CDSN MONTHLY MEETING

**Founded in 1978 by Carol Feit Lane as a forum for professional Career Counselors**  board members

**Mailing Address: Judith S. Goldberg, 170 West End Ave. 22N, NYC 10023 Lynn Berger Program Committee**

**Email:** [**cdsnny@gmail.com**](mailto:cdsnny@gmail.com) **Website:** [**http://cdsn-ny.com**](http://cdsn-ny.com) **Aviva Giannotti CEU Manager/Liaison**

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**Satya Chheda Patel Program Committee**

**Heidi Ravis Program Committee**

**Renee Lee Rosenberg Program Committee Donna Sweidan Program Committee**

**Date:** April 19, 2018

**Place:** Science, Industry, Business Library (SIBL), 188 Madison Ave, between 34th and 35th Streets. Meeting room is on lower level. Signs will be posted. In order to enter the building before 10AM, tell security guard that you are with CDSN.

**Time:** 9:45AM to 12 PM (Networking and coffee at 9:45AM). The program will begin promptly at 10AM (two hour attendance is mandatory if you wish to receive CEU credits)

**Marketing your Career Counseling & Coaching Practice-The Applied Session**

**Presenter: Donna Sweidan**

One of the key word we impress upon our clients is the term “self-promotion”. That is what is what is fundamentally at the foundation of a job search. It’s also at the foundation of what we, as self-employed career counselors and coaches must do.

As someone who doesn’t like to spend much time marketing, Donna has set up systems so that she to spend as little time as possible doing it. Donna leverages a range of tools that make it simple to do the minimum of marketing required, and manages to land 60-70% of her clients virtually.

In this hands-on workshop, Donna will answer your marketing –related questions, and get you using the most important social media tools to help you promote your business more than you are currently doing. She’ll discuss critical updates to LinkedIn as well as introduce other key tools. What do you most want to know?

This is a hands-on session:

ACTION ITEMS:

#1: BRING your laptop or Ipad so that you can do the work in the sessions.

#2 Please email your marketing/ social media questions to Donna before this presentation so she can be as prepared as possible.

Please note, that while Donna uses all of the tools she’ll talk about in her presentation, she’s by no means, an expert, and is learning right along side all of you.

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**Donna Sweidan**, MCC, LMHC is the founder of Careerfolk. For 20 years, Donna has offered a unique blend of psychological counseling and concrete coaching that takes her clients on a journey from soul search to job search and social media. She was voted one of the top 25 career coaches and resume writers online by [Careertoolkit.com](http://www.careertoolkit.com/top-25-career-coaches-online.html) in 2016.

Donna guides job seekers and career changers through in-depth self-exploration to help them find or create fulfilling and meaningful work. The heart of Donna’s approach is creating a compelling brand, an exciting current resume, and an online network that represents what it takes to succeed in today’s marketplace. She is a well-known speaker on the “new” job search, building a professional online identity and LinkedIn.com.

**Questions?** [cdsnny@gmail.com](mailto:cdsnny@gmail.com)