Raising the Bar
Social Media Coaching Program

LinkedIn Coaching for Your Accounting Practice
Personalized One-on-One Custom Coaching Designed Especially For CPAs

STOP! An individual business development plan is a pre-requisite for all LinkedIn one-on-one coaching. If you do not have a business development plan or are not working with a business development coach, contact Robin Hensley at rhensley@raisingthebar.com to discuss.

Custom One-on-One LinkedIn Coaching For CPAs
Whether you are already using LinkedIn and want to become more effective in leveraging its capabilities or just starting out in social media, your custom one-on-one coaching is completely personalized to reflect the business development goals you have created for your practice, your practice specialty and your level of expertise working with social media.

Your LinkedIn Coach
Your custom one-on-one LinkedIn coaching program begins with a two-hour session delivered at your on-site location. You will be working directly with Raising the Bar’s Social Media Coach Jeffrey Brathwaite, aka JB.

Prior to your session, JB will speak with you by telephone to discuss your goals and set your on-site coaching appointment. Based on your initial conversation, JB will conduct a customized assessment of your current LinkedIn profile (if you have one), measured against your business development goals and individual business development plan. He will then coach you on the most important features of LinkedIn and how to use them to maximize your LinkedIn presence. He will either make the appropriate changes to your profile or show you how to make the changes yourself, leveraging LinkedIn capabilities as you go.

Confidentiality
All information shared in the coaching relationship is confidential and will never be divulged without your permission.

How to Get Started
Getting started is easy. Email us at rhensley@raisingthebar.com, indicating in the subject line that you are interested in LinkedIn coaching and we will get back to you right away.
RAISING THE BAR
CUSTOM LINKEDIN COACHING FOR CPAS
Program Curriculum

Work one-on-one with Raising the Bar Social Media Coach Jeffrey Brathwaite, aka JB, on key functions of LinkedIn selected from the following based on the results of your custom assessment:

- **Becoming an Expert**: Achieving an “Expert” status is an excellent way to expand your LinkedIn reach. JB will show you how to determine which topics are best to showcase your expertise and how to find the best places on LinkedIn to demonstrate that expertise.

- **Showing vs. Telling With Professional Recommendations**: Recommendations communicate your value in a variety of ways. We suggest a minimum of ten recommendations to stake your claim as an excellent service provider. JB will show you how to ask for recommendations and how to position them to showcase your special skills and abilities.

- **Building Connections**: Connections are the key to building a strong social network. You will learn how to accelerate connections with the targets that best support your business development goals.

- **Using Key Words to Add Impact to Your Summary and Specialty Profiles**: The more detailed and descriptive your summary and specialty profiles are, the easier it will be for someone searching for your expertise to find you. Key words are critical to getting the results you want. JB will show you how to select and use the right key words to help client prospects find you.

- **Building the 100% Profile**: A complete profile is the best way to start making LinkedIn work for you. JB will show you how to achieve a 100% complete profile, which includes high-impact descriptors of your practice specialties and areas of expertise.

- **Using All the Available “Real Estate”**: It only takes 3 seconds to form an impression. LinkedIn has many hidden ways to enhance that impression and make your profile stand out. One important way is to leverage the maximum allowable characters in your Profile header text. You will learn how to use those extra characters to create a strong headline statement that will add impact to your profile and encourage a deeper dive into your background and experience.

- **Including a Picture – It’s Worth 1,000 Words**: Your LinkedIn photo is extremely important. JB will take you through the rules for photos and why it is so critical to use a professional headshot to communicate your value.

- **Maximizing Website Profiles**: You may list up to three websites in your LinkedIn profile; however that’s not what is most important. It is how you list them that determines whether a visitor will click through. JB will show you how to add impact to those websites so your visitor is more likely to explore further.

- **Leveraging Your Public Profile**: You will learn how to leverage your public profile URL so your name will jump out for anyone searching for you online.

- **Creating Weekly Status Updates**: Status updates keep you top of mind with your LinkedIn connections. They are simple and easy to do. JB will show you how to use them to showcase your business and personal interests so that you add dimension and personality to your profile.

- **Advanced Features**:
  - Using LinkedIn, Google Alerts, Facebook and Hootsuite.com to Gather Market Intelligence on Your Best Clients, Ideal Prospects and Biggest Competitors
  - Joining, Creating, Leading and Benefiting from LinkedIn Groups
  - Promoting Your Speaking Engagements, Book Signings and Other Events
  - Using LinkedIn to Prepare for Meetings, Networking Events and New Business Presentations
  - Using Polls to Gather Data and Stimulate Discussion
  - Promoting Your Programs Using Slide Share and Other LinkedIn Applications
  - Using Your LinkedIn Connections to Support the Success of Others

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Coaching Fees and Protocols
- Raising the Bar LinkedIn/Social Media coaching/consulting is charged at the rate of $250 per hour.
- The initial on-site coaching session is a minimum of two hours and includes your pre-session Custom LinkedIn Profile Assessment.
- Additional coaching time may be purchased in one-hour increments or on a monthly retainer basis.
- Follow-up telephone coaching time may be purchased in 30-minute increments at the rate of $125 per half hour.
- Monthly retainer fees are quoted upon request.
- On-site coaching to Atlanta locations outside I-285 will be charged an additional one hour of travel time at the rate of $125 per hour. Travel to other locations will be quoted on request.
- Coaching/consulting fees are payable in advance of your session by check or credit card.

Scheduling and Cancellations
Appointments for scheduled sessions must be cancelled via voice mail left at 404.815.4110 at least two business days (48 business hours) before your appointment, regardless of the circumstances. The cancellation/reschedule policy is based on timing only, not the reason for cancellation. Missed sessions without at least 48 business hours prior notice are counted as used.

For example, if your appointment is scheduled for Monday, January 18 at 10:00 a.m, and you want to change that day and time for any reason, you must call to notify us by Thursday, January 14 at 10:00 a.m. to avoid forfeiting payment for that session.
Jeffrey Alexander Brathwaite, aka JB
Raising the Bar Social Media Coach and Online Strategist

Raising the Bar is pleased to introduce Jeffrey Alexander Brathwaite, aka JB. He is CEO of 2 The Next Level, a web-based technology solutions firm that serves small and medium-sized practice clients with ongoing technical, training and Internet marketing communications support.

JB is an expert in using social media, e-mail marketing and blogging tools as well as e-commerce and technology tools to support practice development objectives for service professionals and small practice owners.

Before starting his online technology solutions practice, JB spent more than 15 years working in computer hardware, software and Internet technology sales, e-commerce and website design for companies that included AT&T, Lucent Technologies, MCI, Georgia Pacific Corporation, Toshiba America Information Systems, HotOffice, Sand Hill Systems and Interland.
Robin Hensley is a business development coach specializing in coaching attorneys and CPAs, who are at the top of their game, to maximize their rainmaking skills. Robin was on the audit and consulting staffs with Ernst & Young for five years and was with the Accounting firms of Kilpatrick Stockton and Swift, Currie, McGhee & Hiers in both marketing and business development roles for more than six years. She served on the Northside Hospital board of directors for 10 years and currently sits on the board of directors of Superior Uniform Group, a NASDAQ company, where she chairs the audit committee. Robin also serves on the advisory board of The Atlanta Legal Aid Society and is an honorary lifetime board member of the Metro Atlanta Chapter of the American Cancer Society. Named by Atlanta Business Chronicle as one of "Atlanta's Top 20 Self-made Women," Robin’s record as a business development coach has been featured in numerous publications, including the Atlanta Business Chronicle, The Atlanta Journal-Constitution and The Daily Report. She is also Exclusive Executive Coach for Atlanta’s Business to Business magazine. Her newest book, Raising the Bar: Legendary Rainmakers Share Their Business Development Secrets, was published in 2009.