



Kim DeYoung, Session Leader
Mary Pat Kavanaugh, Guest

5 Ways to Use Social Networking to Make More Money in your Business

Kim: I want to welcome everybody. I'm so glad to have you here.

I really want to dive in to this content. I want to introduce all of you to MaryPat. I won't try to introduce her because I know she can do a much better job of sharing her story. I will tell you how I met her and why I thought she was so important to bring to this call.

MaryPat and I met not even a year ago at a great conference with a coach we share. We really hit it off. MaryPat has fallen into the amazing world of social networking. She's become an expert at knowing how to use it to grow your business and do it in a very authentic way. I've gotten a handful of her information products and utilized them to further my learning. I wanted her to bring that information to us.

She'll also share some cool stuff at the end of our call. She's changing gears and doing some very interesting stuff in the whole mompreneur world. With that, I want to welcome MaryPat and let her take it away.

Tell us a little bit about you and how you got to be this queen of social networking.



MaryPat: Thank you so much, Kim. I really feel blessed to have met you at that event last April. It was a fantastic event. You're one of those great people that I just feel honored to have met.

Debbye was another one. We'd met before. She was there as well. It was a fantastic event. There was great energy. I feel like I've surrounded myself with fantastic people now, like the people on this call.

I'll give you some background on what I've done and how I've come to be considered the Queen of Connections. I've been tagged that so many times that I've taken it on. It makes a lot of sense because of the way I do business, connecting people and making connections.

I've been an entrepreneur for over 20 years, unlike a lot of the people who are currently suffering from corporate fallout. Over the years, a lot of moms in the corporate world have said, "I want to raise my family, and I can do it better than I can be influential in the corporate world. I can start my own business."

I ended up an entrepreneur by default. I had pretty high expectations of myself. I was married very young. I struggled to make it through college despite the odds. I had kids while I was in college. I spent six and a half years doing it. By the time I graduated, I wasn't going to settle for some peon job. I worked and spent a lot of money getting myself through college.

I was married to an entrepreneur at the time. I kept working in the business out of default. It was not because it was what I wanted to do. It was because that was what was left for me.

I wasn't going to take a job making \$17,000 a year with very little benefits when I had just spent six and a half years working my way through college. I could make that working at the grocery store.



That was my first taste of being an entrepreneur. I did not consider it a real business or a real job. I considered it something that I was just doing in the meantime until I landed that right job, but something happened over the next few years.

I ran a number of businesses. We had a wholesale furniture store. We had a retail furniture store and an apartment complex. I also sold Tupperware. I was "the Tupperware lady" to all of my friends. I loved it.

That was actually the job I loved to do the most. I really felt like I shined when I was out there being the Tupperware lady. I got to "Tupperize" my whole kitchen. I did not consider myself as having a real business.

A few years later, I ended up with a restaurant, a divorce and two toddlers. I was a 25-year-old single mom running my own restaurant.

I had a major wakeup call. I really was a business owner. It wasn't just something that was going to go away. I needed to live with it. I wanted to be successful. I really saw myself making it work despite the fact that I didn't even know how to run a cash register at that point.

My husband didn't want me to have anything to do with the business. He really laid a guilt trip on me. He said, "Why do you want to work when you can just stay at home and raise the kids? Most women would die for this opportunity. You're going to let other people raise your children while you're working. That just doesn't make sense to me."

He did a really good job of making me feel guilty. Fortunately, he went away, and I didn't have to be subjected to that guilt for much longer. I made the restaurant a very successful business.

I stayed in that community in Arizona for a while and ended up opening my own marketing agency. I was very involved in the community. I ran a



full-service marketing agency for a number of years before I moved to Utah for family reasons.

I wanted to slow down, so I ventured into the internet marketing world. I worked with a number of internet marketing experts. I experienced firsthand how much energy goes into connecting with your list to get them to respond when you need them to buy something or get involved in a group.

It was really exhausting and time consuming. There is a huge attrition rate of over 20% when you're doing it right. Then you have to protect yourself from all the people jumping off your list every time you promote something.

I was inspired to really be my own internet marketing expert for the last five years, but since I was spending time behind the scenes working on other people's businesses, I wasn't working on my own. I didn't have the list I needed to be successful in that world.

When I decided to start building my own business a couple of years ago, I had a zero list. I did have a ton of energy and a little bit of time. I was still working for a number of clients.

I jumped into social networking. It was a natural place for me to connect with people. I live in a small town in Utah, so I'm not surrounded by a lot of people who I can associate with on a business level. I don't know any entrepreneurs in my local community who do anything like what I do.

Debbye is probably the closest person to me, and she's an hour away. We don't see each other very much. We have to go to Arizona for that.

I jumped into social networking and loved it. I started building lots of friends and applying the internet marketing principles I learned to communicate with my new list.



I got some feedback one day. A friend of mine asked if I ever had anything to say about me. She asked me why I always pushed my business in her face. That really hurt. At first I thought, "She's not my target market." Then I realized that there had to be a better way to do it. I love this stuff.

I was an expert at creating joint ventures for my clients. It was natural for me to go into social networking and connect with people to get behind the scenes and make those joint venture connections. I wanted to figure out the right way to do the entire thing. I wanted to take a stand for everybody else out there who didn't know what they were doing.

I changed how I was doing it. I learned the difference between a list and a network. There is a very distinct difference we can get into in a minute. It started working.

I started making incredible connections and new friends, and I even started making money. The best part about it was that I was just being myself. I really stepped in to being authentic and true to myself. I talked to people the way I would if I met them down the street or if they were a really good friend and I wanted to help them out. That's what started to work.

This last year, 2008, two-thirds of my income was driven through social networking. I had over 50 joint venture, speaking and interview opportunities. I had nine joint ventures with product development opportunities and three different offers to write regular columns.

Two of those offers were from nationally published women's magazines. I don't even consider myself a writer, but they liked my style of communicating and wanted to bring that energy into their magazine. When you do it the right way, it really works.



Kim: I love the breadth of your story. The word I want to use to describe you is “scrappy.” That’s a total compliment. You’re by the bootstraps. You make it happen.

I love what you said about the comment that woman made. It really stung, but you didn’t wallow in it. You looked for a positive way around it. That’s incredible. Look at what came out of it.

MaryPat: Before that, I never felt like I was doing what I was supposed to do. After that, I started doing what I felt was right. I got to really start by leading from a place inside me, instead of my head. I learned over the last year to get out of my head. It’s really allowed me to step into a much more powerful place. I’m doing it so much better now than I was. I really stunk before. I did it really badly.

Kim: Before we start, I thought it might be helpful to get a couple of definitions out of the way so we’re all on the same page. I’m glad you brought up the whole concept of a list versus a network. I would really like to understand that better.

When we talk about social networking and social media, there are so many terms thrown around. What’s the distinction between them? If you can clarify some of them, it would be very helpful.

MaryPat: There are three terms that people use often. There is “Web 2.0,” “social media” and “social networking.”

I’ll start with Web 2.0. That is the umbrella term. Web 1.0 was really the beginning of the internet. It was a one-sided, 20th century way of doing things. All of the media was one-sided. They basically broadcast information out, and you could look at it.

We used the internet for research and development to find information about what we were looking for. If we wanted to do a search on



somebody, we'd go to their site. It was more of a brochure site. There was a call to action, but they were really one-sided websites.

Web 2.0 is the next level. It encompasses the changing trends in the worldwide web, technology and web design. It's a lot more creative. It's geared around information sharing, and most notably, around the collaboration among users.

Web 2.0 is interactive. It's not one-sided anymore. It's two-sided. It's where you can find out information about people and comment. You can respond and have interaction and conversations with those people. It's very powerful.

Social media is the component of the internet that is specifically the interactive piece. There are still a lot of websites out there that are not that way. Social media is much like traditional media in that it encompasses TV, radio and print, but now it's online and interactive.

You have BlogTalkRadio and a number of different radio shows and podcasts where you can actually comment. You can chat live on some of them.

There are also some live TV shows where you can do that, even "CNN News." You can go to their website, pull up their headline story, and see the comments happening back and forth. There is somebody on the end of CNN who is also responding and involved in that conversation. That's really the power of social media.

Social networking is the piece where you're specifically going into these venues to make connections and build your own community. Examples of the social networking piece are Facebook and LinkedIn.



You can create your own social network on Ning. Your membership site can act as a social networking place. It's a place where you go to have conversations.

There are two reasons why people go to the internet these days. The first reason is to make connections with people. The second reason is to collect information, advice and even opinions about stuff they're looking for.

There was a recent Nielsen survey that stated people rate the internet the number one place for collecting opinions and information, over their friends and family as well as traditional media. What I see is people going to the internet to get this information. Then they take it back to their community and say, "What do you think about this?"

You see that a lot on Facebook, Twitter and some other places. They've collected this information, and now they're getting feedback. They want to make sure that this is good information. They want to know what's good about it.

It allows you, as an expert, friend and active part of that community, to be respected for your opinion and help people with advice and opinions on what to do in their business and what to do on a lot of different levels. It can be a very valuable place to be.

A third reason that people go on the internet is for entertainment. I see that a lot more in the younger generation.

My husband is on Facebook. At first, it was for entertainment, but now it's for building connections and community. He's created a whole community of people from high school that he's been able to reconnect with. When they come to our small town, they have gatherings on a



regular basis. There's that sense of community as well as being out there having a lot of fun.

Kim: What is illuminating for me that I hadn't thought of is the distinction between Web 1.0 and Web 2.0. In past days, we were given information, but we weren't a participant. Now there is that quality of interactivity. You almost wonder about Web 3.0. What is the next evolution, and what might that encompass for us?

I was thinking about this on a Metromom perspective. I created Metromom to provide that network for that targeted community of women who want to speak about the issues they have specifically in and around the marketing of a business, the mindset issues that take place, and the issues they have as a mother juggling their business, their life and all of those kinds of components.

You're finding sub-niche social networks in there as people seek out likeminded people. That's the key. You're looking for people you can connect with, grow and learn from, and ideally create joint ventures with. Where does that go? The sky is the limit. That's what's so exciting about it.

MaryPat: I completely agree. It's very exciting out there.

Kim: When you talk about the distinction between a list and a network, what does that really mean?

MaryPat: That's a great question. I discovered that firsthand. I went into social networking treating my network as if they were this list of people.

A list is what you create on your website where you have an opt-in, and people give you their first name and email address. You can send messages on a regular basis. You can send your ezine a couple of times a



month or broadcast emails with promotions, offers and advice. They've subscribed to listen to what you have to say.

This is also very one-sided. Most of the time, you're shooting information out to them, and they're taking it in. They may or may not take it in, but the intention is that it's landing in their email, and they're reading it. The reality is that most of us are bombarded with email. We will subscribe to a number of newsletters and read what we can. We cherry-pick when we do that as well.

You need a really good headline and something of interest to get people to read through the information you're sharing with them. There are good tips people have about how to engage people better through that. It's one-sided, and you're hoping you've included a good enough call to action.

Your network is different. They haven't given you their name or email address, but they've subscribed to you as a person. It revolves around the power of the RSS feed, which is a really simple syndication. Honestly, I don't even know what that means. Essentially, there is this ability to subscribe to your feed.

Whenever you post or something changes about you, your first level of friends in social networking is notified. That's where your feed comes from. LinkedIn, Facebook and Plaxo have feeds. Most social networking platforms have a feed.

At a glance, you can see what your friends are up to, what they've been commenting on, what groups or events they're attending, or if they've changed their profile. You want to see what's going on with your friends.

The cool part about it is that if you see that Kim just updated her headshot, you can post a comment with a click. You can say, "What a great



headshot! You look really great in this picture,” or, “It’s cool that you’re interviewing MaryPat. I’ve heard her before.” It can be interactive. That’s the real power of your network.

This also goes outside of Facebook and Twitter to your blog. Make sure people can comment on your blog. Then it is also an interactive place. You post something on your blog, whether it’s a guest article or one of your own articles. People can comment on it. They can tell you what they like and what they don’t like.

You should be open to the positive and negative. You shouldn’t filter out the negative. When you build your community the right way, the negative people will go away. They will be run out by your own community who loves you.

That’s part of the power of the network. You’re being surrounded by people who really want to hear what you have to say and to interact with you. That’s true across all the platforms in the Web 2.0 arena.

Kim: I’ve been working on my blog and have been enjoying writing it. I subscribe to the feeds of a handful of other blogs. I find interesting because I want to be kept up to date on what they’re doing and have that awareness.

When people think of social networking, if they’re not taking part in it, the first feeling is being overwhelmed. They think, “How do I get started? How do I do it in a way that feels authentic to how I like to communicate with people?”

Can you give suggestions on how someone starts participating in the social networking arenas? Which ones might you suggest that people get started with?



MaryPat: I like to start with what you need to be able to do. People who are even involved a little bit get overwhelmed.

The first thing I suggest is to be clear about why you're getting involved in this. What I have discovered this last year is that social networking is such a hot topic. People are thinking and being told, "You need to get into this. You need to jump on Facebook. Everybody's doing it. You can make so much money. It's so valuable to your business."

It's almost like you're getting involved because of peer pressure. You're jumping on the bandwagon. You're not clear about what you're doing and why you're doing it. When that happens, you can waste a lot of time. There is so much energy.

Great things are happening out there. You want to be very clear so you don't get caught up in the chaos. We are all in business, and we only have so much time. Moms especially are very limited in the time they have available to build their business.

We need to be clear about why we're participating and what results we want to see out of this. Once we have that clarity, we can go forward and make decisions on what the best platform is and what we need to be doing while we're involved.

My suggestion is that if you are not involved in anything, Facebook is a great place to get started. There are so many people on Facebook who are there to do business. You can connect with people who have something in common with you. It's a much easier place to find a greater number of people because there are so many people involved in Facebook.

If you are involved in LinkedIn or you really like YouTube, creating videos for yourself and loading them up, those can also be very effective places to network and have great conversations.



We've all heard the phrase that you do business with people you know, like and trust. I call that the "KLT factor." You want to build up the KLT factor in your social networking. Lay out the reasons why people might know, like and trust you.

How many other network marketers are out there? Look at me. How many marketing strategists are out there? There are a million marketing strategists, but I put right out there that I'm a mother of four girls. That makes me stand out on a certain level. I put right out there that I have a golden retriever dog, live in Utah and love to read Stephanie Plum novels.

Those things may sound like they have nothing to do with business. They don't. They're just things about me, but they give you an idea of my personality, what I'm all about, what things make me tick, and what makes me laugh. That gives you some insight into knowing who I am. It starts building up the know, like and trust or KLT factor. That's what you want to do when you get started in your profile.

The very first thing you want to do when you jump into social networking is make sure your profile is reflective of you as a real person, not just as a business. That's the power of all of this social networking. You're not just selling your business. You're selling yourself.

Kim: When you have set that profile to be one that people will gravitate toward, it allows people to be drawn to you versus that constant pushing and that hard sale.

MaryPat: There are a few tips on building your social networking profile that I like to do. I do this 20-point assessment for your social networking profile. Basically, we go through it piece by piece. What are you doing? What do you have up there?



The very first thing is so obvious, but so many people don't do it well. If you are here to do business, you need the right photo uploaded. It needs to be a headshot. It shouldn't be your entire family or you walking along the Great Wall of China. It needs to be something where people can see you.

As humans, we want that connection. We want to be able to look at a face. That face needs to be looking back at us. In your headshot photo, you need to be looking straight into the camera. If you're turned at an angle or it's only getting the side of your face, it subconsciously gives us a signal that you're not trustworthy.

You want to be trustworthy, and you want people to get to know who you are. Make sure you have a good photo where you're looking into the camera and use a photo that makes you look good. It doesn't have to be a professional photo, but it needs to make you look professional.

The second thing people have such a hard time with is interests and activities. People know I have a golden retriever and like to read Stephanie Plum novels. I love to garden. In the springtime, I am outside every chance I get. I work a lot less in April, May and June because I'm digging in the garden.

That's on my profile. It has nothing to do with business, but it gives you insight in to me. It gives people a reason to reach out and connect that won't result in being pitched by my business. We have so many opportunities to be pitched every single day. We want to pick and choose who we're going to be pitched by.

You want to build up to that level of relationship where you can talk about business. That's not on a handshake. That is once you've met the person and had a couple of conversations. Then get into, "I like your energy. Tell me more about what you do and what you're looking for."



Make sure you fill out your interests and activities. You can include a bulleted list. It doesn't have to be a whole paragraph. Sometimes for quick reading, it's better to have a bulleted list.

If you are going to do any kind of paragraph or are more of a writer, write in first person. You want to be talking directly to these people. Do not talk in third person. This is not your resume. This is you speaking from the heart. You want your personality to shine through, whatever that means to you. It could be a quote of the day that you load into your status.

On a lot of these profiles, there is a quote section. I love that. I add quotes. I love to read people's quotes because that gives a lot of insight into who they are, what they're all about, and what's important to them.

You also want to incorporate your work and education into that section of the profile. It gives people another reason for you to connect.

If you went to MIT, how many other people out there have gone to MIT? Maybe you have nothing in common except MIT, but it's an opportunity to reach and say, "I went to MIT in 1992." "I went to MIT in 1982." It gives you a reason to start a conversation. That is what social networking is all about.

Kim: I'm fascinated with the social networking world. I've been tiptoeing into it. I've been working to find my voice and connect with people in a way that feels right to me. I'm not the casual chit-chatter. That's never worked for me.

I do understand and believe in the principle that social networking is 90% about being of service. It's not about being wholly self-promotional. That comes in time, like any sort of relationship building.



I'm thinking of women who are getting started on it. What are the steps? Now you have this great profile. How much time might you suggest that people devote to spending in the different social networking platforms?

Let's say they know nobody on Facebook, Twitter or whichever platform they choose. How do you recommend they get started in that process?

MaryPat: When you feel like you don't know anybody and are leading yourself into the dark, thinking "What do I do? Where do we even start?" once you have your profile built out, the second step is building your network of raving fans. You really want to build this network of people who resonate with who you are as a person, what you're all about, and that energy.

I have a couple of suggestions. The first thing I suggest is that you get really clear about your purpose and values and incorporate that into your profile.

Add a little paragraph at the end or underneath your headshot in that little box that says, "I am all about people who believe that families are important and business is important, and shared abundance is how I run my life. There is enough out there for all of us. If you get that, let's connect."

This is a very basic level that is attracting people based on your similar values. Maybe they do something that's totally different or exactly the same thing as you. On one hand, you'd be competition.

On the other hand, if you're coming from that place of shared abundance and the pie in the sky really being big enough because you have different personalities, maybe you guys can support each other in that.

When you connect on those top-three values that direct you, your life and your business, you will attract better relationships and connections. Once you've set yourself up for that attraction, rather than just sit there and say, "I



need people to start knocking at the door," there are some great tips for getting out there and having conversations.

You had mentioned that it's 90% sharing information. It really is. My favorite one is a 90/10 rule of sharing versus promoting. We're all in here for business. Otherwise, we wouldn't be wasting our time with this.

When you come from a place of sharing resources, business tips, and links at other people's blogs to "What a great post," you can develop a network among your immediate friends. You can share their blogs when they post on something. If they host an event, they do the same for you.

Share good information. Make sure it's relevant to your network and your purpose for the people in the community you're building. Then 10% of the time, you get to promote whatever you want to promote because you've earned that right. You're coming from that place of sharing.

Once you're clear about this, start with a group. It's a three-step strategy for connecting. There are groups on Facebook, FriendFeed, LinkedIn and MySpace. They're on almost every single platform out there.

Go into a group that has similar interests to who you are and what you're all about. It may be a professional group. Maybe it's a network marketing group, or it's not. Maybe it's a gardening group or something else. Sometimes it's fun to practice on an interest group instead of a business group to get a feel for how people communicate.

Every group is a little bit different. You want to get a feel for the energy in that group, how people are conversing, and what information is being shared. There are some groups that were designed just to pitch yourself, but there are other groups out there designed as support for the people in the group.



I have a group on Facebook called "Savvy Mompreneurs Connect." It's all about mompreneurs building their business. It's totally free. There's activity every single day. People talk on the discussion board about what their challenges are. There are other people saying, "Wow! This is a tip I use for being more successful, not being so tired, or running my kids around."

You want to get a feel for the energy in that group to see if there's a connection. Once you do, check out the wall and discussion boards. That's where a lot of the energy and conversations take place. If you like it, join the group. Then start providing resources for people's questions.

If there's an introductory board, introduce yourself on that board. Let people know in your introduction what you need in your business and how other people can support you. This gives people a great opportunity to be able to connect with you from the get-go.

Don't wait for that. Go around in the discussion boards and on the walls to see what people are looking for and what they need. Then give them some of your insight as a businessperson, mom and woman.

As a person, we all have our own life experiences and opinions about what works and doesn't work. Those are the kinds of things you can share from the heart. You can create some really valuable relationships.

When you get into a group you like, you can actually click on the members to add them as friends. When you do this, make sure you let them know, "I found you in the Savvy Mompreneur group. I would love to connect with you and get to know you better." Identify why you're connecting with them and where you found them when they're a total stranger.

The three steps to connecting are start with that group, check out the wall and discussion boards and provide some resources, and friend them.



Kim: Those are all great suggestions. It was interesting. Devora, who's on the line as well, and I hosted an event the other day. There were six of us, and I was interviewing a panel of women in different direct sales businesses. The goal of this event was to educate women in our community about different opportunities for them to supplement their income.

What was beautiful about this particular event was how gracious each of the six panelists were from an educational and informational perspective. It wasn't about, "I am only here selling my company." It was, "I'm here to provide information."

Through the context of this event, the conversation came around to social networking. We were asked very pointedly, "How are you using it in your businesses? Can you use it in direct sales?" Very specifically, one woman asked, "How is it going to help the bottom line in my business?"

I was sharing a story of a circumstance that had happened with me. It is going to lead to something pretty exciting through someone I just met via the social networking channels. It was quite exciting.

You were mentioning so many different things that have come into your life due to social networking channels. Obviously you've shared the steps of the profile and how to engage in new interactions. How are you transitioning it into something that's bringing in money for your business?

MaryPat: This is the heart of the matter, isn't it?

Kim: This is the meat of it.

MaryPat: How do you go from building your profile to networking into building your cash flow? There are four reasons why people get involved in social networking. When it comes down to it, it still, on some level, revolves around that cash flow.



The first reason is to build your visibility. It's good for your online visibility. Search engines love it. People go to Google and look you up when they first meet you. You want to have that presence. Social media platforms will rank a lot higher on Google than some of the other websites. Make sure you have a good presence, you're there, and people can find you.

The second reason is online credibility. When there's a whole bunch of information about you and you've posted articles, it makes you look like the expert that you are. That's very beneficial, especially when you're sharing information and having opinions on other people's information. That promotes you as the expert that you are in what you do.

The third reason is being part of a community. Many of us work from our home office. Some of us are even working from the kitchen table. I have a home office and prefer to work from my kitchen table, especially in the wintertime with the sun shining on my back. It's where I love to be.

I have days at a time when I don't get out of the house. I run my kids around and stuff, but other than that, there's no leaving my house. I'm pretty isolated here with how much contact I have with the outside world.

Getting involved in social networking and the community side of it is huge. I see more and more people in the workforce working from home who need that. As human beings, we need that connection.

That's a very valuable and important piece of social networking, but when it comes down to it, we only have so much time to go around. We need to make sure we're getting our return on our investment.

You asked earlier how much time it takes to make this particular strategy work. I suggest 15 minutes a day. When you only have 15 minutes a day, you're going to be really clear about what you're doing in those 15



minutes. Don't waste them. Make sure you get in and get out. Don't get distracted.

How do you go about making money in your business? There are a couple different ways that you can do this, but essentially you're going to start with building out your profile and your network. You'll build out your visibility and credibility.

You'll be sharing information and involved in conversations. You need to do both of those things so you can get to the point where you really are making money. When you get to that level, you want to share good information. Some of that information will be directed at other people. There are a lot of great business resources that aren't necessarily your business.

We need an organizational expert. While that has nothing to do with my Mary Kay business, I need to get my home office fixed. I have this great contact, Debbye Cannon. That is her expertise.

You go to Debbye Cannon and say, "I want to share your knowledge and expertise." You can post her articles on your blog and twitter her blog because she blogs almost every single day.

She has a lot of great information. Sign up as an affiliate for her. Then when you're promoting her stuff, use your affiliate link so when somebody purchases something from Debbye, you get a commission off of that. Now you're making money. That's an easy way to get out there and start making money fast.

You're sharing valuable information. It's other people's information, but you're still making a chunk out of it. A huge part of my income in 2008 was from affiliate commissions. It was always a bonus because I share information all the time whether I'm using an affiliate link or not.



I would go to the mailbox to find a check for \$500 because somebody joined this person's coaching group. It was always such an exciting bonus in my life because I didn't share that information to make the \$500. I shared it because I wanted to connect those people together, but I used an affiliate link and had that system in place.

That's one way you can make money starting right now. Sign up for each other's affiliate programs. A lot of the internet marketing world is built upon an affiliate model. You can start making money by sharing resources for business success.

Next, you get to that point when you can promote yourself. You can promote great resources and share your own business opportunity with people who are interested when you've built up the relationship to that level. That's natural. You need to have your back end set up. Most network marketing companies have a great back end. A lot of them are getting online.

Kim: I am such a believer in affiliate relationships because it goes back to the premise with women that it takes a village. You can't be the one to do everything.

You talked about Debbye Cannon, someone I love. She did one of our calls. It's wonderful to be able to promote her service because her service is not my expertise.

Debbye: You girls are making me blush.

Kim: You have a great service. I'll make sure I put a link to this when I do the recap for everybody that gets your scoop. The fact is that Debbye has a great service that I do not provide, but Metromoms need to know about it. It's a pleasure for me to share it.



I want to make sure we talk about your event, MaryPat. That's another thing I want to provide to Metromoms because they can benefit from it.

A lot of the work I do when I'm thinking about my community is about who I know that knows something I don't that a Metromom wants to know about. If I can provide that information, it doesn't matter whether it's through content or an affiliate.

This is one of the most exciting things I've done in the past few months. I took my affiliate percentage up from 20% to 50% because I so believe in the concept of affiliates. I can't grow Metromom on my own. I wouldn't even pretend to be able to. I need the support of others who believe in me to share it with their worlds just as I know they need my support to share what they do with my world.

Affiliates make sense karmicly. It's a very easy way to make money. There's a caveat to it that has to do with being pure in who you choose to affiliate yourself with and being conscientious. When you promote something to your list about a product or service, you have to do your due diligence and really believe in that person.

When you ask your list to click on a link, essentially that's your pat on the back. You've raised your hand for that person. There's an element of responsibility that we need to take when we become affiliates of others.

That's something I feel very strongly about. I don't choose to become everybody's affiliate. If I connect with you, I like you and believe in your service. I'm thrilled to do it. If not, I don't want to go there. The money is not that important.

Katy: That's a great place to be in. If you are trying to be authentic, you need to make sure you're aligning yourself with people who are a good match for



you and reflective of your values. The people you refer to are a reflection of who you are and what you're all about. Be very clear about that.

What's amazing about this particular system is that the more you start sharing other people's information, the more you'll have people come to you and say, "Tell me about you. I want to know about you. What can I do to support you? How can I get more involved with you?" They want to promote you to their community, which is really powerful.

It's a numbers game in everything we do. If you can connect with somebody who reaches out to 2,000 people, versus connecting with one person at a time, it's a more efficient strategy. Get out there and connect with the right people. Attract people who want more of you.

Kim: I'll share something very cool. I just came from a very exciting meeting this morning with a person local to me. I met this couple through school, but didn't really know them. I knew the wife, but not the husband. The husband has a very exciting business that I knew nothing about.

The wife has been getting my emails. As she was reading about me, he was looking over her shoulder. There was an interesting synergy between what I'm doing and his business.

We got together today, and he said, "Kim, I have a list of 20,000 people in your market. I would be thrilled to work with you with them." I thought, "What just dropped in my lap? How did that happen?"

I said to him, "How did this all come to be? Tell me from your perspective. We know each other from our kids' baseball and school. How did you get the gist of what I am doing?"

He said, "I've been following you through my wife." I had been on TV promoting a local event. He said, "My wife saw it, and it caused me to



take another look at your site.” He felt my site had grown to a level and place he wanted to partner with.

You never know who is watching. All they really knew about me was from my newsletter and a little bit from school. I was so pleased.

We are in the baby stages of this, but it’s a thrilling opportunity that could grow into something big. It may even benefit other Metromoms along the way. That was part of our discussion which was quite exciting.

I didn't approach it from how I would benefit. I was thinking, “How can I create something with him to benefit Metromoms?” The next thing I knew, he sprang this 20,000 person list on me and said, “I would be happy to promote you.”

MaryPat: It’s amazing. You came from that place of wanting to get the best for everybody and not just yourself. Bigger things happened than you expected.

Kim: It is exciting. I haven't fully jumped into the social networking world as you have. I’ve spent quite a bit of time observing, and I’m more comfortable doing it now. As I watch, I am fascinated with people I see doing it the right way. You can see they are being of service, passing information and sharing things they know are helpful.

It’s also interesting to observe when it’s not done right. I’ve seen people have one-sided conversations. I’ve clicked onto certain people's Twitters I was intrigued with and found that they were not participating in a conversation. They just told me what they are doing.

I immediately lacked interest and clicked away. They were not participating. They lost that interactive quality which is what it’s all about.



You'll notice people on Twitter who are being followed by a lot of people but choose not to follow others. That's sort of a sign for you to ask, "Why are you not following? Why wouldn't you also want to be interested in others?" You get information. Do you agree those are valid things to note?

MaryPat: That's definitely valid. Be aware that people are looking at you the same way. We want to build our network and send out energy that is reflective of what we are about. I doubt anyone on this call is like that. You wouldn't be involved in Kim's program if you weren't trying to be authentic, and coming from a place of sharing and giver's gain.

If you're not that person, you're not going to be comfortable in a social networking world. It's not going to work well for you.

Kim: As we're coming to the end of our time together, tell us what your year's transition has been about. You're moving into something new and exciting that is very much you. I know it pulls together all of your past as a woman and mother. Just give us a little about that. I also want to tell everyone about your telesummit coming this month. It's very exciting.

MaryPat: Thank you for asking. This is fascinating. I gave you my abbreviated bio, recapping 20 years in 10 minutes for you. What I didn't focus on, but touched on, was that I was a divorced single mom at 25 with two toddlers.

I was a single mom running my own business for 10 years before I married my husband and best friend. We had two more children. I'm truly blessed having him and my four children in my life. On a good day, I spend a lot of my time and energy running around with my children.

This last year, when I started to step into my authentic self, I started attracting more women who wanted to watch me because I am a mom.



Last year, when I was putting out that I was the mother of four girls, it did not occur to me at any point that I was attracting other women who were watching what I was doing.

I went to an event in November. I stood up and said, "I'm a social media expert. I have gotten clear that I need to provide resources. I need to find mentors for mompreneurs looking for business success. You are looking for big business success, not just something to do while your kids are at school. You want to make a difference.

"You have this opportunity and want to share it with people. You're connecting with something much larger than yourself. What I got back was that you are that person already. Step into it and be it.

It was scary, but I decided to host a telesummit. I wanted 12 people. I had a list of 20 people who had voiced some interest, and I ended up with 26 people who are now involved. I have 22 fantastic, savvy mompreneurs, including Kim and Debbye, who are going to be involved in our telesummit later this month. Kim and Debbye are going to talk about their experiences as mompreneurs.

This telesummit is different from others. It's not going to be a pitch-fest. I'm interviewing different women, including Kristi Frank from the first season of "The Apprentice" and some other fantastic people, specifically about what they have learned as mompreneurs and building successful businesses.

We know that persistence and perseverance are what you need in business to make it. How do you do that when your kids are hanging on your arm after school while you're holding a teleseminar? Sometimes you have to drop everything to go get a sick kid or make dinner.



People without kids can feed themselves whenever they want. They can go out to dinner every single night. That's not feasible when you have children. It doesn't make sense for your whole family dynamics.

How do we build a successful business, and maintain or attempt some level of balance with work and life? Debbye will tell you there is no work/life balance. I love what she is going to be talking about. These are all very unique interviews. We're diving into the heart and soul of these women. There are specific experiences they had and the things they learned to get through it.

Most of these successful women have not talked about these specific things publicly before. I'm very excited about sharing these interviews.

Go to www.SavvyMomprenuersTelesummit.com. I'm doing a free preview call this Thursday with Lisa Sasevich. We're going to talk about seven different things we did to make 2008 our best year ever. It will lead right into this telesummit which takes place later this month. I'm so excited about it.

I'm still the social media expert, but I'm gearing myself toward helping other mompreneurs be more successful in business. Social media is just one of the things I'll continue to teach this group of people to do for business success.

Kim: I am thrilled to participate in this summit. It's an interesting dynamic for everyone to appreciate between you and me. We are two women in the same playing field, and we still support each other. That's an important thing you speak about with others. That's similar in content with social networking. People come to different information groups for different reasons.



This is what made me fall in love with you after our first conversation we had at that conference. You said, "Even though we're stepping into the same world, how can we do this in a collaborative way?" That has stuck with me.

We as women can do that. I can introduce you to my Metromoms because I want them to know about what you're doing. You have something great they can benefit from. It will be an exciting process to see how you and I evolve as we are in this mompreneur space together and what we do to partner together.

That's a very interesting thing. I don't know where it will go, but I know, between the two of us, that we will come up with something good and beneficial for everybody. That's very exciting to me.

MaryPat: It's very exciting to me. I can't even tell you how thrilled I am. When you step into that authentic place, it's very powerful.

My goal is to have 12 great women involved. I have double that many involved in this telesummit. It's a huge amount of women with fascinating stories. They all come from a slightly different place with different resources and experiences to share. That's the really exciting thing.

You're going to be talking about doing business authentically and on your own terms as a mompreneur. You built up Metromoms based on your lifestyle and got really clear on what you wanted to create for yourself. You built the business around that. You stepped into your own power while doing that. I think we can really learn from that.

Kim: I'm going to be there listening to all the other women you have featured. I'll make sure I get the link out to everybody so you can all sign up for that. It's going to be a great event.



MaryPat: If you like this, it's attractive to you and you do want to participate, sign up as an affiliate and share that link with your friends. You can start making money right now.

If you're involved in Facebook, Twitter or some of the other places, do what we talked about in this session. It's really that easy to start making money in social networking.

Kim: I've learned a ton. I'm fascinated with the whole social networking world. I've been looking forward to having you come on and share your expertise with us. Thank you so much. I know we'll follow this up with our community and give people the opportunity to ask more questions later on. This has been very helpful.

For everyone listening, the transcript will be up shortly. I'll have the audio recording up later today or tomorrow morning. We'll give you the links so you can look into MaryPat's teleretreat.

MaryPat: If you're listening and decide to purchase, click through Kim's link so she gets the credit. I know you'll be sending that out. I want to have everyone involved. It will be a win-win for everyone.

Kim: What are the dates?

MaryPat: We have our first preview call Thursday, February 5, 2009, with Lisa Sasevich. We're kicking off the event with Kristi Frank from "The Apprentice" next Thursday. I'm so excited about her call. I discovered she lives in Park City. We have so much in common.

She's a real person. You're going to hear everything that happened since she was on "The Apprentice," the businesses she is building and the life lessons she has learned. Those are really powerful.



It officially starts on Monday, February 16, and goes to February 25. We're hosting three interviews per day. It's going to be a whirlwind event. Tune in to whatever you can fit into your schedule and life. We'll be doing them at 10:00 a.m., 12:00 p.m. and 5:00 p.m. Pacific time every day except Friday. On Friday, we're just doing one.

I will do a wrap-up call on Wednesday, February 25, in the afternoon to put it all in perspective. This event will be overwhelming. What do you do after this? We'll be doing a wrap-up and answering questions at the end.

I also have a handful of fantastic bonus calls. I put together some people who are providing resources for the mompreneurs. It's about how to build your team and how to work together as a husband and wife. With the economy, a lot of mompreneurs are discovering our husbands are sitting at home wanting to help. They have been laid off from corporate jobs. What do we do with them?

I have experts to talk about working with your husband in business and working as a stepmom if you're a stepmompreneur. We have that angle. Then there is masterminding.

One of my discoveries this past year was how powerful masterminding with another mompreneur is. You may already have that in your community. The number-one strategy that catapulted me to success last year was connecting with another mompreneur and being able to talk about mom stuff as well as business on our mastermind calls every week.

I'm going to work with Therese Skelly on how to create your own mastermind buddy for success like we had this last year.

Kim: That's great. I love that. This has been a treat. I want to thank you so much for being on the call. I'll get all the information out to everybody. I guess we will see you shortly as we get started with this telesummit in a few days.



MaryPat: Thank you for having me.

Kim: You're welcome. It's been my pleasure.

