

Kim DeYoung's

ONLINE SUCCESS TOOLKIT



Amy Miyamoto

How to Leverage the Power of Social Media to Create a Community of Raving Fans and Still Have Time for Your Family and Yourself.

Kim: Hello, everybody. I'm Kim DeYoung, the founder of www.Metromom.com. I want to welcome you to this call. We're here for the Metromom Online Success Telesummit. What we're doing over these two days is bringing you great content that's going to support you in both maximizing and monetizing your online business.

During these two days, you have access to 18 different online experts who are speaking to you in a range of topics. You're going to get everything from information about how to write great blogs to search engine optimization to social networking to systems to mindset information.

There's some great stuff and really high quality speakers fully sharing with you everything from their hearts with their knowledge very abundantly. It's been a beautiful experience for me to interview these people because everyone has been sharing fully. There's a lot of learning for you to receive.



Today, I'm so thrilled to be sharing with you Amy Miyamoto. I want to tell you a little bit about her and why I invited her here. She's a very special guest because we know each other in a kind of unusual way. Amy was one of the very first Metromoms who joined my community. For that, Amy, I thank you so much.

Amy was also the person who gave me the kick in the pants to get my butt on Twitter and Facebook. She said to me, "Kim, you're a connector. This is really what you need to be doing." She dove in a few months before me.

What she's going to be sharing with us is how to leverage the power of social media to create a community of raving fans and still have time for your family and yourself.

It's fascinating to watch her. For those of you who aren't on Twitter, I highly recommend you follow her. Her Twitter name is @LotusAmy. You'll hear as we speak the way that she communicates with a diverse assortment of people. It's beautiful to watch.

She's informational, conversational, considerate and authentic. I believe there's a lot to learn from how she does what she does. I've really watched her quite a bit. Of the many of the people who are on Twitter, she's someone I certainly emulate. For that reason, I wanted to invite her to participate in this telesummit.

She's the mom of 3-year-old twins. She's the founder of a company called www.LotusMom.com, which is a website that's designed to provide dynamic mothers in business with all the necessary resources they need to thrive in business, family and personal spirit.



As I mentioned, she's the mother of these young twins. She certainly knows firsthand all of the demands, juggling and flexibility involved in creating a business while also having the time to spend with her children.

She specializes in teaching mothers in business all of the essential skills and tools they need to master both the inner and outer games of success in every area of their lives. Over the last year, she's been learning firsthand how powerful of a tool social media can be for maximizing your personal and professional success. I highly recommend that you begin to follow her at @LotusAmy.

I just want to thank you so much, Amy, for being here. Welcome to today's call.

Amy: Thank you so much, Kim. I could just listen to that intro all day. It's delightful. Thank you so much!

Kim: You can. I'm going to tape it for you, and you'll have access to it.

Amy: I'm honored and delighted to be here. Being here today is the perfect example of the power of social media. The relationship we've built is completely through social media. It's a beautiful example of what's possible when we dive in and take advantage.

Kim: Before we jump into the content, just share a little bit about how you got into this place of @LotusAmy and all you've been doing. How did you dive into this social media world that you've kind of taken by storm?

Amy: I came from an education background. Prior to my husband and I deciding to have children, we'd made the decision that if we had the opportunity, I'd spend the first couple of years close to home, focused on raising our girls. Especially with twins, it really worked out. We were very fortunate for me to have the opportunity to do that.



However, I knew fairly early on, even while I was home with the girls, that there was a vision for me. You can probably relate to this, Kim. There was something that I knew I wanted to be doing in the business world that really fell under the entrepreneurial umbrella.

Up until last summer, right before the girls were ready to start preschool, time was a huge factor. It was extremely limited. When I knew they were going to be starting school in September, I thought there was going to be this big window of time opening up for me to focus on getting my business, which had really been primarily offline, into the online world.

Initially, it seemed like all of this time they were going to be in preschool was a huge new amount of time for me. I got clear really quickly that in reality, in relation to birthing a business, it was not that much time at all.

When it comes to marketing and networking, the traditional offline methods can be very effective, at least for me. The logistics of needing to be close to home and only having certain hours of availability per day really weren't going to have the high leverage I was looking for.

I knew that online was absolutely a way I needed to start investigating, although I didn't know exactly how to go about doing it. I'd heard people talk about Facebook. I hadn't even heard what Twitter was about. I got on Facebook and started to poke around. You get in touch with past friends and whatnot.

I'm a lover of free searches and scavenger hunts. What I had done was kind of by accident. I started to search people that I really admired, like authors, speakers and mentors. It was kind of like a game. I started friending them on Facebook and was pleasantly surprised that they were friending me back.



I decided, "If they're friending me back, what if I were to send them a message on Facebook letting them know how they'd impacted my life and the positive impact they had given me?"

I started doing that, not really expecting to receive a reply. I was quite shocked when these same really big influencers were not only responding to me but beginning a dialog, engaging with me, and actually telling me how grateful they were that I had shared with them. That was the aha moment for me. I really got the power of this vehicle.

The power in that was an opportunity to have access to people there was really no other way to access directly before. It had already started to happen for me. It seemed kind of by accident.

The other aha moment was the wealth of people in so many different industries that were aligned with my business, whether they were influencers, colleagues or even potential clients. It was enormous.

That was the game changer for me. It went from, "Isn't this something nice to take a look at?" to something I knew would be a natural focus of how I was going to build my business online.

Kim: You were sharing with people you'd never get access to via email or phone. Why wouldn't they want to hear that? In some ways, the social networking platform has leveled the playing field so average people at home can reach out to those mentors and people.

I got together with a boss of mine from over 20 years ago who was hugely impactful on my life. I told him this. He had no idea the impact. Even in regular life, people don't always know how they've changed our lives.

To be able to share that from that place of gratitude is huge. You've stepped up and done it in a social networking way, which, to me, is fascinating.



Amy: I could tell you countless examples of how that's happened to me time and again simply by sharing from a place of gratitude. I love that.

Kim: Give us some of the basics. You have thousands of friends and followers on Facebook and Twitter. There are people who are starting out and feeling overwhelmed because they're not used to these social networking platforms. What do you suggest they do to begin building an effective social media network in a way that's authentic?

Amy: When I look back into those early months I just shared with you, right away from the beginning, I was seeing really significant and dynamic, powerful results. I wouldn't have been able to articulate to you exactly why it was happening, how I was doing it or what was involved. I was really just showing up and being me.

What's happened over time is that I've gotten much greater clarity on what exactly it is that I'm doing in a way that I can explain to people so they can replicate it in their own strategies.

There's one of thing I didn't do right away but I would advise people just starting out to do from the very beginning. Really get clear on what the essence of your own personal brand is that you're putting out into the social media world.

Obviously, we're completely tied to our business, but what we're really doing in the landscape of social media is putting who we are as people out there. The business is directly linked, but it's kind of the secondary.

It's really important to be clear on who you are. If you liken it to what your personal brand is, that's really what's showing up front and center, whether it's on Facebook, Twitter, YouTube or MySpace.

A couple of months ago, I had two aha experiences collide together, which crystallized the power of doing this for me. The first was that I ran



into a book called *Real You Incorporated: 8 Essentials for Women Entrepreneurs* by Kaira Sturdivant Rouda. I'll put that on the resource page.

It was fascinating. I was reading this book, and this is what she advocates when creating a brand for yourself. We really have to start with the branding of ourselves.

She proposed an exercise where we need to try to describe ourselves in a single word. It's trying to get the essence of who we are and what we're bringing to the table in our business and in our life. It's our authentic self into a single word. I thought, "How powerful is that?"

I was playing around with it. I made a list of words, and I was trying to whittle it down. Within days, I got this magical gift in my mailbox. It happened to be from a very good friend of mine. It was a book called *The Go-Giver*. Kim DeYoung was the person who actually mailed me this gift. It was so magnetic.

I'd heard about this book, and right away when I opened my mailbox, I knew I needed to read it instantly. I didn't even have to get through the book before I knew. I'd been struggling with what my word was, and that was it.

I love the idea of showing up in the world as a go-giver, someone who's enthusiastic and authentic but is really showing up to serve. It's not about what I can get but what I can give. It was an aha moment for me as to what it was that I was doing that was "working."

I'd recommend that same exercise. It's really powerful for everyone to do. Try to encapsulate in a single word how you'd represent yourself in your interactions on social media and how that may be infused into your overall business brand.



Kim: I love that. I'm so glad you got bigger value from that book than just reading it. Part of why I have read it multiple times and chosen to send it is because of how impactful it is to me. I have to be honest. I got this full body chill when you said it. I think that's my word as well. I was thinking, "Is it 'connector'?" "Go-giver" just felt much better.

You can appreciate how, when you sit in your word, it dictates what now comes out of your mouth, what writing you say, and what things you do. That's an incredible insight that you've shared.

You said there were two of them, weren't there?

Amy: Again, this is something I saw more clearly in retrospect. When I have clarity around this, it really helps to streamline what I'm doing when I'm engaged in social media. I think about what's essential and what I can let go of. Anything that aligns with that I keep in, and anything that doesn't can be removed, especially if time is tight.

The other thing that really stands out for me is something we hear all the time. I know a number of speakers are probably speaking to this. When it comes to marketing ourselves and our business online, the heart of it is the know, like and trust factor. That's really at the core. What's the essence of who we are?

If we're showing up in that authentic way in everything we do, it can't help but attract the right people, whether it's mentors, potential joint venture partners or potential clients. When we're being authentically ourselves, it's magical what can happen.

The other thing that's really echoed in my experience is that particularly with social media, I feel like it's about 98% relationships and 2% product or service. If we don't get through that know, like and trust piece, then what we do as a business is really a moot point.



Kim: You're right. I have the vantage point of having interviewed many of the speakers for this summit. That's the thing that's coming out across everybody's conversations.

I'm interviewing people across very different topics, but it's the know, like and trust factor. It's about how you're authentically showing up in all you do. We're not looking to do business with copycats. As you say, that personal brand is what people want to see.

This is where I'm fascinated. I never would have believed that in 140 characters you could convey that on Twitter.

Amy: It's because you took the risk and listened.

Kim: I really sat in observer mode for a long time. You say that there are different types of friends and followers to have. Tell us a little bit about that.

Amy: I'd absolutely love to do that. Do you mind if I share one more point I think is really powerful on the topic we were just covering?

Kim: Absolutely.

Amy: I was so excited to see that you invited Nancy Marmolejo to also speak around the topic of social media. I've heard her speak before, and I know she's aligned in this point.

What I've found is that with social media, it's all about social capital. Sometimes, especially in the beginning, that's hard to equate into quick dollars and cents. With the awareness that what we're really building when we spend time in these platforms is a powerful social capital, it's pretty miraculous the doors that open.



You said, "I never would have imagined what could be possible in 140 characters." My experience has been that I never would have imagined some of the opportunities and doors that have opened for me as a result of the social capital that I've created over the last year. That is something I'd have people consider.

Especially in the first weeks and months, you may not see where this is paying off, but when you're looking at the social capital bank account and all the deposits that you're making in that, it's really profound over time.

Kim: You're right. You can't see it every day, but it's a building process. It's foundation building, so it's a really key thing.

Amy: The question you asked is about the different types of friends and followers. That's really important. There are different kinds of people out in the social media landscape that you can learn from and serve and who can also support you.

The first one I mentioned early on was the area I focused on when I was first getting involved in social media. It's what I call "influencers." For me, in the beginning, those were actually people I viewed as social media experts.

I was trying to learn as much as I could about social media. I actually was seeking out people I knew were already fairly well versed in it. Nancy was one of them.

For the listeners, I'd have them ask the question, "In my industry or in the online industry, who are the people I want to learn from? Who are the mentors or people who have a broad influence in the industries and areas I'm looking to get more involved in?" You want to start friending and following those people. People who come to mind are big thought leaders and industry leaders.



One corporation that I'd encourage everyone to follow on Twitter is Zappos. For people who don't know, they started out as a shoe company. They're actually an online company that sells a whole variety of things.

They're probably the prime example of a larger company that encapsulates exactly what I've talked about. Their personal brand is completely in alignment with their corporate brand.

For those people who follow Zappos on Twitter, it's actually the CEO, Tony Hsieh. The personal interaction he has not only with his customers but all of the people he interacts with on social media is remarkable. It's a really great example of an influencer who's doing things correctly.

Kim: I was just going to point out one technical detail for people to find those leaders and figure out what their Twitter handles are. You use www.Twellow.com. That is essentially the Twitter yellow pages. If there is an author, mentor or someone you want to follow, you go to www.Twellow.com. If they have a Twitter handle, it's likely you'll find out what it is.

Another cool thing you can do within Twellow is search for people by industry or category if you're not sure who you want to follow.

Amy: Some additional elements around that I have found to be extremely useful are looking for keywords in your industry. I work with a lot of moms who are entrepreneurs. If I put in the keywords, "mom entrepreneur," or "mothers in business," I get a list of people who have that in their social media profile or have that show up as a keyword in some way.

Here's another great use of that resource. You talked about looking at different categories. A powerful one for me has been searching for other



people via Facebook and particularly Twitter geographically. I have been able to connect with a variety of people in my city and local region.

They may not necessarily be directly connected with my industry, but because of the local influence they have, it's been extremely beneficial in terms of connecting me with the right people from a local business and offline perspective. It's really the online people locally that have been opening a lot of opportunities for me offline in my area.

Let's say you live in Baltimore. The number of people in Baltimore that are up and running in terms of social media probably are not that big in relation to the national scope. Moving up as an influencer in your own region is fairly easy to do.

The next category of people I would recommend focusing on in terms of friends and followers are what I call "colleagues." Those are people who are either in your industry or connect with people who are working with your same target market. They are a wonderful source of potential joint venture partners.

You and I together are a perfect example of that. We don't do exactly the same thing, but we do work with a similar population. We share a similar vision and have similar connections to resources that can benefit one another. I would consider you one of my prime colleagues that I have friended through social media.

Kim: This opens up another discussion about the quality of abundance. It's a very important one for me. Many of the people I am really connected to are people who are playing in the same space as me. They're playing in the mom entrepreneur world.

Rather than feeling that we can't play together because we're speaking to the same community, I view it completely the opposite. I have one way of



doing things. I offer certain things. I certainly can't offer everything. There's what you may offer and what she may offer and how we can band together. That's actually even more thrilling.

Approaching social media with the belief that there is plenty of business to go around really allows you to open up in a much bigger way.

Amy: I've found the energy of abundance that seems to be present particularly with people who are early adopters in social media is absolutely that.

The educational opportunities I'm most drawn to as a participant are usually those where two people who are doing like things decide that two heads are better than one. They say, "What if we were to come together to teach a joint class on this topic? How cool would that be?"

The value is that much better for me as a participant. I'm getting the best of what they have to offer. I've found that to be absolutely true.

Kim: Tell us the next type of person.

Amy: The third one is potential clients as well as those people who might be connected to potential clients. I don't like to limit people.

For example, my obvious potential clients are mothers who are professionals or have started their own businesses. I also look for people who know those people, like fathers. They're also very much aligned with those people who can connect me to potential clients.

I keep that in mind with the whole idea of local connections. Local connections come up a lot.

For example, there's someone I connected with locally. She happens to be printing and graphic designer. She also happens to be a mother, but her expertise is in printing and graphics. The number of mothers she has in



her circle that we have connected with via Twitter is approaching 100. That's something to keep in mind as well.

You want to look for people who fall under those categories. That's where the Twellow resource of using key terms your ideal clients might be searching for when they're looking for resources can really help you target those people.

What I've found is the best strategy for me in gaining more followers is to be following more people myself. If I am finding these people and following them, much of the time, especially when I start to engage with them in an authentic way, the natural recourse is that they will follow me back.

Kim: I'm curious about your personal philosophy on numbers of followers. I hear different things. It is a big topic. I'm really interested to know your thoughts. Is it about quantity or quality? Where do you draw the line?

Amy: Isn't that the magic question, Kim? There is quality, and there is quantity. If I had to pick only one, I would pick quality first.

But what I have found to be my experience is that as my following has grown in numbers and I do it in a very authentic way, there is something about the growth of the community I have that has also opened doors.

There will be people who will argue with this. I'll be the first to say that going after mass numbers for the sake of having a large following really doesn't make any sense. If it's not a following that is connected and has a relationship with you, then it really isn't a true following. It's just a number on a screen.

My position is that quality absolutely comes first. If your audience and community are built in very connected ways, the quantity of your community can be beneficial.



Kim: It's funny. I've not really thought of it in those terms. If you have focused on building it in a quality way to begin with, now that the quality is growing in quantity, it is likely that as that community grows, it will be quality. It's growing of likeminded people.

That's something I tend to believe happens. I hadn't really put that piece together until listening to you just now. If you spend time creating a quality base in the beginning versus just focusing on numbers for numbers sake, you can appreciate that the exponential growth will be quality related.

Amy: This has been a hindsight thing for me as a shift. As you just said, in the beginning, I was solely focused on quality. Just with that alone, I experienced wonderful benefits. As that grew, there was a critical point at about 1,000. I think Seth Godin talks about the magic number of 1,000 in his book, Tribes.

At about 1,000, there started to be an exponential growth of likeminded people who began following me. I wasn't really doing anything to create that other than nurturing the relationships and followers I had already established early on. It was an interesting thing that seemed to happen magnetically.

Kim: We've had this conversation a dozen times about the different ways people communicate on Twitter. Sometimes it's conversational. Sometimes it's informational. Sometimes it's posting quotes.

I'd love for you to give your perspective on the types of tweets and posts that people can create and what you need to be posting to create a community of raving fans.

Amy: I love that question. It's one of my favorite topics. I'd like to share a couple of things I think could be beneficial before I talk about the specific tweets.



There are few things that come to mind that you can maximize before you do your very first posting on Facebook or your very first tweet on Twitter. If you have some of these things in place, it will be very beneficial for you right away before you even get started with your content.

The first is to have a really clear, up-close picture of you on your profile. It doesn't have to be professional quality. In fact, if you find me on Twitter, you'll find that mine is not a professionally done photograph. It is one that I feel really captures the essence of who I am. It's up close so people can get a look at me. It can be a snapshot that your family member took of you.

The other thing is to try to have as unique and engaging a background as possible, particularly on your Twitter page, so it's memorable. There are ways you can include more customized information about your business to maximize the real estate of that page.

If you visit my blog, I can give you tips on how to do that. There are many ways of doing it for free. It can really set you apart right away instead of having the static, light blue, default Twitter background people get when they first sign up.

The third thing is to have an engaging bio. I know you're not really allowed to have too much content. I think it is 160 characters or something like that in your bio.

It goes back to the one word that really captures who you are. You want to be aware of that when you're putting your bio together. You want it to represent not only the problem you solve and the product or service you offer but also who you are as a person and why people would benefit from following you.



The last thing is true especially on Twitter and also on Facebook. You have the opportunity to place a link. I advise people to utilize that in a leveraged way. It can be a link to your webpage. It's a link where the first thing people see is content where they can learn more about you and who you are.

I'd like to highlight Nancy Marmolejo, one of your other speakers. She does this beautifully. If you go to her on Twitter, you'll see that the link she has is to a special Twitter page on her blog website. It lets you learn a lot more about Nancy versus just going to the homepage of her business.

The way I've done that is to link it to my Facebook profile page. I'm also in the process on my own blog of doing something similar to what Nancy has done so beautifully. For those people who don't have a website, it's really easy to link your Facebook profile.

Some of your listeners may not have their website totally squared away. It enables people to have a lot more content about who you are as a person. They can click on that link to learn more about you. From there, you can link to your business web page.

Kim: I love what Nancy does. You're suggesting that if someone doesn't yet have their own special landing page, they can potentially take their Twitter link and link it to their Facebook profile. You can put more content on that page.

Amy: You want your Facebook profile to be set up and rich in how they can learn more about you and what you do. There is a whole different feel when you go to my Facebook page and learn more about what I like to do. There are videos I shot that tell more about my business and what I'm passionate about. There are photos of conferences and workshops I've been to as opposed to just going to my business homepage.



There is a “know, like and trust” richness that comes from utilizing your Twitter link that way. There may be people who disagree with me, but that’s what I’ve found to be a really positive experience.

Another thing I’ve done on my Facebook profile is to be sure to have a link to my Twitter profile. What I find is that many people find me through Facebook and directly hop over to follow me on Twitter. Vice versa is true. If they find me on Twitter because of that link, they go directly over and find me on Facebook.

Kim: One thing you’re bringing up is very important. People come to us through various ways. It may be your blog, Facebook, Twitter or an article you’ve written.

We need to be very conscious that there are proper links wherever it may be. It may from your blog to those pages, Twitter back to your blog or your Facebook back to your blog and Twitter. Just be conscious of linking. You really never know when and where someone is finding you.

Amy: The heart of it is that you want the next thing people see to be more of who you are and your business. It’s not just your business.

Kim: You’ve shared with us so many good things that are the basics of what someone needs to be set up properly. We’ve talked about creating relationships on both Twitter and Facebook. Share with us now about tweets. I think this a stumbling block for a lot of people.

Amy: I want to keep it as simple as possible. There are a couple of categories. This is also accessible on the handout sheet that people can download for our session.

The first is to get really clear, regardless of the social platform you’re using, whether it’s Facebook or Twitter or anything else. They really fall into two categories for me. You mentioned them before.



The first is informational. This is information you're putting out that is one way. It's information that you're sharing. On Twitter, it's a shortened version of the kinds of things that you might put up in blog posts. It doesn't require interaction on the part of your audience. This is anything that is going out to your audience but is one-directional.

The other is conversational. That's the kind of information you're putting out there where you invite feedback or interaction from your audience.

I always encourage people to be clear on the things that can be most easily delegated. These are usually the things that fall into the informational category. I'll talk a bit more about delegation at the end. This may include links to your latest blog post, resources or articles. If it doesn't have a conversational component, those are the things that can be automated or passed off to a team member.

The conversational ones are the ones that really have to be handled by you. When it comes to the know, like and trust factor, part of the trust factor is that you are the one behind the conversation and relationship building.

I have five categories that they fall into. The first category is anything that has to do with connection. When I get a new follower or start following someone, I want to connect with them with some kind of authentic greeting.

I may have noticed something about their webpage, or we may have something in common. I'm trying to connect with them in an authentic way. If they are local, obviously there's the connection of us both being from San Diego.

There's something on Twitter called Tweeples Tuesday. It is actually a practice that happens on Tuesdays where people connect. If you see two



people that you know have a lot that they can gain by connecting with one another, you can send out a tweet.

You purposefully say, "Person A, I think you'd really benefit from meeting Person B." In those cases, you have a common relationship and friend to heighten that connection.

Definitely make sure that the connection is authentic. It's not just, "I found you on Twitter. I think we can do great things together." That sounds a little spammy. People see through that easily.

Kim: You talked about the authentic greeting. Do you not use any of the automated messages such as TweetLater for your followers? Do you greet every follower in person?

Amy: There are people who will disagree with me on this. Initially, I tried out the idea of auto following and greeting people when they were following me. I just couldn't find a way that worked for me.

This goes back to informational versus conversational. That first impression is so critical. I couldn't find a first-impression experience that was truly authentic and connected that didn't sound canned. I have stopped using it.

It's not as efficient. There is something about the efficiency of trying to automate it. When I receive those automated messages, it's an easy way for me to dismiss that person as not being authentic from the very first experience. I'd say 99.7% of the ones I receive have this problem.

There are people who might disagree with me, but that's been my experience. I've chosen not to automate that function. There are things that I do automate. Again, it's those things that are purely informational.



Kim: I appreciate this advice. I'm so turned off by many of the auto greetings. If you're getting 100 or even 50 new followers a day, that can be a lot of work. It's the workload of a business plus running a family.

What you're saying is very valid. I dismiss the ones that come through as auto greetings. When I get the ones that are more personalized, I take note. I check that person out.

Amy: What's the alternative? I think that leads me to the second category of tweets, which fall under what I call acknowledgement.

Especially when you get into followers in the thousands, it's unrealistic to try to personally welcome and greet every single person. It's just not possible, especially for mothers like ourselves who are trying to do so many things.

Under the category of acknowledgment, one thing that I try to do is general acknowledgments of new followers who have come on board. It's an expression of appreciation. I like seeing other people do that, especially people I've just started following who I know have over 36,000 followers.

I get that it's impossible for them to make a direct connection initially, but I see that they're making an effort to put that appreciation and gratitude out into the landscape.

That's something I've used as an alternative. I don't do it every day, but I periodically make sure I put some kind of appreciative recognition of those people who have chosen to follow me out there.

How do we acknowledge the people we're following or who have chosen to follow us? Some of the ways that have been really effective for me are observing the tweets that come through the Twittersphere and



looking for opportunities to highlight and celebrate things other people are sharing.

The simplest way I've found is something called a retweet. If you see somebody has tweeted something on Twitter, you can copy and paste their tweet and put a capital RT in front of it. Then submit that. That means you're retweeting that out to all of the people who follow you and letting them know that what you just saw in this tweet was valuable.

The practice of retweeting people who are doing great things comes back to the power of gratitude and appreciation. People remember when you thank them. That's another really easy way.

You did that this morning. I was retweeting some things for you about the telesummit. You're always so appreciative and thankful for people who do that for you. Those are some of the things that most come to mind under the category of acknowledgment.

The third category has to do with what I call "serving." How is it that I can serve others in the content that I share? Some things that come to mind are impactful quotes that have been beneficial or meaningful to me.

I serve others in the blog posts I share, especially when the content is meant to solve a problem or be beneficial for my audience. I'm serving in the videos, and not only the ones I make. I'll find blog posts, websites, resources or videos made by others that I know my audience will benefit from. Then I'll retweet those things I see out there in the twittersphere in order to get those resources.

Even though they aren't my business or service, I know they'll be beneficial to my audience. I want to pass those along. Anything that can be helpful to your audience can fall under the category of service.



Let's hit these other two really quickly. The fourth one I call "get curious." That's through posting questions. It's not just posting boring questions. It's posting thought-provoking questions that can really spark a dynamic conversation with your audience.

It's also posting questions that could be beneficial in gaining feedback about how you can make your services and products better. It will help you enhance your customer service so you can then be even better able to serve your clients.

There's a resource called twitpoll.com you can use on Twitter that I love. You can pose a quick question, and it will automatically send it out in a tweet and keep all of the statistics of the results and replies you get in a little pie chart.

Not only can you see the results you get back, but all of the people who are answering your poll question can see the results of others who have answered it. That can be highly leveraged when you're trying to get curious and pose those questions to your audience.

Finally, the last one I call "give them a choice." Yes, there's a place for promoting you and your business. What I've found, though, is that it really falls under that 80-20 rule. Eighty percent of the time I spend is solely about relationship building and 20% is connected to things that may be overtly mentioning my business. For me, personally, it's probably even less than that. It's more like 10%.

You want to share something of value that you have to offer in a way where you're really giving people a choice. If this is something that resonates for them, they can check it out. If it isn't, that's great, too. That's kind of the way I like to think about how I present things that are directly related to my business.



There's another point that really jumps out for me, and I've found it to be true when I'm sticking to that 80-20 rule. For me, it's actually more like a 90-10 rule.

You have to know that the real power in the buzz around your business is when other people are talking about your business rather than yourself. By building that community of raving fans who know, like and trust you, they're going to be doing the talking about you for you.

Again, I'll go back to the corporate example. Zappos is perfect at doing this. They do very little in the way of directly marketing their company. They put the majority of their marketing budget into customer service, knowing that the best marketing tool is the customers themselves.

I'm confident that if I'm focusing my energy on connection, acknowledgment, getting curious and serving my audience, the business will take care of itself.

Kim: I love that one. What you've shared is that the real power in the buzz around your business is when others are talking about it. That's huge. It doesn't need to be so self-promotional.

I spent two months observing before I jumped in. I was really aware of those who were just engaged in one-sided self-promotional dialog. That's not appealing compared to those who are running the gamut.

They're servicing, informational and resourceful. They retweet and are interesting. You say, "That's somebody I want to follow." Then you start poking around on their site to see what they have to offer.

This is where it ties beautifully into what Nancy Marmolejo speaks about, which is how people move through the social media impact cycle. They go from observers to followers to fans to leads to sales. It's that process of



getting to know someone. When you're out there being of service, that's what takes people through that cycle.

Amy: I'd say you and I are perfect examples of all these things. We're not only colleagues who interact in a joint venture capacity. I started out as first a follower of yours, then a fan, then a customer as well as a colleague.

Kim: Look at how fascinating it's been. That's how it started, but it's almost moving in a figure eight. I'm so happy getting greater knowledge of what you are.

Even in our relationship, you were so instrumental in saying, "Kim, get into this world." It was important for me to give back and let everyone know that I got there because of you. You were the leader who shared that with me.

Now I really sit in a learning place. I love what I learn from you and enjoy that the role can be switched. That's the beauty of so many relationships.

I watch this in my children's school. My kids are in a multi-age program with first, second, third and fourth grades. One of the things they promote is that everybody is a teacher. There may be times that a first year may be teaching something to a fourth year and vice versa.

That's the beauty of what happens with colleagues in so many of these relationships. You may learn from me in some capacity, but there's a lot I can learn from you. To open ourselves up to that realization is huge. That's where the excitement comes.

That's where the joint ventures start to happen and possibilities open up in our businesses that we hadn't thought of before. People come into our lives. That's where all the good stuff is going on.



Amy: I've found that the most impactful relationships I've had on social media thus far are absolutely those that are mutually supportive. I totally agree with you.

Kim: Clearly, we could go on for another hour. I still have a handful of questions I want to ask you because you have such a wealth of knowledge. I've been taking tons of notes, which I'm thrilled to digest and share.

I'm excited to get onto Twitter and share some of your tips. That's one of the ways I've been giving back. I take the tips I've been learning from the speakers and put them back out there, which is a lot of fun.

Obviously, you have 3-year-old girls, and you're a busy mom. You have a lot on your plate in that regard. Tell us how you're leveraging your social media impact in the least amount of time. How are you doing all that you're doing in a reasonable amount of time while having a life and business?

Amy: The first thing that really comes to mind is something I'll try to hit pretty quickly from a leverage point. I got turned on to the power of video. Six months ago, I knew nothing about video. I was a complete newbie. I didn't know where to buy a camera, how to turn it on, or how to work it, let alone shoot and upload a video that works for me. I took a very basic beginner class.

I've found that the incorporation of the use of video into my social media strategy has exponentially exploded things versus prior to me doing that.

What I've found is that we talk about this authenticity and really showing up that know, like and trust factor. When I'm showing up on video, it catapults that relationship so much deeper and so much faster. It's really unbelievable. That would be something just to plant a seed.



When a lot of people hear the word “video,” they think, “There’s no way I could do that. I’m not ready for that.” I just want to share that I was absolutely in that very place and decided to take the leap.

The videos that I did, especially the first ones, were far from polished and perfect. What I’ve found is that it’s not about them being polished as much as it is that you’re just showing up and sharing who you are.

In fact, a lot of the feedback I’ve received has been from people saying, “I’m so glad you were willing to step up and step out. I love the fact that it wasn’t perfect and polished because you’ve given me permission to feel like I can just step out, get started, and do the same thing. I don’t have to wait until I’m ready or until I have all of my ducks lined up in a row.”

You and I both know that never happens. That time will never come. Just be open to using video. It can be as simple as buying a flip camera, which is something you can get at Costco these days for around \$100. It couldn’t be easier to do.

For anyone who’s interested in more details about how to do that, I’ll be sharing tips and tricks on how to be successful with video very soon on my blog. I can also direct people to resources as to how they can get started in a very easy way.

For me, in terms of leveraging really explosive benefits, it’s not a question of whether video should be part of your strategy but when it should be part of your strategy. In my opinion, it’s right now, from the very beginning.

Even if people are total beginners on Facebook and Twitter, there are tools that are so readily available that you can get started tomorrow. That would be the first thing in terms of leveraging.



Kim: I feel very similarly to you in that it's just getting over yourself and getting your first one out there. I was nervous to put my first one out. It wasn't particularly good. It was done just like you're describing with a flip video. I had no experience. It was nothing fancy.

Once I got over that first hump and threw that video up that was probably a minute or two long, I thought, "Oh, my god! Now I can do it again."

Actually, after our call, I have to post a new video for a new page I have going up. I have my hair in a headband, and I just got out of the shower. It's just going to be what it is. That's fine. I actually think that's more important.

I love what you're saying, and I think this is a very important theme. Done is more important than perfect. Alicia Forest said it in those words. I loved that. Just get it done. Who has time for perfect? If we're going to wait for perfect, it's old.

Amy: That's actually the motto of my video teacher. He says, "Sloppy successes are better than no action at all. Just get it done." That's really been my mantra, too.

The other really quick thing I'll share with people is that there are ways of doing it like photo montages set to music that don't even require you to physically be on camera. They have such a powerful emotional impact because they're delivered via video versus static text or audio.

If anyone wants to talk more about this and bond over video, you can find me at www.LotusMom.com or on Twitter.

Kim: For all of you on the telesummit dashboard, many of the participants in this program left audio messages to share what they were doing. Amy put together a video message. I know you shared with me that it took you less than half an hour to do from start to finish.



Amy: I made it in less than half an hour just to prove a point.

Kim: That was so great. I was thrilled to take that video, which I love, and put it on my blog. Look at the repurposing of this. This thing that she did in her home in half an hour really conveyed a great message.

For those of you who watched it, it's probably why you're listening to this call. You got that sense of Amy before you showed up. Now you see the power of what happens with video. I think it's fascinating.

Talk about leverage! In that short two or three-minute video, we got a sense of you. We knew the information we'd be getting. A lot was conveyed in that little bit of time. It was much better than what would have been conveyed in the written word or even just the spoken word.

Amy: I shared with you in a previous conversation where this topic of repurposing and recycling came up that there are a lot of people in business. People talk about this as a great strategy, especially with social media.

When people first visit your website, you want to deliver something that's of value and service that's either free or doesn't involve a major commitment on the part of your viewer. A lot of people choose to do that in the form of a written report.

I think I'd shared with you, "Kim, you have this great written report. All you have to do is break it down into little chunks and one-minute videos. You could turn it into a video ecourse. At the end of those few videos, everyone couldn't help but love you because there's that video presence with the exact same content you already have."

Kim: I know you said it to me, but you must have said it to me at a time when I wasn't listening as clearly. I'm hearing you loud and clear right now. That's my new homework assignment. I'm taking that on.



Amy: Each point in your special report would become a one-minute video.

Kim: What a great piece of advice. I'm going to take one of my reports and do just what you're suggesting. Thank you. Everybody listening, you should do the same.

Amy: There's one other piece, and then just a couple of other little leverage tips that will wrap me up.

If someone is considering video, the other big aha for me was that my videos didn't have to start out being about my business. In fact, the very first videos I created that I put out publicly in the social media landscape had nothing to do with my business. They had to do with me.

I did one on things I was passionate about that I filmed in my backyard with really bad lighting. For the second one, I pulled over on the side of the road on the way to a doctor's appointment because I felt moved to. I was driving along the beach. It was all about gratitude. I took it in one take, and I was squinting through the whole thing.

I posted it on Facebook and got really profound responses from people all over the world telling me how that video inspired them to take major action in their life. In fact, one of my mentors contacted me after she launched her brand new video blog. She let me know that it was that video I just did on the spur of the moment that had nothing to do with business that was the inspiration for her to stop waiting for all of the things to be aligned and just do it.

That's another thing I want to share. Your videos don't even have to be about your business in order to really have a powerful impact.

I know you talked about leverage. There are a couple of quick things to just wrap up. The first is what I talked about at the beginning. When you're doing things with social media, in order to save time, you really



want to have a very clear intention. What's your general purpose? For me, it's being a go-giver in order to build a supportive community.

I also have an intention for my daily activities. For example, in the morning before I take my girls to school, I know I have 10 minutes. I want to get clear on what my 10-minute intention is. How am I going to spend those 10 minutes? Having a really clear intention for each time you come to interact with social media can cut away a lot of wasted time.

The second we've already touched on, and that's recycling your content. Recycle the articles you've already written. Recycle your blog posts. Anything that already exists can be posted on Facebook or turned into a Facebook note or tweet. It can be turned into a video. It's all about repurposing and recycling to save time.

The third is automation. We've touched on that already. Automate the things you already have that are informational. Don't automate the things that are conversational.

Finally, the last one is delegation. That's becoming my new best friend. I'm sure you've had a lot of speakers talk about stepping on the fringes of starting to build a team.

I'm at that point where all those informational things that we've discussed in our call today can be handed over to someone on my team. That frees you up to do your brilliance work, the thing that you're really here to do that you're the best at.

Those would be my suggestions in terms of leveraging time for maximum impact.

Kim: You have shared a wealth of information in such a short period of time. I hope everybody has gotten as much value out of what you've shared as I have.



I knew when I invited you to participate that you were going to be the gem that you are. I'm not wrong when it comes to things like that. I have very good intuition, and I'm proud to say I was right.

I'm happy to share you with so many people who might not have known you within this community, and for them to realize how much they can get from you. This has been a treat, Amy. Thank you so much.

Take care, everybody. Remember, there are so many speakers speaking on different content. Choose what's right for you and your business to make the biggest difference that will support you in moving forward the best you can. Take care, and I look forward to seeing you on another call.

