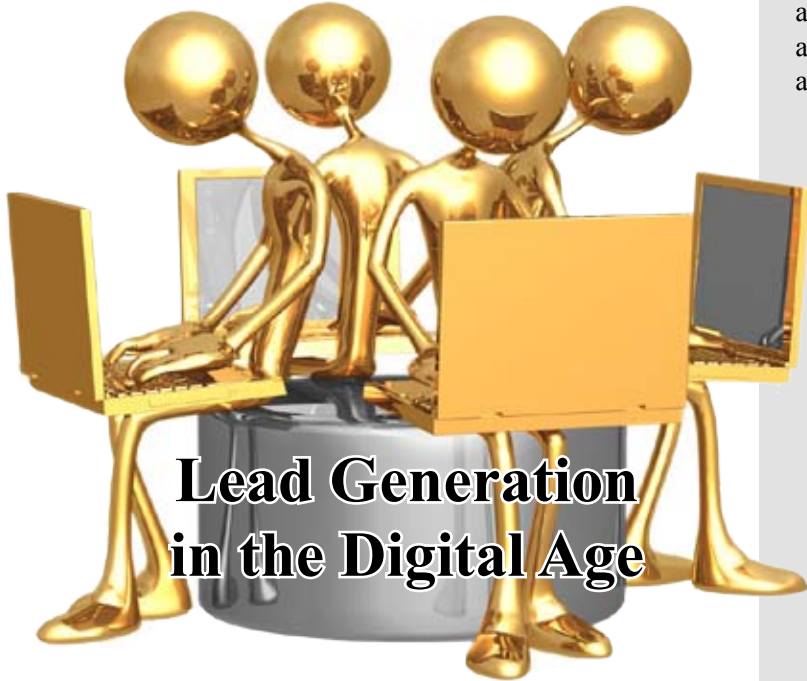


# Social Networking



## Lead Generation in the Digital Age

With huge annual growth in sites like Facebook and LinkedIn, online *social networking is here to stay.*

Combine that with the proliferation of blogs, discussion forums, and other social media on the Internet and you have one complicated mix of technologies and ways to connect with clients. To make sense of it all, this course will help you understand:

- What social networking is and how it affects your business.
- Who the most prominent players in the market are and what sets them apart.
- How to establish a presence on the social media website Facebook and what you can do there to connect with clients.
- How to use blogs and other free social networking tools to connect with today's buyers and sellers.
- Tips and tricks, as well as some of the unwritten rules of prospecting in the online social networking landscape.
- A few up-and-coming technologies to help you stand out from the competition!



**Yes!** Register me for the Social Networking Course on Friday, September 18, 2009 at the NEAR office in Chelmsford.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Best Phone #: \_\_\_\_\_

Email Address: \_\_\_\_\_

I will pay at the door (Members Only). Note: Your seat needs to be held with a credit card, which only be charged if you do not show up to the event. Please be sure to bring payment with you. "No Shows" will be charged. Initial: \_\_\_\_\_

Check made payable to NEAR is enclosed. (\$10 Member/\$20 Non-member)

Please charge my MC / VISA / Discover\* (Please circle one)

CC #: \_\_\_\_\_

Billing Address (inc. city & zip code): \_\_\_\_\_

CC Exp: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

\*In order to process your credit card, you must provide your billing street address and zip code.

If you are paying by credit card, you may fax the completed form to NEAR (978.970.0443) or mail completed form with payment to: NEAR, 3 Courthouse Lane #9, Chelmsford, MA 01824

**CANCELLATION POLICY:** Full refunds will be provided for cancellations up to 48 hours prior. No refunds or credit thereafter. Questions? Call NEAR at 978.458.2901

### Date:

Friday, September 18, 2009

### Time:

9:00 am - Noon

Registration begins at 8:45 am

### Instructor:

Mike Cutlip

Director of Technology Services  
Mass. Assn. of REALTORS®

### Place:

NEAR Office

3 Courthouse Lane #9  
Chelmsford, MA 01824

Directions on [MassNEAR.com](http://MassNEAR.com)

### Cost:

\$10 NEAR Members

\$20 Non-members