

LESSON 12



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

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The Barefoot Executive TM

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Building a Network with Social Media—at 13 years old?



Jason O'Neil, owner of Pencil Bugs (you can find him on Twitter @PencilBugs) owns a manufacturing company for specialty pencils and gifts! YES—he's just 13!

I met Jason on TWITTER and helped him spread the word about his company. Through conversations with others and announcements about his speaking, his upcoming book, etc—Jason has grown quite a following, gotten several onstage gigs and now a book deal!

Will social media work for YOUR list-building?? I bet it does!

Video List-Building Lessons Available At:
<http://www.magneticlistbuilding.com/mlb-vids.html>

Previous Lessons

- #1 http://magneticlistbuilding.com/members/1-quick_start.pdf
- #2 http://magneticlistbuilding.com/members/2-keep_movin.pdf
- #3 http://magneticlistbuilding.com/members/3-generating_content.pdf
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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

- ⇒ Have you registered for a free account with Twitter, FaceBook, YouTube and/or Linked In?
- ⇒ Have you uploaded a current photo?
- ⇒ Is your profile interesting? Does it tell us professional AND personal things?
- ⇒ I don't think you tweeted me yet... @Barefoot_Exec



More Social Media?

Using this free traffic strategy to build your list!

Introduction

I believe that when you want to build your 'list' or your 'community' with a certain type of people, you need to go where those people are.

People like to 'gather' with like-minded people. We've all heard the term 'birds of a feather, flock together.' - Well, that is more true than you know!

Online is no exception! There are forums, blogs, chat rooms and now social media sites where like-minded folks gather into self-selecting communities!

If you KNOW there are groups of consumers already assembled around the subject of golf, fishing, shopping, saving, parenting, working, schooling, etc online—and YOU are in one of those markets—then GO FIND THEM and make yourself available. Offer them 'bait' (refer back to Lesson 1) and develop a relationship with them (Lessons 2 and beyond.)

Social Media is IDEAL for this!



But which one is better than the other?

I personally think that you should be using a combination of what I call the 'Fabulous Four' - FaceBook, Twitter, LinkedIn and YouTube. However—I also believe that you will naturally gravitate more towards one than the others.

Personally, I love Twitter and spend most of my 'social media' time there. However, I also utilize the others in a combination method.

Here are some pros and cons and features of them all and how you might use them in your list-building efforts.

FaceBook

- ⇒ **Media Rich** - this site is great for adding photos, articles, audios and videos. Also—with the way you can 'tag' others in your network and comment on activity, your 'exposure' can grow quickly.
- ⇒ With this site, you can also add an optin box (email and name form) on your page so that visitors can request more information or get on your newsletter sign up list.
- ⇒ **Photos, Videos & Articles**—this site is great for adding content and gaining credibility in your market (by showing what you know). You can also use the photos and videos as powerful 'social proof' - meaning, "Look who I'm learning from, hanging

out with, friends with, etc. Kind of a virtual 'hall of fame' effect.

⇒ **Groups & Events**—you can form your own or join others. There are literally THOUSANDS of groups and I promise you, there are some that are FULL of the people you are trying to reach! Jump in, contribute to the conversation. Don't try to sell or spam immediately, but the more helpful you are and the more curiosity you cause, the more people will want to know who you



⇒ **Fastest Growing**—I heard Joel Comm say recently that if FaceBook were a country,

- ⇒ **Fast-moving—one**

- quickly that there is lite

⇒ **Grows quickly**—you can grow your following very quickly on Twitter by following

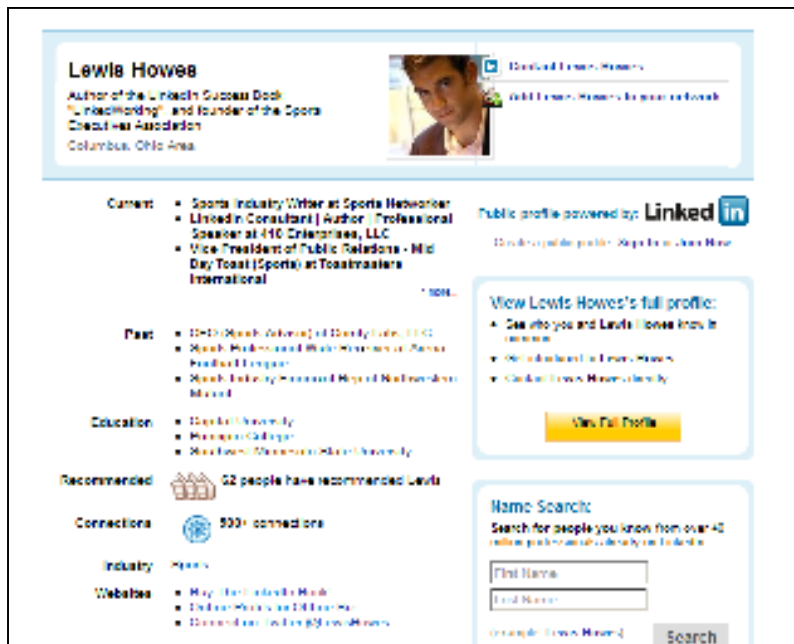
- ⇒ **Quick rapport builder**—because you are ‘chatting’ and seeing other conversations

- ⇒ **Social—but also business**—it is acceptable to market events, calls, links, resources,



LinkedIn

- ⇒ **Very Business Focused**—this is a very professional (less-social) site. The intentions of participants are clear. They are networking for business and profit.
- ⇒ **Not for 'reunion' mentality**—unlike FaceBook, this isn't where you come find your high school sweetheart to see pictures of their kids. This is not a visual medium. It's mostly text-driven and resume, contact, qualification-led. While they may add videos this year, I am guessing it will be vastly different content than what you find on the other social media sites.
- ⇒ **Groups & Events**—this is a very powerful feature of LinkedIn. Want to host a virtual event or real life seminar? Advertise it here and it quickly goes viral with the RSVP feature as your contacts, contacts, contacts see it. Also—these groups are content-filled, question and answer sessions where people really are looking for meaty answers and professional solutions. You can establish yourself as an expert with well thought-out and resourceful answers and content.
- ⇒ **Email / Message capability**—one of my favorite features is that you can email directly everyone in your direct connection or in your group! This is permission-based email through LinkedIn! This is powerful and not to be abused! (So, just consider these people part of your permission-based marketing LIST!)

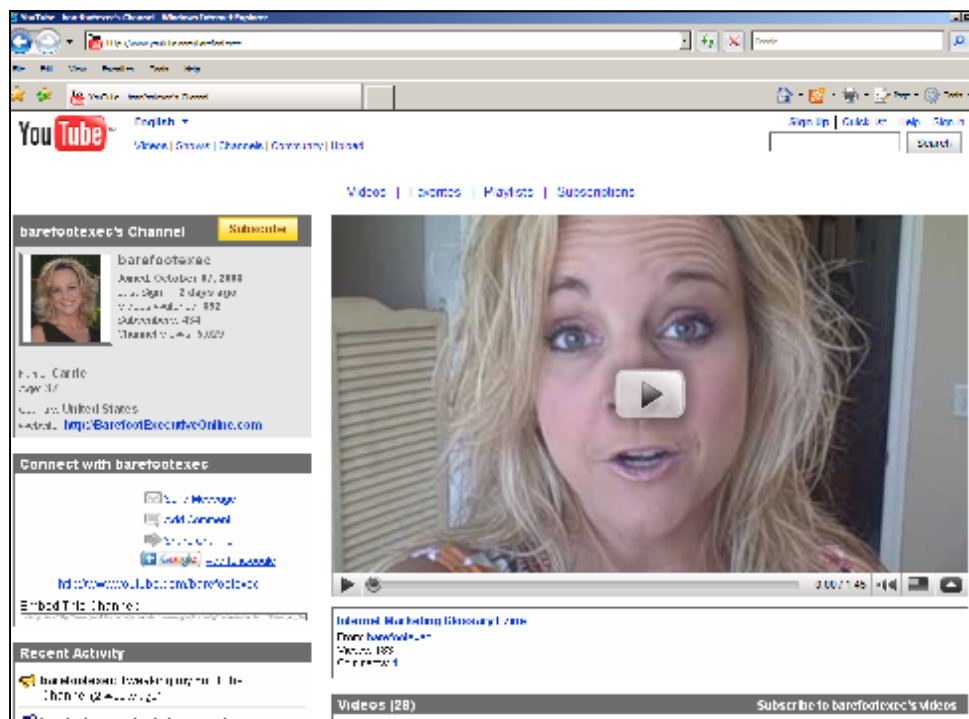


YouTube

- ⇒ This is the ONE that I recommend as a MUST in addition to the others. No matter

WHICH social media site you prefer, you **MUST** add video (refer back to extensive lessons on video.)

- ⇒ **Becoming More Interactive!** - YouTube now allows for ratings, comments, updates and video responses
- ⇒ **Google loves video**—no double about it—the search engines love video, so make sure you have some! **ALSO**—make sure that you have your squeeze page/opt-in page (Lesson 1) listed on the description of your video so that all the leads go back to **YOU!** Also—a powerful technique in your video or your description is to say, 'make sure and subscribe to this channel to keep up with our new videos.' - This also allows you to message/email **THROUGH** YouTube (much like LinkedIn) - **YES**, these people are considered part of your community and your list also!
- ⇒ **"TV" conditioned**—as a society, we are tv-conditioned. What do I mean by that? I mean that we tend to trust that which we see with our eyes. When they see you, they are more likely to believe you. They won't always believe what they see in social media or in an email, but they want to see **YOUR FACE** in a video. Hear your voice. See your mannerisms and know your style.
- ⇒ **Great in a 'loop' with others**—video can feed folks to your opt-in pages, your other social sites, etc. This is just a great tool to add to your social media mix **PERIOD**.



Assignment — Get Started...

- ⇒ Check out ping.fm—it's a way to sync all your social media accounts.
- ⇒ Post a video or tweet or facebook update. SOMETHING :)
- ⇒ Find 2 groups on either FB or LinkedIn to contribute to.


**** List-Building — Exponential With Social Media ****

You can do this!!

To your magnetism!

Carrie

Carrie Wilkerson, The Barefoot Executive TM



PS BONUS LESSON— Lucky #13 (I've recently learned a new strategy and I wanted to add it in for you!) - No charge ;)

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