

Kim DeYoung's

ONLINE SUCCESS TOOLKIT



Nancy Marmolejo How to Turn Followers into Fans (and Fans Into Leads!) With Social Networking

Kim: Hello, everybody. I am Kim DeYoung, the founder of www.Metromom.com. I am so glad to welcome you right now. We are at the Metromom Online Success Telesummit. Over these two days, you will get access to 18 speakers who are able to share great content with you that will support you in maximizing and monetizing your online business.

Today, I will be speaking with Nancy Marmolejo. I am excited to speak with her because she will be giving you great information about "How to Turn Followers into Fans and Fans into Leads with Social Networking."

Nancy will be speaking in the social networking realm, but over these last two days we have had speakers talking about content, publicity, search engine optimization and systems. There is such a breadth of information being provided to you.

My goal when I invited each of the speakers to participate was for them to share great how-to information with you so you can begin to apply a lot of what you are learning and put it together quickly.

This is a call I am so thrilled about. I want to tell you a little bit about who Nancy is, if you are not already familiar, although I'm sure many of you are.



Nancy is the founder of Viva Visibility, which is a coaching and consulting company that helps entrepreneurs get known. Her specialty is raising the visibility level of entrepreneurs so we can market ourselves and be recognized as credible experts.

She is known for her creative and spirited style, which you will definitely experience on this call. She is all over the web as an avid social networker and trend watcher in the area of visibility for all entrepreneurs. I am so glad to have her here.

We know that social networking is the place to be for online marketing. The question becomes, "Are you using it effectively as a lead generation tool?" Nancy will be able to share with us some of her magic secrets for turning social networking followers into fans and those fans into leads.

I am so happy to have you here, Nancy. I want to welcome you to the call.

Nancy: Thank you. I am excited to be here. I love the whole concept of your telesummit, and I wanted to be part of it.

Kim: I always want to ask how you got involved in social networking. Was this something you fell into? I feel like social networking is relatively new. How did it happen for you?

Nancy: I started my online business in 2003. The moms will understand this better than any other audience. I had been an educator for many years. I grew up in a family business, so I had a combination of skills.

After the birth of my daughter, I decided that I did not want to go back to work. She had a number of health challenges her first year. Being colicky was only one of them. There was a whole bunch of other things. She had heart surgery. There were so many things happening that for the life of me, I could not go back to work.



I wanted to be near her, so I started a coaching business. I said to myself, "I am going to use internet marketing to get myself out there. I'm going to find anything I can to leverage my ability to get known by potential clients so I can spend more time at home with my child and not have to go out and get a job."

I became curious. I didn't say, "I think I'll find out about social networking." I was just open to solutions. I said, "I need what's most efficient and effective, will have the biggest impact, and will not take me away from the most important people in my life, which are my family." That was guiding me. It was not an obsession with Web 2.0 or social networking.

With that as my purpose, I found out about blogging in 2004. I started blogging. It was very effective because it gave my clients a look behind the scenes at the person who was running the business. I had a lot of people hire me. They said, "You are exactly the kind of person I need to work with." I was just blogging about life in general.

In 2005, I learned about podcasting. I thought, "How cool is that to be able to have your own radio show? Then more people will know about me."

At the time, nobody near me understood what podcasting was. They said, "I don't really see what the point is." This was before it became big. "I don't understand how it could help somebody who is a coach." I thought, "Thank you for sharing, but I'm going to find out about it anyhow." I started doing podcasting.

All of these things are considered part of Web 2.0. It's that second generation of the internet where we, as users, can create the content. We don't have to be passive in reading it. We can upload video and audio and go multimedia.



In 2006, a friend of mine, who is a very successful syndicated columnist and author, contacted me. She told me how she was using MySpace to connect with people, fill her workshops and events, and sell her books. Although we were in completely different fields, I became interested in seeing how MySpace could work to bring clients to me.

I went onto MySpace. The person who was mentoring me at the time said, "That is such a bad idea. This is a bright shiny object. That is not smart." She even sent me an article saying how it was a big waste of time and that the only people on MySpace were 14-year-olds. That was not my target market.

I started connecting with authors, up-and-coming coaches and people who were using MySpace as a form of media exposure and PR for themselves. Suddenly, a number of them started becoming my clients. I realized that I was connecting with a particular type of person. Every year, my income started growing more, especially receptive of where they came from.

At one point, 60% of my clients were coming from social networking originated leads. Then it was 70%. Then it was 75%. Now I can easily say that 95% of the people working with me have heard or seen me through social networking.

I laid that foundation back in 2006. In 2008, when it really seemed like things were taking off, especially with Facebook and Twitter, I was already pretty firmly established. I understood the rules of the road.

I understand the way we interact with social networking. I find myself like the village elder. People come to me and ask me questions about it.

That's how I got my start. It wasn't to find out about social networking. It was to find out how to get more done in less time and make more money.



Kim: That's incredible. I'm realizing that as I'm listening to the years you're describing, we're making it sound like it was the 1800s that you got started with this when it's so recent. You are a social networking elder. It's fascinating.

Nancy: We'll call it the "grandmother clan." Time goes by so quickly now, and things change at such a rapid pace.

Suzanne Falter-Barns and I did a call together. We were joking that we went on a horse and buggy to our first teleseminar. It seems like things from even two and three years ago are so old. If it didn't happen in the last six months, it doesn't feel like it's new or fresh anymore.

Kim: I have to tell you what I'm fascinated about. I'm certainly much newer at using these technologies than you are. Even in the short time that I've been doing it, I have been seeing really exciting connections. I am fascinated when I put the breadcrumbs together. "I met her through this and through that." It's incredibly interesting how that has all come to be.

What I'm curious about is going to be the basis of our conversation. There has to be a cycle and flow of how people go from followers into fans and fans into leads. How does that whole process really work?

Nancy: It's a very cool process. I call it the social media impact cycle. It's based on visibility and value. Those are the keys to monetizing it.

People say, "Why should I spend so much time on social networking? How am I going to make any money from it?" There's a big misconception about how you build your business using social networking.

There is a handout download that people can get.

Kim: It's at the telesummit dashboard.



Nancy: It's a download I'm offering called The Social Media Impact Cycle. Folks can go right over there and grab it. I suggest that you grab a copy of this while we're talking today. It will help you see and understand this process and how you can make it happen.

Imagine a big circle. At the top of the circle, the 12:00 spot, you can see that we all start off as observers. Everybody on social networking is an observer.

Kim, you and I, at one point, were observers. We might not have known each other. Maybe we were in some similar programs, but we were names passing by each other.

We see all kinds of people out there. Maybe we belong to a group, are on Twitter, or are just looking randomly at the whole stream. Maybe we can go on Facebook and see the whole feed. Of all these things, nothing is popping out at us. We're just observers.

Something happens that shows this glimmer of value that piques our interest and makes us say, "That person seems like an interesting individual. I think I'll get a little bit closer."

We make this decision to go a little bit closer based on value and credibility. That's when we go from an observer to a follower. This takes you around the cycle on the handout.

Kim: It's all based on value.

Nancy: It's based on value, credibility and trust. Those are the three primary triggers that will move somebody through this cycle. It's very hard to time it.

I was on a teleseminar with a couple of other people. I had said that the social networking sales cycle is not the same. It's a little slower. Somebody



said, "That's not true. I can put out a tweet that says, 'Buy this,' and all of a sudden, I have a lot of people buying it."

The people who were buying it probably already had trust in this person. I don't think that anybody who had just seen this for the first time would've responded. There's this process of building trust.

One day a couple of weeks ago, I was outside my house. There was a cat on the sidewalk. It was a neighbor's cat, but it wasn't a cat that I knew very well. It was very cautious of me.

I wanted to pet the cat. I crouched down on the ground and put my hand out. The cat just sat there. Then I started to wiggle my fingers around a little bit. The cat moved a step closer. I made my little "come here kitty" sound. I'm a cat lover. The cat started to inch her way toward me.

It was a sequence of building trust. If you want to feed a stray cat, you can't just jump right out there and try to put a plate of food in front of it. You have to allow that trust to build so it can come a little closer to you.

It's the same thing in going from an observer to a client with social networking. You have to move people through these steps of trust. It's very important to understand that until a person feels trust, they're not going to make the next move.

Kim: That's fascinating. Your analogy is perfect. It can sound so simplistic, but it takes a lot for people to develop trust.

Nancy: It does, especially now. We are inundated more than ever with marketing messages. A couple of years ago, they said it would take five to 12 imprints before a person really registers a marketing message. That's why things come out so repetitively.



With the saturation of marketing messages that we get now, it takes more than that. It's not just repetition of this message. How are these messages helping to build trust?

We don't say, "Click here. Buy now." If we tell them enough times, they will get sick of hearing it then click here and buy now. People want to have that feeling of trust. We've gone from an observer into a follower.

Let's say I'm following you, Kim. I've decided to become a follower on Twitter. Maybe we're friends on LinkedIn or Facebook. We're following each other. There's not a whole lot to it. We've just allowed people in.

It's like the cat I'm trying to feed. That cat is still 10 feet away from me. My hand is out. I'm not petting the cat yet. We're agreeing to share the same space.

Then something happens that shows value and credibility. It invites us in to trust and move a little bit closer. Let's say I notice that you put out these incredibly helpful tips. I link over to them and say, "This is great stuff."

It could be that I love the way your personality shines in the way you interact with people. I sense this authenticity. I see that you're the leader of a group that has so much integrity and gives such great information. I start to love you. I want to be your fan. I start to pay attention.

I make that choice to get a little closer to you. Whether it's me moving closer to you or you moving closer to me, something has happened where we have that trust.

The cat that was 10 feet away is now 5 feet away. We turn into fans. Fans are great. We want fans. We don't just want followers. Fans will talk good about you. They will tell other people about you. They will retweet your stuff, share your posts on Facebook, and make a recommendation for you on LinkedIn. You've earned their trust by showing yourself to be credible.



A person goes from observer to follower and from follower to fan. A fan is so warmed up to you. A fan is so open to your message. That fan can easily transition to be a lead. This happens in a number of ways. That person might sign up for a call that you're doing or for your telesummit. They might sign up for your free ezine or an offer. They might subscribe to your blog.

Once again, there's this trust. They're willing to move closer to you in this insane world of marketing saturation and bombardment we get with pitches left and right. They're dodging those bullets and coming straight up to you to say, "I trust you. I want to get closer to you." It's that trust that puts that person into the position of a lead.

Once they're in that position, they easily turn into a client. They pretty much come to you presold. It doesn't take a lot. I don't know how many times I've had a conversation with someone and they've said, "I've been reading your stuff, following your blog, and interacting with you on Twitter. I feel like I know you." They already have their decision made. They know they want to work with you.

Through that cycle, it is all activated by adding value, boosting credibility and building trust. It does not happen by bombarding somebody with a sales pitch the very first time we connect with them.

Kim: I'm really digesting all the components. The simplicity of it is there. I think about this all the time. Every time I read something that someone else has done where they are in your face promotionally, I think, "That's not working."

Part of why we write copy and blogs is so people can get to know us. They can get a sense of our personality and the things about us that are attractive. It is good to show yourself as who you are so those who aren't



attracted can leave. The ones who stay are staying because they truly want to see all that you have to offer.

You are saying that by the time they've gotten to that sale, they've sold themselves because they've been in this process for so long with you.

Nancy: Once a person becomes your fan, they're already saying, "I like you." When they move into the lead, they're saying, "I love you." Then they move to, "I want you."

Kim: You were saying that one of the key things to take them from follower to fan then lead is the offer of some of the freebies. When they're in that fan place and you're bringing them into that lead, you're giving them some inexpensive ways to test out the waters. Is that what you're suggesting?

Nancy: Absolutely. It's free or inexpensive. It's not always a thing either. Think about it. It might be a conversation. It might be saying, "We've been talking with each other a lot on Twitter. Would you like to connect for 10 minutes?" I've done that so many times. Pick up the phone and say, "Let's talk."

I know somebody who makes it a strategy to call two people a week from her social networking contacts. She tries to connect with two new people a week, just to get to know them.

Two is not that many, but it's a pretty big commitment to say, "I'm going to try to connect with two people on the phone, just to get to know them." You're not trying to sell them anything but are just saying, "Tell me more about you."

I always ask people, "What's a good referral for you? Who is an ideal client? I want to know as much about you and your business as I can. That way, if somebody crosses my path, I can refer them over to you."



I don't call them and say, "Hey, I have this great program. I want you to sign up for it." I just say, "Let me know a little more about you and your business. I want to know who your ideal client is. I want to know what you're looking for. We can do a lot more good tapping into each other's networks than trying to tap into each other to become clients."

Kim: What you're talking about now is something I love talking about. It's more based upon quality versus quantity. I know I've heard you speak about this a lot. It's not about having 1 million followers. What do you do with 1 million followers? It has so much more impact to have followers who you really are interacting with.

Nancy: That's correct. There are some people who need to have those big numbers because they're going for big media spots. One of my clients is going for major national media exposure. She wants 25,000 friends on Twitter. That's great. She wants to go on these big shows. That's a good selling point for her.

For other people, you don't need that many. It's about quality. I know people who have relatively small numbers who focus on quality and are doing really well. They're making more money than the people who have 10,000 to 15,000 followers. Those people have no idea who's in their network. They can't keep them straight.

Kim: You have a strategy that you need to stay consistent and memorable. Will you tell us a little bit more about that?

Nancy: There are two things you always have to focus on.

1. Relationship building. We've said it in other ways during this call, but I want to reiterate that.

2. Credibility. Everything you do has to build your credibility.



Building the relationship and credibility will gain the trust. It's all about gaining people's trust and respect. You absolutely have to have that, especially if you're looking to get clients, build your brand, and have a brand awareness where people see it and say, "That is a good person who is trustworthy and credible."

Always focus on building relationships and credibility in everything you do. Those are the two biggest strategies that I teach people. You can pretty much just hang up and go home right now. That will get you there.

Kim: One of the parts of this summit that's going to be very helpful for people has to do with content and how you're creating content. In whatever form you choose to put it out there, whether it's written, verbal, audio or video, it's all about people developing a relationship with you through your words and ideas. That's a huge part of it.

That's why I gave so much importance to bringing on the right people to share about that. Without that content, how do people know who you are so they can ultimately develop a relationship? That content leads to credibility as well.

Nancy: Whatever you're an expert in has to be clearly stated in your whole public presence. Your biography and social networking profiles need to echo your expertise and explain that you're going to experience this expertise through this content. That's one more way of emphasizing that value, credibility and trust.

Kim: I certainly have seen them, but I'm sure there are more I'm not aware of. What are some of the big mistakes social networkers make that are costing them fans, followers, leads and ultimately sales? What are some of the things people are doing wrong that we can be sensitive to so we don't make those mistakes?



Nancy: The first thing is that a lot of people are impatient. They don't understand that there's this whole cycle that people need to go through. A person doesn't go from seeing you for the very first time when you've put out this pitch and say, "I've never seen this person. I don't know who they are or anything about them. I think I'll click over to buy their \$1,000 product." Nobody is going to do that.

You have to take people through this cycle. You have to build that trust. It might happen in a day, a month or a year. There has to be that trust.

One thing that happens that costs people fans, followers, leads and clients is ignoring that cycle and jumping straight into a pitch. "Hi, it's nice to meet you. Here's my business. Here's my website. Sign up for my seven-part audio course." Say hello first.

On Twitter, people have these direct messages set up to automatically go to people who start to follow them. It's just a pitch. It will say things like, "Hi, I'm here to help you and your business. Check out this link." Excuse me. Who said I need your help? Did you find out anything about me? I might be able to help you.

It's this arrogance. People don't intentionally try to get out there and be arrogant. They're thinking this is a great way to get people to know about them and their services so maybe they could become their client. It comes across as arrogant and pushy.

One of the things you don't want to do is come across as pushy. Pushy people in social networking don't get a whole lot of respect. You'll get un-followed more than anything.

If you're out there interacting, being genuine and vulnerable, being a real human being, and showing that value, then you're going to start seeing results.



If you're just giving a pitch and always talking like you're standing at a podium giving out these platitudes of marketing and good living, and you never actually cop to having a bad day, it really zaps your credibility in social networking.

Kim: It's almost like you have to think about what you're aware of during in-person networking. Think of how many times you've gone to the local networking event where someone just hands you their business card and starts pitching you their business in public.

It's that same experience. You think, "Did you even ask who I am? How do you know that I need your insurance?" It's even more uncomfortable online because you haven't even seen that person's face.

Nancy: I always tell people that it's just like an in-person networking event. We always say, "Hello. It's nice to meet you. I love that jacket you have on. How was your vacation?" This is especially true with women. Even guys say, "How was the football game?" or golf game.

Everybody connects with small talk in a different way, whether it's sports, hobbies, family or neighbors, or if your kids go to the same school. We break the ice with things that are non-business related. That's very important.

People say, "I don't understand why there's all this chitchat on Twitter. It seems stupid and useless that people are talking about what they're eating."

I say, "There's a whole lot of money in that snack. You might be talking about this snack you just had, and somebody is going to comment on it. That might be a really good connection. It might be somebody you've been meaning to connect with for a long time."



Everybody is looking for an easy way to connect with each other. Connecting over a sales pitch isn't the most effective way. We really want to be real.

I was working with a client and kept saying, "Stop making it sound like you're tweeting from a podium. You're saying, 'I'm here planning my million-dollar program.' Just ease up for a little bit. Stub your toe and tweet about it. Do something real for once, and don't make it sound so manufactured."

If it comes across as hokey or manufactured or like you're speaking from the podium, people aren't going to buy that. They're going to see it as insincere.

Kim: It's interesting that you're talking about how the beginning of the cycle is the observer. I remember when I was first jumping into Twitter. It was very nerve-wracking. I didn't get it.

I just observed, and it was fascinating. For one or two months, I really did nothing other than have my TweetDeck up online. I'd watch it periodically to see what was going on.

It's amazing how much you can pick up in 140 characters and how much personality you really notice. You can even pick up undercurrents of stuff going on.

It's clear when someone has that ulterior motive of, "Let me just say that one quick thing because I want to have the next tweet be a sale." You really pick up on a lot.

It was fascinating to sit in that observational place to get a sense of how I could step into this world in an authentic way. That's really the goal as we connect.



Nancy: I blog about these topics a lot.

Kim: I love your blog. Yours is the one blog I keep up all the time. I'm on an RSS feed for it. I read it religiously. I've moved through the whole process with you.

Nancy: It's proof that it works. My blog address is www.VivaVisibilityBlog.com. Actually, I do a lot of posts about Twitter and how to behave on Twitter.

I wrote some tips for people who tend to put up motivational tweets and are chronically feel-good tweeters. It can really annoy people after a while. If you're so one-dimensional, people think, "This person is always telling me to be happy." It becomes a little arrogant after a while.

I've seen people who try so hard to be positive all the time. They start putting people down for not having a good day. Sometimes people just need a little bit of support.

Somebody might say, "Is it still Monday?" Rather than saying, "Yes, I know what you mean," or, "Yes, we're counting down with you," somebody will say, "You sound so sad. Why do you sound sad?" Don't try to fix me! Just let me talk about Mondays for a minute.

A lot of coaches will do it like they're in coach-mode all the time. It becomes talking at somebody as opposed to talking with somebody. Don't coach me in our tweets. Just be with me for a second. Just experience the moment with me.

These are all intricacies of interacting with people on Twitter. These are how you build that value by being your real self and not having to play this role of super mom, super businesswoman, super coach, superstar or whatever. Just be real. You'll notice that will move people through this value cycle faster than all the platitudes.



Kim: That makes a lot of sense. I know you have a busy life in addition to your whole social networking world. Tell us how you're managing the whole timesaving thing with social networking and anything you can share with us.

Nancy: I don't talk about this on most calls. Since we're talking to moms, I feel very safe. I have a busy life. Outside of my business, my husband became disabled over the last year and a half and was forced into early retirement. He's home.

We'll have to have a whole other telesummit on what you do when your husband is at home, and you're running your home-based office. That's been a big thing. There are a lot of medical appointments and stuff.

I have a daughter in kindergarten. As if I'm not busy enough, I enrolled her in a program which requires parent participation for three hours a week.

I don't work nights or weekends, except every now and then just to catch up. I have really clear boundaries around how much time I'm online and how much time I'll put into my office.

When I'm in my office and have that headset on or in front of my computer and my daughter comes home, she comes over, turns off the monitor, and says, "Mommy, this is my time." That's right. It is her time. My family is number one. I have to create a schedule for myself that doesn't impede into my family time.

You can connect Twitter and Facebook so when you put something up on Twitter, it pops up on your Facebook status update. I connect my blogs so when I publish my blog, it pops up on Twitter. Because I have Twitter connected to a bunch of other places, it pops up all over there, too. A lot of visibility happens with very little effort.



I make sure I don't spend too much time on any one site. It would get in the way of me actually finishing some of my work, like writing and publishing articles. There are times I have to set a timer.

Sometimes I have to say, "I'm going to miss it." I volunteer in my daughter's school every Friday. I miss Follow Friday. Follow Friday on Twitter is huge. Everybody does it.

I have to get up at 5:00 a.m. to check on Follow Fridays. Between 5:00 and 6:00, I'll be there, but then I have to go, and I'm gone for the rest of the day. I'm probably not going to get online again until Monday.

It's just making those decisions. I have to say, "I'm going to be there for this. I'm going to miss out on that. I'm going to reinforce it with as many of these timesaving tips as I can put on there so I look visible without actually having to log in."

Kim: I have learned a lot of those timesaving tips from you. They do make a difference.

I have three children as well, so I'm struggling. My children also come to my door and say, "Mommy, are you done? Mommy, you're getting off the phone now." They want my time.

It's not fair to keep going with all these business things when the reason we got into business was to be with our family more. You said that was why you chose not to go back to work. That has certainly been the big reason I've chosen not to go back to the corporate life. I want to have flexibility.

The biggest thing is boundaries. You have to have clear boundaries.



Nancy: My family keeps me accountable. If it's 5:00, they're standing in the doorway saying, "You said you weren't going to do it." I say, "You're right. I said I wasn't going to do it."

For whatever reason, working on the computer after everybody goes to sleep doesn't work for me. My head gets so buzzed. I can't get to sleep, so I'll be up until 3:00 a.m. with all these conversations going on in my head.

I avoid all electronics after 8:00 p.m. I don't watch TV. I don't go on the computer. I don't even like to talk on the phone. I have to spend a lot of time just decompressing. I read for about 90 minutes every night just to get it all out of me and get unplugged. I have no problem getting up at 5:00 a.m. and logging on.

You really have to create those boundaries. When I'm doing my work, I don't want my family around. I tell them, "Stay away. I'm working." When I'm with my family, I don't want my work seeping into it.

You have to make some tough decisions. When you start compromising, you start feeling bad. The quality of your work decreases, and it does you more harm than good.

Kim: It's a message that we're sending to our children that they are of value. We're modeling so much in the way we do things.

It's an important message for our kids to see that we stick by what we say. If we say we're going to stop at a certain time, we do it. When Mommy's door is shut, Mommy's working. They need to respect that boundary, and I need to shut the door on the office so I can be with them. There's a lot of that.

You've shared so much great stuff. Are there any other final genius words of wisdom that you have on this topic?



Nancy: I want people to go to the dashboard and pick up a couple of downloads. The first one is an action guide called *Why Social Networking?* It's very essential, especially for people who want to go at this with the right approach. *Why Social Networking?* shows you how this will help you in your business.

Also, get a hold of the graphic of the social media impact cycle. Print that out and put it up in front of your desk or whatever. Make it part of your personal mission to add value everywhere you go. It doesn't mean you're always publishing and pushing information on people.

Adding value can just be in the way you interact. It's in the kindness and interest you show in other people. It's in saying happy birthday and wishing somebody good luck when they say they're about to do something.

You don't always have to push information on people. Sometimes it's just being there for others, honoring them, championing others besides yourself, and knowing that if we all go out there with the intention of helping others, help is going to come back to us.

Kim: That's the karmic way.

Nancy, I love everything you've shared with us. I've taken a ton of notes. That's actually a fun thing I've been doing for the interviews. I've really been keeping notes so that's something I can provide to people afterward who are interested. I happen to have been a really good notetaker in college.

The transcripts and recordings are available, but sometimes it's nice to have one sheet that summarizes all the specifics. I've been putting that together. It's a lot of fun for me. It keeps me organized with all your content.



I want to thank you. I'm looking forward to everyone getting to hear this information from you. It's just been a delight. Thank you very much, Nancy, and all of those who are listening. Check in to make sure you're getting to listen to some of the other speakers so you can get the information you need to move your business forward. Take care.

