

**Title of webinar**

*Think Less, Post More!*

5 easy-to-implement tips for you to build your profile online.

Many professionals know they *should* be doing more to market themselves and their businesses, but hesitation, confusion, over-thinking, and over-complication can get in the way.

This webinar cuts through the noise. It focuses on how small, practical actions online — things anyone can start today — create better visibility, stronger client relationships, and long-term growth.

Attendees will leave with clear steps they can take straight away to boost their skills and business presence, without needing technical expertise or a marketing background.

**Who is it for?**

This webinar is for:

- Client-facing staff (such as brokers, insurers, telesales, claims handlers, loss adjusters) who want to:
  - build their reputation online
  - communicate more clearly and confidently
- Business owners, senior leaders and managers who know they need to "do more marketing" but feel stuck on where to start.

**Learning Objectives**

By the end of the webinar you will:

- Understand why overthinking stops action — and how to break the cycle.
- Identify five simple actions you can take online that create immediate improvements in visibility and trust.
- Know how to avoid the common marketing traps that waste time and energy.
- Know how to build a practical action plan for personal or business marketing that actually gets done.

All attendees will be offered an optional free 15-minute personal coaching call to help build their first simple action plan after the webinar.

**About Balefire Digital Ltd**

With almost 20 years' experience helping businesses succeed online, [Dani Elliott-Booth](#) specialises in making digital marketing simple, clear, and achievable. Through [Balefire Digital](#), he coaches business owners and professionals to take confident, practical steps that drive real results.

Dani's webinars are always interactive, with views/opinions sought from attendees, and time allowed for Q&A at the end.

Contact [sam@lightthespark.co.uk](mailto:sam@lightthespark.co.uk) for more information or to book.

