

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

Social Marketing for More Traffic & Profits

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The Article Marketing Guy & The Product Creation Queen

and

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Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio your host. I'm very excited to have my friends Jeff Herring and Maritza Parra on the call today and the topic of our conversation is Social Marketing. Jeff Herring is the Article Marketing Guy. Maritza Parra is the Product Creation Queen and I'm sure that you've heard a lot about Social Marketing and how you can use it in your business and how you can leverage your time and your experience and expertise and really maximize your reach.

Well Maritza and Jeff are going to show you how to leverage the power of social marketing to build a strong online presence, create traffic, build your list and increase your profit. Welcome Jeff and Maritza.

Maritza: Hello Adela, it's so great to be here.

Jeff: It really is Adela and I got tell you that's the best intro and preparation of an audience for a teleseminar I've ever heard, so hat's off to you.

Adela: Thank you. The folks that are part of this Conscious Business Telesummit are really up for doing business in a new and refreshing and connective way. I know the two of you personally and so I know that this is how you do business. I know how you treat your customers and your prospects and I know how you use the power of social media. So I knew that I wanted you guys in on one of my telesummits and I'm thrilled that you guys are here today. And so thank you Jeff, for the kudos, and Maritza, both of you for being here.

I wondered, folks have been hearing a lot about social media marketing. In your own words, just something short and sweet, what are you finding is the most succinct explanation for folks around social media marketing?

Maritza: I think for me it is, oh gosh, social media marketing is what made a woman who had been through terrible panic attacks and decided to share what she learned about getting over them with a group of people on a social marketing platform called Meetup. I was able to get the attention of Oprah, I mean how could that happen without social marketing. It would not have happened and this kind of stuff is happening to people all over the world. You can compete with people with unlimited marketing and advertising budgets now and it's all about creating a dialogue and showing yourself to

the world and showing up to transmit what you were meant to do in the world.

People think that putting up a website is enough. Build it and they will come is something that Jeff and I talk about all the time, but what we teach people to do is use these social marketing tools that have tons of traffic to connect with people that you are here to inspire or to help or to serve. It's just amazing. It's such a game changer and so many people still aren't using it so it's still wide open.

Jeff: And what I would add to that is I like to break things down into categories to make them simpler and one of the great things that social marketing provides is four of the five things you need to be successful in the internet. You need a way to create online visibility and social marketing is massively great at that. But you are also going to be able to generate traffic, create a list and build products from that. Social marketing is well designed when you use it the way we teach folks to use it to do all four of those. Create an online presence, generate traffic, build a list and create products.

Adela: Awesome, I love this. I'm getting such different things from both of you.

Jeff: What's that?

Adela: I'm getting some different perspectives from both of you, this is fantastic.

Jeff: Yea.

Adela: Yea. The thing is that there is this misconception that people have to spend a lot of time on social media.

Jeff: Yes.

Adela: I don't want to jump the gun, but I'd love for just to kind of address that right away because I know that I've spoken with a lot of people and they say it's a big energy drain, it sucks up a lot of time. Is that the way that you use it?

Jeff: If someone is telling you that it's a big energy drain and sucks up a lot of time that's a glaring red flag that they are using it wrong. Both Maritza and I, it looks like we are on Twitter, Facebook, YouTube like all day everyday

and we are not. We are there minutes a day because what we've done is really dug deep and discovered and also created some of the ways to both automate the social marketing platforms and integrate them.

Something that I do for instance on EzineArticles is also going to show up on Twitter, my blog, LinkedIn, Facebook, so it's one action that shows up in multiple places. When you auto integrate those kinds of things, you create a big online presence in minutes a day and it looks like you are on there all the time but you are really not.

Maritza: Definitely. That is so true. People think that we are on all the time 24/7. My mom even mentioned to me about six months ago she said, "Do you ever sleep? Are you sleeping okay?" Because she thought I was on Twitter 24/7 and I'm like, "No mom, those are automated."

I do go in once a day and have conversations with people quickly. I have it at my time for that stuff and setting things up in the beginning correctly does take some time at first but you are setting the foundation for something that can be automated, integrated and that is going to bring you massive results so it really is worth it.

Adela: If you were recommending to someone who's either new or has felt like, "Hey, I've tried this social media thing and it's not working for me." If you were to give some basic recommendations to someone so that they can succeed in social media, what would be those things that you'd tell them to do or start off with?

Maritza: I would say definitely go and grab your name immediately on Twitter, on YouTube Grab your real estate and have a dialogue, not a monologue. Make sure that you have some of your status updates, the stuff on your fan page, your tweets, your videos, have things that are going to be helpful to others and are not just, "Hey come to...here is my sales page, this is what I'm selling, here is my services."

Make sure that some of the things that you do are tips or facts that are positioning you as an expert in your field so that people say, "Oh you know what, this person knows what they are talking about." So that's something that I would say. Jeff what about you?

Jeff: I would agree with that and also get started, get started slow, get started fast, just get started because what we see a lot of people doing is waiting and they are waiting till you know this is perfect or that is perfect and they got all this done and they know how to do this and they know how to do that. In Atlanta where we live down in the South that's called 'fixing to.' I'm always fixing to do something. Well you know fixing to do something isn't doing it and so you know just get started and don't feel like you got to bite off the whole thing at once. If all you want to do is start on one, Twitter or Facebook, that's fine. If all you want to do is start off with your blog and begin to get a presence there, that's fine. Just begin.

Everybody's social media marketing is a work in progress including Maritza and I you know because we really begin to build what we have now just over a year ago on a road trip to a speaking engagement we can you know get into that later you know where this began if you'd like.

Adela: Yes, we are already getting questions folks.

Jeff: Awesome, I love it.

Adela: And one of them here is really good. This is from Tricia in San Diego,, "What do you say to people that say tsk tsk to automating your social media presence and that social media is supposed to be more personal than automated messages."

Maritza: Oh what do I call...

Jeff: I'd say three things...let me get that one. I'd say three things with all due respect because there is some wisdom in what they are saying. You do need to have a personal presence there like Maritza was saying earlier. We each go in once or many times a day and communicate and dialogue with people, it's not all about the person doing it. It's not all a monologue, it is a dialogue, but for the people that are saying tsk tsk about automation integration here is the three things I would respectfully and challenging say. One, they are wrong. Two, they are your competition and three, that's a good thing. Let them tsk tsk you while you go out there and build your online presence, drive traffic and make money with social marketing.

Maritza: Right and one of the things that we do and we teach our students to do is definitely automate. As long as you have come up with the messages and

they're messages that are meant to serve other people to give tips, to give information and also yes, definitely to offer your products and services, go ahead and use it that way. It's not like you are having somebody else actually make up the messages for you and put them on there which would be inauthentic. It's really your voice and your message going out there and what we do is we pick favorite quotes, we pick favorite movies, we have people...so that some of their personality gets infused into their tweets and Facebook fan page and all of that kind of thing.

But if you are not going to automate and take advantage of the tools, then you will be working 24/7 and that's not going to do anyone any good and you are going to burn out and never be able to fulfill your purpose for what you're supposed to be doing. These are tools that have been created to help and so use them.

Jeff: And two things that Maritza just said that are real important, one if you don't auto integrate in some way you are going to be that person saying it's a time suck. That the most thing in there was that notion of serving your...whether it's your clientele, your members, your list community, your community, your neighborhood, whatever you want to call it. We are in this to serve and when you serve we found is when you actually profit more both in the good that you do and in the money you make. So whether you are serving live or whether you are serving by automation, as long as you are still serving, it's making a difference in people's lives.

Adela: Yes. That's a nice combination what you are talking about, giving them useful information that positions you as an expert in your field, but also being personal and being a person that they can relate to.

Jeff: Yes.

Adela: I think that, that those two pieces and that's where the integration and the dialogue come in. You can do both of those and I was going to ask what might be a couple of the top tools that you would recommend to your students to use for automation.

Jeff: There are a couple of them that you can use with Twitter that are just awesome. One is free and one has a fee. Hootsuite.com is a way to automate different Twitter messages to go out. Maritza told about her

mom asking when does she sleep. That came from a tweet that came out about 3:30 one morning and her mom was saying, "Are you okay, are you sleeping," when in fact you know that was automated so that's a free way to do it.

As for a fee way to do it is something called tweetaddernow.com and what that does is automates the people that you follow and it helps you build a quality Twitter following in that you can follow people that are talking about your key words and then also have automatic tweets go out. So that whole process is automated for you and right from that dashboard you can create live tweets as well.

Just in total transparency TweetAdderNow is my affiliate link, it's about a \$50 program. I get like a couple of bucks out of it to you know get a glass of sweet tea when we go to dinner, so I don't get dehydrated. But you know you wouldn't want me to dehydrate would you. You could get the same thing at tweetadder.com, when we go to TweetAdderNow and you know all our students use it and build massive qualified lists of people on twitter and it's all automated.

Maritza: Right. Massive qualified lists, it's really important to know who your target market is so that you know whose followers to follow. One of the things that I love, I love video so much and I think everybody should get into video in some form or fashion. It's really not as scary as you think. It's a lot easier, but once you make your videos on YouTube when you are setting up your channel, you can automatically have every time that you upload a video to your YouTube channel it will notify Twitter and send out a tweet, it will go to Facebook and it will go to your Word Press blog.

You are just kind of have to look around and you have to sign up for it once, put in your username and password for Twitter and Facebook and your blog and then every time that you upload a new video to YouTube it will go to all of those other places as well which is you know another way of integrating and automating and doing one click once and having it have a lot of different actions on a lot of different websites.

Adela: Yes, talk about leveraging. It's almost like you have staff working for you, putting your work out everywhere. That's wonderful.

Jeff: It's really what it feels like.

Adela: Yeah, yeah.

Jeff: It's really what it feels like.

Adela: Have you noticed anything about like when you broadcast your tweets, lets say you are scheduling them, what's your strategy in terms of time of day? Is that something that you take into consideration?

Maritza: I don't. I just do quotes. Jeff do you do anything like that? I don't worry about time of day because I know that I make sales everywhere. Just today I was sitting out by the pool and sold some things in France and so Twitter and all of these sites are up 24/7. People are always on them. So for me that's not really a consideration, only if there is an event that I really want to promote or I'll do mini launches on Twitter where I have next three days and that kind of thing. So those are the only things that I do take time into consideration.

Jeff: It depends on the platform because Facebook, number two site second only to Google and Google's kind of scared right now. That's a more not as so time sensitive as Twitter. I'll put things up in Facebook when I'm awake and then I'll start over the next morning. If I want something in during the night I'll have you one of our team that's in a different time zone do it.

Twitter is very time sensitive and very fleeting if you will and so what I do in teach is if you are going to put a message out about something on Twitter like a new article or new video don't just put it there once in the morning because a lot of people aren't going to be there in the morning and by the time they are on Twitter they aren't going to see that one for the morning. So do one in the morning, do one in afternoon, do one in the evening, schedule one for while you are asleep it comes out you know at say 2:30 in the morning because when it's 2:30 in Atlanta AM it's 2:30 in the afternoon in places in Australia.

The importance of being time sensitive is in getting your message out there but that doesn't mean you got to be awake 24/7 to reach the world.

Adela: Great. A lot of the things that we've already been sharing definitely contribute to building a strong online presence. Any other ways that social media helps you build your presence online?

Jeff: What it did and what it will do for people is... let me walk you through something I typically would do. I published a new article today and there is a sign post about it, that's what we call it, a social marketing sign post, over on Facebook and there are some over on Twitter. And so what happens is somebody goes from my Facebook fan page or from my Twitter page and they see the title of the article and they click on the link and that link takes them to EzineArticles which we consider another social marketing platform because it always has been even before social marketing was known or cool. And so they've read that article, clicked on the links at the end of my article back to come in to a to an opt-in page to get maybe two free templates from me or something and join my list.

So they seen me on Twitter or Facebook, they've seen me on EzineArticles, now they are on one of my websites and so that gives the psychological impression -- hey you are everywhere. You know I found you here, I found you there and it really ups your expert status and really that whole thing was set up in just a few minutes and now it's out there working for me turning over and over again while I'm on a fun call like this and doing other stuff. Think of all the different platforms, Twitter, YouTube, Facebook, LinkedIn, SoCool is an up and coming one, EzineArticles, your blog as social...

Maritza: Meetup.

Jeff: Marketing sign points, Meetup, thank you. Forgive me for forgetting that one and they all point towards you and the online visibility increases dramatically because you are seen as a go to person if not the go to person in your area of expertise.

Maritza: And I think there is one thing that I think that is so important that I want people to get. The person who was asking about is it okay to automate and that kind of thing, the most important thing about using social media and creating your products for that matter is to be yourself. To be yourself and not be afraid of revealing parts of yourself and have courage because

a lot of people think, "I'm in business. I must portray myself as a very professional business person."

Jeff: Has to be very serious all the time.

Maritza: Yes, I have to be very serious and very professional or no one will take me seriously and they have a monologue instead of a dialogue. Sometimes I go to people's tweet streams and it's like they are sitting in a busy corner and they are just shouting out messages but they are not engaging anyone. They are not showing that they are human so nobody is interacting with them and they're wondering why nothing is happening.

So don't be afraid to be yourself. The best thing that I ever did was share my failures, share my fears and it has helped me, just revealing parts of myself, connect so much more with people who became clients and customers and I have been able to inspire them by being real. So don't be afraid to be yourself. I think that's the most important thing.

Adela: Yeah, yeah and just as Tonya was mentioning earlier like just from hearing us you know having a chat in the beginning, she's like, "I knew this was going to be fun." We want to enjoy who we work with...I think that's another thing.

Jeff: Absolutely.

Adela: Yeah, and if you are client you want to be working with someone who not only are you going to be learning and moving ahead in your business but you want to be having a blast doing it.

Maritza: Right, right.

Adela: Yes. I know that you mentioned tweetaddernow.com for follows, but what are some other strategies that folks can...like I had a question from Paul in Toronto. He was talking about the learning curve and getting to know how to use social media for someone who has no experience whatsoever.

Jeff: Let me say something about that then I'll answer your question. We hear that a lot. We hear it's going to take so much time, how big is the learning curve, how much time is it going to take? Sometimes I go on little rants about that, because sometimes my answer I want it to be, "Well so what, there is a learning curve. So what if you've got to spend some time on it.

Right now we are in San Antonio because we live both in Atlanta and San Antonio. We went to the Laser Kennedy Super Conference in Dallas last week and we are at the Hacienda. Maritza is upstairs on her phone, I'm sitting by the pool. That's why you hear all this squawking in the background, those are the peacocks they are walking around. I'm sitting at the patio table where I've been working all day writing articles, working on social media, getting ready for this, I had another call earlier because we've learned how to do this, because we've taken the time to get the learning curve done and so you know there is a part of me when people ask that I just want to say, "So what. Learn it."

Maritza: Yes and it's all about leverage. Social media helps you leverage your time especially when you use automation, I mean absolutely. Say for example you are just a small business person that's solopreneur working from home, how much time in the day do you have? What if for me, several years ago I said, "Okay I've got to get an assistant or outsource some of this stuff because I just don't have any time anymore." I took the time to put systems in my business and I took the time to train my new assistant and to train myself to let go and to be able to delegate and to outsource so now we've got somebody here in Texas, all over the States we have people but also outside of the States as well. But that would not have happened we would never have been able to build out team if I wouldn't have taken the time to figure out, "Okay, what are the things that make the most sense for me to outsource so that I can leverage and have more time to do what I'm good at while this other machine is going on behind me."

And that's the same things with social media. It's about taking the time to learn some skills and outsourcing them to these sites and this automation so that you can keep doing what you do best while the marketing is going on in the background, the marketing and some of the connection and dialogue, so it's really quite fine.

Jeff: Also to answer that specific question, I mean let me tell a story and then point out something that's happening in real time right now. You don't have to learn all of these tools at once. That's why we divide all of our courses into modules where you learn one at a time.

For example, when I first heard about Twitter back in 2008 from Paul Colligan, I went over there and captured my name which I do whenever

something new comes out because it's a smart thing to do and because I trust Paul. But my first thought was you know who cares what I had for lunch. I don't even remember much less am I going to tweet about it.

As time went on I heard a couple of my colleagues say that their Twitter following, the people that are on there list on Twitter which is also a list community was becoming more responsive than their email list. That got my attention so I started building my presence on Twitter and my big goal on Labor Day weekend of 2008 was to get past 100 followers and now I'm zooming into 53,000 just a year and a half later of qualified people that not only have dialogue and not only sign up for stuff but buy things straight from Twitter from me. Because people all the time are saying, "You can't make money on social marketing, you can't make offers." Well they are wrong, they are your competition. Let's go do this because we teach it and do it all the time and so you learn them and you integrate them over time.

Just something that's happening here in real time Adela, I love it when you do this and others do it what we call Twitter frenzy on Twitter with the hash tag for you guys its CBT2010 and you know there's somebody over there tearing it up. Renee Barnow...

Adela: Yeah, she's great.

Jeff: A huge presence over there and I've already retweeted two or three of her tweets about what we are talking about because she's all over there talking about this and in 140 characters or less which took her seconds to type she's building a large online presence for herself associating with your program on all these different speakers. I think you know I think that's brilliant and hats off to her for taking action.

Adela: Yes. That's really wonderful and I know this because we both are teleseminarians, Alex Mandossian Teleseminar Reunion folks. That's something that I noticed in the Teleseminar Reunion calls is that massive re-tweeting action and how powerful it is and how people come together as a community when you do that and they really come to know each other. It's really, really powerful.

Jeff: It really is and you said the key words -- it builds community. One of the most basic human needs is to have a sense of connection and feel like

you belong to something greater than yourself. Seth Godin calls that a tribe and when you are building your tribe social marketing allows you to level the playing field and bring in people from all over the world and build your tribe.

You hear all the time when you are in a marketing conference, “Well, I have a list of 200 billion people and some of them are in Jupiter.” It’s like well how many people are qualified, how many people want to be there. You don’t have to have a humongous list community in order to do well, you just have to have a tribe that’s very interested in what you are talking about and that you’ve built community and connection with and you can do very, very well with this.

Adela: Yes, so aside from TweetAdderNow how else do you find this tribe? How else do you create this tribe through your social media following?

Maritza: Talking about video again, one of the tools that I love that is a free tool, there is also a paid type of version is TubeMogul.com and you have to sign up for a lot of different video sharing sites but you do that once and then it’s all hooked in together and so when you upload a video there it goes all over the place so you can have your little infomercials is what I call them, your informative snippets with your facts or information about what you do and a little golden nugget here and there and a call to action saying ‘go this website or go this squeeze page for more information.’ And have a lot of little infomercials out there doing work for you. I think that’s one of my other favorite ones.

Adela: Yes, that’s a great way and as you were saying that I just realized our buddy, Ellen Britt, for those folks that may not be feeling up to video yet, she uses something called AudioBoo.com.

Jeff: Yes.

Adela: Yes, AudioBoo.com. Jeff have you used that?

Jeff: Yes. I have played with it. I learned about it from Mari Smith and I played with it and had fun with it and it was funny. Something Ellen said online the other day reminded me of it as a tool and it’s a great way to get a little audio link on Twitter.

What people get stuck in is old tools and what they used to do. Nowadays if you try to build a tribe or a following in any of these platforms with just text you are limiting yourself to one third of the tools to do it. There is text and then there is audio with AudioBoo which is free as you're talking about and there is video with YouTube and all the different video marketing services. You really want to use all three to build your list and then go back and forth between teleseminars and videos and articles and the more people find you in all those different platforms, in all those different mediums, text, audio, video the larger you are going to look, the more trusted you are going to be and the more chances you have of connecting with your audience.

Adela: Yes and it's like you are building your own buzz in a way.

Jeff: Exactly. It is.

Adela: Yes. So folks are out there, they are starting to use the multimedia, they are doing text tweets, they are doing AudioBoo, they are doing TubeMogul, they are using HootSuite and TweetAdder and they are building their tribe. Now how do you translate that into driving traffic and promoting your products or your services? How do you use social media to do that?

Maritza: Oh my God.

Jeff: Great question...can you tell we are both passionate about this?

Adela: Yes.

Jeff: Maritza go ahead.

Maritza: Okay, definitely have a call to action, have a call to action. I have some Twitter templates that I use for little mini launches and I tell people 'go here now and only however many days left.' On my video infomercials, there is a call to action, 'go and get this information' and that way you get people on your email list and you can continue the conversation and asking them to make an investment in themselves with your products and services if they are a good fit. So it's not just about communicating but also about yes selling and not being afraid to sell your gifts.

Adela: Yes. I was just talking about this earlier with Christina Hills. She was my one o'clock interview, that one of the mistakes that I made is that I would put out information but on the internet we are really used to being led by the hand and so I would never put that...the call to action wasn't very clear. I would just have something there but you literally have to say, "Hey people, go and do this."

Jeff: Yes. Exactly, exactly. And make it as simple and clear as possible. The question the caller was asking before, the people that get a little persnickety about this, "Well, you shouldn't make offers in social media, you shouldn't sell things." No, make the offers, sell stuff, invite people back to get more information. Include links to things whether it's an opt-in page or do a Facebook update where somebody can go somewhere else and get something from you.

The thing that most people do not realize about social marketing, about traffic that's golden is...well for instance when I first came on the internet, one of the first quotes I remembered and learned was that you don't chase after traffic, you find out where the traffic is going and you get in front of it. Well, that's very true with social media. Facebook is number two, YouTube is number three, Twitter is number 12, EzineArticles is like 130, what's Meetup lately, Maritza?

Maritza: It is my goodness I think it's 540.

Jeff: Yeah LinkedIn is like 23, so all of these sites are getting massive traffic and so not only can you get your information in front of where the traffic is going, once it lands on you and here is the golden piece, if you don't hear anything else today about the value of social media and traffic, hear this part, once they've landed on you when you are in these well trafficked places then you get to direct traffic where you want it to go. You get to take that flood of traffic coming in and point it with the social marketing sign post to your blog, to your opt in offers, to your other social media platforms and so you are getting all that traffic and then funneling it exactly where you want it to go.

Maritza: Yes. It's the off ramp into your world.

Jeff: I like that.

Maritza: And something that's very, very important that I just want to make sure that people are getting while we are talking about this is once they get on the off ramp into your world, your blog, your opt-in pages, your offers etcetera, etcetera, make sure that you are talking about the value or the transformation that you bring to your clients and customers.

Sometimes we'll follow people's links and we get to their blog, we get to their squeeze page and it's, "I am this person. These are my credentials. I do this. I have this experience." We just want to say, "Who cares. Who cares?" And that's great, that's like the kind of website my mother would put up, you know all the credentials or whatever.

The thing that you have to have that is communicating on your website, your squeeze pages is what value or transformation do you bring to your clients and customers and make sure that when they get there they say, "Oh my gosh, this is what I've been looking for. This is what's going to help me. I really want more information or I want to work with this person."

Adela: Awesome. I'm so thrilled that you are pointing it out. Your website is not about you, it's about your prospective clients.

Maritza: Yes.

Jeff: Absolutely.

Adela: And what you deliver, yeah wonderful. Great, great tip, Maritz. Thank you.

Maritza: It pains me when we go places and I'm like, "No, yeah what are you doing?"

Adela: Yes, that's great because I had that one question so I'm going to jump to that question now. What are some of the biggest mistakes that you see in social media marketing?

Jeff: We've talked about one of them where people get into monologues just talking about themselves. I'll talk about the cure in order to talk about the mistakes. A lot of people, if you are going to be successful in social marketing you got to practice CPR and I don't mean you know learn how to get somebody to breathe again if they've stopped breathing. For these purposes CPR stands for Consistent, Persistent and Resistant.

Consistent in having a consistent message and a consistent presence and that goes to all the automations that we've talked about. You can't show up on Facebook, on Twitter on Monday of the 1st of the month and put out a couple of messages and not show up again until the 21st and expect anything to happen. It's just not going to happen.

And then being persistent with it because what a lot of people will do is they'll start and they'll try it for two weeks or a month and not much has happened. Then they say it doesn't work. I have this belief born out of teaching thousands of students how to do this that no one ever fails on the internet. It's just that some people give up before the magic happens so that's why you've got to be persistent with it.

And then the R is Resistant you know to all of the people that are saying, "Don't do it this way, it's wrong," or "You'll never make it," or "Go get a job," or "This is only for college students," because there's a lot of negatives out there and if you listen to it...we had one student, we were teaching her how to do a launch of a product and send out some email and she wasn't going to send out an email, the last and final one because somebody told her that it wasn't good to send out an email after 9 o'clock at night.

I thought, "What, who, what? I've never heard that." Maybe it's not nice to call people after 9 o'clock at night if you don't know them well, but people will say things and other people take it to heart so you got to be resistant to the naysayers and the negative people. Here is the reality with naysayers and negative people most of them are people that are jealous, they can't do what you are doing and they are angry that you are doing it. And if you listen to them you're not going to do what you are called to do, you are not going to get your message out there. So the cure for a lot of the mistakes is to be consistent, to be persistent and to be resistant.

Adela: Yes, great. I love that acronym, it's going to be different for me now CPR, Consistent Persistent Resistant. Great.

Jeff: There you go.

Adela: Wonderful. When you are looking to let's say an event that you want to create like we've heard about creating social media buzz, we hear that

term a lot, create some social media buzz around your event like let's say if you are launching a program or you've got an event that's up coming, how do you create this social media buzz?

Maritza: Well, one of the things that I do every year since when I was interviewed by Oprah, I had 6 weeks from the time of the interview to the actual air date of the interview so I said, "Okay, how am I going to really leverage this?" She asked me to mention one of my websites online on the show so I said, "I'm hopefully going to have great traffic and this is going to be really wonderful, so how can I really leverage it and build some buzz before hand?"

So I did 30 days of 10 minutes in the morning teleseminars, just little inspirational self-empowerment, law of attraction and let's have this wonderful inspiring thought for the day. So I do it at 7:30 in the morning and it built such a buzz and it was just very short in the morning. Every night before the next day I would sit down and write out what was going to be my inspiration of the day and it had to like give me goose bumps, it had to be that good for me to say, "Okay, that's what I'm going to use."

But I built a huge buzz not only that I had all of the audios transcribed and turned into my first book which because I built the buzz I was able to sell to all the people who attended the call. So since then every year I've done a little month of inspiration. I did it with teleseminars for a while and then last year I did a month and it was only the week days so on the weekends I would take off, of tiny little inspirational videos and I put a little re-tweet twitter button on the bottom of my video because it was the first time I'd ever really been on Twitter. I had an opt-in like a little name and email thing right next to the video. And so I put it on Twitter and oh my gosh, I took screen shots of all of the re-tweets because I said in 30 Days Dreams to Reality Video Series and I took screen shots of the re-tweets and I took of my email inbox because like every time somebody opts-in I get the notification and it built such a huge following and I was able to sell products and coaching and I built a buzz around it.

So I think that doing something out of the ordinary, doing something inspirational, it doesn't have to be 30 days it could be 5 or 7 days. We did that with the Social Marketing Blueprint. Originally we did I think it was four videos so we did videos with information. Not all of the information

because you definitely want people to buy your products and services but do that and be courageous and do something different and don't be afraid to get out there and inspire people. Try to inspire people.

Jeff: Absolutely and one of the things you can do to build a buzz is even back up before you start talking about the event or schedule the event and use social media tools to find out what people want. What do they want covered in the event? What kind of teleseminars? What kind of workshops do they want in an event?

When you do that they are already invested in the event and then like Maritza was saying, you build the buzz and you could use any and all of the platforms for that. One of the things that people don't do that we recommend they do, for instance on Twitter, like Renee is doing. She's got all those tweets out there and RTweets, that means re-tweeted them, and lots of people, once you've built a presence will re-tweet stuff for you. But ask people to re-tweet it and then it goes out further than those of us so use every one of them and don't worry about how much time it's going to take.

You know Maritza has spent 10 minutes everyday and it took longer of course to put those videos together but the benefits that you get from this are so extreme compared to the investment of time. Just let people know, don't hide your light. If it's making you uncomfortable to do this stuff that's a sign you are growing.

Adela: Yes.

Jeff: Somebody that I really admire on Twitter and Facebook and on his blog is an author by the name of Andy Andrews who wrote a book called *The Travelers Gift* which is just a life changing story. He had a tweet recently that I re-tweeted and kept and it said "Everything that you want in life personally and professionally is usually two to three steps outside your comfort zone." I read that and I went, "He's right. Dang it, he's right."

Maritza: And I absolutely forgot about the Twitter surveys. What Jeff is talking about is true. Twitter surveys are just amazing though you can use surveymonkey.com and create a short survey, three to seven questions and most of them just have the choices preprogrammed but then have

one or two questions that are open ended questions so that people put in their own words and phrases which then you will know what's the language they are using.

And you are doing market research, you are finding out what they really want and people do really buy things that they help create, that they are emotionally invested in. I did that, I think it was about 2 years ago or a year and half ago or something, I did a Twitter survey. I said, "Okay what's my next product going to be?" I thought for sure it was going to be a product on videos, how to do videos or something like that. So I did a survey and one of my questions was 'Which product would you like help in creating?' So eBooks, DVD's, videos, audios and the number one by it was 80 something percent, it was almost 90%, was eBooks and that was the last one that I would have thought people wanted to learn about.

So I said make sure when you do the survey that you give the results that you report back what your findings are and so I did a free teleseminar. I announced it on Twitter, Facebook and I said, "Okay the results are in. Come and find out about it." So I talked about the results, I talked about what people fears were about creating products and I said the number one thing you guys wanted to learn about was how to make eBooks. So I launched my Quick eBook Creation Video Workshop where I walked how to bring the eBook out of themselves and I sold a ton and I continue to sell a ton to this day, but I never would have done it if I wouldn't have found out what my market really wanted.

Adela: Yes, that's a wonderful...I hadn't even thought of using SurveyMonkey on Twitter. That's a great idea, it's a wonderful idea.

Maritza: The most amazing thing is that people really do fill them out. At first I just did it as an experiment. I said, "Well, I'm going to try this," and I was shocked because I don't think I've ever done a survey but people will fill them out.

Adela: Yes. I wondered if you could...because this thing about driving traffic, too, that a lot of people may not even be aware of, how does social media impact SEO?

Jeff: In terms of where you are sending them or what you put on the social media platforms?

Adela: In terms of how they show up like let's say on Google.

Jeff: Here is what a lot of people don't know, every single one of your tweets becomes its own web page. Every single one of your tweets becomes its own web page and so all this stuff about keywords that you use, everything that you've learned about using keywords whether it's in articles or other places you use everywhere else. That's not just for AdWords or just for your website. Use your keywords when you are doing a tweet because if somebody types in, you know one of my keywords is 'article marketing' so whenever I talk about an article marketing article I'm going to mention that phrase because people are going to search for article marketing. You are going to get found more both with people searching [inaudible] and with people searching through Google.

Maritza: Right, so that tweet which is a page is a page on the number 12 website in the world.

Adela: Wow. That's awesome. Yeah, so tweet away folks.

Jeff: There you go.

Adela: It's really like get yourself out there make it consistent. What would you consider consistent Jeff and Maritza? Like how many times a week? How often should people be you know using social media?

Jeff: It depends on your situation. If you are staring out and you've got more time and money then use that time to build your presence and at least have something on the major ones at least daily. I know that sounds extreme. I tell my news students in Article Marketing an article a day keeps recession away because it's building your presence.

Part of what you've got to do to be successful is take massive action and as you get more money than time then you are going to maybe do less yourself and automate more. But I think that the very, very bare minimum is have some kind of message, some kind of presence at least once a day on one of the platforms. Twitter today, Facebook tomorrow, YouTube the next day, LinkedIn, Meetup, etcetera.

If you really want to jump on this I would make sure you had those integrated and had you know a message on more than all those places. I'm probably on Twitter and Facebook with something everyday, LinkedIn everyday, YouTube several times a week, EzineArticles several times a week, my blog several times a week including different features on different days.

If I was starting over again with nothing I would make sure I had something on almost everyone of those just about everyday or at least something somewhere once a day.

Maritza: What we do with some of our students is we build their Twitter following for 6 weeks and we also help build their Facebook fan page and so we get them going. We target their whoever would be their perfect target customer and we have them fill out a form that says who's their target customer, where are all your squeeze pages, where are your offers, what are your favorite movies or your favorite quotes, what are your favorite this that and the other, and so then we actually with the power of automation and outsourcing with our team, we have their Twitter following and their Facebook stuff going on for them while they are learning all of these principles.

Right now people are lucky; there was not as much automation when we started as there is now. So you are really lucky. When I started with Twitter I actually really became a little addicted in the beginning. At first, in the very beginning I thought it was very stupid. I went ahead and reserved my name because everyone was talking about Twitter but I just let it be dormant for about 6 months and I did not even post a tweet, I didn't follow anyone and finally Jeff found me and followed me and I thought it was the Jeff Herring Show because that's every time I would go to my Twitter also I saw was Jeff Herring, Jeff Herring, Jeff Herring and I was like this is the most horrible thing.

Also it would give me an email because I didn't know how to turn off the email notification so I was like this Jeff Herring guy is driving me nuts, what an ego, why do I hear about everything. So then I finally got it and then we started tweeting and so we were always communicating on Twitter and all of this stuff and then I really got the hang of it. If you go there you sometimes forget the time. You look up and you are like, "Oh

my gosh, it's been 20 minutes." So what I started doing was I would go there once a day and have my ten minute egg timer and that was it. Once the egg timer went off I was off of Twitter. And so that's what you have to do sometimes, but now that there is automation it's a lot easier.

Adela: Yes and it sounds like you two have come up with a done for you program. That what it's sounding like.

Maritza: Well we do...

Jeff: We've got different levels where people can just look at videos themselves and then learn themselves and then there is a done for you level. What's happening because like I mentioned earlier this really just started over a year ago. Maritza and I had a speaking engagement in Baltimore and decided to make a road trip out of it. We got talking about what each of us was doing on social marketing and what we were helping our clients with and the success they had. Part of the way through that trip we kind of looked at each other like, "Maybe we ought to teach this stuff."

It's just been this kind of wonderful ride ever since and our clients, our members keep asking for more and so we keep coming up with different ways to help and different done for you services. And I know you've got our link there you know where people can sign up for a 45 minute strategy session with Maritza and I just to look at what they've got, look at what they are doing on social marketing and see if and how we can help them

Adela: Yes, that's a very generous offer, a strategy session definitely so we will make sure and get that out to folks. It will be on the page and see how we can move them, catapult them into social media.

Maritza: In the strategy session it's really interesting to see, we both get on the phone and we both pull up people's websites and we can tell them what their website is ranked. Sometimes people are like, "Oh so you mean we are the only three people who come to this site."

We give them some ideas on what they could do to remedy the situation and then see how and if we are a good fit to work together further. Sometimes it's a perfect fit and sometimes it's not so great a fit but we love doing it and we have a few hours a week dedicated to strategy sessions so make sure and sign up if you are interested.

Adela: Fantastic. That's a wonderful offer and if nothing else they are going to get great feedback on key aspects of their website that can help move them forward and they are going to get to pick your brains for a little bit of time and partner with you if it's a good fit. Because the one thing that I've noticed is when you are learning something it's just as important the content as who it is that you are learning the content from because the people that you study with either open the door for you or you get more frustrate trying to learn.

I know you guys are fun, I know you are smart, I know you are very successful and I know you really know your social marketing. I've been playing with you guys on Twitter for quite some time.

Jeff: Yes, that's right.

Adela: Yes. You guys are doing a great, great job with social media and in your businesses and even on your own independently in your own businesses because you both have thriving business apart from the social media strategy sessions and programs that you've come up with. So let me just check if there's... oh I think that's about it for now.

So thank you, Maritza and Jeff, for being at the Conscious Business Telesummit and thank you everyone for being on the call and we'll see you tomorrow. Thank you.

Maritza: Thank you, Adela. Giant hug.

Jeff: Thank you everybody.

Adela: Bye.