

# LESSON 11



## **12 Weeks Step-By-Step Attracting & Creating Raving Fans!**

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### **Building a Business with Social Media?**

Donna Kozik, pictured with me here, formed a free FaceBook group sharing with others who were struggling with getting their books completed.

She formed a 'Write a Book in a Weekend' group where they challenged each other and she shared her strategies about publishing effective books quickly (often in a weekend.)

Now, Donna has a multiple 6-figure business, based on the "Write a Book in a Weekend" method! She also has a pretty incredible list that she is able to market related offers and resources too. Not bad for a free resource known as 'social media' - WOW!

## **Video List-Building Lessons Available At:**

<http://www.magneticlistbuilding.com/mlb-vids.html>

### **Previous Lessons**

- #1**     [http://magneticlistbuilding.com/members/1-quick\\_start.pdf](http://magneticlistbuilding.com/members/1-quick_start.pdf)
- #2**     [http://magneticlistbuilding.com/members/2-keep\\_movin.pdf](http://magneticlistbuilding.com/members/2-keep_movin.pdf)
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- #10**    [http://magneticlistbuilding.com/members/10-video\\_listbuilding.pdf](http://magneticlistbuilding.com/members/10-video_listbuilding.pdf)



### **The Barefoot Executive (tm)**

Working full time at home for 10+ years now, Carrie has researched and implemented many streams of income and VERY profitable models of business, online and off.

As "The Barefoot Executive," Carrie and her network of friends and associates have quickly become the definitive resource for helping others achieve extra (or even full time) income while working from home.

As the President of the Association of Work at Home Women, Carrie is also a sought-after speaker, coach and trainer, Carrie has more than 55,000 readers of her newsletters and hundreds of thousands of listeners to her podcasts. If you are open to learning from a non-Guru ... someone who is realistic and willing to help you achieve your goals...stay tuned!

**Find out why your website is NOT working** for you by requesting a free report  
at <http://budurl.com/WebsiteMistakes>

## Homework Check Up

- ⇒ What camera have you decided to use?
- ⇒ Did you shoot a squeeze page or opt-in video?
- ⇒ Did you register a free YouTube.com channel?
- ⇒ Have you told your newsletter readers where to see your new video? They will be thrilled to 'meet you!'
- ⇒ What about other videos? Did you shoot any more?
- ⇒ Did you visit the blog at <http://VideoMagnetism.com> and share your progress or at least watch the examples there?



## Next Up — Social Media! What's all the HYPE about?

### Introduction

I am a case study in, "Don't wait until you have it figured out before you take action."

That being said, I take massive action, and when I don't get the results I hoped for, I evaluate, readjust, and take more massive action. This seems to work for me.

Somehow, I have grown my online audience and lists to about 100,000 people with no paid traffic. (Shhh, don't tell John Reese or those Stomper folks.) **I've spent the last 10 lessons giving you several strategies for how I did this in my first 10 months online.**

Now let me tell you how I doubled that list again....two words – SOCIAL MEDIA!

### Let me explain!



One thing that has planted itself firmly in my head since back in the day when I was in sales is "attract, don't attack." In other words, rather than actively going out to chase prospects down, draw them to you.

Sounds simple enough, right? (Now are you seeing why I use the term 'magnetic' list-building?)

Let me clarify right now that in your online toolbox, you need several strategies, but for the sake of space and simplicity, I'll focus on using social media to get traffic to your blogs, websites, promotions, and products.

Because I feel like confession is good for the soul... and because I want you to see me just as I am, I will tell you the truth. I'm no wizard. I don't test and track as well as I should. I have never studied massive traffic methods and **I am NOT a social media expert.**

Whew. Okay, I feel better now.

What I am is a businesswoman leveraging social media for:

- » Connections
- » Credibility
- » Content Creation
- » Compensation (i.e. Cash)

Sorry if that shocks you, but it's the truth. I don't know all the nuances of social media or WHY it works. (I also do not know how a fax machine works.) But I do know that it DOES work and I'm going to tell you how I personally utilize it for my above purposes. Deal?

Let me focus on my primary method of social media for traffic: Twitter.

For simplicity's sake, let's classify Twitter as the world's largest open meeting space, a 24/7 mixer or party. You walk into the party, you select which people interest you, and you join in the conversation.

The conversation moves fast, is immediate, and the topic varies depending on whom you're talking to. (MANY of these same principles apply to ALL forms of social media.



We'll go more into the other forms in the next lesson...this is a great overview of ALL and the specifics of one.)

## Etiquette

While there is some widely accepted etiquette for social media, there are no hard and fast rules, and I'm certainly not going to define how you must use it here. But I will tell you that keeping the "attract, don't attack" rule in mind will serve you well in this space.

"But Carrie, seriously – get to TRAFFIC and list-building already!" Okay, here is the magical, mystical power of list-building with Twitter. Are you ready?

When you focus on people, and on serving them with encouragement, valuable information, authentic interest, and introducing them to others, YOU become magnetic, drawing others to you.

People want to be in YOUR space because you are all about THEM, not YOU.

Come to the table with "What can I do for YOU?" instead of "Guess what you can do for ME."

"Carrie, that is too warm and fuzzy. I want to know about traffic. How does that get people to my sites?"

Now, this is not scientific, and I've not done tons of measuring, but my Alexa ranking is good, my conversions are profitable, my speaking schedule is packed, my list is growing, and the opportunities are seemingly endless. So, SOMETHING is clearly working!

If it makes you feel better, you can use Google Analytics, BudURL.com, TwitPwr.com, opt-in boxes on your offer pages, etc., if you truly want to track what is coming from where and if you have a good ROI (return on investment) for your time in social media.



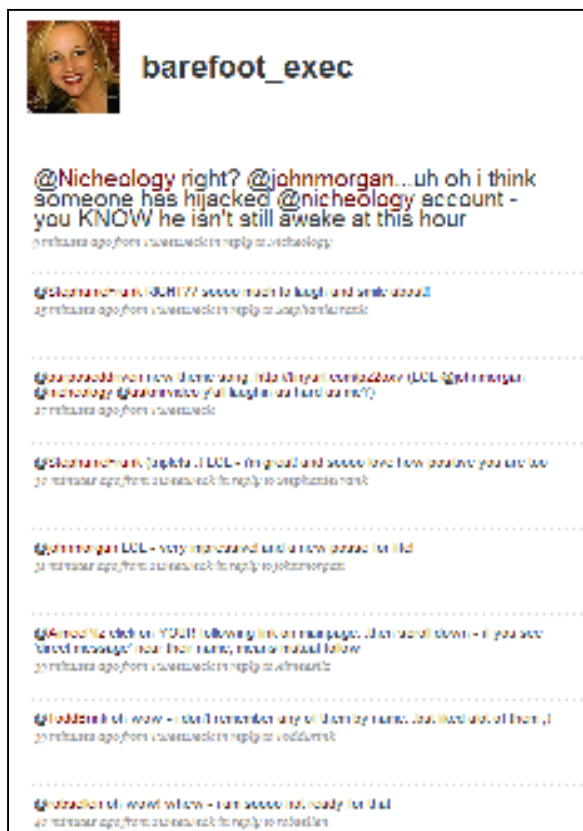


## Points to remember:

I draw attention, traffic (flies with honey, etc) with the four C's: Character, Conversation, Content and Consistency.

### Have Character

Especially if you are building a business online (I'm guessing that's why you are here), you need to have character! You would not (hopefully) go to a party and immediately start insulting people, bashing companies, or making inappropriate comments to strangers. Remember, this is a very large FISHBOWL, and people are listening and watching. You are your own marketing, so guard your character.



### Be Conversational

Do not walk into the party, stand on a stool, and just shout self-promotional things or preach at people. They will either kick you out, talk about you, or WORSE, grow deaf to any further messages you have. Interact with people, show interest in them, and see how you can be of value in their space.

(In the image at left, you can see my @Replies page on Twitter, where it shows that I am directly interacting with people...not just broadcasting general public messages.)

**Provide Content** (Which is totally different from being contentious, FYI.)

Believe it or not, 140 characters is a great amount of space to show tidbits of what you know about your business and area of expertise. You can establish trust and credibility and TEACH powerfully with those 140

characters over time! Tools, resources, videos, quotes, and lessons learned are all very good at helping solidify your validity in your niche or market.

### Be Consistent

You don't have to show up on Twitter as much as I do to be effective! But if you only come around when you are bored, have a promotion, have a blog post, or are seeking input, your fellow party-goers will see right through that! So be consistent and engaged. Your face popping up on their screen should not cause a "HEY – who is that?" It should



cause them to say, "Oh hey, there you are!" We trust the people who are consistent in our lives. The barriers of resistance are comfortably lowered. It is the same in social media circles.

**THAT is my whole magical formula.** Seriously. You thought it was going to be rocket science, right?

But I prefer to measure based on interaction, conversation, and the growing size of the circle surrounding me at the party. As long as they want to be in my space, I will welcome them there. I will use my brand of encouragement and edu-tainment to hopefully make them smile and perhaps even enlighten them a bit.

So here is the @Barefoot\_Exec magical "Traffic with Twitter" strategy in a nutshell:

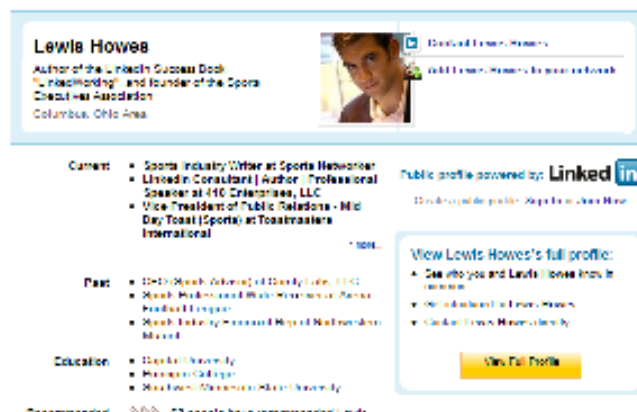
When your audience knows you, likes you, and trusts you, they will want to know MORE about who you are, who you know, and what you have to offer.

- » Attract followers with your willingness to engage.
- » Take action using what you know.
- » Maintain a regular presence on social media sites.
- » Let it be about them, not all about you.
- » Grow your circle and your clout!

I don't "drive" traffic to my blogs, sites, movies, or offers. I draw it there with the four C's: Character, Conversation, Content, and Consistency. Try it for yourself and let's talk about it on Twitter!

(...and when you have already implemented squeeze pages from Lesson 1, teleclass offerings from Lesson 2, can promote tele-events from later lessons and also showcase your videos through social media – LIST-BUILDING becomes EXPLOSIVE! These components ALL work together!)

**\*\* At right, a screenshot of LinkedIn. Next week, we'll get into the 'Fabulous 4' and why you should use a combination of social media outlets! \*\***



## Assignment — Get Started...

- ⇒ Have you registered for a free account with Twitter, FaceBook, YouTube and/or Linked In? (More details on each in next lesson)
- ⇒ Have you uploaded a current photo?
- ⇒ Make sure your profile is interesting and lets us know professional AND personal things about you!
- ⇒ Follow me on Twitter and tweet me about this lesson so I'll know you're 'listening'

## **\*\* List-Building — Free With Social Media \*\***

You can do this!!

To your magnetism!

*Carrie*

Carrie Wilkerson, The Barefoot Executive <sup>TM</sup>

PS Next week—we're wrapping it up with more social media, some advanced strategies and ideas for you...Don't miss it! (Plus—one last killer bonus...don't miss it!)

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