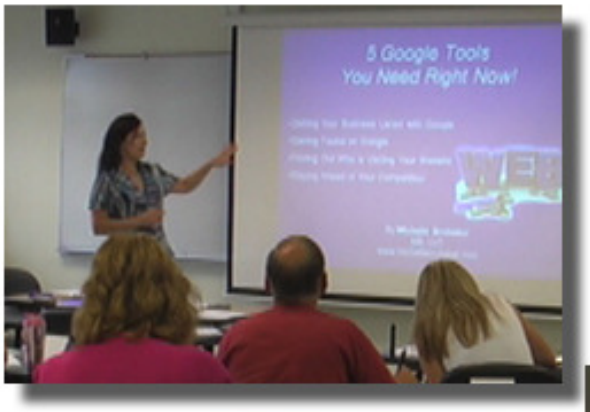
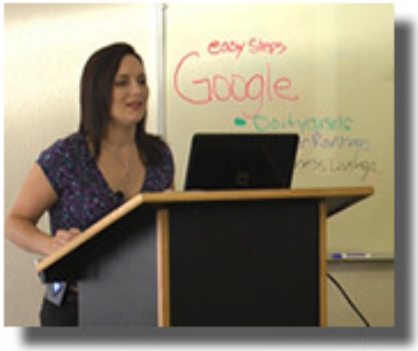
Professional Portfolio of:

- Training Courses
- Workshops
- Business Seminars

by
Michelle Brubaker





www.michellebrubaker.com

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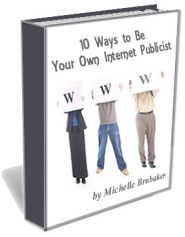
Small Business Development

Michelle Brubaker is a successful Northwest based entrepreneur, who helps businesses "Create a Profitable Internet Presence" through web design, internet marketing and consulting. Michelle holds a degree in eBusiness Administration. Her website is a comprehensive resource of blog topics, articles, training courses and valuable internet marketing tools, products and services for business.

In addition, Michelle is a dynamic professional trainer with over thirteen years of educating workforce employees and adult students. She has vast workplace knowledge and experience within public and private organizations developing curricula and delivering training. Michelle is a valued contract trainer with Portland, Mt. Hood, Chemeketa and Lower Columbia Community Colleges, and an adjunct faculty member in the Computer Science Department of Clackamas Community College.

Business Development Courses:

- 10 Steps to Marketing Your Business on the Web
- Add a Flood of New Customers with Free Internet Advertising
- 5 Google Tools You Need Right Now!
- Getting Started with Facebook
- Creating Your Killer Sales Presentation



Author:
"10 Ways to Be Your Own Internet Publicist" ebook

"Internet Marketing for Small Business"

The Must Know FREE Marketing Tools for Businesses on the Internet!

Including:

- Getting Your Business Listed with Google
- The top internet advertising sources to get you the best results
- Staying Ahead of Your Competition Online
- Using free internet advertising to increase website traffic and keep your phone ringing
- Easy Steps to Get Started with Social Media

Generate more leads, sell more products, and increase your business revenue using the power of the Internet!

Trainer: Michelle Brubaker

"In these power-packed workshops you will learn how to use the top internet marketing tools for your business. And best of all – they are easy to use and absolutely free! Michelle Brubaker

- **Seminar** - Learn all the Do-It-Yourself Internet marketing strategies available for businesses online.
- **Computer Lab** - Setup and implement the tools and internet marketing strategies from the seminar in this hands-on computer lab.

"Add a Flood of New Customers with Free Internet Advertising"

Do-It-Yourself Internet Marketing for Small Businesses
Using FREE Online Classified Ads!

- How to use Free internet advertising to increase your website traffic and keep your phone ringing
- The top internet advertising sources to get you the best results
- Writing tips for getting your ad viewed
- Tracking your ad results

Trainer: Michelle Brubaker
"Bring your pen and notepad! I will share how I utilized over 80 free online ads to keep the phone ringing and business coming in without paying one single solitary cent in advertising costs." Michelle Brubaker

"5 Google Tools You Need Right Now!"

The Must Know FREE Marketing Tools
Available to Businesses by Internet Giant "Google"

- Getting Your Business Listed with Google
- Getting Found On Google
- Finding Out Who is Visiting Your Website
- Staying Ahead of Your Competition
- Keeping Your Information Private

Trainer: Michelle Brubaker
"The saying is true… You don't know, what you don't know, until you know. But in this power-packed workshop I'm going to tell you the Google Tools you need to be using right now in your business. And best of all – they are easy to use and absolutely free!" Michelle Brubaker

"Getting Started with Facebook"

How to Get Online and Use One of the Most Popular
Social Networking Tools of Our Time!

- Easy Steps to Get Started
- Creating New Friends & Connections
- Writing Comments and Notes
- Using Images and Video
- Facebook for Business Marketing

Trainer: Michelle Brubaker
"How I easily built a friend list of over 1200+ connections, and use Facebook to market and promote my business world-wide." Michelle Brubaker

"Creating Your Killer Sales Presentation"

Making the Most of Every Selling Opportunity and Closing the Deal!

- Strategies for Champion Sellers!
- Selling In-Person and Online!
- How to Conquer Any Objection!
- Developing a Powerful Closing to Make the Sale!
- Building a Strong Referral Business

Trainer: Michelle Brubaker
"Learn the powerful sales skills which put me in the top 2% of a 3 billion dollar global sales organization – skills which I utilized to create my web design and marketing firm, and strategies & techniques I used to develop my marketing clientele and build my empire!" Michelle Brubaker

Corporate Training

Michelle Brubaker is a ***dynamic professional trainer*** with over thirteen years of outstanding performance educating adult students. She is an exceptional communicator, articulate and creative, with the ability to target needs and motivate a wide diversity of students. Her track record of excellence is demonstrated by consistent high performance evaluations from staff and students.

Michelle has ***vast workplace knowledge***, and experience with numerous public and private organizations throughout the metro area taking training projects from start to finish, assessing needs, ***developing curricula***, delivering training and making final assessments.

Michelle's fields of expertise range from manufacturing employee development, public education, software, and small business skills and training.

Corporate Training Courses by Michelle Brubaker:

- Becoming a Skilful Trainer ("Train the Trainer")
- Problem Solving for Continuous Improvement
- Statistical Process Control
- Gage Capability
- Shop Math
- Blueprint Reading
- Computer Skills (Microsoft)

Michelle Brubaker holds a degree in eBusiness Administration and is an ACT Certified Job Profiler.

Training Clientele

Boeing of Portland
Hewlett Packard
Precision Castparts Corp.
Warn Industries
Wacker Siltronics
Atlas Copco Wagner
R.R. Donnelley Norwest
CoorsTek
Steps to Success
Bob's Red Mill
Kinetics Inc.
Small Parts Manufacturing
Great Western Malting
New Horizons Computer Learning Center

Welded Tube Company of America
Flight Dynamics
Oregon Manufacturing Extension Partnership
LSI Logic
States Industries
JAE Oregon, Inc.
PM Industries
North Pacific Lumber Co.
ConMet Co.
Toshiba Ceramics, Inc.
Stimson Lumber Co.
Plasti-Fab, Inc.
Leatherman Tool Group
TriMet

"Becoming a Skillful Trainer"

Course Content Outline:

- Characteristics of Effective Trainers
- Understanding group dynamics
- Developing measurable training objectives
- Developing Training Content & Training Plans
- Creating teamwork, decision-making and problem-solving activities
- Practicing time management within trainings
- Using effective visual aids and other technologies
- Managing challenging situations

"Problem Solving for Continuous Improvement"

PROBLEM SOLVING
for Continuous Improvement

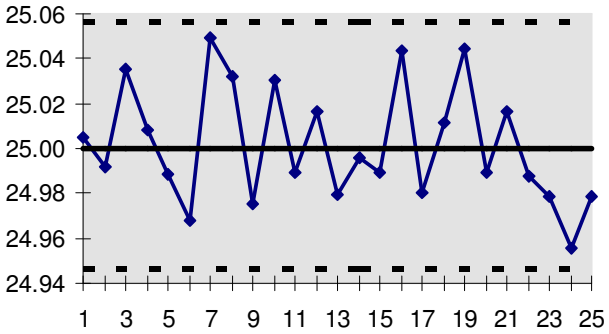
Course Outline:

- Continuous Improvement – It's Everybody's Game!
- Leading a Workforce of Problem Solvers
- The Problem Solving Process
- Team-Based Problem Solving
- Identify and Define the Problem
- Explore Root Causes
- Brainstorm and Evaluate Options
- Implement and Monitor Countermeasures

"Statistical Process Control"

Course Outline:

- Product and Process Quality
- Statistical Process Control
- Descriptives
- Types of Data
- Sources of Variation
- Variable Charts
- Interpreting Control Charts
- Attribute Charts
- Sampling and Subgrouping
- Histograms
- PPM



"Gage Capability"

Course Outline:

- Gage Reading
- Resolution
- Sources of Variation
- Precision
- Accuracy
- Measurement Systems Analysis
- Repeatability
- Reproducibility
- Gage Charting

"Shop Math"

Course Outline:

- Addition, Subtraction, Multiplication, Division
- Decimals
- Word Problems
- Units of Measure/Conversions
- Exponents
- Averages
- Percentages and Ratios
- Geometry
- Algebra

"Blueprint Reading"

Course Outline:

- Read and interpret common drawings
- Title blocks
- Lines
- Views
- Symbols
- Dimensions
- Tolerances

"Computer Skills"

Courses:

- Computer Fundamentals
- Microsoft:
  - Word
  - Excel
  - Publisher
  - PowerPoint
  - Outlook
- Dreamweaver
- Wordpress
- Video Editing

Job Profiling

ACT Certified

- Job Profiling
- Occupational Profiling
- Curricula Reviews

WorkKeys®

Partial list of Profiling Clientele:

-Nike

-Beanchmade Knives

-Miles Fiberglass

-Portland Community College Curriculum

Testimonials

"The most informative guest speaker our Networking Group has ever had! Michelle spoke in easy to understand terms gave information that applied to each of our varying businesses and helped us all learn how to improve our internet presence in order to build our business. Thank you Michelle, from all of us at NW Wed Pro."

Beverly Mason
The Radiant Touch Weddings, NW Wedding Pro

"If you are looking for a knowledgeable internet marketing guru than look no further! Michelle is fantastic at what she does, but more importantly she breaks everything down into easy to understand terms. For me that has been a lifesaver, thank you Michelle!"

Story Bach
Co-Founder,Women Empowering Women, www.wewnetwork.com

I've enjoyed working with Michelle for years! She's powerful at her knowledge and I always leave being amazed at the tools she gives for success!"

Jacqueline Nichols, Owner
Intuitive Matchmaking, www.intuitivematchmaking.com

"*If you want to learn how to get some targeted traffic to your website yourself, then you need to take Michelle's workshops. What a bargain! She has tricks up her sleeve that are not common knowledge among the SEO folks. And, she does an excellent job presenting her material. You'll love Michelle.*"
Sally Dillion, Meta Bee

"Michelle really delivers the goods. We have attended two of her classes and she combines solid information with excellent presentation skills. We learned strategies which we were able to immediately implement. Do yourself a favor and attend one of her classes. If you're looking for someone with internet/marketing/sales expertise we feel very comfortable recommending Michelle."

Rev. Dr. Cynthia and Dr Ken McEvers, D.C.
Life Essentials

More Testimonials: www.michellebrubaker.com/workshops/testimonials