



**What's working now for Katie in social media.**

### **Outline**

1. Katie Reveals how she started in social media.
  2. Good idea of how all the pieces all fit together.
  3. What are some of the biggest mistakes in social media.
  4. Katie's process to gain followers and convert them to customers.
  5. Katie's action plan.
- Did you know that Katie generates 100's of leads on a regular basis?
  - Katie spends 20 - 30 minutes a day in social media.
  - Katie reveals her early struggles, challenges and breaking through the "comfort zone"
  - How she made \$31,000 in about two hours to \$160,000 in about two weeks.
  - How Blogs are used to develop your brand, your list and a following.
  - Post in your blog 2 - 3 times a week and promote your content.
  - Content is value based that are insightful that improves the lives of other people.
  - Your goal is to have your followers to pass on your information (word of mouth marketing).

MIDDLE BOX = BLOG

### **SOCIAL MEDIA FOLLOWING**

TOP LEFT SPOKE = Facebook

TOP RIGHT SPOKE = Twitter

LOWER LEFT SPOKE = YouTube

LOWER RIGHT SPOKE = Other Social Networks (LinkedIn, Better Networker, Digg)

### **The 5 common mistakes**

1. Any sort of pitching or selling without providing any value.
2. Don't have a blog.
3. Not being consistent with giving good content.
4. Not growing a targeted following.
5. Not having a strategy and not being organized.

### **Katie's 6-Step Social Media Action Plan**

1. Brand yourself with a blog.
2. Sign up for social media accounts and focus on friends and followers.
3. Create value based content.
4. Market your posts.
5. Nurture and grow your relationship with your list.
6. Grow your income streams.

Do mini launches at least once a month.

Message from Tim Erway = **STAY FOCUSED!**

Biggest cost to entrepreneurs is switching cost.

- Lack of strategy is a disease.
- Lack of results is a symptom of that disease.
- Switching cost is the price you are going to pay every time you start over again.
- The only cure is to come up with a strategy and create systems.

Tim calls it modeling.