



Action Guide

Now is the time to look at social media as a _____

What has made it easier to make money in social media than ever before?

If it is easier and more profitable today than ever, what's the catch?

If social media is a tool, why isn't it working? _____

Will having tons of friends and followers make you successful in earning money in social media?

What two kinds of people are making money on social media and how are they doing it?

1. _____

2. _____

Keys to making money on line

What is the first mistake in trying to make money on social media?

What does social media do best?

What is the difference between those who make money and those who don't?

Those who make money using social media usually provide their audience with information they need to know about the subject of their _____. Conversation flows out of content provided.

Conversational relationships turn followers into _____ who like you but they don't buy from you.

If you generate content, the conversation that flows out of that creates huge amounts of _____. You become known as an expert – turns to business relationships that puts cash into your bank account.

Choose between using social media to make _____ or _____ fortune. You can't do both.

What happens when you put the right social media content in place?

Stop trying to make friends and start concentrating on building business relationships. Stop being their _____ and start being their _____.

Why is it important to have a system for social media? What needs to be done?

What is the purpose of business social media?



Action Guide Answers

Now is the time to look at social media as a marketing tool.

What has made it easier to make money in social media than ever before? Recent changes in the social media world such as Google, Facebook Timeline, Pinterest, etc.,

If it is easier and more profitable today than ever, what's the catch? It only works if you do it RIGHT!

If social media is a tool, why isn't it working? You've been taught to use it the wrong way.

Will having tons of friends and followers make you successful in earning money in social media? No

What two kinds of people are making money on social media and how are they doing it?

1. Big companies with lots of money, people and ideas who spend their lives living and breathing social media.
2. Few smart entrepreneurs and business owners – normal people just like you who know the steps to take. Systematize social media efforts and doing it right.

Keys to making money on line

What is the first mistake in trying to make money on social media? First mistake – they try to focus on conversation with their followers.

What does social media do best? Develop relationships with people

What is the difference between those who make money and those who don't on social media?

The difference between those who make money and those who don't is who those relationships are with and what those relationships are based upon.

Those who make money using social media usually provide their audience with information they need to know about the subject of their expertise. Conversation flows out of content provided.

Conversational relationships turns followers into personal friends who like you but they don't buy from you.

If you generate content, the conversation that flows out of that create huge amounts of trust. You become known as an expert – turns to business relationships that puts cash into your bank account.

Choose between using social media to make friends or fortune. You can't do both.

What happens when you put the right social media content in place? You can have someone else do the bulk of the social media work for you.

Stop trying to make friends and start concentrating on building business relationships. Stop being their peer and start being their leader.

Why is it important to have a system for their social media? What needs to be done? Target right audience. Have a system for finding the best most relevant content and breaking it down into valuable nuggets that will turn that audience into loyal raving fans and customers.

What is the purpose of business social media? Business social media is not about making friends, it is about making money.