



NACVA AND THE IBA'S 2010 ANNUAL CONSULTANTS' CONFERENCE *SESSION SUMMARY*

JUNE 2—5, 2010

THE FONTAINEBLEAU MIAMI BEACH

MIAMI BEACH, FL USA

Track: Practice Management

Session Date / Time: Wednesday, June 2, 2010 / 3:30pm – 5:15pm

Session Title: *Professional Services Networking – Your LinkedIn Primer*

Session Summary: There are now more than 50 million people on LinkedIn, about half in the United States. Many of those who are using this platform are your clients, your referral sources, your potential clients, and your potential referral sources. What about you? Can you afford to sit out the dramatic rise in social media and miss out on the greatest business networking tool since the business card was invented?

Want to know more about LinkedIn? Worried about why others are using it and you're wondering what to do? Using LinkedIn a little bit but wondering about the real potential? Can you really develop business, like cash revenue, using LinkedIn? Can you really meet new people and stay in touch with them? Even more importantly, can you use LinkedIn to stay in better touch with the clients and referral sources you already have?

So many questions. How about some answers. The LinkedIn "gurus" out there talk about finding jobs and networking in some vague sense. But what the heck do they know about professional services networking? Not much, for the most part.

Chris Mercer got really interested in LinkedIn. In the last year, he's developed more than 800 "connections" on LinkedIn. Yes, your contacts are called "connections." He's developed real, cash business through LinkedIn. And he's enhanced previously existing business relationships. And he's still learning.

- Want to learn more about LinkedIn?
- Want to see what kind of networker you are (sheep, spider, lion or eagle)?
- Want to learn how to build your "LinkedIn Profile"?
- Want to learn how to develop the "LinkedIn Habit" without losing your shirt or control of your time?
- Want to build your LinkedIn network to supplement your existing network?

If you are "doing" LinkedIn now, there's a lot to learn. If you are a LinkedIn wannabe, there's even more to learn.

Join Chris Mercer in Miami Beach, learn lots of actionable stuff about LinkedIn, and leave with Your LinkedIn Primer, Chris's new primer on professional services networking. It will be fun, entertaining, and, if you implement what you learn, profitable. See you in Miami!

CPE Hours / Fields of Study: Two (2) hours / 1 hour Personal Development, 1 hour Marketing

Presenter Bio:



Z. Christopher Mercer, ASA, CFA, ABAR is founder and chief executive officer of Mercer Capital, which provides business valuation and investment banking services nationally and internationally. Chris began his valuation career in the late 1970s. He has prepared and reviewed hundreds of valuations for purposes including litigation, tax and M&A. He is a prolific author (seven books) and speaks on valuation and business issues for national professional associations and other business and professional groups. Chris currently serves as Chair of the BV Standards Subcommittee for the American Society of Appraisers.