

Web 2.0 Secrets for the Consulting Community

with Patrick Schwerdtfeger



Bay Area Consultants Network

Friday, February 26, 2010 • 7:30–10:30 am

Are you ready to take social media to the next level?

Patrick Schwerdtfeger's September 2009 overview of major Web 2.0 tools inspired BACN members.

Now you can get hands-on training in using Facebook, LinkedIn and YouTube to grow your business in 2010.

Most consultants rely on referrals to build their businesses—for good reason. 90% of consumers trust recommendations from people they know. 70% trust peer reviews posted online. Only 14% trust traditional advertising.

Social media platforms like Twitter, LinkedIn, Facebook, Yelp and YouTube host conversations between millions of people—including prospective clients—and therefore offer fertile soil to savvy marketers.

Through a series of case histories highlighting successful social media marketing campaigns and the specific tactics that made them so effective, Patrick Schwerdtfeger shows you how to use social media for business without wasting time.

You Will Learn:

- ❖ How to capitalize on the Social Media Revolution
- ❖ How to develop cost-effective interactive marketing strategies
- ❖ How to encourage a dialog around your product or service.
- ❖ How to acquire clients and close deals in these new channels
- ❖ How to train your best customers to promote your brand for free..

Advance registration by credit card \$35. Walk-ins \$40 cash or check as space permits.

Space is limited, so register today at www.bacnetwork.com to save your spot. Deadline for advance registration is **Wednesday** end of day before the event.

Both your registration fee and your mileage are tax-deductible!

Full Breakfast included. Free Parking.

For more information

www.bacnetwork.com

About the Speaker

Patrick Schwerdtfeger is the author of *Webify Your Business: Internet Marketing Secrets for the Self-Employed* as well as *Make Yourself Useful: Marketing in the 21st Century*. His educational podcasts have been downloaded over 50,000 times and he has spoken at conferences around the world.

Patrick has been quoted in the Associated Press, Advertising Age, Naples Daily News (FL), The Bismark Tribune and The San Diego Union-Tribune, and been a featured guest on various radio stations including "Here and Now" on National Public Radio (NPR) and "Authors Unscripted."

What People Say About Patrick's Workshops

"Patrick delivered a HUGE amount of valuable content that has me inspired to finally embrace social media to grow my business! I previously felt so overwhelmed and unsure of how to manage it all, and Patrick has laid out a clear, accessible, integrated system to not only participate efficiently but extremely effectively as well!"

Beth Allen,

Business Owner, FreeLife

BACN

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The Club at McInnis Park Golf Center
350 Smith Ranch Rd, San Rafael, CA