

Kim DeYoung's

ONLINE SUCCESS TOOLKIT



Laura West

5 Easy Attraction Marketing Tools to Build Strong Relationships and Attract Amazing Clients:

Kim: Hello, everybody. I'm Kim DeYoung, the founder of www.MetroMom.com. I want to welcome you to the Metromom Online Success Telesummit. Over these two days, we will focus on bringing you great content that will support you in both maximizing and monetizing your online business.

During these days, you'll have access to 18 different online experts who are speaking with you in a range of topics from creating motivating content that will help you build relationships to increasing your visibility, which is key. Quite honestly, you can have great content, but if nobody is showing up on your site it's not going to matter.

Other topics are about creating systems that will support you between juggling your business, family life and delegating, as well as some important issues around mindset.

Today, I'm bringing you my very good business girlfriend, Laura West. She will be sharing with us "5 Easy Attraction Marketing Tools to Build Strong Relationships and Attract Amazing Clients." You're going to hear a theme that has been running through many of the talks I've been having with people for the summit.



One of the interesting vantage points that I've had as the interviewer of all of these great people is noticing that there is a common element across what many of them are sharing, which is that we are in business to develop relationships for the long term. The only way you can do that is by putting yourself out there in a very authentic way.

What's cool about what we're going to be talking about today is that Laura is not approaching it from how to write the copy for your website. She's approaching it from an attraction marketing perspective. You're going to love this.

Laura is the founder of the Center for Joyful Business. She is a certified business coach, author and speaker. She specializes in supporting creative lifestyle entrepreneurs in crafting a successful business that is holistically joyful. It's meaningful, makes money, and allows entrepreneurs to enjoy lives that they love.

Laura is known for making marketing simple for passion-based business owners. She takes the confusion and fear out of promoting your business and making money.

She is also the author of the Joyful Business Guide, which I highly recommend all of you look into purchasing. I am a proud owner of the Joyful Business Guide. You can check that out at her website, www.JoyfulBusiness.com.

I recommend that you grab the handout Laura has created on the telesummit dashboard so you can follow along with some of the information we are going to be speaking about.

I'm looking forward to having you here, Laura, and sharing so much. Welcome to our call.

Laura: Thanks, Kim. I'm so excited to be here.



Kim: You have been my incredible supporter as I have been putting this entire telesummit together. For that, I want to thank you.

Tell everybody a little bit about what it means to have a joyful business, how you got to this place, and how you created this business.

Laura: A lot of people do a double-take. They ask, "What do you mean, 'joyful business'? Is that really possible?" It was birthed from my experience.

I was in corporate. I was a VP of marketing for a lot of years. In the last five years of my corporate experience, we were bought out and merged six times. It was pretty traumatic.

Our company was known for being really progressive. We had the best people in the industry. I was in the shopping center and retail business. I noticed that these people started falling apart. There was a definite lack of joy. There was a lack of feeling like you were personally contributing to something. It was like everything was out of your control.

I literally saw people fall apart. I saw their marriages fall apart. I saw people whose teeth started falling out because of the stress they were under. It's pretty amazing when people's teeth start falling out.

I went through my own process and got scared. Here I was, the VP of marketing. I was supposed to be this marketing guru for the industry, and I had lost all of my passion.

I ended up hiring my own business coach and starting my own business. I realized that I loved the development of all my marketing managers, most of whom were women, all across the country in 50 shopping centers. I loved helping them step into their leadership.

I decided I wanted to do that in my own business and I wanted to start my own coaching business.



I love the idea of bringing the joy in. I knew I absolutely had to have a passion-based business. I was not going to be in business just for the money. I had to have passion in it. It started from that perspective.

There are different forms of joy. There's the elation where we're really excited, and then there's that peaceful, contented place of joy. When we're in touch with our joy, we're more innovative and more creative. We have much more confidence.

We all know that when we're feeling good, we're much more likely to pick up the phone and call a potential client. We're much more likely to reach out to people and be confident in what it is we're offering.

It became the theme for my business. For me, it's all about how to keep the joy alive in your business knowing that not every day and every moment is going to be elation. It's using joy for where you steer toward. You're steering toward what is in alignment with what brings you joy.

Kim: What I love about what you just said is that not every day is joyful, but when you stay aligned and have your eye on the prize that you are working toward, you're much more likely to head in that direction.

Laura: It's a different business model because you don't start with what the market research is, what your client's needs are and that's what you will provide. With the joy model, you start inside. It's what I call "internal research." You get to know your gifts and own what is special and unique about you that nobody else can give.

Every single one of us is so different. There are thousands of business coaches, but nobody does it exactly the way I do.

That's what I believe about each one of my clients. They have this unique mix, what I call their authentic marketing style. It's that inner place, and then looking at what your unique vision is.



What do you want your business to look like? What kind of money do you want to make? Do you see yourself on Oprah's couch? Do you see yourself having a different kind of business where you're serving a smaller group of people? Do you want to meet the bus every day at 4:00? Do you want to be travelling around the world?

It's so important. All those things have you line up with your authentic joy, not what somebody else says your business should be, but what is going to have you love your business, stay in it and make it sustainable. That's where the growth will come from.

Kim: I love hearing that.

You have a great affinity for Ladies Who Launch as well. Recently, I was able to interview Victoria Colligan about dreaming and putting that vision together.

It's interesting because you guys have a similar philosophy in the importance of getting that clarity about what the vision is that fuels you. It's a wonderful message to be able to communicate in that way.

Laura: I read her Ladies Who Launch book and I underlined and highlighted the whole thing. We are soul sisters.

Kim: She's a pretty amazing woman. You're passionate about marketing, but you have a different way of looking at it. I would love for you to tell us more about the concept of attraction marketing.

Laura: So many times when we're in business, especially for women entrepreneurs, we have this resistance to marketing.

There are all sorts of messages from growing up. "I don't want to be a used car salesman." "Who do you think you are to put yourself out there



and promote yourself?" All those things can hold us back and have us resist the marketing.

When my clients first come to me, they don't even want to say the marketing word, yet that's why they're hiring me. I have one client who called it the "M" word. She didn't even want to say it. After three months, she said, "I can't believe I'm saying that I love marketing." That was my greatest testimonial.

The idea with attraction marketing is it comes from the inside first. Before you decide on your marketing strategies, you need to own what you're about and who you are.

You don't want to say, "Okay, I'm going to go on a speaking tour all around the country," when in fact you're more of an introvert. You hate to speak and you have young kids and don't want to leave home, but somebody told you that you should go speak around the country.

It's really looking at what's inside first so you can show it naturally.

Internet marketing is perfect for introverts because it gives you a chance to get out there and build relationships, which marketing is all about. It's all about building relationships with your clients, your potential clients, and people you can joint venture and collaborate with.

The idea of attraction marketing is that you come from what is unique and special about you, and that is very attracting. When you're being authentic and you have integrity, it is enrolling. People love that. They don't feel like they're being sold to. It's a whole different way of looking at it.

I like to say that it's not about marketing to people. It's marketing for people. That will shift your whole mindset about marketing.



Kim: One of the things you just said struck me, and it's something I hear a lot. People are attracted not to what you're doing, but to who you're being. The only way to shift who you're being is to do that internal work that you're describing. That's where it all begins.

Laura: Every one of us has a different personality. Some of us are more fun. You're the "get it done" queen. That's part of your personality and drive. I'm all about the joy, and I bring that into my marketing. That makes each one of us very unique and different, and people will be attracted to that.

When you do what you think you're supposed to do and create a professional website, I always think the word "professional" is like a death sentence for a website. Yes, you want to have a level of being professional, but you have to have your personality out there. You have to have what makes you unique, and that is very attracting.

Then you decide on your marketing strategies. "Now I'm going to do these three strategies. I'll do them really well, but I'm going to do them with my personality, style, passions, and what I believe in." That's authentic marketing.

Kim: You talk about energy. We don't often hear the concept of energy being applied to business. Tell me what is so important about energy.

Laura: What I've seen over the 10 years that I've been coaching is that, as a business owner, we often think we need more time. That's the number-one thing I hear, but that's actually not your most precious resource.

You think you need more time, a really brilliant idea, or more money. Those are the three things I hear.

What you need first is the energy. Our own personal energy is our number-one most precious resource. If you have the energy and you're enthusiastic and have the drive, you're excited about what you're doing



and have the stamina and capacity, and then you'll come up with the ideas. You can tap into your creativity more easily.

You're going to attract the money because you feel like you have the capacity to handle it instead of, "What if I get five clients? I'm too tired already."

There's a great book called *The Power of Full Engagement*. It talks from an athlete's perspective about their physical, emotional, mental and spiritual energy. I add environmental energy because I think our environment really impacts our energy.

This is a whole teleclass in itself just talking about all the energies we have and how to shore them up and manage them. The idea of paying attention to your energy means that you will be able to continue. You'll answer phone calls and have the energy to write the newsletter. You'll infuse your business with that kind of energy.

Kim: I love how you've woven the use of being sensitive to your energy into how it applies to your business.

Laura: Women can be the worst bosses. We have such high expectations that we're supposed to multitask our way to the seven-figure business overnight. You can't be going, going, going all the time.

I realize when I go out to a workshop or have a vacation, when I come back I need to have at least a day to ramp back into my business and not just feel like I have to jump back in. I have to manage my energy in that way.

If you've had a big promotion, you need to create the recovery time just like an athlete does. You can't be going 100% all the time.

Kim: That would exhaust you.



Laura: Once you get exhausted, it's hard to come up with ideas, and that's when all the doubts and fears come in. It's really important to manage your energy because you'll start going down a spiral if you don't.

Kim: You speak a lot about the relationship of marketing and money. That is a very hot topic. Can you talk a little bit more about that? I'm very interested in it.

Laura: We're talking about energy. The marketing and money in your business have the most energy attached to them.

I find that most of my clients have all this energy bundled up around marketing and what it means. Who are they to do this? "What if I sent out too many emails? What are people going to think? What if I really take a stand for something?" There's all this energy that comes bound up with marketing.

It's the same thing with money. "What if I'm not making enough money? Am I not charging enough money? I couldn't possibly charge \$10,000 for a program." There's so much energy around money.

Those are the two things that every business woman needs to look at and have some resources to help them unravel that energy.

Each of those topics has all these strings of energy. It can be clean and supportive energy, or it can get you tangled and twisted and have you hold back and stay small in your business. You'll never grow if you stay small.

Kim: You mentioned for women to have the resources to be able to untangle them. Can you give a suggestion or two about that?

Laura: Listening to successful women entrepreneurs on a telesummit like this, you can start unraveling some of those ideas and stories you have about



marketing and the ideas, stories and beliefs you have about money. If they validate where you are, they validate where you're going.

It's a great opportunity whenever you can listen to their stories or read autobiographies of successful women entrepreneurs, or work with a coach.

I'm a business coach. I've always had a coach of one sort or another. I can't imagine having a business where you're truly alone. I know many women business owners who work out of their homes and they feel alone.

If you've come from corporate, you're not used to working. You're used to plopping down in somebody's office and throwing out an idea to somebody.

By having a coach, you have someone you can run these ideas through. You can talk about and shift through these points where you get tangled up.

If your business is growing, the more money you make, the more you put yourself out there in marketing, you're going to keep bumping up against your next tangled web of marketing and money energy that might hold you back. Once you take care of that, you still need that support to carry on.

Kim: Good segue into Gina Bell: As part of this mindset series, I interviewed Gina Bell about beliefs and limiting beliefs. What you're sharing was part of what she and I were discussing.

Work on yourself and clear through some of the gunk of the limiting beliefs, the things that hold you back that you think are true about yourself but are not true at all. I look at it as an energy clearing. It frees you up, and while you are going through that personal growth, it is certainly creating momentum for you in your business growth. I love how those two are



intertwined. That message is coming across pretty loud and clear from both of you in that regard.

This is a level of expertise for you. You talk a lot about having an authentic marketing style. Can you tell us a bit more about that?

Laura: The authentic marketing style is where that inner work that you need to do comes in. Part of it is discovering what your authentic marketing style is, and part is owning it and claiming it. Those are two different things.

It's one thing to see all your passions out there, but another thing to really claim them and own them as yours.

Your authentic marketing style is made up of your strengths. What are you good at both professionally and personally? Are you really good at marketing or coming up with strategic plans? Are you a great connector or listener?

Another part to your authentic marketing style is your passions. What are you passionate and fascinated with that you're always researching, buying another book about, talking about or taking another workshop around? Those are your passions that you want to bring into your marketing. They really make you very unique.

These are all the things we're talking about that make you very authentic and unique. Looking at our experiences makes us each very individual.

I've gone through corporate and five buyouts and mergers in six years. That makes me very unique. I've learned from that and can bring it into my marketing. Some people have gone through bankruptcy or divorce. Some have dealt with sicknesses or sick parents. All these different things make you very unique and individual. You want to bring them into your business in some way.



It doesn't mean you have to spill your story to everybody, but because you have that experience and the gifts of that experience, you want to bring it into what is authentic about you. Then you look at your style and personality.

We talked a little bit earlier about being really funny. I have some clients who are irreverent, some elegant and graceful, and some sophisticated. I'm the creative, joyful kind of person. You want that. You can start to see that all these things together are shaping your authentic marketing style. That's how you show up.

It's the "being" part. It's who you are being in your business as a person, but that also gets transferred into your brand.

Those are some of the key components to your authentic marketing style.

Kim: You've shared that you have five strategies that can support women and men to build relationships more powerfully and authentically. Can you talk about what those strategies are?

Laura: You've probably heard about a lot of these at this telesummit.

Keep in mind that you do each of these with the idea of building relationships. Initially in building relationships, people are just curious and interested. Then they're a little more fascinated and become more deeply curious. "I think I want to join your newsletter list. I want to get in deeper with you. I might buy products from you."

The idea is you're taking them through a deeper, more intimate relationship with you where they will buy several things from you so that it's not just a one-time sale and then they're gone.

The first strategy is creating an online newsletter or ezine. This is one of the best ways to develop a relationship consistently over time.



People get to know you and trust you. Even if they don't open your newsletter, they see that you're putting it out there consistently. They build a perception of you as someone who is successful and committed. When they read your newsletter, they're building this whole story around you. It's building a relationship.

I'm sure people get your newsletter and think, "Wow, she knows a lot of people! She has a lot of resources. She gets things done. She's going to connect me to people." The idea is you're building an authentic persona with your newsletter.

Kim: If you've not yet had a chance to listen to the copy content that we have, Michele PW talked a lot about creating great web copy. Jennifer Odear talked about how to create copy when that might not be your expertise. This is a perfect example with what Laura is sharing as far as a newsletter being such an important attraction and marketing strategy.

If that is something that you're not comfortable with, definitely listen to the call with Jennifer because she gave some great support for how to get those copy ideas so that you can put yourself out there very authentically.

Laura: Anything you can get about copy and how to write authentically will help you build that relationship. When you shift the idea of, "I have to put a newsletter out so that I can sell products or market to my people," it's a very different perspective.

Start thinking, "I want to put a newsletter out that's going to showcase my personality and resources. It will help clients and potential clients to get to know me better." Yes, there will be an invitation for something they can invest in more, but the biggest piece of it is you're reaching your hand out and saying, "Hey, let me give you some information, and then let's build that relationship."



My second strategy is to publish a blog. I know you've got a blogging expert as well. This ties in perfectly to this telesummit and all the different resources you're going to get.

When you're building a relationship, a blog is a great way to do it. You can put so much content up there. You can put so many resources, such as books. You can put other people's things that you think your people will be interested in. They'll start looking at you like you're the expert and they can trust you. You can put short ideas, quotes, or longer stories. You can do anything with a blog.

This whole menagerie of things that you put up there will let your authentic marketing style show through. It has who you are as a person, what you stand for in your business, and what they can come to know and trust about you. They're more likely to buy from you and want to work with you because they've really seen who you are. They know, like and trust you.

Kim: It's fascinating to me how you're bringing this from an attraction perspective, and how it is weaving almost seamlessly with what the other speakers have been sharing.

Laura: There are fabulous marketing ideas and strategies out there, and they absolutely work. But when you come from an attraction place, it gives those ideas a whole new depth and more stickiness as far as enrolling and attracting clients. It's the difference between just throwing a newsletter or a blog out there and really having it mean something and being connected to your business.

My third strategy is to offer a free teleclass on a consistent basis. Some of this depends on your market, but most of us can put together a teleclass.



Two things happen when you do it on a consistent basis. One is that people get to know you and know what your teleclass topic is. I put out a teleclass that was "Package Your Passion: Plenty of Areas in Your Backyard to Find a Topic for a Teleclass." I did it every month for about a year and a half.

What happens is that people get to know that it's your topic. It positions you as an expert, and you actually do become an expert because you're doing it over and over again. You get feedback from people. You're going to hear their stories.

You're going to test out your ideas, and you will get more grounded and centered in what your message is and what you're standing for in your business. Even if you're just selling a product, makeup or image consulting or something like that, from this you're going to get clearer about what it is you're really doing.

With all the products and services we sell, we're actually selling some sort of transformation. Somehow we're going to better their life. When you do a free teleclass on a consistent basis, you get an opportunity to build that relationship and have them understand what it is you're taking a stand for. What is that transformation? How are you going to better their lives in some way?

Kim: You become known for that, and it elevates your expertise. There is all of that goodness that comes from doing it.

Laura: You're going to get your own subject and your own passion at such a deeper level. It's one of the best things you can do. It's almost like you're immersing in your topic and then all of a sudden you start bringing more resources.



You get more confidence and you have a lot more clarity. Those two are powerful energies, confidence and clarity. People will start looking to you because they know you are the expert. You get well known in those areas.

My fourth strategy is to bring audio in.

There are all sorts of creative marketing strategies. It's about picking a few and doing them really well, having your authentic marketing style shine through and being consistent. They will work. You don't have to go grabbing 20 different ideas. Do a few of them well. This telesummit will tell everybody how to do those well.

Kim: From your perspective of bringing audio from an attractive place, it's another vehicle for people to experience you.

Laura: I think it's particularly important on the internet. When you're using the internet, you can potentially reach people all over the world.

When you meet them at a networking meeting face-to-face, they get your energy. They get an idea of who you are. People formulate opinions pretty quickly. It's easier to know, like and trust you because you're there in physical form. When you're on the internet, they don't know who you are. Is this really Laura West? I could be anybody.

It's important to have different ways for people to get to know you and realize that you're a real person, that you have integrity and are very authentic.

Audio is a great way to add to any of the things you are doing. If you're writing articles, also do an audio article. If you write your newsletter, have your newsletter in audio form. Have some audio on your website. I also believe in video, but audio is simple, cheap and takes nothing to get going.



We're doing audio on this telesummit. When people hear your voice, there's a different level of connection. There's a different level of attractiveness. They're more likely to trust you and be compelled to find out more about you.

Kim: Look at the first four things you came up with. Two of them are audio and two are spoken. Even with just what you've shared in four of your five things, what you're demonstrating is that we communicate in a breadth of ways.

Somebody may read your newsletter. They get your written words, but how nice it would be if you can also give them the opportunity to listen to a podcast on your website or hear you on a free teleclass, that sort of thing. We all come across differently in audio.

If you layer in video, that's a whole other element. There was a brilliant conversation that Caleb Scoville (JO – We can hyperlink to his product) shared during the summit. You're sharing it as well from an attraction perspective—how to repurpose your content by record that newsletter you write or that blog entry you do. You've done it once and can capitalize on it again.

Laura: It's the idea of managing your energy. Many people think, "I have to come up with another creative idea." No. Take that one article that you did and do a teleclass about it. Do an audio and a video, write an article or do a blog.

It's all about your energy. It's recycling your energy and not having to constantly be coming up with the next new idea every moment. By repurposing, it will conserve some of your energy, which you can then put into more creative ideas.



I was tempted to put audio/video as the fifth strategy because I do think that is the next place. But actually I'm going to put in a different strategy. You mentioned it a minute ago. It's about creating a podcast or internet radio show on something like Blog Talk Radio.

There are so many inexpensive ways of doing this, even a podcast. A podcast is really just a recording. It's an interview on a recording, or it can just be you talking on a recording. There are ways of publishing it very easily. You can put it on iTunes, for example.

I publish a podcast called "The Joyful Business Podcast" every two weeks. I put them on my blog. It's where I interview successful business owners. They talk about how they have joy, passion and prosperity in their business.

When you do a podcast where you interview other people, this gives you a reason to go out and connect with other people, just like you're doing with this telesummit. All of a sudden, you're connecting with 18 (and really more) women who are experts. It starts positioning you as an expert.

You have this podcast about a particular area that you're excited and passionate about, so it's very authentic. You get to invite other experts to come in. That actually positions you as an expert, the go-to person, because you bring in all these experts and great resources.

It has you immersed in your material and your message in a deeper way. It's one of the biggest things that can help position you as an expert and get you out there.

In getting ready to do a Joyful Business podcast, I'm going to be interviewing you. I get to expose you to my list. They are thankful and thrilled that I've connected them to this amazing woman. Then I'll get exposure to your list. They're grateful, and it just keeps building.



It's an absolute win-win and very attracting because it's all based on generosity, giving and mutual passions. It positions you as an expert. They're really easy in a fun way.

Kim: You have shared all of these great things, all of which I fully believe in. I hope that those listening can begin, if they're not doing any of them, to at least tackle one or two of them as part of the action steps they will take.

Laura: You don't want to start all of them at one time. Pick one, get it going, do it well, and then add the second one.

Kim: That's exactly what I wanted to ask you. What is your secret for managing this? Imagine a person who has never done any of these. This could be crazy overwhelming.

Laura: Go back to your authentic marketing style and your personality. What are your strengths and passions? What are you good at? Just take this list of five that I shared. Which one has the most energy or joy for you?

I base a lot of my marketing decisions on looking at what I think are smart marketing strategies. Think about where your joy is lined up. If the idea of writing a newsletter seems overwhelming but the idea of doing short blog entries works for you, start there with the blog.

When you use your joy as a guide, then you're more likely to get it done. You're more likely to post on your blog and actually get it out there. The success from that is going to get you excited. The momentum will give you the energy to bring in the next piece. You'll think, "I got all those comments on my blog. I think I'm ready to do a newsletter."

Kim: That is the key. On a personal note, I was sharing this in my conversation with Jennifer Odear. Writing is not always easy for me, especially in newsletter form. It's longer. It's much more comfortable for me to speak.



Blog posts are easier because they're a little more manageable and they're shorter. I love the podcasts. Talking is fun and interactive.

Laura: It's your authentic marketing style.

Kim: JO: Not sure if this next section is necessary – please decide. As I'm listening to you, now I understand why that's so joyful for me. To have interviewed these 18 people, I don't think I could have had a more joyful two weeks.

Laura: You've been in heaven for three weeks now.

Kim: I really have. I'm thinking, "This could be my full-time job. I just love this!" It's getting to connect with amazing people, pull out their brilliance, and share it with people who I know can benefit. What could be better? It probably comes through because I am truly having so much fun, but not so much fun on some of those other ones.

It would behoove me, on a personal note, to spend more of my energy in the podcast/audio realm versus maybe some of the writing. For those of you that are more comfortable on the writing side, go in that direction.

Laura: You also know that one of my smart marketing strategies is to have a newsletter because a lot of people are very visual and like to read about it. They don't always have time to listen to the audio.

You do want to be able to market in a variety of ways, to meet a variety of people's styles for how they want to learn about you. I know the newsletter is not your big joy. But I know you work with some really great copywriters who will help you to pull out your words in an easy way.

It's looking at what kind of help you can get. It's step by step. You don't do all this at one time. It's what kind of help you can get to help get your



marketing strategies out there on a consistent and regular basis that makes you feel good.

Kim: This is just what I wanted to be able to share with everybody. I'm so glad to have brought your perspective into it. I think we're hearing a lot of consistency in your message with what others have shared, but the way you package it is a bit different.

It's helpful to remember that we are in control of the things that we put out there and the way we do things. It comes from an internal place. It comes from making that decision of what is going to be fun for you. What fuels you? What serves your passion? When you make your decisions from that place with clarity, there is joy.

Laura: It shifts the energy, knowing that you're doing it for people and not to people. I always look at it as, "I'm giving a gift today. I'm writing my newsletter. This is the gift I'm giving to people who are going to open my newsletter. What will they get? What's that experience going to be like?" All of a sudden, it becomes a whole different experience.

It's the same thing when I do a blog entry, or before I do an interview or podcast. I don't just look at it as marketing. Yes, I make sure I've got my offers and my stuff lined up, my messages and all that, but I also get into the being place of, "I'm giving them a gift."

It makes it easier for you, and it makes it fun. Who doesn't like to give gifts? It's made it so it's easy to receive. People just think, "Oh my gosh, this is so amazing!"

Kim: I'm going to send everyone back to another audio that was particularly wonderful. She brought something up that very much dovetails with what you've just said.



JO: we could do a whole ezine on this piece: Amy Miyamoto did a great talk about social networking. One of the key things she shared was that to be out there effectively in the social networking realm, you need to be clear on what your personal brand is, what you stand for as you put yourself out there in the social media.

As you begin writing your tweets, your Facebook entries, whatever it is you may be doing, remember which place you are coming from. There's a similarity with what you're saying.

It's you sitting in that place and imagining you are now giving a gift. "I am giving a gift of a tweet that I write, a blog post that I put out, or a podcast." It's just sitting in that space of who you are in your personal brand.

The whole purpose of this summit is to support people in growing their businesses and making a difference in their bottom line. That is very important. I know that we all want and need that. To do it in a way that's going to serve us for the long term, it has to be grounded in who we are. That's very important.

Laura: If you're trying to be somebody else or do it like you think you should, you're going to end up losing momentum. You're not going to want to get up out of bed one day. You'll think, "Oh, do I have to do this again?"

When I take the time to come from that being place and give the gift, what I like to do is imagine a person. When I'm writing something, I usually imagine somebody I know who is on my list, somebody I know who is going to listen to it or receive the Tweet, and it's just as though I'm writing to them.

All of a sudden, that takes it away from being a sort of nebulous, "I'm making a marketing piece for my newsletter out to the world," to "No, I'm



really writing Kim, and she's going to get my newsletter. Here's what I want to say to her."

It totally shifts the energy and the impact. They can feel that. They receive energy. Every time they receive a Tweet, a blog post, a newsletter, a podcast, or a video, they're getting energy from you.

That impression has them saying, "Gosh, I want more!" or "Wow, I don't want more." Sometimes that's okay. Not everybody is going to be your client, but the ones who want more are going to be your raving fans. They are going to be the people who want to be your fans for life.

Kim: That's key.

Laura shared so much great content and information. If you didn't pick up her handout, you can do that right on the dashboard.

What I recommend for you is to choose the speakers that are going to support you the most in moving your business forward. You can read about what everybody is speaking about. Listen to their audio messages and make the best decisions for those speakers that will support you.

I want to thank all of you for having been a part of this. Laura, I certainly thank you both for what you've shared today, as well as being my huge supporter in this telesummit in general. It's helped me very much.

Laura: It's been wonderful, and it's a gift.

Kim: I feel it. With that, I just want to thank all of you for being with us. Have a great day, and enjoy the rest of your learning. Take care.

