



March 4, 2010

To Whom it May Concern:

I have worked with Lissa Duty on various occasions. I hired Lissa to work with me on a one-one-one training to "up my game" in social media. I was already using social media, but I was not being as effective as I could be. In just 3 short hours, Lissa was able to help me grow my following on Twitter, increase my fan base on Facebook and help me better utilize my profile on LinkedIn. Lissa helped me to better understand the tools I was already using and introduced me to several that make me more efficient and allow me to schedule my time.

I have also had the pleasure of being in one of Lissa's seminar classes, in which she teaches a group about social media. While these are more challenging (imagine a whole group of people at various levels, shouting out questions), Lissa handles them like a pro! She is able to keep the class engaged at all levels and does a great job of giving them hands on skills even in a group setting.

I highly recommend Lissa as a social media trainer. She has an a great knowledge base and a down-to-earth way of passing on the information that makes everyone feel comfortable.

Sincerely,

Robin Moss  
President  
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