



If you share it, they will come

Social assessment, strategy, and training for you and your team

An advanced version of your custom social brand awareness, sourcing, and connection strategy will change the way you think about connecting with prospects

# EVOLVER ACADEMY

## SOCIAL MASTERY

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

- Advanced LinkedIn training
- Advanced profile optimization
- Social monitoring
- Advanced tool school: Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest, and more

#### SET

- Workforce marketing
- Social profile psychology
- Keyword discovery
- Personal branding plus Professional branding

#### GO

- Social content sharing
- Content automation
- Advanced searching and sourcing
- Social lead capture
- Measurement/Analytics
- Full 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](http://WWW.EVOLVERCO.COM)

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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

Co-Founder

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



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