



NAWBO

WICHITA AREA

National Association of Women Business Owners

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FOR IMMEDIATE RELEASE

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USING SOCIAL MEDIA TO ATTRACT NEW BUSINESS NAWBO TOPIC

(Wichita, KS) – Statistics show social media influences 93% of buying decisions. In a program for the Wichita National Association of Women Business Owners at 11:30 on February 11, Cheryl Gnad, a social media business owner, will teach other business women how to make the most of social media tools, and how to efficiently incorporate social networking into their marketing plans. The workshop will also cover connecting with the right audience and what to say to appeal to the target market.

Cheryl Gnad has evolved professionally. She was growing her previous company and found it profitable to advertise via Facebook, Twitter and LinkedIn. Ms. Gnad said, "I found that social media venue were my friends". Soon local business owners were asking her how they could promote themselves on social media and she became the owner of **Social Focus by CG**. Cheryl has been sought after for her expertise not only by other businesses, but also, the Wichita Business Journal and KWCH TV. She has been honored for achieving standards of excellence in her profession.

Her presentation February 11 from 11:30 a.m. to 1:00 p.m. is titled "What Makes the Perfect Social Media Platform For Your Business?". The meeting will be held at the Realtors of South Central Kansas, formerly Wichita Area Association of Realtors, at 170 W. Dewey, Wichita. Reservations are required and may be purchased for \$15 for members and \$20.00 guests at nawbowichita.com



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The National Association of Women Business Owners (NAWBO) evolved from a gathering of 12 like-minded businesswomen who began meeting in 1975. Eventually the group came to be known as NAWBO, with the mission to further and strengthen the entrepreneurial interests of women. Currently NAWBO has more than 50 chapters nationwide, and is affiliated with the World Association of Women Entrepreneurs.

NAWBO Wichita is a unique organization comprising Wichita-area women business owners, and a chapter of the National Association of Women Business Owners. NAWBO Wichita's undertakings seek to leverage the unique attributes that women business owners bring to the table. The organization is designed to illuminate, transform - and ultimately harness – the nation's wide-ranging community of entrepreneurial women into an ever-more-influential, unified voice and increasingly dynamic leadership roles.

More information on NAWBO Wichita can be found at www.nawbowichita.com. We can also be found on Facebook, Twitter, LinkedIn and Instagram. NAWBO Wichita has adopted as its charity Wichita's Carpenter Place, a faith-based agency providing a Christian home environment for girls in crisis. Visit www.carpenterplace.org for more information.

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