NAMS

Novice to Advanced Marketing System

SIZZLING SOCIAL NETWORKING

TEXTBOOK

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Sizzling Social Networking TEXTBOOK

How to Build Your Professional Social Media Network Plus Connect to the Pros on Social Media

Identify Your Social Media Networking Goals

What is Social Media Networking?

Are you familiar with the old saying "It's not who you know, it's who knows you." ? Today, with social media, you can gain more visibility and build relationships with influencers in your industry like never before. The idea is that you can find potential clients, partners and anyone else that may become a value resource in the future.

Social Networking is successful when you build relationships with the potential of connecting via the multiple social media platforms. This brings you closer to those that have a need for your programs and services, no matter where they are across the world.

Genuine engagement is a must. As you connect and build your following, understanding that it is not a one-way street. Give as much, if not more, of what you receive or provide value is important to your audience. Help others by interacting within a group you share solutions a respond authentically and NEVER begins by being 'salesy'. Your credibility will go a long way, so build it and maintain it wisely.

Social Media Networking does take time; be prepared to begin as soon as you can.

"Everyone should build their network before they need it." ~ Dave Delaney, New Business Networking

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Benefits of Social Media Networking

Relationship building is the heart of your social marketing.

Authentic Relationships

Honor your relationships with people. Do not forget to offer help and participate in threads on your followers' posts.

Expand Reach

There has never been a greater time to connect with people everywhere in the world. Online businesses have been able to reach clients like never

before. Make sure you monitor on a regular basis your social media accounts to respond to any new posts or comments made.

Personal & Business Growth

You have the opportunity to reach out to several types of people that could be potential clients, joint venture partners, team members ~ even your local contacts may be online and discover what and who you are. New contacts are a very real by-product of your interaction not only on your own social media platforms, but on other people's groups and pages. The key to remember is that you want to generate interest from people who are not on your 'list'.

New Perspectives & Insights

Want to be ahead of the upcoming trends in your niche?

Want to know what works and what does not work for your competitors?

Want to give your clients the inside scoop about what is coming?

You can do all of these things simply by keeping on eye on what you see working or not working for your competitors and sharing them with your audience.

Social Media Networking Goals

Before launching your Social Media networking plan, you should identify your primary networking goals. There are endless platforms out there and you may get overwhelmed with the idea of having to manage all of them.

Do not make a rookie mistake and set yourself up on ALL of them; know where your ideal clients are and focus on those.

How can you build and launch an effective Social Media Networking plan if you do not know what your goals are?

Your goals should align with your business strategy and success. Make the most of your time and resources to focus on your plan.

Types of Goals

Examples of Goals

- Research to find and begin building relationships with potentials clients
- Research new joint venture opportunities
- Connect with experts in your niche or similar niches
- Begin positioning yourself as an expert in your field
- Hire and build a team
- Get more insight about your ideal client's needs
- Develop affiliate relationships: entice them to promote you
- Find potential contractors

Begin to be more strategic in your Social Media Networking.

Consider Your Social Media Network Goals

Done correctly, your value will increase by being known for 'who' you are based on consistent, visibility to your audience. Take the time now to have clarity with a plan to execute your networking plan.

Learning Objectives

By the end of this course, you will:

- Understand how implementing a social media plan can grow and nurture your professional pool of people that will attract the right new clients, creating a community and the importance of taking the time up front to implement what you have learned about having a successful social media plan in place
- Keep your goals on track for your professional network
- Confidently know what social media platforms to utilize in order to save time and energy overall with social media
- Use the most effective processes to build both your current and new relationships on social media
- Identify specific people to connect with and get small wins
- Prepare content templates for initial outreach, making it a system that saves you time and energy
- Create your system for tracking these networking relationships and how this is working for you to follow up timely, determine next steps while continually building relationships

Create Your Sizzling Social Profiles for Success

Identify which social media platforms you will utilize that serves your social networking goals.

Your goal will align with the social media platforms you intend to use. LinkedIn is the current ideal platform for the 'professional' audience to find your potential partners and clients. It is not the ideal place to sell.

Be selective. Find quality contacts. This is much better than being social everywhere, where it will quickly exhaust you and not get any return on your time or quality clients.

Step 1 – Choose Your Channels

A word of caution here: keep in mind that there is a fine line between personal and professional with social media. You must find the best way to keep them separate, as you many not want to reveal your personal interactions with business.

You want to be on the right channel to attract your clients. Focus on these only.

Facebook

This is the largest and most widely active of all the social media networks. It comes with very popular features such as Groups, Messenger and LIVE.

Referring back to the personal 'vs' professional, there are some great ways you can use Facebook for both by designating who sees what. For example, you can create 'lists', such as creating a 'Friends and Family' list which your professional audience cannot see. Create categories and groups to communicate directly to your pre-selected audience. You should keep things professional with anything you post just in case the two blend.

If your audience is active on Facebook, this is definitely something you should use.

If your goals are:

- Find new joint venture opportunities
- Find and begin building more relationships with prospective clients
- Present yourself as an 'influencer' in your niche
- Learn more about what your ideal client needs

With numerous networking possibilities that Facebook offers beyond a personal page, you will be able to target your audience.

Facebook Groups

Joining groups is a great way to begin finding your ideal audience. Always check the 'rules' of being in each group to avoid violating their guidelines and getting banned. This is where many business networking begins.

If you cannot find a group to join for what you are looking for, you can create your own group. Invite friends with common interest to join the group. Another way to grow the group is share content.

TIP: Click on 'Groups', then 'Discover', there is a category called 'Professional Networking'. When you click that, you will find a list of groups you may like to join.

Facebook Messenger

This is an app that within Facebook that enables users to send messages as easy as texting but has features beyond basic text messages. As part of Facebook, it is a way to build connections faster.

Facebook Live

This tool allows you to live stream, have Q&A sessions, share information and connect with your ideal audience in a 'real' way. With Facebook, it is accessible from mobile devices and computers.

Instagram

Statistically, Instagram attracts 18-29 age range. If your audience is in that range, this is a social platform you should consider.

Tip: Follow hashtags that your prospective audience use to see what they are talking about or interested in.

When seeking a younger audience, keep these in mind when networking:

- Begin building your relationships with your ideal client
- Discover what your ideal client needs
- Follow the niche leaders to see what they are doing and talking about
- Always watch for developing affiliate relationships
    - Find what they will promote for you
- Educate yourself about similar niches you may be able to easily create new relationships

LinkedIn

When it comes to social media platforms that most people associate as a business 'professional' place to be, think LinkedIn. The target market you reach with LinkedIn are serious, business professionals. You will rarely find offensive comments and pictures, fake profiles and personal posts.

"People are more careful what they say on LinkedIn, because it's essentially their default resume," says M. Scott Havens, global head of digital for Bloomberg Media. "We see a much cleaner conversation that's supportive, positive and actually useful." Source

LinkedIn is an excellent way for your Social Media Networking if you want:

- Build your reputation as an expert in your niche or adjacent niches
- Find new joint venture/affiliate opportunities
- Gain insight with different businesses
- Hire and build a team and find clients

TIP: Be careful about accepting connection requests! This is true for every social media platform. Remember – you are known by the company you keep.

Twitter

This networking tool is popular with people since it is short and to the point, plus your profile can be minimized. Keep in mind, that your posts need to be very short ~ there is a character limit, so be sure your point can be made with that limitation.

- Follow people seen as the experts in your field to know new trends
- Promote your business while expanding your reach and reputation
- Share tips that reach more people and followers

Twitter Lists can be valuable for maintaining your relationships with your connections. Keeping Lists will keep your feed – and theirs – less cluttered and give you the ability to speak directly to specific people.

Some Ideas for List Types:

- People you meet at live events
- Competitors and 'niche-mates'
- Influencers in your niche

TIP: With Twitter, you must be quick and responsive more-so than other social media platforms. Solidify your 'Expert' status.

Retweets

When you share someone else's original tweet, you endorse that person. This is great for networking, but keep in mind that it will display your viewpoint. Be cautious as you would when responding to any platform. It is your reputation at stake.

Pinned Tweets

You have the ability to pin any tweet you want. They can be one of your's or someone else's.

'Pinned' means that it will stay at the top of your feed, which viewers will see first when they look at your profile. You can 'unpin' them anytime you want or to switch out a different tweet.

Step Two – Perfect Your Profiles

How you present yourself is how people first view you.

What are you showcasing?

Tips for the Perfect Social Media Profile:

- Use a professional profile picture
- No need for an overly wordy-profile: keep it simple and to the point
- Your username should be simple – it should be the same across all of the social media profiles
- Every field in the profiles – especially LinkedIn – should be perceives you
- Recognition to your follows is vital to begin growing your audience
- Your expertise should be showcased

- Always pin your best content to the top for new people to see that when they explore who you are
- Un-tag yourself from posts in poor taste and unprofessional posts
- SEO Keywords within your profile will help you show up in search results, which expands your reach
- Use content that is easy to read as well as engaging
- Always link all of your social media platforms to your website, your lead magnet (freebie for opt-in)
- Make sure all links work correctly
- Include reviews or testimonials to boost your reach
- completed in order to take advantage of how your audience

*Before you create a profile, focus only on the one's that are goal-based and where your audience already are**. Then** complete those profiles.*

These profiles should reflect who you are and what you do: many time it is the first and only impression of you. Ideally, setting up your profiles PRIOR to reaching out to new connections.

Your core business message should be refined and updated, as needed.

Select the Ideal Social Networking Tactics for your Goals

Identify and note your social media networking plan. Your plan depends on which tactics you will use, either direct or indirect.

Direct Tactics

Your existing connections are the people that you already know, have met at live events, your followers or those who have been directly introduced to you or perhaps have done prior business with you.

Common direct networking tactics are using private messaging, emailing or directly tagging them in a post or comment. Have your plan built out and be sure to make your intent and contact with them is quite clear.

TIPS:

- Remind them of your connection. If you have not communicated with them lately, it is imperative that you remind them where and how you connected.
- Make it personal. Use their name in your communication, including something personal to THEM.
- Make it about them. Brainstorm on ways you can do something for them. Let them know you can help them with a problem they have. Focus on them and build a relationship on 'KLT – know, like, trust.
- Keep it short and to the point. Do not overwhelm with information. Get to your point quickly.
- Make it professional. Always keep in mind how you come across in your communications. Therefore, double check not just your spelling, but the content as well.
- Discover what you have in common. Are you in similar/same groups together? Share the same interests? If so, you reaching out to them as new connection makes sense – to them as well as for yourself.
- Follow up. It is imperative to follow up with your connections: remind them how/where you met, what you have coming up that may be of interest for them.

When to Reach Out

Need some insight on reaching out?

See the following page for some ideas that may work for you:

Share an update or announcement	Send a welcome message to a new connection or follower	Share content that would be of interest or value
Request a recommendation	Congratulate a connection on a new job opportunity or recent success	Collect feedback

Indirect Tactics

There are so many opportunities to come into contact with people online, which in turn gives you multiple ways to network with them.

- Post questions that promotes engagement and provide feedback. Utilize the social media platforms to post and share new content regularly.
- Join and participate in groups where your ideal clients may be
- Comment on other people's posts and contribute to the 'conversations'
- Follow pages and groups to see what people need
- Share your original content, building your reputation in your niche. Do not overwhelm and saturate what you post ~ keep it to a twice a day to avoid becoming 'annoying' to the community.

- Share your opinions, insights and expertise to gather feedback and be 'seen'. Become a valuable part of the community that does not self-promote or seek something from the community. Share your expertise to build a genuine connection.
- Follow your niche-mate's social media to learn more about what is going on in your industry
- You must keep your profile updated, including your picture. By updating all of your profiles, your audience and other professionals can see your skillset, interests, successes. For people looking for your services, this helps you get 'seen' and grow your list/followers
- Hashtags matter. You can target people with a specific need or interest ~ you gain higher engagements this way. Select and use them wisely for the best success.

Ideal Practice Tactics

Do you want to make sure that all of your opportunities and work on social media can set you up for success?

Of course you do!

Your Presence Must be Noticeable

In order for social media to work for you, you HAVE to be visible on a consistent basis. You can keep ahead of the crowd by knowing what the next big thing is and how to use it. Become the person that when someone hears about you, they will share you with their connections naturally.

Get noticed:

- Keep your profile updated
- Share and post content regularly
- Participate in groups and forums
- Be active and engage frequently

- Share what you are doing
- Make your messages personal to each connection

Reciprocate & Nurture Your Connections

Grow your network in a personalized way, which may include doing something for someone with no strings attached. They just may introduce you to their connections singing your praises!

"Build the right relationships with the right people and nurture them over time and you'll always have a leg up on the competition." ~ Paul May,, Buzzstream CEO

Remember to nurture your connections on a regular basis. This can be as simple as liking, sharing and commenting on posts ~ message them regularly.

Trade Contacts

Introduce your contacts with someone that can offer your audience something of value. This technique will elevate your status as an expert in your niche.

Show What Makes You Unique

Understand what separates you from others and flaunt in – in a professional way ☺

Become memorable and known as the 'go-to person' in your niche.

Personalize Everything

Using new connections by name and their business will grow your relationship quickly. For example, do not be generic in responding to friend requests. When you do this one technique, you are showing that you care enough about them to use personalized communications.

Listen and Observe

Listen and offer more than what you seek. By extending yourself openly, you will make an impression that is longstanding. Do not dominate conversations or make everything about you. You need to be certain that you do not come off as 'sales-y' – this can cause you to lose out on genuine connections.

Keep It Professional

Social Media is where people share personal things, as well as their professional things. Keep the two as separate as you can, but realize that curious, new potential clients/connections may also seek your personal pages too.

Know that any picture, video and items you publish online can be found and viewed. Be mindful of that and protect yourself and privacy.

Avoid slang, curse words, or pictures that display you in a negative way from the view of the person.

Proofread everything! Social networks are casual by nature but remember that when it comes to personal information you interact regularly may be viewed by potential clients.

Secure your personal privacy by using private groups, etc.

Do What You Promise

You can gain trust simply by doing what you promise. Trust, once broken, can be hard to regain. When you tell someone you will send them a link, follow up with them on something, do it! In a timely manner. Simply keeping your word goes a long way, so do not lose it.

Social Networking: The Successful Way

Have your detailed strategy in place prior to your social networking. Each connection you make should lead to more connections. The purpose of putting your time and effort into social media should be strategic. Engage with others to share information and make connections.

"Networking is more about 'farming' then 'hunting'. It's about cultivating relationships." ~ Dr. Ivan Misner, BNI

Prepare to Connect

Have your plan in place with the details of what platforms and initial content in order to be confident in your networking process.

Identify Who You Want to Connect With

Compile a list of people you want to build a connected relationship with. This list may contain existing connections (people you know) and new people you want to connect with.

Consider who will introduce you to their connections. Be ethical at all times.

Use the search feature in your platforms to search for people with keywords and hashtags to identify them quickly.

Brainstorm who you can connect with:

- Mentors or Coaches
- Past or Present co-workers, Colleagues, Managers, etc
- Service Providers & Suppliers
- Friends and Family
- Alumni and Past or Present Teachers
- Niche Mates

Fine-tune Your List

Does it support you social networking plan?

Narrow your list strategically to stay on track of the goals you have set.

Create Templates for Reaching Out

Not only will templates save you time, they keep things consistent.

Follow these core guidelines to increase a positive response:

Create your templates for the following scenarios:

- Initial Contact for Potential Partners
- Initial Contact for Potential Referrers

- Information Relating to You Personally
- Information Relating to Your Business
- Invitation of Introduction to Another Contact
- Invitation of Assistance

Begin Networking

Direct Tactics

Remember that this approach works best with people who already know you whether it is a follower or prior client. Review your list you created to begin sending personal messages.

Indirect Tactics

This method can yield more interaction and networking growth since direct tactics is one on one.

Follow Ideal Connections, Pages, and Influencers

'Following' is different than requesting a person to be your connection. When you 'follow' someone, you see their content, but they do not see yours unless they follow you back. Consider following business pages to gain insight in your niche, latest news going on in your industry.

Post to Your Feed

Any original content should be shared with your connections, including calls to action. Invite connections to comment and share. The more engagement you create, the more likely others will comment and share.

Need some ideas on what to post? Consider these:

Consider these:

Join Groups

Most social media platforms have groups. There is a great value in creating or joining a group is having people.

Networking in groups is all about helping others. Therefore, show your expertise openly and freely. Take the time to solve a problem or roadblock.

Do not join too many groups. Select 1 -5 targeted groups that embrace your networking goals.

Participate regularly. Post or make a comment a couple of times per week.

NEVER sell and promote yourself. Instead, give your expertise by providing value.

Pay attention. Provide solutions.

Do not break the group rules! Do not offer your services within the group.

Create Your Strategic Systems for Growing and Nurturing Your Network

Do not rush through everything you have done for optimizing your social media profiles.

Building a network takes patience and diligence.

Remember this: social media is all about the 'social' engagement. Be warm and friendly while maintaining your professionalism ☺

Create a System

This step is easily overlooked when beginning your social networking. The data you collect is important to evaluate what your efforts are producing.

Avoid costly mistakes by having everything organized. You may choose from project management programs or go basic, yet easy to use spreadsheets. You will be able to spot any number of things sooner than later.

Something you may want to document:

- Establish a list of priority connections.
- You have already created a list of people you want to reach out to.

  Now document any details about them which will give you a better network growth plan to execute.
- Rank the connections in priority status.

  Review your networking goals and how they can help you network.
- Document when you connected and your conversation.

  This will be valuable when you follow up with that person. Always remind them who you are, how you met and any other details.
- Provide details about them.

  This may include people you have in common. Perhaps get information that you can make an impression with them.
- Provide them with some of your contacts that would benefit each other.

  You are on a 2-way street with networking, so go to the next step about making natural introduction to your connections to about the person.
- Provide a notation of anything you can do for them.

  This is something that can become a future collaboration, so provide those details and how it can be done.
- Include dated reminders of when to reconnect.

Create a Process

Networking is an ongoing process in your business. Continue to maintain your plan, even as you grow.

You may prefer to do social media networking on a particular day(s) of the week. You can create an ongoing event on your calendar to remind you to network.

One of the best perks of social networking is that it is so easy! If you own a group, make sure you check in at least once a day so you can respond or 'like' a comment. You want to be present especially when posting anything that you expect will create attention and engagement.

Grow Your Network

"Your network is your net worth. How do you value your network? Well, if you don't cultivate it, nurture it, it becomes worthless. If you do value it, it becomes priceless." ~ Robert G. Allen

Review Your Process

- Does it work for you?
- Can you 'tweak' it?
- Does it align with your goals?

Seek New Opportunities

- Seek out potential online connections
- For live events, be sure to meet attendees

Review Your Process.

- How is it going?
- Evaluate your systems to determine if they are working for you?
- What is working and what has not been working?
- Time to tweak it.

Seek New Opportunities.

- Are you reaching out to in-person as well as online opportunities?
- Are you following up after introductions occur? With both parties?
- TIP: take the time to send a thank you for xyz ~ it will make you memorable. Standing out from the pack is always a good thing ☺

Check in with your social networks regularly.

- Do you follow through with what you say or promise?
- Are you active in posts and comments?
- Do they feel you care about them?

Be Authentic.

- Do you communicate in a natural way?
- Do you keep it simple?
- Do you reach out during holidays, birthdays or other life events?

Be Inclusive

- Do you let your connections know about an event you are going to, whether it is online or offline?
- Do you allow new connections to join one of your groups that you are pretty active in?

Summary

Social Media Networking is an ideal solution to grow your network connections. It will take time and diligence to build it, so do not be discouraged if it takes you a little time to see the fruits of your labor.

The key is to remember it is 'social' so you will have to put your time into building it. You need to be present and engaging.

Yes – it can be overwhelming, however if you create your plan and follow the steps within this textbook, you will be off to a good start. It will be ongoing and a crucial piece of your business plan for growth.

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