

# Making the Web Work for You

## How Non-Geeks Use Social Media

*A Panel from the Bay Area Consultants Network*

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**Friday, November 21, 2008 • 7:30–10:00 am**

This panel introduces you to four consultants who have made Web 2.0 tools work for them by selecting one or two tools that best suit their skills and their business goals.

### Panelists' Blogs & Websites

- ❖ Terry Gault: [www.speakfearlessly.net](http://www.speakfearlessly.net)
- ❖ Michael North: [www.michaeleducationalfoundation.com](http://www.michaeleducationalfoundation.com)
- ❖ Sandy Shepard: [www.yourcardshark.com](http://www.yourcardshark.com)
- ❖ Jeff Stoffer: [www.stofferwealthadvisors.com](http://www.stofferwealthadvisors.com)

### Recommended Online Tools

- ❖ DimDim (online meetings): [www.dimdim.com](http://www.dimdim.com)
- ❖ E-zine @rticles: [www.ezinearticles.com](http://www.ezinearticles.com)
- ❖ Facebook: [www.facebook.com](http://www.facebook.com)
- ❖ FreeConferenceCall: [www.freeconferencecall.com](http://www.freeconferencecall.com)
- ❖ Google Alerts: [www.google.com/alerts/](http://www.google.com/alerts/)
- ❖ Google Analytics: [www.google.com/analytics/](http://www.google.com/analytics/)
- ❖ GoToMeeting: [www.gotomeeting.com](http://www.gotomeeting.com)
- ❖ HARO (media queries): [www.helpareporter.com](http://www.helpareporter.com)
- ❖ iGoogle (feed reader): [www.google.com/ig/](http://www.google.com/ig/)
- ❖ iSnare articles: [www.isnare.com](http://www.isnare.com)
- ❖ LinkedIn: [www.linkedin.com](http://www.linkedin.com)
- ❖ SendOutCards: [www.sendoutcards.com](http://www.sendoutcards.com)
- ❖ Skype (free VOIP): [www.skype.com](http://www.skype.com)
- ❖ WordPress (blogging): [www.wordpress.org](http://www.wordpress.org)
- ❖ Yahoo! Alerts: <http://alerts.yahoo.com>
- ❖ YouSendIt: [www.yousendit.com](http://www.yousendit.com)
- ❖ YouTube: [www.YouTube.com](http://www.YouTube.com)
- ❖ Yugma: [www.yugma.com](http://www.yugma.com)

### About the Panelists

Terry Gault, VP of Services at The Henderson Group, has been a coach, trainer, and consultant in communications skills since 1997. Terry writes both business and personal blogs, is active on Facebook and LinkedIn, and posts videos to YouTube.

Michael North has been engaged in Sales and Operations for 26 years. He uses Google Blog Alerts, Yahoo! Groups, and teleconferencing in his consulting practice—as well as good old-fashioned FTP.

Sandy Shepard wears many hats: lawyer, speaker, author, and lifestyle trainer. She has made effective use of blogging, podcasting, Google Alerts, and iGoogle. Her current passion is SendOutCards.com.

Financial advisor Jeff Stoffer, CFA, CFP, pursued a successful cooking career before discovering a passion for finance and investments. Jeff has begun using article marketing and is investigating integrating audio and video into his website.

The panel is moderated by BACN Executive Team member, social media evangelist, and self-confessed geek Sallie Goetsch (rhymes with “sketch”).

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