

# **Turn Your Social Media Time into Cash**

**10 Easy to Implement  
Social Media Tips  
for Entrepreneurs!**



***Michele A Scism***

**The Results Lady**

**Founder and CEO, Decisive Minds, LLC and  
The Global Social Media Managers Association**

Copyright © 2012 Michele A Scism All rights reserved. No portion of this book may be reproduced mechanically, electronically, or by any other means, including photocopying, without written permission of the publisher. It is illegal to copy this book, post it to a website, or distribute it by any other means without permission from the publisher.

Michele A. Scism  
4845 Lake Street PMB 125  
Lake Charles, LA 70605  
Michele@DecisiveMinds.com  
www.DecisiveMinds.com

#### Limits of Liability and Disclaimer of Warranty

The author and publisher shall not be liable for your misuse of this material. This book is strictly for informational and educational purposes.

#### Warning – Disclaimer

The purpose of this book is to educate and entertain. The author and/or publisher do not guarantee that anyone following these techniques, suggestions, tips, ideas, or strategies will become successful. The author and/or publisher shall have neither liability nor responsibility to anyone with respect to any loss or damage caused, or alleged to be caused, directly or indirectly by the information contained in this book.

## Who is Michele Scism?



Michele Scism is the leading authority on social media and online marketing and the Founder of DecisiveMinds.com and The Global Social Media Managers Association. [www.GSMMA.com](http://www.GSMMA.com) Her clients call her “The Results Lady” because as a business strategist she uses her signature “Take Action Get Profits” system to help business owners get visibility and new loyal clients.

The key to any successful business is visibility and client attraction and Michele’s systems, strategies and business tips are focused on just that.

Michele’s knowledge in the areas of online marketing and social media marketing have been recognized during recent interviews on several web TV shows, including being interviewed by Kristi Frank from Donald Trump’s The Apprentice, as well as multiple Talk Radio shows and tele-classes. Whether you want freedom and flexibility, more time to be with your family, more money, or the feeling of satisfaction you get from creating a successful business, Michele is there with her expert business knowledge, strategies and accountability skills to help you reach the results of your dreams.

Known for her direct approach, desire to see business owners succeed, ability to get directly to the problem and her smile, Michele is all over the internet using social media, audio, video and blogging to get her word out and help entrepreneurs.

Throughout Michele's life she has been labeled many things, a "self-help" junkie, confident, inspirational, motivational, positive but most importantly mother, wife & daughter. Always interested in self improvement she takes many courses and seminars, lives a positive life and believes that she is responsible for what happens in her life. She is a Christian and believes that through God all things are possible.

For free online marketing and social media tips and how-to articles you can find Michele online at [www.DecisiveMinds.com](http://www.DecisiveMinds.com).

**Fun facts about Michele:**

1. She loves drag racing and attends drag races around the country annually.
2. She loves to dance. She competed in country/western dance competitions around the world in the pro-am divisions for many years and holds two national titles.
3. She loves to travel.
4. She collects Santa Clause figurines.
5. She loves learning and quotes.

You can connect with Michele Scism at:

[www.MichelesFacebook.com](http://www.MichelesFacebook.com)

[www.MichelesTwitter.com](http://www.MichelesTwitter.com)

[www.MichelesLinkedIn.com](http://www.MichelesLinkedIn.com)

[www.Facebook.com/DecisiveMinds](http://www.Facebook.com/DecisiveMinds)

## **Why Social Media is Important for Entrepreneurs?**

Social media is definitely a hot topic. It has become a buzzword that is traveling through all industries. Let me give you a few examples.

Let's start with the NBC reality TV show "The Voice". They have done a wonderful job utilizing social media to engage their audience. When you watch the show you will see Twitter hashtags and Twitter updates scrolling across the bottom of the screen. You can tweet to Adam Levine directly or use hashtag #TeamAdam. They even had a social media reporter during the show talking about what was happening live on Twitter and Facebook.

Then there is the local retail business here in my home town called The Accessory Zone. When I started to research what they are doing it was amazing. They are not a chain store and they do not have multiple locations but they have been able to build a successful Facebook fan page with over 9400 fans. I know that might not sound so impressive but when you look at the fact that the population in our home town is only 70,000 that represents about 14% of the local population.

Another example that comes to mind are all of the in person events I go to. I attend about 6 conferences or events a year and I have seen a lot of these events having assigned social media representatives on sight. This is a great way to engage the audience at a different level and it also creates a way for those who are not in attendance to feel involved.

As you can see, both retail and service based businesses are trying to figure out how to use social media to get more visibility and get new clients. Plain and simple, social media offers a huge potential to profit and grow your business.

## What You Can Look Forward To

This e-book is designed to give you 10 tips and/or strategies to help you better understand social media, how to connect with your audience and how to use that knowledge to build your business.

These tips and strategies include:

- Tip #1 Understanding Your Social Media ROI
- Tip #2 The Basics Can Cost You When Not Done Correctly
- Tip #3 Identify and Understand Your Audience
- Tip #4 How to Find Your Audience
- Tip #5 How to Be Easy to Find
- Tip #6 How to Be Easy to Share
- Tip #7 Why Build a Community
- Tip #8 How to Turn a Community Into Cash
- Tip #9 It's Not Like a Field of Dreams
- Tip #10 Consistent and Persistent

So let's get started!

## Tip #1: Understanding Your Social Media Return on Investment



As a business coach and a social media strategist I meet with lots of entrepreneurs who are trying to figure out the whole social media marketing thing. The biggest problem that they are having, is understanding the return on the investment for the time and money spent marketing through social media.

I think that the problem comes from the fact that social media is not like other forms of media. Prior to social media, when we marketed our businesses we used print ads, television ads or radio and all of these are what we can call “talk at you” marketing. There is no two way conversation in these forms of media. I remind my husband all the time that he can talk to the TV but they can’t hear him.

When it comes to social media marketing things are different. The audience actually wants to interact with you. As a matter of fact, they may already be having conversations about you and wouldn’t you want to be there to be part of that conversation?

**Social Media Marketing is not about the media.  
It’s about being social, building community and having powerful  
conversations with that community.**

With that being said, there is another very important difference about social media and that is that people are not actually engaged on social media to spend money. They are there to connect with others and learn more about the things they want to spend money on but they are not there to push the buy button.

This is a hard reality for some entrepreneurs to accept. But it doesn’t mean there isn’t a return on investment with social media. Here are a few ideas:

- Building your email marketing list
- Booking speaking engagements to promote your products or services
- Building a community of supporters who will promote you to their world
- Social Chatter – how much are others talking about your brand
- Being recognized as an expert
- Building brand recognition

## Tip #2: The Basics Can Cost You When Not Done Correctly



When my clients start to build their social media strategy one of the first things we talk about are the basics. We are going to talk about what I consider to be the three most important steps in setting up your social media strategy.

**1. Your Social Media Profiles** – When setting up your profiles there are a few rules, things to pay close to attention to. First, you want to be sure that you complete your profiles 100%. If there is a place for information, fill it out. You can always go back and change things later. Second, be sure your website address appears multiple times in your profile. For example, on your Facebook Fan Page put it in the about section, in the actual websites section and the products section. When listing your website on a social media site use <http://> instead of just using [www.](http://) – example <http://DecisiveMinds.com>. Third, you want to be keyword specific in every place that you can on social media. For example, on Twitter you have a short bio but you want to be sure to utilize keywords that will help your ideal client find you.

**2. Your picture** – When it comes to your image on social media sites you want to use the exact same image on every profile. The picture should be of you smiling and looking directly at the camera. Also it should be only you in the picture – no pet, no sister, no child. You want to make it easy for someone to connect with you through your image.

**3. Your website** – Is your website set up to build an email list. Do you have a free giveaway that your ideal clients can receive in exchange for their name and email? This is important because you actually have no control over your social media profiles. Facebook could decide tomorrow that you broke a rule and kick you off – if that is the only place you have contact with your audience then you just lost them and all that work you put into building a relationship with them.

## Tip #3: Identify and Understand Your Audience



When I first started to market my business, [www.DecisiveMinds.com](http://www.DecisiveMinds.com), on social media in March of 2010 it became quickly obvious that my social media audience was not just my potential clients.

There are actually 3 groups of people that I am trying to connect with online. I will share my 3 groups with you and then I would love to know how you would expand on this.

**1. Past Clients, Current Clients and Potential Clients** – Of course you knew I would start with this one. The best place to start on social media is with your current and past clients. In the next section I will give you some ideas about how you can find your potential clients on social media.

**2. Potential Joint Venture Partners and Colleagues** – We want to start immediately making connections with potential JV partners because this is the group of people who can introduce us to their already developed audiences. You start to follow people who service the same audience that you do but aren't necessarily direct competition. For example, if you are a business coach then you might find someone who teaches social media marketing or list building to joint venture with. You both work with entrepreneurs but your programs teach something different.

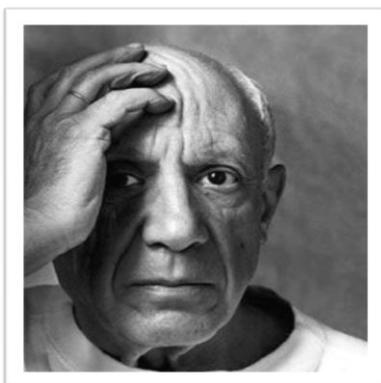
**3. Mentors** – I don't know about you but I am in a perpetual state of learning. I love learning and I want to learn from those who are where I want to be. They have been over the mountains and through the valleys already and can help you to navigate and avoid the potholes that stopped them along the way.

## Tip #4: How to Find Your Audience



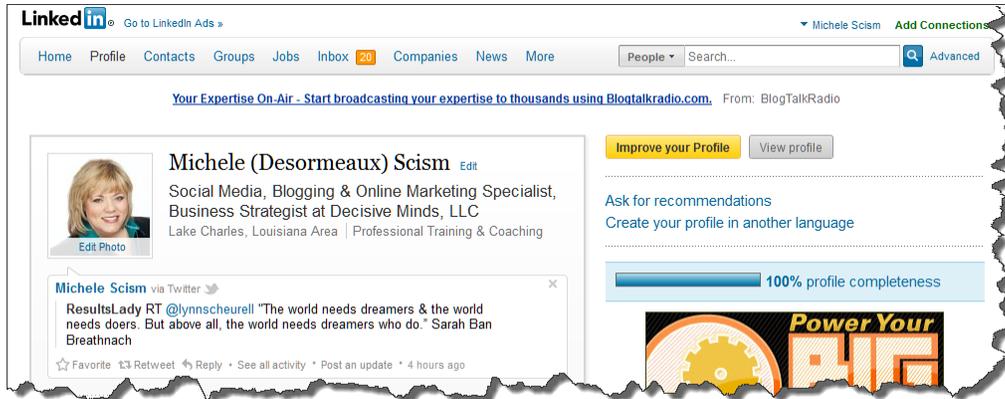
For this section we are going to focus on how to find your ideal client. The same rules apply for the other two groups of your audience as well. As far as your ideal client goes, at this point you should know certain things about them. What do they like? Are there certain words that describe them? Do they hang out at certain places? In the image above you can see that I went to Facebook and did a simple search for “women business owners”. This happens to be a phrase that describes about 90% of my audience. I could also search for words like “entrepreneur” “virtual assistant” “life coach” and the list goes on and on.

Every social media platform has some form of search box. Simply utilize your descriptive keywords to start finding people. Then take the action to actually reach out to them. On Facebook send them a message to say you like to connect with like minded people or find something specifically about them that you are really excited about. **Here is a super secret Facebook tip:** Never send more than 25 personal friend requests in a day. Facebook will shut your account down for 3 days. Just trust me on that one!



***“Action is the foundational key to all success.”  
- Pablo Picasso***

## Tip #5: How to Be Easy to Find



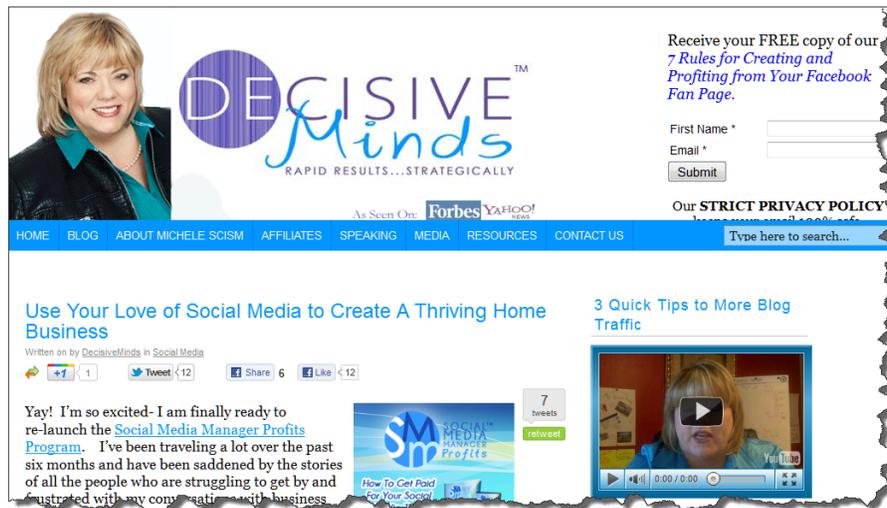
In Tip #4 we were talking about using descriptive keywords to find our audience on social media. Well the same applies when we want to be found. If you think about it, social media sites are just like search engines. People are using them to find information and people and they are doing massive searches every day.

The important thing for us as entrepreneurs is that we make it easy for them to find us. To do that we simply need to be including search terms in our profiles and posts on social media. Here is a great example of a LinkedIn strategy to help you get found. If you look at the location under my name where my title goes, you will notice it doesn't say "Founder and CEO" it says "Social Media, Blogging & Online Marketing Specialist, Business Strategist at Decisive Minds, LLC".

As a business coach and social media strategist I want people to find me if they type the word "Blogging" or "Social Media" in the search box on LinkedIn. I can take this further and use those words throughout my profile. There are certain areas on our profile that carry more weight but in general the more you use these words the easier it is for someone to find you.

This same strategy would work on any social media sites that you utilize.

## Tip #6: How to Be Easy to Share



There are a couple of mistakes that I see entrepreneurs making online on a very regular basis and this is one of them. You have to make your blog and your website super easy to share. That means providing at a minimum, a Facebook share button, a Tweet or Re-Tweet button, a Google+ button and a LinkedIn button. It is a good idea to have these attached to each of your blog posts but then you also want to have them on every page on your website.

You want to make it so easy for visitors to your site. Why? Because if you can get other people to share you on their social media sites that means a whole new audience that you might not already be reaching. Let me give you an example. I am constantly looking for great content to share with my audience. If I go to your blog and read a great post then I might share it on my Facebook Fan Page, which currently has about 4500 fans. That means I am going to give a link to your website to 4500 people that might not have ever heard of you before. From my perspective this is a win-win-win. You win because I am sharing you with a new audience, the audience wins because they get great content and I win because I get credit for bringing them great content.

And if you haven't started blogging yet – look at what you could have just lost out on. This is a whole different discussion but blogging is a powerful, inexpensive tool to share your ideas, products, services, information, etc. with the world.

## Tip #7: Why Build a Community

How would it feel to know that you have a group of people that want to promote you and your business to the world? They hang on your every word. They love your ideas, your products and services and can't wait to share you with their audience. Well those are just a few of the reasons to build a community.



One of my favorite discoveries about social media is that it has opened a global world up to the possibilities of working with me. It has also given me a platform to build a really nice leveraged business. There is no way (without a significant marketing budget) that I could have built this business to 6 figures in less than 2 years without it.

I have found that the majority of people in this world are looking for someone to follow. They are looking for someone who is moving ahead of them, taking risks and willing to lead them to the place that they want their life or business to be. Why shouldn't that person be you?

People also want to feel like they belong. They want to be part of something bigger than themselves. They want to make a change but sometimes don't know how to do it on their own. This is where your community comes in. In the next section we will talk about how you can turn this community into cash but for now I want you to understand the significance of belonging to the community for the community members.

***“Leaders need to be optimists. Their vision is beyond the present.”***  
**- Rudy Giuliani**

## Tip #8: How to Turn a Community into Cash

There are several ways you can profit from being a community leader.

1. We can use social media to build relationships with our community. We can offer them free training and free reports in exchange for their email address so that we can build an email marketing list. This is done through the use of an opt-in box, which we have not covered in this report, but is a vital key to online marketing success.



We can then start to market to them. Maybe we offer them a free strategy session to discuss our products or services, a free demo of our product or a preview call to explain the benefits of working with us. All of these end with an invitation to purchase our product or service.

2. As the leader of the community you become the gate keeper to the community. There are other people that might be great joint venture partners for you and would like to promote their products and services to your audience in exchange for a flat fee or commission on sales.

3. You could host exclusive events for the members of your community – meet ups or 1 day seminars or virtual trainings and these would all end with invitations to work with you further.

4. If you have a retail store you could offer exclusive discounts or gifts to get them to come into your store.

At this point the possibilities are only limited by your imagination. What could you do to get your community to interact with you? Then they become more than just community members, they become raving fans and want to share you even more than before.

## Tip #9: It's not Like a Field of Dreams



I have said it many times “Social Media is not like a Field of Dreams”. When you build it they will not just come. It is our responsibility to get their attention. We have to invite people to become fans of our Facebook Fan Page. We have to actively connect with people on LinkedIn, Twitter and YouTube. We must build our email marketing list by offering a great freebie and then sharing that with the world so they even know we exist.

## Tip #10: Consistent and Persistent



The key to your success on social media is your ability to be consistent and persistent in your approach. I can tell you that when I was just beginning it felt like absolutely no one was paying any attention to me. They were not commenting on my blog post, they were not liking and sharing my Facebook updates, they were slowly starting to become fans of my Facebook page but finally with consistent effort it all started to work.

Here are a few of the things your social media marketing strategy should include:

- **Blogging** – 3 to 5 times per week. Like we discussed in Tip #6, blogging is an easy, inexpensive way for you to spread the word about your business. In July of 2011, Wordpress.com reported that there are over 344 million people viewing more than 2.5 billion blog pages each month. This is a powerful tool that can build your credibility and expert status and can make great money.

- **Facebook Fan Page** – You should be updating your page on a daily basis. Minimum of 3 to 5 times a week but daily would be better. These updates might include a link to the blog post you just wrote, a link to a blog post someone else wrote, a quote, a thought for the day, an invitation for your fans to post about themselves or their businesses and the list goes on and on.
- **LinkedIn** – You should be active on LinkedIn 3 to 5 times a week. That means participating in a group discussion, starting a group discussion, connecting with new people, etc. As we discussed in Tip #4, you want to create your profile so people can easily find you but you also want to be actively participating. Did you know that you can participate in up to 50 groups on LinkedIn? Why not search for groups that your ideal clients or potential joint venture partners might be hanging out in and join those groups.
- **Twitter** – We haven't spoken much about Twitter but it is a very fast moving world. To be successful on Twitter you have to build an audience and talk to that audience on a regular basis – 8 to 10 times a day is accepted on Twitter. The fact is that the life of your post is only minutes on Twitter. The thought stream is moving so fast that people rarely can go back to see what was posted hours ago. It took me a while but I finally accepted that I don't need to know everything that is happening on Twitter. What I see when I am actively on the stream is what I was meant to see that day. There are Twitter strategies that will get you in front of specific people that can help you grow your audience as well.
- **YouTube** - I personally feel that video marketing is truly the wave that we are getting ready to ride. It is still very misunderstood and misused. Many business owners are avoiding it because they aren't sure how to get started but the fact is that people love video. They are more engaged and I want to encourage you to think about how you could use video to gain visibility, build credibility and sell your products and services. I have created video sales letters, FAQ videos, training videos, testimonial videos and there are many other ways to use video in your business.



## Conclusion

Social media has leveled the marketing playing field between small businesses and the mega businesses. We no longer have to have a multi-million dollar marketing campaign to reach the masses. We now have access to a global economy in over 200 countries.

When we look at the sheer size of Facebook alone – at this moment 1 in 7 people on the planet have an active Facebook account. Let that sink in. What would a sliver of that population do for your business? It could blow it out of the water.

Social media is an exceptional tool to achieve a number of business building goals. Whether you're driving traffic to your website, building your lead list or actually selling products or services, the end result is a boost in profits.

Create your goals, research your audience, plan and create your strategy to support your goals. Profits will naturally result from your dedicated efforts.

## Bonus

Take a few minutes now to visit <http://www.Facebook.com/DecisiveMinds> and tell us about your social media efforts. I am looking forward to hearing how your business grows and profits from social media.

## What's Next?

Does this all seem a little overwhelming? I find that most people do not have a social media strategy designed for their business because they aren't sure how to get started, they don't feel like they have the strategic ability to create it or they just don't have the time.

Over the next couple of weeks I will send you several emails with specific social media marketing ideas. I encourage you to begin to implement these strategies immediately. If you need more assistance remember we are right here. Feel free to contact one of the Decisive Minds Certified Coaches, who can help you to determine what the next step is for you, at [Info@DecisiveMinds.com](mailto:Info@DecisiveMinds.com).