



# Wayne Breitbarth

Speaker | Author | Consultant | LinkedIn Expert

[www.powerformula.net](http://www.powerformula.net)

## Wayne The LinkedIn Consultant

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

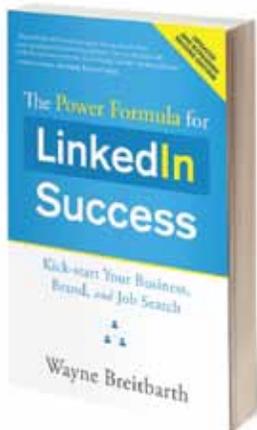
- **Increase** sales
- **Raise** brand awareness
- **Recruit** employees and reduce recruiting fees
- **Discover** new markets for products/services
- **Integrate** social media with current corporate marketing initiatives
- **Equip** every employee to become a marketing voice for the company

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 spent a few hours with our sales team from around the world. Until then, I would describe our group as casual users of LinkedIn that weren’t even scratching the surface of what was possible. The meeting was a huge hit! I now have an energized group that flew back to all corners of the world, and I’m seeing updates on profiles, new connections, groups being added, etc. by the team because now they understand the power of the tool!”*

—Karl Fritchen, President, QuadTech



## 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 powerful personal 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.

Thirty years’ experience in operations, finance, management, and business ownership uniquely positions Wayne to assist his corporate clients

He understands the need to address the “why” before the “how to”

His dynamic presentations are practical and entertaining but geek-speak free

Wayne provides ongoing support to thousands of business professionals through his Weekly LinkedIn Tips

He 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:



## 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 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?*

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

*Unlocking LinkedIn's Corporate Marketing Potential*

*Networking Using Social Media Tools*

*10 LinkedIn Mistakes Companies Make*

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

*Using LinkedIn to Build Your Personal Brand*

*Advanced LinkedIn Strategy Workshop*

*Customized presentations are also available.*

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  
National Multiple Sclerosis Society  
FEI (Financial Executives International)  
Marquette University  
AIA (American Institute of Architects)  
Wisconsin Institute of CPAs  
Renaissance Executive Forum  
QuadTech, a subsidiary of Quad/Graphics  
Cambridge Major Laboratories  
TDS MetroCom  
Young Presidents' Organization  
ASQ World Conference on Quality & Improvement  
Wisconsin Bar Association  
TEC (The Executive Committee)

## Contact Wayne

### Connect with Wayne online!

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- 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

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