

How to Integrate Social Media Into Your Multiple Streams Business

Toolbox Teleclass Transcription

By Debra Russell



Professional Program

**Track 4A: Rock the Internet: Online & Social
Media Mastery**



Artists Marketing & Business Academy: Professional Program
Rock the Internet: Online & Social Media Mastery
How to Integrate Social Media into Your Multiple Streams Business

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INTRODUCTION

Welcome to June 2010 Toolbox Teleclass. We're going to be talking about how to integrate social media with your multiple streams of income business. So, has anyone joined since I went off to turn on the recording? Okay, so hopefully people will bing in, but if not, I'm just going to deliver the material for you guys.

So, I'm going to start out talking a bit about...with a lot of statistics. So stick with me through this. Some of you, and you know who you are--are still resisting and resenting social media, thinking why do I have to do this stuff? Why is this necessary? And so I think the first thing I need to convince you of is that you absolutely must take advantage of social media.

WHY SOCIAL MEDIA – FIRST BIG MISTAKE, NOT USING SOCIAL MEDIA

In fact, I said in my description that I was going to tell you the three mistakes that artists make when it comes to social media. The first one is not using it or not using graciously. Resisting and resenting it the whole time.

Wishing you could not, you didn't have to do Facebook, Twitter, Myspace, Reverbnation, Youtube and so on and so on, LinkedIn, whatever. For the most part I'm going to be talking today about Facebook and Twitter, though this all applies to everything.

Debra: Welcome, who's joined me?

Steve: Hi, it's Steve Sterngard.

Debra: Oh, welcome Steve. I've already dived in so I'm going to keep going. I've got a lot of content to cover today.

Steve: Okay.

So I'm just going to say, you must be active in social media and this is why.

STATS ON TWITTER AND FACEBOOK

TWITTER VIA HUFFINGTON POST 4/30/2010

I'm just going to give you a bunch of statistics on Twitter and Facebook. So according to the Huffington Post, an article that was out on April 30th of 2010, so just 2 months ago.



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Here's a summary of the facts and figures Twitter shared:

Here's the summary of the facts and figures that Twitter shared at a Twitter conference.

Twitter now has 105,779,710 registered users.

New users are signing up at the rate of 300,000 per day.

Twitter now has 105,779,710 registered users so that was as of the end of April. New users are signing up at the rate of 300,000 a day.

180 million unique visitors come to the site every month.

So add 60 times three hundred thousand to that number and you'll get an idea of how many registered users Twitter has at this point. 180 million unique visitors come to this site every month. Meaning that people open up the Twitter website a 180 million times a month.

75% of Twitter traffic comes from outside Twitter.com (i.e. via third party applications.)

75% of Twitter traffic actually comes from outside Twitter meaning that 75% of a 180 times that number of people are accessing Twitter via another applications such as Tweetdeck, Hootsuite, UberTwitter and there's probably a dozen of them that I haven't even mentioned.

Twitter gets a total of 3 billion requests a day via its API.

Twitter gets a total of 3 billion requests a day via its API meaning 3 billion requests to see what people are tweeting. Twitter users are in total tweeting an average of 55 million tweets a day.

Twitter users are, in total, tweeting an average of 55 million tweets a day.

So that's an interesting thing to notice. That 55 million people are tweeting, but 3 billion people are looking at those tweets.

Twitter's search engine receives around 600 million search queries per day.

Twitter search engine receives 600 million search queries per day.



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Of Twitter active users, 37% used their phone to tweet and over half of all tweets, 60%, come from third party applications such as Tweetdeck or UberTwitter or those other applications.

Of Twitter's active users, 37 percent use their phone to tweet.

Over half of all tweets (60 percent) come from third party applications.

TWITTER VIA EDISON RESEARCH STUDY 4/29/2010

According to another study by Edison research on April 29. So those first numbers all came from Twitter. Those are what Twitter is saying is happening. This research from Edison Research is very interesting. It's a 70-page paper, which I just skimmed through, but here are the hits, the highlights:

Twitter is Ubiquitous – pretty much everyone knows about it

First of all, Twitter is ubiquitous, meaning that pretty much that everybody has heard of it. Everybody knows of it, has heard of it, know it's out there, and knows what it does in some general way.

Twitter Sucks at Converting Awareness to Usage

Twitter is not as good at converting awareness to usage. So, everybody knows about it but not everybody is actually on it. So 87% of people know about Twitter, only 7% of Americans are using Twitter.

Known by 87%, just 7% of Americans use Twitter. Thus, fewer than one in 13 Americans who know about Twitter, actually use Twitter. Compare that ratio to Facebook, where 88% have heard of it, and 41% have a profile (a conversion rate approaching 50%).

So that's fewer than 1 in 13 Americans, but...and you want to compare that ratio to Facebook, where 88% have heard of it, so about the same number of Americans have heard of it, and 41% have a presence on Facebook. So the conversion rate for Facebook is 55%. It's only 7% for Twitter.

Twitter is the Important, Vocal Minority

While only 7% of Americans are using it, the Twitter population is still 17 million people, which is roughly equivalent to the combined populations of Connecticut, Oregon, Kentucky, Kansas, and Oklahoma.

But here's where Twitter has it over Facebook. Twitter is an important vocal minority, because while only 7% of Americans are using it, that's still 17 million people in the US,



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which is roughly equivalent to the combined populations of Connecticut, Oregon, Kentucky, Kansas and Oklahoma.

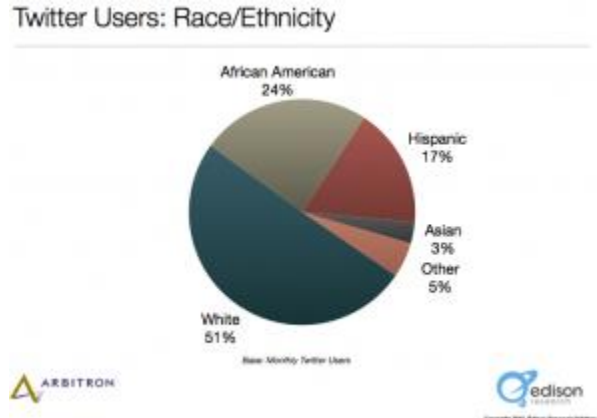
Brand Interaction is a Major Part of Life on Twitter

49% of monthly Twitter users follow brands or companies, compared to just 16% of social network users overall. Put another way, Twitter users are 3 times more likely to follow brands than Facebook users.

The thing that Twitter is doing better than Facebook, which is important to you guys in your business, is that on Twitter brand interaction is a major part of life on Twitter. 49% of monthly Twitter users follow brands or companies compared to just 16% of social network users overall. In other words, Twitter users are 3 times more likely to follow brands or companies than Facebook users.

So Twitter followers are more likely to follow a band, for example, than Facebook users. And it still--I mean 17 million people. That's a huge, huge number.

This Edison Research shows that for Black Americans, the social network of choice may very well be Twitter, as 25% of Twitter users are African Americans (approximately double the U.S. population).



Here's another number that I thought was very interesting. The Edison research showed that for black Americans the social network of choice may very well be Twitter. As 25% of Twitter users are African Americans in the US, which is approximately double the US population by percentage

Speak No Evil

53% of Twitter users never post any updates. To me, this reemphasizes the needs to be keyword smart in your Tweets, and to not dip into the pool of banality.



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Even though half your customers may not be tweeting or retweeting, they ARE watching, reading, and clicking.

Also on Twitter, 53% of Twitter users never actually post updates, but here's the thing. They may not be posting updates, but they're reading people's updates. So they're not necessarily being active or interactive, but they are reading it. They are watching, reading, and clicking through links from Twitter.

So that means that you do need to be careful about what you say on Twitter. You do want to be relevant and informative and interesting and not just be tweeting about the bagel you have for breakfast.

FACEBOOK ACCORDING TO FACEBOOK:

More than 400 million active users

Okay, so let's talk about Facebook. Those are the numbers about Twitter. Facebook, according to Facebook, so if you go into the Facebook website and click on their link for statistics.

50% of our active users log on to Facebook in any given day

They say they have currently more than 400 million active users. 50% of active users logged on to Facebook every day or in any given day.

Average user has 130 friends

So 200 million users logged into Facebook every day. The average user has 130 friends, and if you think about this geometrically, that you are friends with someone who is then friends with a 130 people and their each friends with a 130 people--the connection becomes astronomical very, very quickly.

People spend over 500 billion minutes per month on Facebook

People spend over 500 billion minutes per month on Facebook. There are over 160 million objects meaning pages, profiles, groups and events.

There are over 160 million objects that people interact with (pages, groups and events)

160 million objects that people interact with. The average users connected to 60 pages, groups and events.

Average user is connected to 60 pages, groups and events

Average user creates 70 pieces of content each month

The average users create 70 pieces of content each month, meaning they're updating their status or they're creating an event or they're uploading pictures or music or whatever.



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More than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

More than 25 billion pieces of content, which includes weblinks, news stories, blog posts, notes, photo album, etc, are shared each month.

More than 70 translations available on the site

25 billion more than 70 translations are available on the site and about 70% of Facebook users are outside United States.

About 70% of Facebook users are outside the United States

Over 300,000 users helped translate the site through the translations application

So if you want to build connections outside of the US, Facebook is going to help you with that, and over 300,000 users help translate the site through the translation application. By the way, there's also some very funny translations. There's a way to translate your Facebook page into different languages. It's not all this language. There's some also some fun and silly things there as well.

FACEBOOK VIA "DIGITAL BUZZ BLOG:

35 M update their status daily

Now another bit of information about Facebook via the Digital Buzz blog says that 35 million people update their status every day.

60 M status updates posted daily

60 million status updates are posted daily.

3 Million pages

There are 3 million pages and 21 million people become fans of pages.

20 M people become fans each day

New pages every day, which of course now, it's not becoming a fan. It's liking a page, but 20 million people say they liked a page every day.

Avg user has 130 friends

Again, the average user has 130 friends, which we already talked about, and the average spends as much as 55 minutes a day on Facebook, which means people aren't just getting online and posting this status update and leaving it.

Avg user spends > 55 min/day

They're getting online. They're posting their status updates. They're finding out what their friends are doing. They're looking at events. They're looking at pages. They're following links. They're reading blog posts. They're on Facebook for an hour a day.



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ARTICLE IN FAST COMPANY MAY 2010:

A 68 PAGE NEW STUDY BY VIVALDI PARTNERS AND LIGHTSPEED RESEARCH, ASSESSES CUSTOMERS' BRAND AFFILIATIONS, ADVOCACY, AND SENSE OF COMMUNITY, AMONG OTHER FACTORS, FOR HOW THEY CREATE TRUE VALUE FOR THE COMPANIES, NO MATTER WHETHER IT'S ONLINE OR OFF.

So one last piece of factual data. In the Fast Company magazine of May 2010, there is a 68-page study by the Vivaldi Partners and Lightspeed Research, which I also downloaded and skimmed but didn't read in depth in fact, but I will.

They looked at customer's brand affiliation. Now they're looking at corporate brand affiliations, advocacies, and sense of community, among other factors, for how they create true value for the companies whether it's online or offline.

And what they discovered is that there are some new rules because of social media and how people interact and what they expect from social media. The overriding thing is that advertising no longer really works in the way that advertising worked 20, 30, 40 years ago. For example, here are the new rules. We've got 4 new rules for you.

THE NEW RULES (OR AT LEAST THE ONES THAT APPLY TO THE INDIE ARTIST):

Advocates Trump Followers – it's about quality over quantity. It's about engagement

Advocates trumps followers. Why MySpace is dead. It's about quality over quantity. It's about engagement. It's about actually connecting with people not bombarding them.

Context Matters – what is your niche talking about? And benefits over features

The second rule is context matters, which means what is your niche talking about? How are they talking about it? What are they interested in? And it very much means that you need to be speaking about benefits over features.

Social Tools are a Means, Not an End

The third rule is social tools are means, not an end, which I think goes back to advocates trumps followers. It's not about getting 20,000 people to follow you. It's about getting 20,000 people to follow you, who you interact with, who like what you're doing or are interested in you, who are engaged. And I'll tell you something. 500 engaged followers is worth a 100,000 non-engaged followers.

Gimmicks Marginalize Trust – that doesn't mean don't have fun. It means the games need to create engagement.



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And finally, the last rule is gimmicks marginalize trust. In other words, doing something just for the sake of doing it doesn't work. Having a contest, doing something funny or stupid or weird doesn't work. That doesn't mean don't have fun. It means that the game actually needs to create engagement and draw the people you're interacting with-- your fans, your followers, your friends, draw them deeper into a relationship with you through the game.

So, someone else beeped in while I was rattling off all of those numbers and statistics. Do you want to say hello?

John: Hi, it's John.

Debra: Hey, John, welcome.

John: Hi, Debra.

So, I'm going to talk for just a brief minute about why you want to use niche marketing. Now that I've convinced you that you must be on, and I have convinced you guys, right? Yes? No? Hello?

Caller: Uncall. Uncall.

Debra: I know Steve...I think he might've muted himself. Right? So, here's the thing. It is an unprecedented opportunity to reach people internationally for free that did not exist before Twitter and Facebook. There did not exist a way for you to get your product, meaning your music, in front of this number of people without spending billions of dollars on marketing.

So, to say I don't want to do it, to resist it, to resent it is just like--it's just like shooting yourself in the face. It's crazy! But here's the thing, there's 3 billion people hitting them, all these numbers, a huge quantity, so how does your little voice get heard among the cacophony? And that's why you must use niche marketing and approach your social media from a niche perspective.

WHY NICHE MARKETING – SECOND BIG MISTAKE – NOT APPROACHING YOUR SOCIAL MEDIA FROM A NICHE PERSPECTIVE.

And that's the second biggest mistake is artist not thinking in terms of who is their niche market and how do they identify them, so that those are the people they're getting following them, those are the people they're connecting.



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REFER TO CLASSES ON THIS TOPIC IN MEMBERSHIP

Now I'm not going to go into--I've used this time to go into a lot of details about niche marketing. Of course, that information is available. I've got probably got 4, 5 calls on [niche marketing](#) on the website on the membership already. So go ahead and listen to those calls to really learn about [niche marketing](#) and what it is and what it means and how you identify your niche.

The way I like to use the bulk of our time together is really showing you how social media actually interfaces with the [Multiple Streams Business Model](#), and I'm guessing that's why you guys are here.

HOW TO USE SOCIAL MEDIA IN MULTIPLE STREAMS BUSINESS:

So remember that in the [Multiple Streams Business Model](#) there are 8 steps. Step 1, pick your niche. Step 2, find out their wants, needs, and desires. Step 3 is find solutions--unique solutions for their wants, needs, and desires. Step 4 is design your product. Step 5 is generate traffic. Step 6 is convert prospects. Step 7 is deepen relationships, and step 8 is your BOP, which is your Bold, Outrageous, Provocative statement. This concept of social media interfaces with the multiple streams concept at every stage, and let me get specific after I have a drink of water.

STEP 1 - PICK YOUR NICHE

DETERMINE VIABILITY OF NICHE – DO THEY GATHER? DO THEY REFER TO THEMSELVES AS A GROUP? CAN YOU FIND THEM VIA TWITTER/FACEBOOK SEARCHES?

So first of all, Step 1 pick your niche. Well, you're not necessarily going to use social media to begin to pick your niche. In other words, you want to have done your research and have some ideas about who your niche might be, but one of the things that social media can do is really determine the viability of your niche. Do they gather? Are there groups? Are there Facebook pages about those niches? Are there, you know, people on Twitter who are tweeting about the topic matter of your niche?

So for example, I'm working with the client who has a niche in the massage therapy and acupuncture world. Well, are there groups and pages for acupuncture and massage? Are people tweeting about massage and acupuncture?

Also, how do they refer to themselves? What language are they using to classify themselves? And can you find them via Twitter and Facebook searches? And I'm going to talk a bit more about that in the Generate Traffic section. So you can use your access into the social media world to test the viability of a particular niche that you're interested in.



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USE YOUR "SOUNDS-LIKE" TO FIND NEW FANS

But here's another thing to think about social media, which you wouldn't necessarily want to use in other avenues of marketing. Let's say I have a client who has been told, and I think this is an inaccurate assessment, that he sounds a lot like Bruce Springsteen. Well, boy! He could go to Facebook, find a Bruce Springsteen fan page and he has 9,000 fans on there, and starts inviting those people to check out his profile or to fan his page.

He can do the same thing with a Twitter search. People who are tweeting about Bruce Springsteen. And I didn't actually check this out, but if Bruce Springsteen is on Twitter and he has a...however many followers he has, this person could actually just follow all of Bruce Springsteen's followers. You know, not all at once, because Twitter has rules about how many people you can follow in a day, but you know, follow them...maybe 30 a day, and then at the end of the week, un-follow the people who didn't follow back.

You know or whatever. So there are ways to use your sound alike or your genre, though I think genre is too broad. The more narrow you can get obviously...this is niche marketing...the better, because the people who like that music might also like your music and wouldn't you want them to follow you, friend you, fan you, and so forth? Okay, that's the first suggestion.

STEP 2 - FIND OUT THEIR WANTS/NEEDS/DESIRES

For Step 2, finding out the wants, needs, and desires. Well, one of the best ways to find out what they want, what they need, what they desire is to listen to them. Find out who they are, follow them, and find out what they're saying. Listen to what they're saying. Take notes. Start pulling tweets into a gathering page where you find them talking about the things that they want, they need, they desire.

Another thing that you can do as you're building your following through these social media sites is ask provocative questions that engage them in the conversation of what they want, they need, and they desire.

EAVESDROP – VIA FACEBOOK AND TWITTER – THEY'RE TALKING, ARE YOU LISTENING?

For example, you may or may not know this, but I started a weekly tweet chat on Twitter Thursday at 12 o'clock Pacific time every week. When I'm not on the road, I am doing a tweet chat. Well, this is free. Basically, you log into our website...that's tweetchat.com using the hashtag that I've identified, which is #musicbiz, and you can participate in the conversation. What the conversation for the most part is me asking questions.



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You know, what are your biggest challenges? How do you handle this issue? How do you handle that issue? And then I just--we go wherever the conversation goes because that's what it is--a conversation.

ASK PROVOCATIVE QUESTIONS THAT ENGAGE THEM IN THE CONVERSATION OF WHAT THEY WANT/NEED/DESIRE

So you can ask provocative questions. You can ask provocative questions in your status updates. Derek Sivers does this brilliantly of Facebook, and very often his status update will have 400 people and I'm not even exaggerating. Comments and interacting with him about what he's talking about on Facebook. It's amazing. He also does that very well with his blog posts, but he does it just brilliantly on Facebook.

STEP 3 AND 4 – OPTIMIZE YOUR PROFILE/PAGE/TWITTER PROFILE FOR SEO/SEM AND TO APPEAL TO YOUR NICHE

Now for Step 3 and Step 4, and then I'm going to take a break and open it up for questions. Step 3 and Step 4--Step 3 being design your solutions and Step 4 being design your product, right? And your packaging of your product.

One of the main things you want to do in those steps is really make sure that you've optimized your profile page on Facebook, your Twitter profile on Twitter, your fan page or business page on Facebook. For search engine optimization and search engine--I forgot what SEM stands for. I'm sorry I'm blanking.

And you want to make sure that they are appealing to your niche and using the keywords for your niche that you discovered in step 2. One of the main reason I will not follow someone back who follows me on Twitter is I can't tell from their page who they are, what they do, what they want, what they're looking for, you know.

If all it is how many people there following them back and their name and nothing else, I won't follow them back because really why should I? I have no idea who they are. So before you start really generating traffic, which is Step 5, you want to make sure that you optimize these things. You want to make sure that the links that you have opt on your profile, your page and your Twitter profile lead to an optimized website with your products set up and ready for them to play with. Easy and obvious okay.

Whether it's signing up for your newsletter or buying your cd or downloading you know--downloading songs or even if it's just a, you know, another link over to cd baby to get your cd. Whatever it is, you want to make sure that stuff is really well optimized so that when you start really driving traffic, you are ready for it, and they see you and they want you and they like you, and they're intrigued by you.



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Okay before I go on to Step 5, let's go ahead and open it up for questions, and by the way, I do believe that there's going to be some time at the end for a bit more focus kind of coaching type stuff. We'll see how it goes.

You guys have any questions so far? Is this making sense to you?

Steve: Debra, its Steve.

Debra: Hey.

Steve: I'm very new to Facebook, and I haven't even started with Twitter. So there are 2 things you have: a regular page for the public--is that called the profile? Your profile page, and you have a fan page, 2 separate pages?

Debra: Your profile page is not open to the public. Your profile page is only open to your friends. Your fan page is open to the public and is searchable. They can search for you, but they can't really look at your profile, unless you've accepted them as a friend.

Steve: I see.

Debra: And profile is much more limited in size. You can have I believe a limited of 5,000 friends on your profile, but you're unlimited to the number of people who like your fan page.

Steve: Uh huh. Okay.

Debra: And you do use somewhat different. That's kind of beyond--like all of that stuff is kind of beyond the scope of this call.

I probably will schedule a call like how to get started on Twitter and how to get started on Facebook. But that information is so tremendously available to you. I mean just search Facebook for musicians or search how to get started on Facebook, and you will find a bizillion blogs articles about it.

Steve: Okay. Alright thanks.

Debra: Any other questions about that? I know I'm kind of throwing out a lot of terminologies here, and I'm kind of assuming that you guys have a certain level of knowledge about the resources, but you bring a good point, Steve, that perhaps maybe I'll design those classes for July and August. I'll see how it goes.

Steve: So, Debra, maybe you know a little more specific can you be--speak a little bit more about optimizing the pages. So for instance my fan page on Facebook, I've got...I think there's a link to a video. I've got 4-5 songs from the latest album. There's a way to sign up from email list of fan bridge...



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Debra: Yeah, that's something all good. Make sure you're using--

Steve: What are the keywords though? Do you think--just the profile--in the like bio thing?

Debra: There's a place to use keywords in the bio obviously, but also in what you're tweeting--not what you're tweeting, what you're saying in your status updates, in your notes, in your blog entries on your fan page. You want to be filling them with the keywords, meaning your niche market. What words are they likely searching for? Because remember Google can find your fan page. It can't find your profile. It can only see a profile for you exists. They can't actually access the information in your profile. Unless you tell Facebook that that's okay, and that's a whole other much longer conversation about privacy issues. But it can access your fan page and evidence is starting to show that people are searching in Facebook first before they even go to Google.

Steve: Wow...

Debra: Yeah.

Steve: So Celtic music, flutes, bagpipes, kilt, that kind of stuff. You have to try and work that into your conversation?

Debra: Exactly! Exactly.

Steve: Did you say that the blog element...that's separate from post?

Debra: Yeah, if you look at my fan page, you'll see that all of the posts on my fan page are actually "notes." I've set it up so that my blog pushes to my fan page. So when I blog about something that goes up to my fan page automatically I don't have to do anything.

Steve: Okay but seeing that I don't blog, I can just go straight to the...

Debra: Yeah, you just set it up as a note, and what the hell? Why aren't you blogging? But that's another conversation.

Steve: That's another conversation.

Debra: And that's probably--you know, I'm getting a lot of ideas for calls on this call. So you've got a Twitter call, we've got a Facebook call, and we've got a blogging call. Though in Patrick...he talked quite a bit about why you must be blogging. So I'll point you to his interview on the membership --in the meantime. Okay, any other question before I move on?



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Steve: Same thing with your 140 characters--I mean really just trying to get for me, Celtic--

Debra: Yeah, but here's the other thing. You have in Twitter you have the opportunity to set up a bio.

Steve: Sure.

Debra: The bio does not have to be in proper English. In fact, I recommend against it because it's 160 characters. So pepper it, and if you look at my bio on Twitter, it is peppered with keywords. Keyword after keyword after keyword for who I'm targeting. Not really about me. It's all about you guys. It's about who I serve not about what I do.

Steve: Okay, so then on the reverse, when you...say you go to check out somebody who's followed you, and they have no information and somebody comes to check you and just sees keywords. Are they not keyed in the fact that this is promotion/advertising?

Debra: Well yeah, but they also have the opportunity to read my tweets and my tweets are just chalk full of quality and information.

Steve: Right.

Debra: It's not sell, sell, sell, sell, sell. It's...you know, information, It's tips. It's links. It's other people's blog posts. It's resources. It's just filled with that--I'm about to set up some automation to make it even more filled with that stuff, which I'll talk about in a minute. Okay? So yes, and the things to know about Twitter is people can search, and I'm going to talk about this in more details in a moment.

People can search keywords in your tweets, and they can also search keywords in your bio using different tools. Okay? And I'll tell you, you know, I will get, depending on the quality of my tweets over given period of time, I will get anywhere from 3 to 25 quality followers a day. Now when I say quality, I'm not including the people who are the other coaches who are finding me because I'm a coach, and why the hell are they searching for coaches? But that's another conversation. The SEO and SEM marketing people, I get people from MLM, and of course, I get the prostitutes from Russia. I'm not counting those people.

I'm talking quality. People who are in my niche market following me because of the quality of my tweets and the quality of my keywords. And that numbers, of course, goes down when I'm not really active, but when I'm really active...I mean, just the other day, I've been really active for 2 days and I have 25 new people, and I followed back about 18 of them.



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Meaning they were quality people. I don't follow back the other people, but I do follow back everybody in my niche market, and I strongly recommend it because remember this is about engagement, not about you getting people following you. It's about you being able to engage them in conversation.

And the best to engage them in a conversation is to follow them back. Does that make sense?

Steve: Yeah, I just have an automated follow.

Debra: Oh yeah. I don't do that. I don't automate my follows because I don't want to follow back everybody. A lot of them are garbage. That's one thing I don't automate. I just have the email from Twitter telling me I got a new follower that just goes to a folder in my email and I look at it maybe twice a week and just go through all of them and follow back who I'm going to follow back. Usually takes me 20 minutes or so. So anyway, I'm going to move on, but like I said if there's time at the end I'm happy to talk about this and I'm happy to talk with you guys as long as, you know, the conference bridge is alive. Though I haven't eaten dinner yet so have some mercy on me.

STEP 5 – GENERATE TRAFFIC

Step 5 generate traffic. This is the hugest area that you can really impact--thus beginning to impact with social media.

FIND PEOPLE IN YOUR NICHE AND INVITE THEM IN:

tweepsearch, twellow, search.twitter.com, socialloomph

You can find people in your niche and invite them in using Tweepsearch which is tweepsearch.com. This is for Twitter. [Twellow.com](http://twellow.com), and by the way, Twello and Tweetsearch search by the bios, so they actually look at the bios and you can on Twello--you can actually search by zip codes.

So, if you're playing a gig at 94512 and you do a search for people for 94512, 94513, 94510, 94511, right? Those area codes and Celtic music--that's what you're going to find. Really, highly, targeted people. Even if it's not Celtic music, even if you just say music, which means somewhere in their bio they said something about music, and then you look at them and say, "Okay might this be a good person to follow" or you could say...and this is what I started doing when I started really traveling for speaking. Like I went and spoke in Connecticut, and so I went on to Twello and I put in Connecticut, music. And I found a lot of Connecticut musicians. Just follow and some of them will follow back.

So you guys can see how this works? There's another tool called called Social Oomph. socialoopmh.com, which has a free version and a pay version. The free version can



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do searches by keywords on tweets and deliver them to your email inbox. Now you can also search tweets by search.twitter.com and that will also search keywords but it's only within the website and so you have to be--you have to be actually on, to be looking at those people.

I do regular searches for musicbiz because that's my target market, right? Now you may have noticed that I'm talking more about Twitter when it comes to searching than I'm talking about Facebook. That's because up until very recently Facebook wasn't so easy to search. In the last 5 months, Facebook has made it their business to become much more searchable, much more keyword sensitive. Now there was a lot of hullabaloo about this--privacy, privacy, privacy. I'm sorry, but for our purposes, oh my god, thank you!

One of the things that you can do on Facebook is you can do target marketing. You can target ads. So you can do pay per click ads and you can target by demographics, geographic, keywords on interests—oh, it's amazing! Have you ever noticed that the Facebook ad seems to know a lot about you? How do they do that? Because the advertisers can't find you personally, like I can't go in and find the people who wants X,Y and Z, but I can buy an ad and Facebook will do it for me. And then I paid for a click. Does that make sense to you guys?

Steve: Can you give an example say in my niche, boogie woogie piano?

Debra: That's not your niche, that's your genre.

Steve: Oh!

Debra: You need to listen to the Pick Your Niche call. Because your niche has nothing to do with you. Your niche has to do your audience. Who are they? What do they have in common? Where are they hanging out? What are their, you know--what by group. Let me be specific with you. For my—right, I am a business coach. I could be coaching CEOs. I could be coaching real estate, investors or experts. I could be coaching any niche I choose to coach. There's nothing to do with me, has to do with them. Who am I targeting? So you need to think about who are you targeting in your audience. Now does that make sense?

Steve: Yeah

Debra: Because if you--now that doesn't necessarily mean that you can't do searches for Boogie Woogie. I don't know what's going to show up, but it might be people talking about Boogie Woogie music. Might be people talking about, you know, piano music



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but I also want to be very specific that that's not the best way to pick a niche. Does that make sense?

Steve: Yeah, I'll listen to that call then.

<http://www.facebook.com/advancedsearch>

Debra: Yup, yup. Okay. So, going back to generating traffic. On Facebook, there is a tool. I have not use it yet, so I'm giving it to you with a caveat that I don't know how well it works, but it was very well reviewed. In the several reviews that I read and its really pretty new thanks to Facebook kind of opening up to things. It's called Advanced Search, and it's an application so you need to load it into your Facebook and allow it to access, and then you can search by advanced keywords, and you can get much more specific in your searching.

I really think that's actually a better way to do it on Facebook is to friend your friend's friends. What do I mean by this? Let's see. For example, I started out just by friending the musicians and artists that I knew, but then I went and looked at who were they friends with. And I started asking those people to be my friends. And I will tell you when I got to about 500 friends, I haven't done that in a while. I'm up to about 900 friends right now, mostly because people find me the same way.

Steve: Is this your personal profile?

Debra: That's my personal profile. I will say that I have not--I've spent a lot more time learning about and using Twitter than I have learning about and using Facebook effectively. But I will say that I've gotten private clients from both. I just bought a really advanced Facebook marketing package, so that I can really learn the ins and outs of Facebook. So I'll probably give you guys the beginner's guide to Twitter before I give you the beginner's guide to Facebook because I'm just not there yet. But I also know a lot of people who are making huge inroads with Facebook.

So I'll come back to you guys with a...more advanced information on Facebook. I'm sure.

STEP 6 – CONVERT PROSPECTS

Step 6 convert prospects. So step 5 is all about generating traffic. It was all about finding people, inviting them, to play with you. It was about making sure that those people also knew how to reach you on your website, on your blog, how to find your cds and your concerts and all of that stuff.



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Step 6 is converting those prospects, because I will tell you, just because someone is following you or someone is friends with you or someone has liked your fan page doesn't mean anything. It doesn't mean they'll buy from you. It doesn't mean they've ever heard your music or know anything really about you. So, this is where interaction comes in and engagement comes in.

OFFER VALUE

What you want to be thinking about in your time in social media is that you're offering 2 things. You want to be offering information, right? So you want to posting status updates on Twitter, on Facebook. Putting up blog posts on Facebook pages, putting up links, so on, so forth, right?

You want to offer value and by value I mean value that your niche will find valuable. So for example, I have a client who is both a musician, but also a producer, engineer, and has a sound studio. He's got 2 Twitter personalities. One is him as an artist and the other is him as the sound engineer. The mistake that he has made in the past is that he's tweeted the same thing for both.

Well I'm sorry, but the niche who is interested in him as an artist is not the same group of people who is interested in him as an engineer or producer. Can you guys see that? It's a completely different market. He has been tweeting on his artist all about the music business. Guess what? His fans don't care about the music business.

He needs to be tweeting as the artist person about what he's interested in, what he's passionate about, what he's up to, but also identifying who his niche is, what do they have in common, what are their interests and be tweeting about that. How he might be tweeting about hiking as an artist. He's not going to be tweeting about hiking as an engineer or a producer. He's going to be tweeting about how to...about the pitfalls of, you know, recording your first cd. That's what he's going to be tweeting about right? Do you guys see the difference?

And these same rules apply on your--in Facebook as well. So you want to be offering value, but value that is important to your niche.

OFFER FUN

You want to have some fun with it. It's not all business all the time. Though you need to be a little careful that you don't offend people with your fun, unless that's really okay with you.

I actually follow quite a few "famous people" and some of them will really just say exactly--there's a choreographer named Travis and I'm blanking on his last name, but I



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follow So You Think You Can Dance and The World of Dance, because I'm just totally passionate about it. And he's an unbelievable choreographer and can I just say his tweets are on the side of profane? And he basically says, "You don't like what I tweet, don't follow me." And you know what, that's okay as an artist, because you don't need everybody to follow you.

You need the people to follow you who are going, who are into you. So you want to be yourself, but you also want to remember that anything that you tweet becomes its own website.

Every tweet has a unique URL that is completely searchable by Google and that Google will find within 5 minutes if you posted it, and once Google has it, it never disappears. So you don't want to be a little bit conscious about that. Now your profile on Facebook again is not searchable, but your fan page is.

And the truth is you never want to say anything in social media that you would not say to someone to their face and be willing for it to be remembered forever. So just be a little careful. Once you tweet it, you cannot remove it. Once you put it up on Facebook, you cannot remove it. And people have gotten blocked from both for making mistakes in this area. For being either too much sales all the time or rude or insulting. So just be aware okay.

MAKE IT EASY, SIMPLE AND OBVIOUS TO PLAY WITH YOU

You want to make it easy, simple, and obvious for how to play with you everywhere. Make sure that there are links to your website. There are links to buy your products. You want to let them know when you're playing, where you're playing using Events. That's another level of sophistication.

USE EVENTS AND INVITATIONS AND DM'S

You can create events through your page. You can, on Facebook, you can create events through your profile on Facebook. You can create events through your groups. We haven't even talked about groups, and we're not going to in this call, because that's a whole—

You can send direct messages to your followers, although I recommend doing that very, very, very rarely, unless there's like something really hugely momentous. For one thing, people don't read them very often. For another thing, the people who do read them very often have them going to their text messages on their cell phone, which could be costing them money, which might piss them off if you're doing it a lot.



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CLICKABLE LINKS

You want to be sending clickable links, but again, being careful on how you do that. Some people--I know I won't click a link on a DM--on a direct message in Twitter, because too many hackers have set up sites and then tweeted about them, though Twitter has gotten better about cleaning that up.

So converting prospects is all about engagement, so it's not all about what you put out. It's also how you engage, which leads me to step 7, deepening the relationships, and this is partly also step 6, converting prospects, because it's kind of these two things will tend to merge a bit, because people buy from the people they know, they like, they trust, and so converting prospects has to do with them getting to know you, like you, and trust you, because then they'll buy from you, so they stop being prospects and become customers, fans, and clients.

STEP 7 – DEEPEN RELATIONSHIP

Step 7 is deepen your relationships. You need to offer interaction, connection, and relationships. What does interaction look like? That means that you don't just put your status update up there. You read theirs. And I'm going to tell you in the last piece of this on how to do that without losing your mind. Oh my god, I'm really running low on time, so I'm going to go through this very quickly.

OFFER INTERACTION, CONNECTION AND RELATIONSHIP

Offer interaction, connection, and relationships. Follow up to people who respond and interact with you.

FOLLOW UP WITH PEOPLE WHO RESPOND AND INTERACT WITH YOU

If someone sends you an ad message or post something on a status, you want to talk back to them all the time.

ASK THEM TO SHARE

Ask them to share, ask them questions.

INVITE THEM TO PLAY WITH YOU IRL

Invite them to play with you in real life. Make special offers that just go out to your friends and followers.

SPECIAL OFFERS JUST FOR YOUR FRIENDS AND FOLLOWERS

Give them discounts to merchandise. Give them packages to see you in concert that include your CD and a t shirt. Just send them offers. If they're following you, it means they are interested in you. You want to deepen that relationship by giving them special cool stuff. And not always for sale stuff, free stuff too.



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INTERACT WITH THEM ABOUT WHAT THEY'RE TALKING ABOUT – IT'S NOT ALL ABOUT YOU

Interact with them with what they're talking about. It's not just all about you and what you want to sell.

THANK THEM WHEN THEY SHARE AND RT – THEY'RE SPECIAL – LET THEM FEEL IT.

Thank them when they share you with others and re-tweet you. This is hugely important. It's engagement right?

Saying thank you for sharing about me. They're special for doing that. Let them feel it. It's hugely a beneficial thing that they do when they share about something that you're doing because their 130 friends see it, and they might share about it and their friends may share about it, and you see how this goes? That's how things become viral. Okay.

STEP 8 – BOP

USE SOCIAL MEDIA TO COMMUNICATE YOUR MESSAGE, MAKE YOUR BOLD

OUTRAGEOUS AND PROVOCATIVE STATEMENT, RAISE FUNDS FOR YOUR CHARITY,

For Step 8, the BOP, use social media to communicate your message. Make bold, outrageous and provocative statements. For example, raise funds for the charity you're passionate about.

Talk about the things you believe in. Talk about why you're making the music. What's important to you about it and what's unique about you? What's cool about you? What's fun about you? What's goofy about you? Okay, I'm going to use this last 5 minutes to very quickly talk about systematize, because the third biggest mistake that artists make is to not systematize their social media.

SYSTEMATIZE – THIRD BIG MISTAKE – NOT SYSTEMATIZING

CREATE A SCHEDULE

So that they end up being--not being consistent with it. First of all, create a schedule and you know what? Even if it's only once a week, do it once a week, every week. No matter what. In that schedule, if you're going on there for an hour, identify exactly what you're doing.

Maybe Mondays you have Twitter. Tuesdays you hit Facebook. Wednesdays you spend some time on your Facebook page developing that. Thursdays you're back on Twitter, Fridays, you're back on your Facebook profile. Whatever it is, I don't care.



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Build in your ReverbNation, your MySpace into that. You can push things into MySpace using PingFM, so that you don't have to populate it, since it's on its way out. You still need to keep it live, but you don't need to pay as much specific attention to it.

There's different ways to automatize it. You do want to be careful when pushing from one social media to another because it's a different conversation. And if I'm following you on Twitter and I'm following you on Facebook, and I'm seeing same things on both places, I'm going to unfollow you in one of them because hello, boring!

Think about it this way. Twitter is the cocktail party. Facebook is dinner with friends. LinkedIn is a business social networking event, okay? Youtube is the new MTV. Guys, if you think about that, where you have to--you're not going to do and say the same thing at the cocktail party as you would at a business networking event. You just wouldn't.

Nor should you be doing the same thing at a dinner with friends that you would be doing at a cocktail party with strangers or a networking event. So you want to be thinking about that.

TWEETDECK OR HOOTSUITE

Use tools like TweetDesk, Hootsuite. That'sss HOOT going with the bird methodology of Twitter-SUITE or SocialOomph as tools to manage your feeds. Don't use Twitter.com to look at your feeds. You get beyond 55 followers and that would be chaos.

TO MANAGE THE INFLUX OF INFORMATION

SOCIAL OOMPH

You can organize by groups and that's again a more sophisticated thing, which I'll talk about in more detail when I do those classes.

TO "DRIP" OR AUTOFEED

You can set up Social Oomph, but this is part of a paid service to drip or auto feed your tweets.

Steve: No, you can do it for free.

Debra" Yeah, but you have to enter them individually. If you have a paid account, you can upload them in bulk.

Steve: Oh... It's very time consuming to--

Debra: Right, right. You can do them individually on Hootsuite and Tweetdeck too, but with Social Oomph, the reason why I became a paid member of Social Oomph is that I



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can upload a hundred tweets at a time and tell them when to send them out and how often to put them out.

Steve: Yeah, that's good. I mean the free--just so you know, the free does hold it in a library.

Debra: Yeah, but you have to schedule it individually, and it's a pain in the butt.

USING A PR AGENCY LIKE ARIEL'S OR VIRTUAL ASSISTANT

You can also decide to delegate this to a PR agency like Ariel Hyatt or to a virtual assistant but you must, must, must, if you delegate this, you damn well better be writing the majority of it.

TO CREATE A MORE PERSONALIZED INTERACTION

Even if you're not the one putting it up there. It's got to be your voice. It's got to be your personality, because it's about them getting to know you. Not your assistant and not your PR firm. YOU, okay?

Alright, that was--that was a lot information. I have 7 pages of notes just so you guys have a sense. Then I banged through it. I'm happy to take questions at this point, even though we are overtime, but I'm happy to stay on for a while and take questions.

Steve: So Debra, I have this young fellow who all he's doing is following people. Having doing some searches, and I can't remember what the searches are, some of them were band names, some of them were Celtic music, Irish music, etc.. But I haven't had him do anything else, and I really want to figure out how to do that, how to write stuff, get it to him, so he can start to put it up.

Debra: I think what you want to do is set up a couple of brainstorming sessions, and one of things that I learn from Ann Evanston who I--if you want to learn about social media, she's a wonderful resource. She's not inexpensive, but I got in when she was just really starting a lot of this stuff, and so I was able to get a lot of information, but I highly recommend following her. It's ANN EVANSTON, and tell her I said hi. She's about a mile. She's up in the Bay area. One of the things that she talks about and I think this is such a brilliant concept, and I'm going to actually be installing it in the next couple of days, is to have themes for your days.

And have those themes having to do with your market, right? So, she's a social media marketing expert. And so, she has Twitter Monday and Facebook Tuesday and, you know, blogging Wednesday like that. So those are her topics. I'm going to be doing,



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gosh, I just created some of this stuff, so I don't have it in my head, but I'm going to be doing...let's see if I can open this really quickly and easily so I can tell you.

Marketing Monday, Time Management Tuesday, Wisdom Wednesday, Business Management for the Creative Mind Thursday, Finances Friday, Systems Saturday, and Sanity Sunday.

Those are my topics for Twitter. I've not yet designed my topics for my Facebook page but I will be doing that. And basically, I've just started brainstorming tweets that were just little tips, little tidbits about those topics, but let's say for you, for example, you might have World Music Monday. So it's not just about Celtic music. It's World Music Monday.

Tuesday might be Tin Whistle Tuesday. Wednesday may be---right? Do you see where I'm going with this?

Steve: Yeah.

Debra: Right? So it could be...on Wednesday. I don't know, whatever you want to, right? So it could be about your music. It could also be about who your target market is, you know? It might be because you're doing Celtic music. It might be about the history of Celtic music or it might be about the story of a particular song, stuff like that is really good for Facebook. Can't do it as well for Twitter, but for Facebook going into a bit more depth. Maybe you want to do it as a Facebook status update. I wouldn't go over, you know, maybe a 100 words. I'm sorry 100 characters--not 100 characters, 100 words for a Facebook fan page note, and maybe 200 characters for a status update on a profile, because on Facebook, you can write longer, but it...then it just goes to a "click here for more" and most people well...

Steve: Yes, but the notes will come up--so the notes--you're referring notes to our words. So notes will actually---

Debra: No, just blog post. No, just blog post.

Steve: And it's all readable in the post.

Debra: I think that you see the first paragraph, and then it takes you to the note's page where the whole thing is. So on the fan page, you're just going to see the first, I don't know, maybe 25 or 30 words, but then it will bring you to a link which is a note, and you see it in full and then there's a place for them to click through to your blog if you're doing it, if you're pushing it from you blog.

And I will tell you, people find me that way. You know, they find my blog that way and then subscribe to it, so they're not even looking at it on the fan page. They're looking at it actually in the blog. So, it does push people there. Does that answer your question?



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Steve: Yeah, so here one more specific question about Twitter and that is repeating tweets of interest.

Debra: Yeah, so I'm going to give you a couple of rules about Twitter, and these actually do apply for Facebook as well. You want your messages to be 7 messages of interest and engagement to every three marketing messages.

So 70% of the time you're tweeting values, humor, links, stuff. 3% of the time "buy me" or events, announcements, and what not. That's an average. You might have periods of time in which you're much harder on the self because you're pushing something specific, but you do want it to all average. Otherwise, people will get bored and they will un-follow you.

With Twitter and Facebook particularly, if you're going after an international audience, which I know, John, that you are.

John: I'm sorry. Can you repeat that one more time?

Debra: Especially if you're going after an international audience.

John: Yes, yes.

Debra: If someone has more than 30 people of their following, your tweet is going to fall very, very, very quickly out of site.

John: Right.

Debra: Unless they're sophisticated, and they've really learned how to use things like Hootsuite or Tweetdecker, whatever to organize their followers.

Steve: Yes.

Debra: I recommend tweeting something of interest, and this probably may be not as often on Facebook, but you still want to do it relatively frequently. Maybe 3 to 4 times in a 24-hour period if you're international. Actually, I would say 4-6 times in a 2-hour period if you're international. 3-4 times if you're going in the basic US continental US time frame.

Steve: I'm so sorry, was distracted in the middle--so 4 to 6 times. I'm going for the international market, but can that be the same tweet of interest?

Debra: Absolutely.

Steve: Exactly the same wording?



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Debra: Exact same wording. Just make sure it's not the only thing you're tweeting about, because if someone is checking you out, thinking they're going to follow you, and they go to your profile page, they're going to see all your tweets. So you want it to look something like value, value, humor, engagement, engagement, tweet of interest, value, humor, engagement, engagement, engagement, tweet of interest. Value, value, value, humor, humor, tweet of interest. Do you see where I'm going with this? Because they don't want to look at your profile and see buy me! buy me! buy me! buy me! buy me! buy me! buy me! buy me!, Would you follow that person?

Steve: Right. No, but if we're going for 70% messages of interest--that's the majority...

Debra: No, no, no. When you say messages of interest, I thought you meant sales message. I thought you meant, "Hey I got an event" or "I got a CD" or "Go listen, download my free mp3" or whatever as opposed to engagement. Engagement meaning value, information, cool links, funny stuff, and--

Steve: Do we have a whole bunch of quotes from different Irish authors?

Debra: Oh, that's great! I consider--I actually consider that engagement, not tweets of interest. I think, so let's get our terminologies. Sales messages, engagement messages. Sales messages are buy my cd, check out my music, come see me play live, download a free mp3. Anything where you're asking them to --when you're really, it's all about you. Right?

That's 30% of the time.

Steve: Even free stuff?

Debra: Even free stuff and that you want to--30% of the time, but those you can repeat exactly. Word for word. You know, download my new mp3 for free. You can say that exactly with the length over and over and over again. Maybe 4-6 times total if you're looking out on a 24-hour cycle. Maybe 3-4 times total if you're working on a 12-hour cycle. Is that clear?

Steve: Yup, yup.

Debra: Now intersperse with that at a 7-3 ratio. Well interspersed. It's all of the engagement. Your quotes are engagement. You know, history, stories, pictures, funny, weird things that just happened on the road. Like I tweeted about how I came out from seeing the Avatar movie, and there was this amazing blue heron just, you know, washing his feet in the water in the water fountain outside of the movie theatre. And I took a picture of it and tweeted it. Right?

Steve: Oh yeah.



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Debra: Right? So that to me--that's engagement. The other thing that is engagement is actually having conversations with your followers. Someone tweet something and you say, you know, "@artistedge Oh you saw a blue heron? What do you think of this picture?" Okay, so that's interacting with people. Again, that's included in that 70%.

Steve: But that wouldn't include sending of watch free video?

Debra: Right.

Steve: Okay.

Debra: And honestly, you can be very, very active if you want. Some people are incredibly active. Some people are on there--I have had times when I've sent out 6-8-10 tweets in an hour. 90% of those tweets are engagement. Either thought, I'm having a conversation with someone or like I get an email with 6 art jobs, and I'll just tweet them one after the other. Boom, boom, boom, boom, boom.

Steve: Debra, I got to go. Bye-bye!

Debra: Bye Steve! Hey, did you have any urgent questions or just good for you?

Steve: No, it's good.

Debra: Okay

Steve: Thanks, bye!

Debra: Thanks!

Caller 2: Bye, Steve

Debra: Okay.

Caller 2: I'm sorry to rush have to let you go here.

Debra: Yeah, no worries.

John: Bye.

Debra; : I know right? But did you--is that helpful?

Caller 3: Yes. My question about repeating, I guess it's about repeating engagement messages.

Debra: Yeah, I wouldn't be repeating those exactly because that becomes like stupid obvious that it's automated. But you can---



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Caller 3: My question was like how-- because they're really great. I mean the quote is a quote is a quote, right?

Debra: Yeah, but you don't want to be all quotes all the time. It gets boring.

Caller 3: Sure, but if that's part of the engagement.

Debra: Yeah, so maybe...

Caller 3: It's a quote and some histories and some stories, and then it's some humor and some pictures and there's...you know a quote from Oscar Wilde, sounds great anytime you read it.

Debra: Right, but my point is there are people who do nothing but quotes, and it's boring. That's all I'm saying.

Caller 3: Okay, but...

Debra: Even if it's randomly in order. It's boring.

Caller 3: I just can't imagine doing it once and tossing it.

Debra: Oh no, no, no, no. Let me answer your question. Let say you've got 50 quotes.

Caller 3: Yeah.

Debra: Okay. And that's not that hard to pull together a group of 50 quotes.

caller 3: Yeah, I got like 25 or something---there exactly.

Debra: Yeah right. So you get 50 quotes, and if you're doing 3 a day or 4 a day maximum. Maybe 1 in the morning, one in the afternoon, and one in the evening, one at 2am for your international folks. And so you got--let's make it easy for Debra's Math brain. You've got 44 quotes. You're going to go through all of them in 11 days.

Caller 3: Uh huh.

Debra: And you'll start all over again.

Caller 3: Okay, that's not going to drive people running.

Debra: No, not if that's not the only thing you're doing.

Caller 3: Right, okay.

Debra: If you're putting out...let's say you're putting out 21---no, let's make it easy for me. Let's say you're putting out 20 a day. In a 24-hour cycle.



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Caller 3: Oh my god!

Debra: Right, that's about--that's less than 1 tweet an hour. And 14 of those tweets are engagement and 4 of those engagement tweets are quotes. Believe me people will not have remembered. Now do you want to keep doing those same over and over and over and over and over again forever? No, switch them out. Maybe you put together 4 sets of 50 quotes and you go set 1, set 2, set 3, set 4, set 1, set 2, set 3, set 4, set 1, set 2, set 3, set 4, set 1, set 2, set 3, set 4,---no one's going to remember. I promised you.

Caller 3: And you think that can be sort of be organized up on the pay for Social Ommph?

Debra: Yeah, because you can do a drip. You can do a drip. You can actually set up a quote drip, and say one quote every 3 hours or every 4 hours in a 24-hour period, and it will just go through it and ask you for more when it runs out.

Caller: Okay. That's really cool. So when we talk next, we'll have to talk about content and how I can kind of--because Nancy is off now. She can create a ton of content.

Debra: Oh yeah, that's great.

Caller: Ton of content.

Debra: Someone needs to create a Twitter content tool so that you can count characters.

Caller: How do you mean?

Debra: Like something not--something that will count the characters for you, and you're not actually on Twitter doing it. You know like a tool, like an app for Microsoft Word or something.

Caller: Yeah, you're right, because first you got to select and --

Debra: Exactly, it's annoying so ---someone's got to select and create that app.

Caller: You've got to do that, that's your next big thing.

Debra: Oh yeah. I'm a programmer. Sure--

Caller: 99% download.

Debra: I know right.

Caller: You know Fan Bridge? Are you working with Fan Bridge?



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Debra: I'm not.

Caller: They're very interesting. I've got turned onto them from BMI. I don't know what their affiliation was, but something of value. I think you might want to check it. These came with an iPhone app. Very expensive, 5 bucks, but you can from there directly sign people up into your email list and thank it with your email list immediately.

Debra: Right, right.

Caller: It's pretty cool.

Debra: Yeah, yeah, that's cool.

Caller: So this one guy...say I got all my street team to download the thing at the show, I got that verbatim and then they all went into the audience right after the show and everybody got really excited about looking at other people's iPhones and putting their names in.

Debra: Yeah, it's brilliant. It's freakin' brilliant. Yeah, I know mobile apps are really the wave of the future. I haven't even begun to explore that stuff. Alright, I'm going to let you go and call this a night, but thank you for participating, and I hope you got tons and tons of ideas and values and ---

Caller: Ideas--too much always---good stuff to think about before we talk on Tuesday.

Debra: You betcha! Alright, be well, bye!

Caller: Bye, Debra. Take care. Goodnight.