



Leveraging LinkedIn A Social Media Consulting Program for Lawyers, Accountants & Finance Professionals

Private LinkedIn Consulting for Lawyers, Accountants and Finance Professionals

Our private 1:1 consulting program will help you effectively use LinkedIn to reach your business development goals. This program is customized to help you leverage the power of LinkedIn in your business development, regardless of whether you are already using LinkedIn and other social media tools or are just getting started.

The UpwardAction® Consulting Process

Step One: Your private LinkedIn consulting program begins with your completion of a brief questionnaire followed by a 30-minute initial assessment by phone with UpwardAction® CEO and former practicing attorney, Tasha (TC) Cooper Coleman. During this process, we gather information necessary to understand your business development goals and access your current LinkedIn profile (*if you have one*).

Step Two: After your initial assessment, TC will provide detailed recommendations for maximizing your LinkedIn profile in the form of a customized UpwardAction® for LinkedIn workbook to guide your through implementation of our recommendations. *We can also implement the suggested changes for you.*

Step Three: After delivery of your workbook, we will schedule a two-hour consulting session that can be delivered on-site for the locations listed below your consulting session, we will work through the recommendations and workbook to fully optimize your LinkedIn profile and teach you how to effectively use the many LinkedIn business-building tools (*e.g., LinkedIn Answers, LinkedIn Groups, Slideshare, ScribD, Tripit, Amazon Books, etc.*) to increase your visibility, attract new business opportunities and effectively use your non-billable hours. You will work directly with TC Coleman during your private consulting session.

Getting Started

Getting started with your private LinkedIn Consulting program is easy! Simply email us at WeCare@UpwardAction.com and write "LinkedIn Coaching Request" in the subject line. Please include your name, phone number, website and if you are already using LinkedIn in your email message. A member of Team UpwardAction® will call you with more information right away.

© Upward Action LLC 2009. All rights reserved in all media.

110 Wall Street, 11th Floor ■ New York, New York ■ 10005
www.UpwardAction.com ■ 1 (800) 753-6576 ■ WeCare@UpwardAction.com



Leveraging LinkedIn A Social Media Consulting Program for Lawyers, Accountants & Finance Professionals

Your private LinkedIn consulting program will contain a mix of the following components as we build your network, optimize your profile and help you leverage LinkedIn tools. The exact combination for your private program will be based on your initial LinkedIn assessment.

- ❑ **Build Your Network by Increasing Connections.** Learn best practices to expand your network and develop relationships off-line.
- ❑ **Increase Credibility with Recommendations** (*without violating Professional Rules of Conduct*). Learn if you can accept LinkedIn recommendations + best practices for using recommendations (*strategically giving + receiving*) to increase visibility and credibility.
- ❑ **Develop a 100% Complete Profile.** Learn to use all available “LinkedIn real-estate” from title descriptions to website names.
- ❑ **Optimize Your Profile.** Learn best practices for maximize every aspect of your LinkedIn profile including, but not limited to, the summary section, employment descriptions, community service + commonly misspelled words.
- ❑ **Identify and Use High-Impact Keyword Phrases.** Learn how to identify high-impact keyword phrases and strategically incorporate them into your profile.
- ❑ **Leverage Status Updates.** Learn to write high-impact status updates that move your network to action.
- ❑ **Leverage LinkedIn Groups.** Learn to use LinkedIn Groups to increase your visibility and attract business opportunities.
- ❑ **Leverage LinkedIn Answers.** Learn to use LinkedIn Answers to increase your visibility and attract business opportunities.
- ❑ **Monitor Your Online Reputation.** Learn to use LinkedIn in conjunction with online services like Google Alerts, TweetBeep, Hootsuite, NetVibes, BoardTracker and others to monitor your online reputation and brand.
- ❑ **Gather Marketplace Intelligence.** Learn to use online services like Google Alerts, Gist, TweepBeep, BoardTracker and others to monitor your key clients, prospective clients, colleagues and competitors.
- ❑ **Share Your Knowledge Via LinkedIn Applications.** Learn to use applications like Slideshare, Scribd, Amazon Books, TripIt and Google Documents to generate new business.
- ❑ **Leverage LinkedIn to Become a Valuable Resources for Your Network**
- ❑ **Leverage LinkedIn to Increase Your Search Engine Ranking.**
- ❑ **Build Brand Ambassadors for Your Engagements and Events**

© Upward Action LLC 2009. All rights reserved in all media.

110 Wall Street, 11th Floor ■ New York, New York ■ 10005
www.UpwardAction.com ■ 1 (800) 753-6576 ■ WeCare@UpwardAction.com



Leveraging LinkedIn

Develop A Private LinkedIn Group to Attract, Engage and Influence Your Ideal Clients

Effective use of your own private LinkedIn Group is a key way to develop an active and engaged community of your ideal clients, expand your brand and attract new business opportunities.

UpwardAction® can establish, build and manage your LinkedIn Group to (i) attract industry leaders and your ideal clients, (ii) encourage active group participation, and (iii) showcase your expertise through education-based marketing. This facilitates your ability to add value to your industry while building an active community of prospective clients and sources of referrals to support your business development goals.

Our LinkedIn Groups Management Program includes the following:

- ❑ Develop specific objectives for your LinkedIn group based on your business development goals.
- ❑ Identify and invite 50-75 targeted individuals via personalized invitations to join the group each week.
- ❑ Post questions and articles to the group several times each week to inspire the active engagement of members.
- ❑ Update and manage news feeds to ensure relevant content is shared in the group each day.
- ❑ Monitor posting to delete undesirable comments (SPAM, solicitations, etc.) and notify the offending group member.
- ❑ Identify metrics for measuring the effectiveness of your LinkedIn Group activity and provide a monthly analytics reports.
- ❑ Send private messages to strategically selected LinkedIn group members each week to power your business development goals.

UpwardAction® will initiate discussion to inspire an active community; however, it is important for clients to respond to comments posted by LinkedIn Group members to build connections and “rainmaking relationships™.”

**Investment - \$600 per month (requires a 6 month commitment).
Enjoy a \$350 discount (total discounted investment = \$3,250) when paid in advance.**

© Upward Action LLC 2009. All rights reserved in all media.

110 Wall Street, 11th Floor ■ New York, New York ■ 10005
www.UpwardAction.com ■ 1 (800) 753-6576 ■ WeCare@UpwardAction.com



Leveraging LinkedIn A Social Media Consulting Program for Lawyers & Accountants

Consulting Program Logistics and Fees

- UpwardAction® social media coaching (*e.g., LinkedIn, Facebook, Twitter, Video Marketing, etc.*) is charged at a rate of \$250 per hour.
- **Our consulting program requires a minimum two-hour on-site or Skype session (*your initial LinkedIn profile assessment (by phone) and workbook is provided at no charge*).**
- Additional consulting time may be purchased in 30-minute increments for \$125 per session (*available by telephone or Skype only*) or one-hour increments at \$250 per hour (*on-site, Skype or telephone*). Monthly retainer programs are available and fees for such are available upon request.
- UpwardAction® can establish, build membership and manage your industry specific LinkedIn Group – (*optional service*).
- Onsite consulting services are available in the following cities at no additional cost: New York City, NY; Newark, NJ; Montclair, NJ; Paramus, NJ; Summit, NJ; Roseland, NJ; Florham Park, NJ; Morristown, NJ. We can also hold your session at my office in New York City (Wall Street). Training for all other locations will occur virtually by the Skype screen-share application (*which is available at no cost*). Travel to locations not listed here are available upon request, with travel costs to be paid by client.
- All consulting fees are due in advance of your coaching session by credit card or check.

Cancellations

All cancellations must be made by **telephone to (973) 364-0024** at least one business day (24 business hours) prior to your scheduled consulting session. Voicemail service is available 24/7. Missed sessions without 24 business hours prior notice will be counted as used.

© Upward Action LLC 2009. All rights reserved in all media.

110 Wall Street, 11th Floor ■ New York, New York ■ 10005
www.UpwardAction.com ■ 1 (800) 753-6576 ■ WeCare@UpwardAction.com