower your team and organization now and in the future.

ONSITE AND REMOTE PROGRAMS INCLUDE

READY

- Best practices for social media
- Why social matters
- Organic SEO
- Platform primer: Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest, and more

SET

- Empowering your people
- Finding your target audience
- Brand ready messaging
- Personal vs professional content mix (give to get)

GO

- Social content sharing
- Content automation
- Posting in groups
- Generating referrals
- LinkedIn and social profile optimization
- Your social strategy



ABOUT US

Evolver is a partnership between TalentNet, LLC, and Amplify Talent. Craig Fisher and Lars Schmidt have developed and delivered training, recruitment, sales, and social media strategies for companies like NPR, News Corporation, IAC, Zappos, Ticketmaster, YUM! Brands, and many more.

They host the [Cool Tool Show Podcast](#) on iTunes.

WWW.EVOLVERCO.COM



LARS SCHMIDT

Co-Founder

Lars is the CEO of Amplify Talent and has led talent and branding for NPR, and Ticketmaster.

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CRAIG FISHER

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Craig is the CEO of TalentNet, and is a consultant to multiple Fortune 500 companies and tech startups.



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