

Course	Sales Agent 2 –Building your rezora Skills	
Audience	Sales Agents who are using rezora, and want to create advanced content in their marketing pieces	
Description	<p>Already a rezora user? Want to take your content to the next level?</p> <p>This 45-minute webinar is for Sales Agents and will equip you to:</p> <ul style="list-style-type: none"> - Start a new marketing piece, and complete it quickly - Create your own creative content in a marketing piece - Insert and edit web-safe text content, including font styles - Add Tables to create advanced layouts - Insert images, and edit image sizes - Hyperlink images and text - Use the Source Code feature <p>Bring your questions – webinar followed by Q&A !</p>	
<p>Agenda</p> <ol style="list-style-type: none"> 1. The Basics <ul style="list-style-type: none"> • How to find your analytics <ul style="list-style-type: none"> - For a contact - For a marketing piece - For a listing • Account Setup Overview <ul style="list-style-type: none"> - My Account - My Listings - Contacts • Marketing Pieces Recap <ul style="list-style-type: none"> - Selecting a Template - Adding Content – Briefly - Drag and Drop Listings and Articles - Review, and Distribute 2. Marketing Pieces – Editable Message Areas <ul style="list-style-type: none"> • Overview <ul style="list-style-type: none"> - When do I need one? - Finding a template with one • WYSIWYG Menu: Important Tools <ul style="list-style-type: none"> - Visual Aids - Paste as Text - Source Code - Undo/Redo • Inserting Images <ul style="list-style-type: none"> - How to insert an image - Editing image dimensions 	<p>Resources</p> <p>How To Understand the Dashboard</p> <p>How To Upload Your Profile Picture</p> <p>How To Sharpen Your Profile Picture</p> <p>How To Integrate Your Listings Into Your Account</p> <p>How To Add an Individual Contact</p> <p>How To Import Contacts From Excel</p> <p>How To Create Distribution Lists</p> <p>How to Create a Marketing Piece</p> <p>How To - Use an Editable Message Area</p>	

<ul style="list-style-type: none">- Uploading images: what is a public URL?• Hyperlinks<ul style="list-style-type: none">- What is a hyperlink?- Hyperlinking text and images- What can I hyperlink to?• Editing Text Content<ul style="list-style-type: none">- Applying Font Styles- What are web safe fonts?• Tables<ul style="list-style-type: none">- What is a table? Why do we need them?- Inserting a Table- Adding/Deleting Rows and Columns- Table Properties and Cell Properties- Common Table questions <p>3. Putting it all together – Steps for Success</p> <ul style="list-style-type: none">• Find the right template<ul style="list-style-type: none">- Using filters to find one with an editable message area- Previewing to ensure template works for intended purpose• Add Tables to editable area<ul style="list-style-type: none">- Start with outermost table, edit table properties- Repeat for each nested table, adjusting properties for each• Edit Table and Cell Properties<ul style="list-style-type: none">- Add any needed padding, and adjust widths and alignment• Insert Content in Each Cell• Edit Image properties, and text font styles <p>4. Q&A</p>	
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