

Wayne Breitbarth

Speaker | Author | Consultant

Helping you leverage LinkedIn
for business and career success

www.powerformula.net



Wayne The LinkedIn Consultant

Wayne works with company management to develop a comprehensive strategy to:

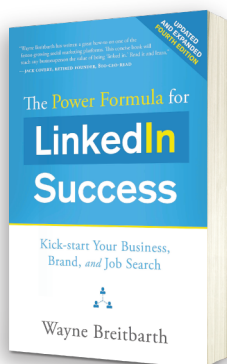
- **Increase** sales
- **Raise** brand awareness
- **Recruit** employees and reduce recruiting fees
- **Discover** new markets for products/services
- **Integrate** social media with current corporate marketing initiatives
- **Equip** every employee to become a marketing voice for the company

Wayne then develops and implements a training program to meet the corporate objectives.

After employees become proficient in using the basic functions of LinkedIn, Wayne works with individual departments (Sales, Human Resources, Purchasing, etc.) and equips them to use advanced strategy techniques to maximize ROI.

Wayne did an excellent job introducing our organization to the power of LinkedIn. He is an engaging and enthusiastic speaker who is passionate and knowledgeable about the subject. His presentation is filled with practical, real-world experience on leveraging LinkedIn to drive business results.

—Alex Scheler of Carma Laboratories, Inc.



Wayne The Author

Wayne's book, *The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search*, is a practical, user-friendly guide that will help you:

- **Navigate** LinkedIn, the world's largest business networking site
- **Create** a magnetic professional profile
- **Discover** your next job, customer or opportunity

"The Power Formula for LinkedIn Success" is a thorough, comprehensive how-to manual, yet it is easy to follow and a pleasure to read. With Wayne Breitbarth as a guide, even a business executive who knows little about social media will be able to learn how to put LinkedIn to good use.

—Foreword Reviews

About Wayne

Once a skeptic and now an outspoken proponent of LinkedIn, Wayne Breitbarth is passionate about helping business professionals—from entry level to CEO—learn how to combine their previous experience and relationships with this innovative tool in order to more successfully brand and market themselves and their businesses.

- Forty years' experience in operations, finance, management, and business ownership uniquely positions Wayne to assist his corporate clients
- His dynamic presentations are practical and entertaining but geek-speak free
- He simply and directly addresses the how, the why, and the ROI
- Wayne provides ongoing support to thousands of business professionals through his Weekly LinkedIn Tips
- He consults with individuals around the world and helps them use LinkedIn to achieve their business and career goals
- Wayne began his career as an accountant and business consultant with Arthur Andersen & Co., followed by twenty years in the automotive industry
- He then owned M&M Office Interiors in Milwaukee, Wisconsin for ten years
- Wayne is a Certified Public Accountant and holds a BBA from the University of Wisconsin-Whitewater and an MBA from Marquette University

Featured In:

Forbes
Inc.

FOX
BUSINESS
OPEN
Forum

NBC
WIRED

Wayne The Speaker

Wayne is a sought-after speaker for conventions, industry events, executive groups, and panel discussions.

He consistently receives five-star ratings.

His diverse business background enables him to address the needs and concerns of nearly any group, from college students to CEOs.

Wayne can show your audience how to increase their revenue by:

- **Leveraging** their existing experience and relationships
- **Discovering** potential customers, suppliers, employees, etc.
- **Creating** a compelling profile that will help people find them
- **Enhancing** awareness of their brand/products/services
- **Finding** the perfect job

He explains the WHY and STRATEGY behind using LinkedIn to truly be effective. Finally, it really doesn't hurt that Wayne is an incredibly talented and entertaining presenter. If you haven't seen him yet, you need to!

—Tim Cigelske, Marquette University



Wayne's keynote, workshop & webinar presentations include:

The Power Formula for LinkedIn Success

Using LinkedIn to Generate a Steady Stream of Sales Prospects

LinkedIn for the CEO: What Questions Should You Be Asking?

Unlocking LinkedIn's Corporate Marketing Potential

8 Ways to Use LinkedIn to Find Your Next Great Employee

10 Ways to Use LinkedIn to Grow Your Not-For-Profit

LinkedIn: A College Student's Ticket to Finding a Terrific Job

Other topics are available upon request.

Wayne masterfully customizes his programs to meet the needs of your organization. He can motivate your audience to embrace LinkedIn in 60 minutes or less, provide in-depth half or full-day workshops—or anything in between. And your audience will come away with tons of action steps to produce immediate results.

If you are looking for an experienced, insightful, entertaining and highly motivational speaker for your next meeting, conference or corporate event, contact Wayne. You'll be glad you did!

Some of Wayne's satisfied clients and audiences:

Inc. Magazine

American Marketing Association

Charter Communications

Aflac

Orkin Commercial Services

National Multiple Sclerosis Society

IBM

Wisconsin Institute of CPAs

FEI (Financial Executives International)

Northwestern University

Mass Mutual

TDS MetroCom

QuadTech, a subsidiary of Quad/Graphics

Vistage International

Abbott Laboratories

Ingersoll Rand

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Visit www.powerformula.net to:

View a sample of Wayne's energetic speaking style

Download a free chapter of his book

Sign up for Wayne's Weekly LinkedIn Tips

Read Wayne's blog

Download free LinkedIn resources