

## Social Media Bandwagon August 27th 2011

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Rose: Angela has been working in building her business at home with her cellphone, while she's been working a full time career. She has a very active son that she is proclaiming will be one of the next Olympic champions. She has been able to do some extraordinary things with her Young Living business simply by using social media, her cellphone, and by doing some very simple things over and over again. I know she has an hour and a half of information that's jammed packed full of tips that you can take, put into action today, and see the same kind of results for yourself. I hear that Angela's hiding out somewhere. So Angela, you can come out of your closet right now and I'm going to bring you on the line and you can start the presentation. Everyone, welcome the woman of the hour and a half, Ms. Angela Brooks.

Angela: Good morning. Thank you Ms. Rose. I'm nervous, excited and my eyes are really huge because I keep seeing all these great people come on to the call. This is exciting. I want to welcome you and thank you for coming out on a Saturday, because everybody has worked all week, and you have things to do. I have been in this industry for quite some time, but for the last year and a half, 18 months, I've really put my head down, and went after this a little bit differently. Let me tell you a little bit about myself.

I am the CEO of Angelabrook.com where my main topic, when you click on my page, is about my life as a nurse. I have been in the mental health field for the last 22 years, in a state funded mental hospital. We have seen some amazing things underneath that roof. I didn't know anybody would want to know some of those stories until I began blogging and testing what people were reading.

For 21 1/2 years, I worked on the units with those patients until July, when I was promoted to Staff Development in the Education and Training Department, which I have had a blast doing. We're getting a lot of good results from those people going out on the floor and it just makes it more fun.

Once again, I am speaking to my ideal customers, who are nurses, and I have shared many of the oils with the new students while I was in class because I'm using them while speaking to them.

There are still a lot of people coming on. Hello there. I just want to welcome you to the call because this is the beginning stage for me. I've never taught a tele-class before, but I was getting lots of emails and requests from people. I decided the best way to do that was to step out of my box, and this is way out of my box, so that I could teach a very dynamic team that I have with Young Living. They deserve to

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learn as much as I have, and I can't teach them all that I have learned in 18 months in an hour. I'm going to do that over the next year. 2012 is just plainly going to rock. They believe in what they're doing as much as I do, and that makes it easier to teach people.

Over the last 18 months, I've had my head down, and I've been studying everything that I could possibly learn about marketing online. There's a lot to learn. Before I go on anymore I'm going to hit star five and mute everyone so it will be quiet. Hold on.

All right, that will knock some of the background noise out, I hope. Like I said, over the 18 months, I've been with my head down and really learning. I had a very low budget that I could start with. I know a lot of people have low budgets so this might be interesting to you because I had to start from where I was at the time. What could I do to make my business move forward, without getting a note from the bank or spending lots of money I didn't have? By the end of this year alone, I have invested \$13,000.00 into my business. My education was very important to me, getting the skills that I needed to bring the sales to the marketplace, and attract people that were ideal customers for me. That made no sense to me when I got started. How in the world am I going to talk to people that I don't know is out there? I had to learn that.

What I'm going to show you right now on this call is what I did on a low budget. If you're not on Twitter, go ahead and log into your Twitter account. My log in is [twitter.com/angelabrooks](https://twitter.com/angelabrooks). If you're not on there, go ahead and do that now because we're going to be tweeting while we're in class. There are not too many teachers out there that want you to be talking to your neighbors or talking in the class period. I want you to talk to the world while we're doing this class, because they're going to wish they had been here. The hash tag, which is a number sign is #younglivingonthego. It's all one word. By simply placing a # sign in front of the comment. Those comments with #younglivingonthego are searchable on twitter.

Twitter is a very fast moving system. There are people tweeting constantly. If you want to go and see what everybody else is saying about this class, Type in a hash tag# and post a comment.

I bet your asking "what's a hash tag?"

**Twitter** is online social network marketing. It is Microblogging, it keeps people focused on what they're saying. Microblogging puts it down to 140 characters.

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Short 140 characters to the point information, they are called tweets. Twitter was developed back around July 2006. It was unknown and all of a sudden you're seeing it on the news reports. You're seeing it on all the commercials...President Obama has it, Oprah has it, Amazon.

If the big guys have it, on their advertisement, find me on Twitter and Facebook. That should be your clue that you need to be on Twitter and Facebook, Twitter alone in 2011, had 200 million users. It generates over 200 million tweets a day. Oh wait ... I'm sorry, let me correct that, it's 1.6 billion tweets per day. That's how fast that system works. Also called an SMS simply means a short messaging service. When you're sitting at a doctor's office, or for me I'm at the ball field, or the soccer field - I can only post so many comments on Facebook it doesn't move nearly as fast as Twitter. But I can sit at the ball field and tweet as much as I want to, moves so I'm not overwhelming anybody that's on my list on Twitter because it's moving. That little hash sign, you can change that. There's no system to it.

Hash tags makes your tweets searchable. Once, this class is over, you'll be able to go over to Twitter, if you're not already there. Hopefully you're already there, and placed that same hash tag up at the very top, there's a search box. You click that search button, and you'll be able to read everything that anybody in this class has posted. It's good for classes and groups to get together and have a hash tag. It's great communication. It is good search for people out there that's looking for [Young Living](#) or whatever it is you're doing.

Everybody's got a beginning step and everybody gets overwhelmed because they don't know everything at one time. If we knew everything at one time, it wouldn't be a beginning, right? Over the last 24 hours, I have tried to get things set up so that I would be ready for this call. There's a lot to go into these calls, and I'm going to try to share as much of that information as possible. What I want to share is when I got started, I had no excuses. In the beginning, you have a thousand things going through your head, telling you why you can't do this business online. You can make an excuse if you want to. An excuse is a well planned lie. When I got started, I was working 13-hour shifts at night. I would go in at six PM at night, until seven AM in the morning. If anybody had an excuse, I had plenty. I was tired, I did what needed to be done, I had a bigger desire than I did to stay in nursing. I was burned out in nursing, I just plainly wanted out. I didn't want to pass another Tylenol; I didn't want anybody else to tell me about their aches and pains. I had plenty of excuses that I could have used, but I had a bigger desire to get out of nursing at that time than I did to stay in it.

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There is one thing that is always with me my Smartphone. At the time, it was not nearly as sophisticated as the one that I have now. It was just a plain Blackberry. It had a small screen, you could hardly see it. When I got off work I had to get sleep, I had to pick up my kids at school, take them soccer, or to baseball. I would sit and use my phone at practices.

While at work, I would listen to my training call, through my phone. It sat in the top drawer in the office as I listened. Some of my patients knew what I was doing, and they would stand outside the door and listen to my calls with me. They didn't have a clue what I was listening to, but they loved listening. One guy told me, he said, "I don't know what that lady is talking about but she has a lot of passion."

On my 4 o'clock lunch break, I sat in a little room. Everybody called that my closet. When Rose said "Get out of my closet", that's what she was talking about. I would go and sit in this room where no one would disturb me there. I would write my next day blog post on my Blackberry on a very small screen, one letter at a time. Then email it to myself, when I got home, I could clean it up and get it ready to post on the blog. I would also set up tweets for the next day. After working 13 hours, you're a little tired when you get home. The tool that I used to do that is Hootsuite.com. It is an application you can add to your smartphone or to your laptop. I would set up posts for the next day to post while I was sleeping. People thought that I was online 24/7 and it always made me laugh because I'm thinking, "Dude, I've got to sleep sometime." HootSuite would take over at about 7 o'clock in the morning, and everybody thought that I was sitting in front of my computer. You want the comments in your tweets and posts to sound live. You want stay in front of them. If people do not see you as fast as the social media world moves, they don't know you're out there. You have to let them know that you're here. It's like waving your hand over in your direction. It's like "I am here!". Preset up automatic posts when you busy enjoying your life and not by the computer.

**HootSuite** is a website online. It's a posting management service which publishes websites like Facebook, Twitter, LinkedIn, and WordPress. It's also a Twitter client. They're all connected in my HootSuite. You can set up your post with one post and you can connect it to all of those sites at one time. Hit send, and you just made one post go to five or six different places. How about that? You don't have time to go to six different sites, and make comments on each and every page. That's just schizophrenic thinking. You can't do that. But if you have a tool, an application that does that for you...this is like the best thing I've found so far.

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**Twitter**, you should have your Facebook connected to your Twitter. Even though I don't want to always send comments to all those other sites, I do always connect my Facebook and Twitter comments. You'll be sharing, if you're writing on your Facebook wall, you don't want to jump over to Twitter and copy and paste that same comment there too. You want to be able to do it at one time. Saving time once again. I had to sleep, busy boys, and a family life that I was not going to give up. Thankfully there are applications that connect these things for you.

Go over to your Twitter, Look in the top right hand corner where your picture should be, and yes it should be your picture, not someone else's, not a light bulb or another icon. It should be your face so people know who you are. There are very few people that I will have conversations with, that does not have a picture. I want talk to a light bulb. I want to talk to a human. Underneath your picture click settings. Select the dropdown where you will be able to see a list across the top. Applications are one of them. This shows all the places that you have allowed Twitter to post from. I have quite a long list because I've given Twitter a whole lot of permission. You have to have your Facebook comments posting on Twitter, because Twitter and Facebook are list building sites.

You're building a list for people who are following you. I have 6,000, 7,000 people on my Twitter. Each and every one of those people aren't reading everything that I post. I'm putting it out there so when they scroll, they could see that information. I want to be linked there. Write this down, you want this application and it is for every comment that you put on Facebook to be dropped over to your Twitter account. And it's the <http://apps.facebook.com/fbtotweet>.

Once you click the application, it will walk you through how to set up your account. It's not hard. Everything you're posting on Facebook goes to Twitter, you're talking to two lists at one time. I found this works better for me if I have a day that I don't really feel like posting. I use Twitter because it moves faster. If I only want to post on Twitter, I still can. If I post on Facebook, then it posts on Twitter for me.

Twitter is a great place, and Facebook is a great place to test your message. If you're just getting started, you're asking, what's my message? Well I don't know, this is something you need to figure out. When I got started with a business coach, I thought I had a message, I thought it was pretty clear. It was very clear that I didn't have a message. I started posting stories about my nursing experience onto my blog, and then I was tweeting those blog posts to see if people would even read them. If they even wanted to know about mental health or know what a crazy

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night we had at the hospital. What I found out, was people were extremely interested in what nurses do. Other nurses were interested in how I handled my situations. It became very obvious that my niche was now speaking to nurses. And I tested that message by posting and blogging, and adding them on the social media world.

Whether I'm sitting at the baseball park, or sitting on the front porch at work, when I make comments, it has something to do with my business, tied into what I'm presently doing. What does that mean? For example, one day last week, I mentioned that I had eleven new students in my class. I had eleven new faces, and eleven new people to influence. I put a little application of Peace and Calming before I started teaching. I just told you that I was teaching that day, I had a class of eleven, and what oil I was using, and why I was using it. It was all discretely placed. And that's not a slimy salesman type post. It's telling you what I'm doing in my day. Most people see the class, and teaching, and then they're going, well... what is the Peace and Calming? I get private messages asking, "What did you say you were using?"

The comments that I make online are what people can relate to. For example being nervous, standing in front of a group, talking on calls are new to me. I've got my peace and calming sitting beside me. It shares my solution for I was using, and being able to relax and speak to a group. People can relate to me as a real person if I'm saying that I'm nervous standing in front of a group. Or if I'm nervous watching my kid play ball. People do not want the little salesman standing on the front porch with a black briefcase knocking on the door. They never open the door for them, and they'll do the same thing for you on social media if you get to be slimy. They're going to just read over your post and go to the next one. You want them to stop and read your stuff.

A lot of people look at marketing online as an ATM type business or they have the lottery mindset. They don't realize that business takes hard work. I don't care what business you're in, a million dollars does not just fall in your lap without putting work behind it. The people who have a million dollars worked to get that. Don't be critical on those people because they earned it, they worked.

I want you to tweet this. "The road to six figures is paved with \$100.00 checks." Let me say that again. "The road to six figures is paved with \$100.00 checks." Think about that. Go over to Twitter, use the hash tag and post that. When you get started, figure out who your audience is and what they want to hear. After weeks of using social media I thought it was not working. I posted, blogged, commented.

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Then after a period of time. I've started getting people to comment on my social media posts, that is when you know you're speaking to them. You're speaking in the right languages when they start talking back to you. |

Asking questions -people like to answer questions. Post something they can answer. They like to give you answers.

When you made the choice to go into business, you should have given yourself permission. I did say give yourself permission to give yourself the best education.

When I went into nursing school, I knew that for the next two years, I was going to be in school. I wasn't going to be working, or make any money, but I was going to be paying the school money because that's just the way it is. To be a lawyer, a teacher or whatever, you have to get educated. In business, if you've never ran a successful business of any kind, you have to be educated, even if you have a brick and mortar business. If you're going online, you have to be able to educate yourself on what to do. When I came out of school, I knew I had a college bill. I wasn't guaranteed a job, because I was a brand new nurse. Who wants to hire a new nurse, when they don't have any experience? Now I have to look for a job. In your online business, you have to understand there's going to be a period of time where you're learning. Everything you learn, you apply. When I was a nurse, in nursing school, we learned skills, went to the classroom, Then we went to the hospital and applied those skills. If you don't apply what you learn, it's like schizophrenic thinking, you have a bunch of voices talking in your head, and nothing happening.

I have taken every class that my business coach Sandi has offered. You'll find that young lady over on my resource page under [www.angelabrook.com/resources](http://www.angelabrook.com/resources). The people that have helped me in my learning curve to get to where I am today are on that page. I appreciate everything they have done to teach me. There are people that are in the corners that have helped me, like Ms. Rose who has been like an angel sent. There are people that you need to speak into your life, you need to get your mindset focused. I had to learn how to do copywriting. When I started taking classes, I had to learn to speak to my audience; I had to learn how to use social media, not to be that old slimy sales talker person. I was hungry to learn everything. I wanted to know about business online, I was studying. I knew when I stepped into business, this was something I had to do, learn, I had to do low cost and apply what I learned.

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When I started my [Young Living Business](#), it was more than getting a box on the front porch that the UPS man dropped off. I started applying everything that I learned. Go tweet this, "Apply what you learn". Use your hash tag and post "apply what you learn". That's one of the most important tools you could probably pick up on this call. You need the applications and the tools, but you have to apply, learn, and use it. If you walk away with nothing on your notepad, and I do hope you're taking notes on this class or you'll think you wasted your money "What did I learn?" I've given you a lot of good applications to use so far on this call. We've talked about HootSuite, Twitter, hash tags, commenting on Twitter, and Facebook, connecting your Facebook to your Twitter, posting what you're doing and adding your products into your conversation without being the old product commercial. "this is the best thing ever in life."

If it were the best thing ever in life, everybody would already have it. Draw them to you, how you're using your products. If they don't know how or if they don't even know what a Peppermint, Peace and Calming or Stress Away stick is, they're listening to how you're using it, "Hmm maybe I need that." I used it in my class and I was able to give two different sticks to my students in my classroom because they were laughing at me rolling on the products as I was talking. They ask, "Why are you using that?" I said, "You're making me nervous."

Find a business coach. Find somebody that's already walked the path that you want to go. If you've never worked an online business, then you don't have a clue how to go down that path. I would love to be able to serve you in 2012 and be your business mentor. I'm making plans already to do a training call once a month or offer a newsletter or a video for my team. My next step will be about videos. I'm leaving for LA in a couple of weeks to attend a video academy. I have added a video page on [Angelabrook.com](#). Videos are just huge. I'll just leave that right there.

The 2012 journey, if you're looking for a business coach, it's not for whiners, slackers or people that have 102 excuses because we all make them really quick and easily. You have to be willing to apply what you learn by whatever teacher that you choose. The only way that you'll ever see your business boom is working directly opposite, working the direct opposite of what everybody else in the crowd doing. I hope you heard that statement. If you're doing what everybody else is doing and it's not working, do the opposite. There's a reason for that. People are drawn to that.

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When you're on Twitter, people should easily be able to fill in the blank. You are known for what. What are you known for? When you see Angela Brook, most people will be able to quickly find that I'm a nurse. They'll know that I'm a mental health nurse. As they continue to read, they'll also know that I'm with Young Living Oils. When you're tweeting and posting, what are you known for? Are you whining and complaining on your post? Do they look at you as a whiner, a very powerful person, or as an oil user and you're explaining how you're using them throughout your day? What are you known for? In social media people do not know you as a person. They have to know you by the real short comments that you're making online. Be careful what you put out there, these things are archived forever, and you don't want to be known for as a whining, complaining person. People are drawn to positive, they're drawn to teaching tools, and they want to know what you're doing. If you're a whining person, they could care less what you're doing they don't want any part of that.

The top social bookmarking sites ... "What is a social bookmarking site?" The same thing that I used to say ...it made no sense to me. However, just because it didn't make sense, I still used it because I knew it was something I needed to do.

**Twitter.** It's an online social network Microblogging service; 140 characters. If someone that talks to you 100 miles an hour or nonstop, don't you wish that they could only speak to you through Twitter? I've got a few friends that I wish I could just give them 140 characters. You're going to build connections before you ever share your business.

Present yourself as an expert or authority at whatever you're doing. I had a young lady just this week told me I don't have a niche, I'm just a homeschooling mom of two. I said really? You're a multitasking homeschooling mom, you're providing their care, food, education, and you're their example. You think you're just a homeschooling mom? I admire them because there's no way I would have the patience to do any of that. You're not just a...\*blank\* you are an expert in something. I didn't look at myself as an expert as a nurse, I've been a nurse for 25 years. I already knew the way nurses talk, I know what they complain about, and I already know what they wish they had, what they want. Build connections before you start presenting your business. Talk to the people that you want to listen to. Nurses are who I'm looking for first Present your business last. Build the relationship first.

**Twitter profile,** top right hand corner. Click under the image, you'll see settings, and you'll see your profile. You should not be burping your business on Twitter

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profile. I have listed on my Twitter that I'm a mental health nurse, that's number one, I'm a nurse. Sharing 22 years of stories on the blog, I'm an author, baseball mom, the wife of Dale, and God's baby girl. And then very lastly, I have a Young Living listed. My business is listed last. Who I am is listed first. That's my ideal market. Did you hear that? My ideal market is who I'm speaking to, is my nurses. Don't give a whole lot of business blah, blah stuff that's a turn off for a lot of people and they will not read about you. You have to be impressive when you get in front of them, lead with content.

On Twitter, make sure you have a link. People like to click links to learn more. Give them something to click, preferably back to your blog. If you have information on your blog they need to read, make a comment that would lead back there. You're leading people. Be consistent about what you talk about. If I'm talking about just nursing and then I talk about skydiving, It becomes confusing.

Another one of the social networking sites that I use which made no sense to me is **Digg**, It is a social news website. The site's cornerstone function is it lets people vote stories up or down which they call Digging. They had a little button that said, bury which respectively I'm glad they took the bury function off. When you post your blog post on there, people go in and they like it. It's kind of like Facebook except it is called digging.

**StumbleUpon** is a discovery engine that finds the best out on the web recommended to each unique user. It allows you to find webpages, photos, videos. If you're having a hard time with a blog post, or you're researching information, StumbleUpon is a really good place to research.

**Del.icio.us**. It's a social bookmarking web service. A good place to store, share, and discover different websites, and bookmarks. It's been around since around 2003. They claim that they have like 5.3 million users and 180 million unique users.

**Tweetmeme**. That is a community run by Wiki for support of the other languages. If you want to translate something. It's a translator for many language.

Even if your reading this ebook or listening to the call tweet this using the hashtag, "Social Media is not self promotional media. There's a reason it's called *social* media. It's like going to a party, with a lot of people already there. You're socializing, you're not self promoting your stuff. You do, so in a discrete way so you're not just puking all over them.

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Keep in mind that when you're considering what you're posting in social media, it is for relationship building. Facebook like hanging out with all my friends in one great big warehouse chatting and having a good time. If you will go over to Angelabrook.com on the title of a post - click on it. At the very top and bottom of that post, you'll see all my bookmarking sites that I use. Anytime that I write a post, I will go to that page and click on each social media site posting my newest blog post. You ask "what does that do?" Putting it out in front of other people so that they can read it.

All of these different social sites are connected - when you hear that the internet is like a web, a spider sits in one spot, and the web just extends out, that's how I view social marketing sites. Social bookmarking sites are extending my web that people can find me in multidirections while I'm sitting in Kentucky. Even though you don't understand them if you have a blog, you need to be posting your links over on social media and these bookmarking sites are part of that.

**Social media** is about relationships first. You're building relationships on social media, which when you have a relationship you're building customer base trust. Go ahead and tweet that, "Social media is building your customer base with trust." We like to do business with people we like. If you go into Wal-Mart, or to Target, or to the grocery store, the clerk behind the counter has a scowl on her face, and you're going to try to find the one of the cash registers, that looks like she's a little bit friendlier. You don't want to expose yourself to this negative, hateful person while you're putting your groceries or your products that you're buying on the cash register. You're going to look for somebody that you enjoy doing business with. I know that I do. If they look like they're grumpy, and having a bad day, I'll try to go on down one more aisle.

If all you posts were self-promotional links, and requests, you would eventually become reader noise. Build that relationship so that you're not filtered out. I have said that over and over is you don't want to be self-promotional, and just business tweets. Add your day to your post. Building rapport, getting involved in discussions, replying to blog posts. Reply to blog posts. Ask for feedback, and then respond to it, act on it.

As you're reading neat articles out on the web and you place your comments on other peoples blogs, you will be adding your name, your URL for your blog, and your comment. Go ahead and tweet this, "Making comments on blogs help drive traffic to your site." It's a linking tool. People who write blogs want to hear your

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comments. You can give them what they need, and at the same time, you're linking your comments with your URL back over to your blog. A little powerful tool. Don't be afraid to have an opinion or express your thoughts on hot topics about your niche. Your unique voice in the market is what will attract your ideal visitors and customers. People have told you to sit down and be quiet. On social media, you get to put your comments out there. I have had several people that would come in and post their comments, not necessarily disagreeing with what I said, but they had their own opinion. People like to hear your opinion on what they wrote. Give it to them. \*Very few commented posted are negative - or needs to be rejected, however I will remove those post. My blog readers do not deserve to be exposed to someone who is negative.\*

People have followed you by subscribing to you as a friend on social media. They want to hear your news; they want to hear your tips. If they don't want to hear what you have to say, they can unfollow you, it's no big deal. Some people feel that they were bothering people on Facebook. if you're bothering them, they can unfriend you, hide your comments - it's no big deal, it's not personal, let them go. This is not a numbers game or a vanity contest. Socializing in a professional, personable kind of way. Tweet that, "Social media is socializing in a professional and personable way."

There's a right way and a wrong way to hyperlink to resources, and content on social media. The wrong way is to say, "Read my blog." or "Visit my webpage." That tells people that you're new. Make your comment, make our statement, and post your link. If there's a link and you said something that was kind of quirky, or snippy, or that drew they're attention, provide the link, and they can go check the rest of it themselves. When you add "Read my blog", "Here, check me out", then I'm going to overlook. It doesn't matter what link you're sharing, whether it's yours or someone else's of interest. Be unique when you put your comments in there.

Another really fun way to be listed on Twitter is post your comments on my blog, and you will be picked up by Twitter for the newspaper. It's a free site, you can also have a newspaper, it is low cost (free) and attached to Twitter. You will find lots, and lots of applications for Twitter. Everyone looks at the little blue bird just sitting on a branch. There are so many applications that are connected to Twitter. You can go to your Google search, and type [AngelaBrook.com](http://AngelaBrook.com) daily It's a free newspaper, add a widget to your blog, Blogs, and posts comments, not only are they adding comments to your blog post which is fabulous, they also get linked into the newspaper. Now you have two places that post one comment, posting it in two different areas, another way of list building making those comments. I've

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attracted a lot of people from just doing those two simple things. It takes about five minutes, read somebody's article quickly and post a comment.

**List building:** Why do you need your own list? It is the process of adding leads to your personal mailing lists, to your blog, to your newsletter. All that sounds real simple, right? In reality, it is. It takes an effort, you have to be consistent and work at it. The key is to build a responsive list. When it comes to list building, Twitter, Facebook, StumbleUpon, are list building sites. Attract people back to you to build your list. I would rather have a list of 1,000 versus having a list of 10,000 people that never open my emails that I sent out or respond in any way. Obviously you want to make money, and obviously you want to make sales for your business. You want to build a list through these different social marketing sites that leads back to you to expose them to your products.

**List building**... you must have a list in business. Tweet this, "The money is in the list." That was something I totally did not understand when I got started. I didn't have a clue about a list. I did understand the importance but how was I going to go get people on this list. As I learned, I realized there are people who wanted to know more about what I was doing. The money is in the list.

Regardless of the type of internet business, having your own mailing list is a must. There's zero, absolutely no exception here. If you have no leads, you have no sales. No sales, you have no customers. No customers, you have no money. The idea of being in business is to make money. Go to my resource page and you'll see aweber link I use for listing building. These are people who are asking for information from me and I have their permission to send them an email. The best email that I get is when somebody hits reply, as if I personally sent to them. That is awesome.

I keep all of my leads in place it doesn't make any difference what business you're in, what is the product is; those people are waiting to hear from you. Talk to them. Say "Hey". Twice a week send them an email just to say, "I was thinking about you today and what you have to offer." That's your list, your group of customers. Some people want to build their list on the company pages- you do NOT have control of that list. If you don't have control of the list, you don't own it, somebody else can take it. Take control of your own list. Do not try to sell to your list immediately. Again, you're building rapport with them so that you're providing them value, giving them information that they use. Provide something that they can use to help them in their own business.

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People love how to's and top tens, they like information that is of no cost to them. I've had several people ask me why this call had to be purchased . I paid for my education, and in order to really get great value, you need to pay for your education. There are some things that can be shared for free - details like this class is not free information.

**Building trust and value.** Value yourself as a leader before you ever get started blasting them with your products or offers, build that relationship. Say, "Hey, come over and talk to me on Facebook, let's get to know each other." It's a great place to learn who the people are. Be a professional leader who provides expert content and value. Tweet that. Be a professional leader who provides expert content, and value.(Even if you are reading this go to tweeter and use the hashtag) You'll brand yourself as a leader, creating awesome success if you're not slimy. You don't want to be a person that they repel. You want to attract and draw them. I can't tell you how many awesome, amazing people that I have met through social media in person throughout this last year. By the time I stood in front of these people, I felt like I had known them forever because we had laughed and shared things with each other over on Facebook and Twitter. To see them in person, they were not strangers to me at all.

We talked about blogging on your comments, we talked about social media and all the different bookmarking sites. The search engines love content. The more content, the merrier. It is food for google's belly when Google has something to crawl across. In other words, the 300-word blog post you wrote yesterday would get more search engine transactions when it's got 25 comments. Get out there and start posting little comments. Don't leave a short comment "Hey great blog", give them some content. Give them content to be Googled. There's three ways for you to comment on peoples blogs . Blogging commentators usually use the same key phrases that are in your content that you use on your blog so it makes it very key word ready. If that key word is already being searched, and you've used it again in your comment, that's also being searched and Googled. Just make sure when you post comments, that you're using valuable content because it's leading back to you remember, you're building your list.

I hope your notes are just full and highlighted of the things you will put in action this week. You know the sites that you need to be using, you don't have to understand it today. Just know that you need to be in the social bookmarking sites, you need to be on Facebook, you need to be on Twitter, you need to be posting comments on people's blogs. That is how you're going to build your list, and you're going to be building your own personal value.

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Karen: Angela, this is Karen and I have a question in regards to the social bookmarking sites like Del.iciou.us, Digg, etc. I was unclear how you list your site on those. Do you list your site from your blog, or do you go to those sites? Could you explain that again?

Angela: You'll go to each of those sites - set up an account, it takes about three to five minutes. It's real simple, basically they want your name, and email address, then you have an account open. You will connect them to your social links on your blog - from your computer it will connect the blog post to the social media site.

Angela: Go to your blog post, click on the title so that just that page is showing, and then click the social links and then it automatically adds it. Some of them will ask for keywords. Just set up those accounts, and then in your sexy bookmarks you'll link those accounts, your log in information. I hope that helps.

Karen: Okay, So I get that --

Remember do the search on twitter using the hash tag follow every ones comments. There are pages of it. The call is on Mp3 re-listen to it several times. The only thing that I ask is to keep this information - do not post it on social media - You paid for the information, it's yours.

Don't give your paid content to somebody else. Take your Ebook - reread it, highlight it, learn from it. Go to my Facebook wall and say, "Hey." Give me your comment about the Tele-call or this ebook. I want to thank you from the bottom of my heart that you for purchasing this learning tool on social media and gave me the opportunity to share all this with you. I can't wait to hear how it helped you, and what you're using it for.

Angela Brooks

<http://www.angelabrook.com>

Twitter: <http://twitter.com/angelabrooks>

Facebook: <https://www.facebook.com/AngelaBrooksBiz>

Young Living Oils: <http://angelabrook.com/110-uses-for-everyday-essential-oils>

Stumbleupon: <http://www.stumbleupon.com/stumbler/angelabrooks/>

Digg: <http://digg.com/angelabrooks>

Del.ic.iou.s: <http://www.delicious.com/angelabrooks>

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Aweber List Building: <http://stayconnected.aweber.com>

Are you looking for a business team? <http://angelabrook.com/home-biz>