

## About Meilani

Meilani MacDonald is an entrepreneur with a background in graphic design and public outreach strategy planning.

Back in Los Angeles, Meilani worked as a graphic designer mostly in the entertainment industry. When she came to her senses and moved to the desert, Meilani worked as Public Information Associate at Mission Springs Water District, bringing water quality and conservation programs to her small community, resulting in over 5 million gallons per year in annual water savings.

Meilani now uses her experience in strategic planning, public outreach and graphic design to benefit non-profits, small business owners, entrepreneurs and solopreneurs.

Meilani has over 11,000 followers on Google+, and hosts the **TGIF Business Networking Hangout**. TGIF is a monthly business talk and education show, streamed live on the 1st and 3rd Fridays at 4pm pst, on YouTube, Google+, and MeilaniMacDonald.com.

## Offerings

Meilani is available to speak at your business or non-profit organization's meetings and offers presentations and workshops on business related topics including Brand Identity, Social Media, Google+ for Business, and more.

**Introduction to Brand Identity** (30 minutes) - **What tools can you use to create and cultivate your business's brand identity?** This fun and interesting slideshow presentation provides case studies and classic examples of brands the audience will recognize, and the tools and strategies they used to create brand awareness, or to rebrand their business and products, successfully taking them away from an old, stale reputation and towards a revitalized brand that will gain them new audiences and positive brand recognition.

**Introduction to Google+ for Business** (40 mins up to 1 hour) - **Google is a marketing monolith!** Did you know Google provides many **free and powerful tools** your biz can use to internally organize and collaborate on projects, and to market itself using social media, video creation tools, a YouTube channel, and more? This presentation provides an overview tour of the **powerful tools and resources** Google provides for FREE to help small business owners get up and running quickly, and promote **their business!**

**How to Use Google+ Hangouts & Hangouts on Air** (1 hour) - **Did you know you can easily create your own video show or marketing videos, for free?** That's right! Using Google+ Hangouts and Hangouts on Air, *anyone* can create their own show or marketing videos! Meilani created her own show, the **TGIF Business Networking Hangout**, using these tools. Come learn how to start a Hangout and take a tour of the features available while you brainstorm ways to use video in your marketing outreach efforts!

**How to Create Your Social Media Strategy Plan** (30 mins up to 1 hour) - **Why are you using Social Media? What do you want to accomplish?** Are on FB, Twitter or wherever because "everyone else is there" or "they" said I should be? This workshop is for you! **You'll learn how to create your social media strategy plan, defining Objectives, setting Goals, listing Action Steps.** Spend your social media time and efforts **on purpose, with purpose!** We all have so much to do - don't let your social media time be wasted!

**Offerings may be adapted (shorter, longer, etc) or even custom created to suit your group's needs! Additional topics available, including practical, hands-on workshops. Please contact Meilani for more info.**

# Meilani MacDonald

Brand Identity & Outreach Strategy

*consulting & resources to help small businesses bloom*

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