

# *Call That Girl's Guide to Social Media*



By Lisa Hendrickson  
Owner/Call That Girl  
Successful Entrepreneur  
Networking Goddess

# Table of Contents

[Page 3 Message from Lisa](#)

[Page 4 Glossary](#)

[Page 5 Read the Tips and Tricks \(things that I had to learn the hard way\)](#)

[Page 6 Social Media Resources \(people who can help you\)](#)

[Page 7 Face-to-Face Networking \(in- person and things you need to learn to bring it all together\)](#)

[Page 10 An Explanation of How Social Media Works \(how I do my social media\)](#)

[Page 11 Things You Will Need to Use Social Media \(stuff that I had to buy or purchase to do this social media stuff\)](#)

[Page 21 The Big Tools of Social Media \(the online websites and tools that I use to make this all work\)](#)

[Page 25 Your Social Media To Do List \(things that I recommend you do every day to make this work\)](#)

[Page 27 How to do a Social Media Blast \(things you should do when you have things to tell everyone\)](#)

[Page 28 The Wrap-Up](#)

[Page 29 Connect With Me](#)

## Message from Lisa

Hello folks! Lisa here from your social network! I am happily well connected to many of you in the Minneapolis/St. Paul/Rochester area now and throughout the country. I have been enjoying my social media ride with promoting my computer repair business “Call That Girl” <http://www.callthatgirl.biz>. What has made me successful with using social media as my main marketing tool is that I give back. I bring value to others lives by blogging about everyday computer troubles or things to watch out for.

Since you purchased this eBook that means that you already have an idea of what “social media” means. I wrote this for the advanced user and I’m guessing you have accounts set up on LinkedIn, Facebook and Twitter and have many contacts, but really aren’t using it to its full potential. Do you want to make some money using social media? Or just create a better network for fun? Are you interested in blogging? Either way, connecting with others and telling everyone your story is what social media is all about. And you better give it some value or else your network won’t pay attention to you! What I have learned in the past few years is that I have a knack for this stuff and my core business is computer repair. I might as well spread the news about what I have learned as I really enjoy it all and you are buying this eBook because you are in my “social network”. Am I wrong? You bought this book, you see what I’m doing; now learn what I’m doing.

We all have something to share, no matter what the topic. Most people involved with social media are creative, so that is what you will need to engage in this book. Make sure you put on your thinking cap when reading this. I highly recommend that you read through it once without writing down any notes. It’s a short book, so the first read should not take too long. Then read it again and take notes in the “notes” area. As you get ideas throughout this book, keep in mind that I put in the “things to do”, “did you do this?” and “notes” areas to make sure that you are using this eBook. Something to keep in mind: you do not need to do everything I suggest in this eBook. You should always do what is comfortable for you to do. I happen to feel comfortable doing these things and every so often, I go into other new things and try them out. If I like them, I add them to my social media lists and some things I drop later on. The beauty of this social media phenomenon is that it’s always changing! If it doesn’t feel good, don’t do it! Another thing to be aware of while reading this, is that there are many strategies for doing social media. These are just what I have been doing on my own, learning with trial and error.

Are you ready? A final thought is if you are shy or introverted this may not feel too comfortable for you. What I have found though is many of the introverted people actually really enjoy social media. It’s comparable to going to a party, but no need to come up with awkward conversations. You are the one doing the talking! Finally, also remember there are many ways to do social media, these are just what I do and I enjoy these very much.

# Glossary

**Social media:** The mix of using online website tools to engage with others via “social networks”. Examples: LinkedIn, Twitter, Facebook, YouTube, Word Press, iContact.

**Social networks:** The contacts, friends and followers who are using other social media tools to communicate with others. This may be one person or groups of people.

**Post: (aka... status updates)** To announce in the status updates area your message on your social network websites. LinkedIn “Share an update”, Facebook “What’s on your mind” and Twitter, “What’s happening”.

**Links:** website address URLs that you can copy and paste into social media “status updates” areas. Example <http://www.callthatgirl.biz/site>

**Blast:** When you send out information to all of your social networks with one message. You are “blasting” it out to everyone in one short amount of time.

**Hits:** How many people click on your social media links and blasts, tracked by the website host or Google Analytics.

**Value Add:** Things people can learn from you and your business.

**Exporting:** This means to get your contacts from your email accounts into a spreadsheet form so you can “import” them into your social media tools. There are usually “import and export” buttons in your email contacts area. Almost all social media tools have an “import” function in the settings area.

**Visitors/fans/followers:** The people who are coming to your website.

## Read the Tips and Tricks

Here are some tips and tricks for everyone who wants to be engaged with social media. These are the things that I have learned in the past two years of doing online and face-to-face networking. If you feel you want to skip anything, that's your choice. There are no rules in social media, make them up as you go!

Some of these tips and tricks are for people who own businesses, but I recommend them for everyone, even if you are just wanting to blog, gain awareness for a cause or just want to be socially networked.

1. Answer every email as quickly as you can. (People love responsiveness! Fast means you are "on the ball".)
2. Answer all of your phone calls. (Some folks like to let their voicemail get all calls so they can screen them. Why? You are a busy professional and need clients!)
3. Answer all of your phone calls with a business greeting. (Example: "Call That Girl, this is Lisa") Do not answer, "Hello".
4. Return all of your phone calls as soon as possible. (Yeah yeah, you are busy, but no one likes being left in the dark, call that money back! All calls equal money somehow.)
5. Use signatures in your emails that include name, phone, website and any social media links you have. (Give them a way to add you to their social media too!)
6. Always repeat your phone number twice when leaving a message, once in the beginning and once at the end. (This is KEY for me, I almost always repeat my number twice because we all tend to leave long annoying messages.)
7. Always leave short and to-the-point messages. (Ok, like #6 above, keep it short and don't annoy.)
8. Don't ask anyone to meet for coffee or don't accept coffee meetings unless there is a way to partner for work. I need a whole chapter on coffee meetings, but seriously... we are not in the "old days" of networking. Only do a phone meeting or a coffee meeting unless you need to partner or talk REAL business. (Many people just want to pitch you for a sale that benefits them.)
9. Be online! That means you should be doing your social media every day. (And, I am not kidding here folks. If you are reading this book, I better see you online!)

## Social Media Resources

Before we begin these lessons, realize that some of these ideas may be a bit too technical for some of you to understand. Read through these tools and note the items you do not understand or feel you would need help with. This is one of the biggest challenges for folks who want to get into social media, but cannot; because they don't understand the technology.

This eBook will not show you how to use the technical side of the tools but rather instruct you on how to use social media in an easy manner. Listed below is a list of other referring partners I use for my clients.

### Referral list:

**Website/blog assistance:** Contact Lisa for referral [Info@callthatgirl.biz](mailto:Info@callthatgirl.biz)

**Rebecca Metz for training on technical issues:** <http://www.modernincon.com>

**Connie Anderson for word and content help:** <http://www.wordsanddeedsinc.com>

**Website companies:** <http://www.godaddy.com>

**Email marketing companies:** <http://www.icontact.com>

**LinkedIn online assistance:** <http://rocktheworld.tv>

**LinkedIn classes: (Twin Cities/Rochester)** <http://www.chiefconnectionsofficer.com>

**Video assistance:** [Sam@WideSkreen.tv](mailto:Sam@WideSkreen.tv) or <http://www.wideskreen.tv>

A big thank you to everyone on this referral list; especially to Connie Anderson who I met early on when I was out networking in 2008. Little did I know back then that I would need someone to help guide me with my first eBook. She stepped up, did some editing and gave me tons of advice. Without her, this probably wouldn't be in your hands right now. I also need to give thanks to Mike O'Neil of Rock the World. I met Mike well over two years ago and he mentored me with learning how to use LinkedIn. Another thanks to Lonny Gulden, who has been with me from the early days and was my first LinkedIn client. I can't forget Lisa Burnside who saved me at the 11<sup>th</sup> hour and finally big hugs to a special friend out in Philly who helped me through the last few weeks of getting this done.

## Don't Forget the Face to Face Networking

Face-to-face networking is just as important to your social media adventures as the online portion. You need to have a presence out there. As an entrepreneur who had no idea what I was doing when I started my business, one of my friends told me to get out and “network”. I had no idea how to even start networking. Remember, my background was working in corporate America for seven years. I didn't have to network or meet people-people came to me. Shortly after I got the business stuff in order, I hit the Internet. I researched “networking events, networking groups, business meetings,” etc., and found so many that I was overwhelmed! Some were free, some cost money, and some were professional networking groups that were fairly expensive.

I did my math, and with no budget, I opted to just go to the free ones—and put them all on my calendar. My downfall? I didn't go to enough of them. Many were at 7 a.m. Okay, when I found them, 7 a.m. sounded like a good idea. When I woke up that morning at 5:30, the networking meeting didn't sound so appealing. I decided not to go to those anymore. If they had changed their start time, it would have maybe worked better for me. Keep in mind that “face-to-face” networking also has to work for you. After a few months of going to events, I finally found my groove. I became good at meeting strangers and telling them about my business, and what I had to offer. I also found many meetings that started around 9:00am or better yet, in the afternoon.☺

Networking is really how to get your name out there, especially if you are building a social media network. People like seeing the face with the name. It's that special touch that so many people forget to do. With that said, and before we begin learning how to do your social media, I recommend that you work on the face-to-face networking.

As you read these things to do, I must put in a disclaimer that I do not currently do every idea here all the time. With such a large list, it's very difficult to keep up with if you are very busy, well connected, or just don't have the time. This list is what I came up with from my own experiences and from what I have heard or learned from others. Some of these things I do, some of these things others have told me to do (good ideas, but doesn't work for me all the time). I thought I would add them all into this list.

### **Things for you to do!**

- Start researching networking events, business events and expos that appeal to you
- Go to the events and meet as many people as you can
- Be careful about what networking groups to join and what workshops to take. Make sure they are affordable and will have value for you. Shop around and find groups that fit you and your business (for example, are attendees Business to Business (B2B) or primarily Business to Consumer (B2C)?)
- Many networking groups allow visitors one or two visits before joining - this is a great way to test a new group out before buying
- Plan to go to as many events as you can every week especially the free expos
- Do the “meet and greets” and give out your card to all vendors
- Condense your elevator talk down to 10-15 seconds, and don’t bore others– AND do not push your business
- Make networking events–small or big, free or paid–part of your business
- Evaluate if spending the money is worth the value you receive from the events by tracking calls and clients (whether you pay for a booth space or attend as a guest)
- Decide if time spent at the event has any value for you and your business (how much time was it, did you get around comfortably and meet valuable contacts)
- Be careful of the “long talkers,” those that won’t keep their elevator speeches short, because you don’t have time to waste being pitched a product or service (unless you feel this is a product or service you need, then ask to meet afterwards and move on!)
- After an event, write the name of the event on all the new business cards
- Input that contact’s information into your email/contact program
- Then email everyone after, thanking them for their card, saying “it was nice to meet you.” Remind them of your services and let them know that you have their information
- Invite them to your social media via their emails

**Did you do this?** Circle

Yes   No   Need training   Don't want to

NOTES:

---

---

---

---

---

---

***Ok, you ready to roll? Let's go!***

# An Explanation of How Social Media Works!

Before we begin discussing the tools of social media, here is an example of how I use social media for networking and marketing. I will keep this very short because social media in action is actually not a long process. You will see by my list here that it appears to not take much time, but it's the time in the background that does take the most time. For example: adding in contacts, managing the contact lists, watching what others are doing with social networking/media, keeping up to date with changes in social media, blogging and keeping up with industry changes, etc.

## Call That Girl's social media in a nutshell

- I come up with a great story about computer repair, tips and tricks about computers/software or just a funny thought I had and share with everyone. Here is an example of one of my general stories about managing email:  
<http://www.callthatgirl.biz/living-on-the-edge-of-your-inbox>
- I tell the story on my blog that is on my business website. To view this, please go to my website (blogs should be a page on your website.)  
<http://www.callthatgirl.biz/blog>
- I go to my LinkedIn, Facebook and Twitter accounts/groups/fan pages and do status updates, wall posts and tweets to inform my contacts, friends and followers with a link to the blog of the story I just wrote. Example of a status update “Are you having problems managing all of your work email, newsletters and keeping your inbox clean? Read my latest blog for more info! <http://www.callthatgirl.biz/living-on-the-edge-of-your-inbox>”
- About two or three times a month, I send out an email marketing newsletter to all of my contacts. Many times I send out links to my blogs in the email marketing instead of telling the whole story in the newsletter. I add in the link to the blog to help drive traffic to my blog.
- I constantly am finding people who are “well connected” (means to have many contacts, friends and followers) to share my story with, so they share with their network of contacts, friends and followers.
- I watch my website hits every day to see what I did that created more levels of interest with my social media. (This is how you are drawing in web hits, you are telling the story in one location.)

## Things You Will Need to Use Social Media

### Create One Master Database Of Your Contacts

Everyone has a database of contacts somewhere, either in their email system or in a spreadsheet. Some use Outlook or ACT or other software programs. If you have a Comcast, Yahoo, Gmail, etc. type of free email account, then your database is probably your “contacts” in those programs. You will be able to use that for social media when you need to “upload your contacts” (this is how the social media tools get your network larger, by adding in your contacts via email). **Many people don’t realize that contacts are the key to building up social media.**

**Things for you to do! Check the boxes off as you complete!**

- Go through all your business cards and figure out who you want in your new social media network. Add them all as a contact in your email program
- Go through your contacts in your email program and figure out who you want in your social media network
- Then “export” this list to add those folks to your social media. (This is where you may need to hire a technical assistant to help you get this done if you are not familiar with exporting.)
- Don’t add in people that you don’t like personally; bosses that fired you, gossipy coworkers you didn’t like, etc.

### That Girl’s Story!



*When I started with social networking/media in 2007, I hadn’t found the need to have everyone as a contact. Back then, I didn’t realize how much I would be using these important tools so I am glad that I kept all of those business cards as I started adding people to my social media during the following year. I actually have many contact databases as I have different needs for them all. I could not even start to tell you how many I have because I am not even sure, but I also have “extreme social media” things going on. More than the average person should or who is a novice and just starting out. Remember, each business card equals \$\$\$*

**Did you do this?** Circle

Yes   No   Need Training   Don't want to

NOTES: (this is the area where you should write down questions you have or things you want to ask someone else, no need to worry, we can help!)

---

---

---

**Solid Branding:**

What is branding? It's showing off your business with an image or a logo. With some social media sites, you should upload your logo rather than your professional picture. LinkedIn is an example of using your picture over logo because it's a professional business social media tool. Facebook is somewhat iffy, you can use either and no one really cares. Twitter is iffy too. But either way, have your headshot ready and your logo. Social Media is all about keeping your business consistent to some degree. People remember pictures better than what you sell/provide.

**Things for you to do!**

- Get a good logo. This is very important for social media. You need one that people will remember
- Using a free service such as <http://www.vistaprint.com> is a great resource for creating a short batch of business cards, but pay the extra amount to get the cards printed on thicker paper and avoid the free advertisement. Most sites that offer free cards put their advertising on the back of the card. This is not professional
- Create good business cards, and hire a design professional if need be so your card will be remembered—maybe more than you!

**That Girl's Story!**



*The Call That Girl logo was created in 2004. Back then I had black hair and black glasses. I was assisting the physicians at the Mayo Clinic at their homes for their personal computers. The logo was created with what I was doing at the time-- house calls for computer repair. The logo reflected me, what I did and how I supported folks; a girl smiling and happy to help anyone with their computer repairs. Check out my first biz card!*

**Did you do this?** Circle

Yes   No   Need Assistance   Don't want to

NOTES:

---

---

---

---

---

---

**Blog:**

What is a blog? It's like an online diary where you can publish your thoughts, stories, specials, industry tips, etc. You can blog about anything you want! Writing a blog a few times a week is a great way to stay communicating with your blog fans and followers, and let your story emerge. Many non-business bloggers just like to tell stories or share their knowledge about something they know well. Bloggers are usually pretty good storytellers. That's really my secret with social media, I tell stories. I'm not the best writer or editor, but I can tell a story.

**Things for you to do!**

- Create and make a list of great blog entries (specifically, things about you and your business that everyone needs to know, history of your business, perfect clients, what services you provide, etc.)
- Blog about tips and tricks related to your business and services (example: if you own a dry cleaning business, you may want to blog about "how to get out a wine stain.")
- Find partners to cross-blog with you (people who are in the same industry, but not direct competition). I have my web designer guest blog on my site on occasion when I don't have a good idea handy to blog on
- Free blog sites (<http://www.blogspot.com>) (<http://www.wordpress.com>) (<http://www.blogger.com>)

Here are some blog ideas:

**Topics of interest: (and you thought you had nothing to blog about!)**

- Value that your services provide (why not doing it yourself may save you time and money.)

Examples from my blogs

<http://www.callthatgirl.biz/call-that-girls-guide-to-outlook>

<http://www.callthatgirl.biz/backing-up-your-stuff-its-easy>

(By the way, this one was my very first blog, February 21<sup>st</sup> 2008)

- HOT industry updates and other things that others might not read in their day to day world (Something new you are providing to others that no one knows about)

Examples

<http://www.callthatgirl.biz/software-repair-versus-hardware-repair>

<http://www.callthatgirl.biz/auto-fill-friend-or-foe>

<http://www.callthatgirl.biz/facebook-tips>

- Blog about an event you attended, fun things around the city you have done, etc. A lot of people who have read my blogs comment on the little stuff I have done/blogged about

Examples

<http://www.callthatgirl.biz/my-first-job-as-a-411-operator>

<http://www.callthatgirl.biz/thursday-pretty-boring>

- Sometimes you can also change up your blog and just write about your day

Examples

<http://www.callthatgirl.biz/3-years-of-call-that-girl>

<http://www.callthatgirl.biz/call-that-girl-is-the-score-success-story-of-the-month>

<http://www.callthatgirl.biz/i-need-a-moment-march-19-2009>

*Back in early 2008, I had heard of this blogging idea and decided to create a free one. I added my blog link to my website and left it at that. I blogged every so often, but blogging was easy to forget. I would think about it, and just let it go. My stories were starting to gain some attention, so with that, I wrote more of them. Eventually I noticed my blog site was getting more web hits than my regular site was. I was somewhat concerned because my blog wouldn't let me do too much with it. Then my web designer told me how the combination of the blog/website was gaining popularity and told me to go for it. I couldn't resist anymore and in the summer of 2009, I went for the Word Press website combination. Since launch day, my site gained a 75% spike in visitors.*

**That Girl's Story!**

**Did you do this?** Circle

Yes   No   Need training   Don't want to

NOTES:

---

---

---

**Website:**

Websites are a great way to draw in readers from your social media networks. The whole point of having everyone coming to your website is to learn about your business, get value from the information you have to share and be comfortable enough with what you offer to call you and use your products or services. This is a valuable tool you will definitely need. If you have a business, you probably have a website. If you're doing social media for fun, you should have one anyway because that's the fun part! Your website will be the heart and soul of your social media as you will be eventually drawing in everyone to your website. This can and should involve a blog.

Before we move into the "to do list", I want to make clear you understand the difference between a blog and a website. A blog can be stand alone blog on its own website, or you can have it incorporated into your website with a tab on your page. It's of most benefit to you to have them together on one site (one message, to one site, to draw in your readers, contacts, friend and followers). Having two separate sites is confusing to them.

**Things for you to do!**

- Purchase a website if you do not have one. Even someone who is not using social media for business purposes can have a website. (If you have a message to tell the world about, you might as well send people to your website.) If you are doing direct selling or multi-level marketing, you are branding yourself and should have a "home page" for folks to see you and what you do
  
- Change your website to be a more dynamic website, meaning... you can make changes on it daily if you like (example is a Word Press website.) Static (hard to change) websites are not what social media is about. People will keep coming back to your website if there is new content to read

- If you have a website that is hard to edit or costly (because your web designer charges a lot for minor changes) then just create a regular blog instead and ask them to add a link to your blog on your tabs or sidebar
- If you plan on incorporating all of your social media into your website, you will need to get one of these blogging websites (Word Press). If you have a website right now and you never change anything on it, it's not going to help you with social media
- Can you make a website yourself? Probably... but remember that image is everything in today's world. Most popular websites are done with a degree of professionalism
- All of your basic information should be on the website-contact info, information about your products/services and anything else you can think of. Think of it as your "everything" area

## That Girl's Story!



*Since I moved my website to a Word Press themed website, I have really enjoyed having a bit more control over where my content lays and what I put in it. If you are a bit adventurous, you will enjoy this too. It's not hard to learn, but a workshop or class will help you understand your site and what messages you want people to view. I do my blogs myself, but then I jump in sometimes and get a new idea and will put up a new page versus a blog. Sometimes it's just what press I have been in lately or sometimes our current specials, but having these options for me to do myself are wonderful.*

**Did you do this?** Circle  
**Yes   No   Need training   Don't want to**

NOTES:

---



---



---



---

## Email Account:

Having a paid-for email account is so important with social media. It is part of your “brand” and it will help you more than anything else. People like seeing email accounts that draw the line between “I put money into my business or personal message” versus “I got a free Gmail account”. Free is not good. Free looks cheap. Spend \$50 and get a real website and email account.

### Things for you to do!

- If you own a business, I cannot stress enough—get your own website and email account to match the business. Using the free email services is not professional and doesn’t appear credible when you are out networking. This means your email and web addresses should be your business name  
Example: Lisa@callthatgirl.biz (not lisa@gmail.com or lisa@yahoo.com).
  
- If you do not own a business but would like to have a professional image for your “messages”, it’s still recommended that you get a website and email to match your branding and messages. Having your own email account that you own, means...”I am serious about this!”

## That Girl’s Story!



*Even if your name preference isn’t available in the .com area, try using other ones too. I went with .biz because there was another callthatgirl business that had bought the .com and I lost it in 2005 when I didn’t renew my account. I moved on and got the .biz and am doing just fine with that. You don’t need a .com to look professional or appear to be a legitimate business.*

**Did you do this?** Circle

Yes   No   Need training   Don’t want to

NOTES:

---

---

---

---

---

---

## Website Analytics:

With your website, your host company will offer you some type of tracking statistics so you can view how many people come to your website. In those statistics are many other things to learn about your visitors. This is one of those “unknown social media secrets” that you should know about. I check my statistics every day and will continue to check for many years I am sure as I enjoy seeing how many hits my site gets a day. It’s one of those exciting things I do every morning with coffee. I can see when a “social media blast” was good or just “so so”.

### Things for you to do!

- If you have never tracked your website statistics, this is a great time to start just as you are beginning to do social media
- Ask your email hosting company for the “tracking” area so you can see how many website hits you get per day. Or ask your web designer to set up “Google Analytics” for you
- You will want to check these on a daily basis

## That Girl’s Story!

*I remember when I first got my website up and running in 2007 and saw a big fat “Zero” hits on my analytics page. I was sad and wondered when one person would come there! After going to a few networking events, I saw the hits go up to about five a day. It was somewhat exciting to see people coming to my site! But no calls came in, sadly. I kept on though with going to events, adding in people to my LinkedIn account and working feverishly on getting those numbers up. It took many months but I finally started to see my web hits go to 10 a day, then 20, 30, etc. Once I was at 50, I wanted to hit the next goal of 100 hits a day so I grew my social media outlets/contacts. The more you use social media, the higher the numbers go. You can see how good you are based on your visitors/fans/followers. Right now I am holding steady at around 70 hits average a day. Without advertising and marketing on pretty much a \$0 budget, that is a good gauge that my social media is working right.*

**Did you do this?** Circle

Yes   No   Need training   Don’t want to

NOTES:

---

---

---

---

## Email Marketing:

Email marketing is a way to send out message via email to your contacts and network. Creating an email message that draws people to your website is a very important part of marketing.

If you have email contacts (and you probably do), you will want to set up an email marketing program. Many folks just use their own emails to send out specials, but this is not the way to go. (Trust me, I did this and it failed miserably.) Many email programs offer trial versions for a month for you to test them out with limited contacts (under 250), which may be enough for you to cut your first social media tooth with. After a month of trial and testing, you can figure out if you like that program or not. I prefer to use “iContact” (<http://www.icontact.com>) as I send out basic messages. If you want more pictures and other fun stuff, then “Constant Contact®” (<http://www.constantcontact.com>) worked well for me back during my first year out. There are so many options for you folks, it’s best to trial the program and then choose what you enjoy! I do all of my own email marketing and do not use an email marketing company to do it for me.

I like to create newsletters that offer three things: tips and tricks about secrets of my industry; a special coupon or discount; and a cross promotion with another company. I try to rotate the three every newsletter so my readers/fans and followers do not get bored. If you notice, some folks in the networking circle only push workshops or their product. This gets boring and I almost always unsubscribe from those email lists. If they offered me something more than just that, I would still be reading their newsletters.

### ***Things for you to do!***

- Send out messages to your contacts at least two times a month. If that feels uncomfortable for you, then at least send out one a month
- Drive business to your blog site with each message by including a link to your website
- Give one solid insider tip or uncommon knowledge of your product and another interesting message to go to the blog/website
- Every 10 days or so, take a few of the important blogs that drew in good hits from your social media blasts and turn that into a newsletter and send via your email marketing. Add in something about your services and a promotion, if you would like. Snazz it up and make it not a direct sell. People love to learn things from people they know!

**TIPS**

- Track the number of the “opens” from your newsletter—that is how many people opened your newsletter—20% opened is a great number!
- Send no more than two or three newsletters a month
- Do one full informational piece and another that drives people to read your blog
- Figure out how to get those numbers up if only 10% open. Do some research on the internet “How to get good open rates for newsletters”

**That Girl’s Story!**

*With testing and failures, I found that many people stopped unsubscribing from my email newsletters when I stopped putting in pictures and sending out constant specials. I told more stories and gave people value in reading the newsletters. I remember when I started doing them in 2007; I had 40 people on the list. Now in 2010 and after doing them successfully, I have almost 5000 people who are receiving my messages. How do I keep that many? As I will explain later on, I am constantly adding new emails into my databases and almost every time I send out a newsletter, I can track who opens/unsubscribed, etc. I have a fairly constant open rate of 20% and that is a great open rate.*



**Did you do this?** Circle  
Yes   No   Need training   Don’t want to

NOTES:

---

---

---

---

---

---

# The Big Tools of Social Media

When I first started in the online networking world back in 2007, I found out quickly when I pushed my business in my email newsletters, I didn't do well. What worked was telling my story. People love reading personal stories. I changed up my newsletter format to be a mix of computer tips and tricks and helpful hits, with a small push for the business at the end. It took awhile for my readers to get this new tactic, but eventually all I heard from my new clients was "I love your newsletters!" As I got the newsletter going, I added on a blog in early 2008. My blog took some time to get going, but soon, it was getting more hits than my website! It was time for my business to move to a full social media production!

Reminder: As you are reading this section, you may not be familiar with some technical terms used. Please highlight or circle those terms. At the end of this section, I recommend you Google those words to figure out what they mean or see the Glossary at the beginning of this book. You have many resources online to help you learn these words/tools, and if you need technical help with this section, please see the referral list at the beginning of the eBook.

**LinkedIn:** (<http://www.linkedin.com>)



LinkedIn is an online business networking tool. Look at it this way: it's your online resume with extra bells and whistles. Once you get an account set up, you can add in many more features on the site to really give some "BAM!" to your past work history, credentials and what really makes you stand out from everyone else. For example, I have put in all of the press articles that have been written about me. Give yourself that shine you deserve! You will also be able to easily connect with past colleagues and co-workers due to their search engine that finds those people for you, if they have an account on LinkedIn too. LinkedIn has changed how people are networking today, it's very easy to use and once you are using it, it's quite addicting.

If you would like to learn more about it, check out their website. It is very easy to create an account. You will be surprised how much you can do once you get an account.

## Things for you to do!

- Work on your profile to showcase your skills and your business profile (add in as many words as you can as the search engine uses them all)
- Upload all of your contacts from your email program

- Join appropriate groups on the social media sites (you can join up to 50 groups, so get moving!)
- Create a company profile (it pays off, so be sure to put in all company information!)
- Actively participate in the groups you have joined (do not sell your business, but rather end your post with your signature. Always give great advice.)
- Start your own groups if necessary and post about it with other groups. Get a following!
- Set up your Word Press or blog to be on your LinkedIn profile

**Did you do this?** Circle

Yes   No   Need training   Don't want to

NOTES:

---



---



---



---



---

**Facebook:** (<http://www.facebook.com>)



Facebook is more of a personal online social networking tool. It allows you to communicate with your contacts and friends on one website, you can leave messages called “wall posts” to each other and use other functions (such as events, photos and groups) to enjoy this interaction with your friends. This feature is now becoming a favorite among small and large businesses.

**Things for you to do!**

- Decide if you want a business Facebook page (I did this and it is starting to pay off. I use two accounts, one for business and one for personal)
- Upload your contacts
- Invite all your contacts to be your friend

- Create a fan page or group for your business and invite your friends to join
- Work on your profile to showcase yourself and your business

**Did you do this?** Circle

Yes No Need training Don't want to

NOTES:

---

---

---

**Twitter:** (<http://www.twitter.com>)



Twitter is an online communication tool that allows you to upload your contacts and make new contacts with their tools. You can “tweet” a message of 140 characters or less to talk to your friends/contacts. This is becoming a favorite among the youth of today and the media. Many small and large companies are using Twitter to send out specials and discounts.

**Things for you to do!**

- Upload your contacts
- Follow those contacts (there is a follow button)
- Tweet often (send messages and your blog updates to your contacts in short 140 character messages)
- User Twitter tools to make better use of your Twitter account, such as [Social Oomph](#) and [Hoot Suite](#). These tools allow you to find more followers and it's great for finding people in your local community

**Did you do this?** Circle

Yes No Need training Don't want to

NOTES:

---

---

---

---

# YouTube:



YouTube is an online video site that allows anyone to upload and publish videos created from their cameras, computers and video recorders for the world to see. This can be a great marketing tool

## Things for you to do!

- Try to create videos to help drive business to your blog (use your own digital camera if you want to, I have done that in the past)  
Example of a video I created with my own \$99 Sony camera  
[http://www.youtube.com/watch?v=TKr\\_luKKovk](http://www.youtube.com/watch?v=TKr_luKKovk)  
<http://www.youtube.com/watch?v=Sydgzfu-2Og>
- Keep them short, under two minutes as people tend to be distracted after the two minute range
- Try to create the story-type video with “value add” about your services or product that people can learn from
- Find industry changes online that your clients and network need to know about. (Example: if you are a landscaper, you may want to create a video on how to kill crabgrass)
- Create “how-to” videos. People enjoy watching others doing things so they can learn easily

Did you do this? Circle

Yes   No   Need training   Don't want to

NOTES:

---

---

---

# Your Social Media To Do List

Before we move into this chapter, I have to warn you that this may seem very overwhelming. Many of you will read this chapter and think “OMG, I have to do all of this every day! How will I find time to do my own work?” but it gets easier every day and soon it will be just a part of your day. I do not have a strict time frame of “when I do my social media” but rather have just made it a part of my life. When I say “life” I mean it too. I answer emails when I can, I log into LinkedIn and Facebook all the time (I actually keep windows open for both constantly) and Twitter as much as I can remember. Twitter is not my favorite tool of the social media family, but I do give it a visit every few days if I can. This all flows well with a social media calendar my last intern and I created and that helps keep me on top of it. It’s easy to let go of things if you get busy, so by no means do you need to do these everyday. I of course recommend you stay on top of your goals, to get social media involved in your marketing strategy!

## CONTACTS

Remember to always add in new contacts to your email marketing: LinkedIn, Facebook and Twitter. Keep in mind that not everyone is a fan of all three, so adding them to all three is the best way to stay connected online. Doing this as often as you can is the best idea.

## LINKEDIN

- Check your inbox daily (This is a MUST if you plan on using LinkedIn, so many people on LinkedIn use it for sending messages and missing one, may be missing a potential new client)
- Post status updates often (even if it’s not blasting out your blog)
- Comment on other people’s updates
- Start/read new discussions in your groups
- Ask for recommendations (I do this on a monthly basis)
- Invite your clients and networking colleagues to join your network
- Invite others from your groups to your network
- As you grow your network, export out your contacts to your email marketing

## FACEBOOK

- Check your messages daily
- Check your “friends’ wall” updates to see if your business can help them or their friends
- Invite all suggested friends
- Always send a nice message when you accept friends (keep the message light)
- Post wall updates that are appropriate
- Be online, post something on your wall daily

## **FACEBOOK GROUP/FAN PAGES**

- Post your status updates
- Post your group status updates about blogs and newsletters
- Find new fans by inviting your friends
- Create an ad for your fan page

## **TWITTER**

- Status updates
- Find new followers using Twitter tools (Twellow is good <http://www.twellow.com>)
- Manage who you are following, find good followers
- Twitter following for local people

## **YOUTUBE**

Help produce videos to post on YouTube and on your blog, and then send them out via newsletters and social media blasts.

## **EMAIL MARKETING**

Check your statistics for your last newsletter. Did many folks open that newsletter?

## **WEBSITE STATISTICS**

I check my stats every day! Why? To keep track of who is checking out my status updates, website and blogs. You can also find out what “blast” was effective by seeing and tracking those “hits”.

# How to do a Social Media Blast

1. Write a short (1-2 minute) message in your blog about something of value–knowledge that your clients/colleagues would be interested in. Come up with as many tips and tricks as you can about your industry. Leave no stone unturned!
2. After you have a blog entry, then you will want to blast that out to your social media sites.
3. Update your status on LinkedIn, with a link to your blog.
4. Post to your LinkedIn groups.
5. Update your Facebook wall “news feeds” status with a link to your blog.
6. Update your Twitter to have a link to your blog.
7. Check Google Analytics daily and watch your readership statistics grow. Also check the day after each blast.
8. Every 10 days or so, take a few of the important blogs messages that drew in good hits from your social media blasts and turn that into a newsletter and send via your email marketing.
9. Make the information interesting–but don’t make it a direct sell message. People love to learn things from people they know! Storytelling is the best way to keep readers and gain new followers. Remember, I change up the newsletter themes every three I send out.
  - General information (industry tips and tricks) to share
  - Service or product sale
  - Cross-promotions from other businesses (help your friends out)

## The Wrap-Up

After reading the last 26 pages, the goal is for you to understand your social media a bit better and learn from my experience to help guide you with what are you are already doing. It's so common to hear today "I have a LinkedIn account, but don't do anything with it" or "I'm not making any money off Facebook." It's not that you don't have the tools, but you didn't have an easy to read book on how to do it. So many books are very thick and hard to get a concentrated list of things down for you to move forward. That is why I wrote this book. To give everyone a structure of how to do these social media tools and socially network better. Staying connected and continually being connected is the only way this has a payoff. I remember when I started off in LinkedIn and wondering if it would ever work. It took almost nine months of never giving up to see calls from my contacts start coming in. I have 218 clients currently from LinkedIn, and that is not considering the side projects or referring partnerships. I have earned over \$17,000 so far from these clients with repairing their computers. I have over \$60,000 if I included in the referring partnerships and other side work. There is money to be made, but you have to work on it.

To close, if you feel overwhelmed and would like to hire someone to help you with these ideas or if you work for a company that would like to hire me as a consultant, contact us at [info@callthatgirl.biz](mailto:info@callthatgirl.biz).

If you have further questions about this book, please comment on my blog created especially for the readers of this book at <http://www.callthatgirl.biz/ebook>. Contributor comments will be used for the second edition.

I appreciate that you wanted to see what my top secrets are, as much as I love sharing them with each person one by one. Writing this book was the best idea I ever had. Now I can share with everyone at one time. Thank you all and good luck with your social media/networking adventure!

*Lisa!*

## Connect With Me!

- LinkedIn: <http://www.linkedin.com/in/callthatgirl>
- Friend me on Facebook: <http://www.facebook.com/callthatgirl>
- Join my fan page: <http://www.facebook.com/callthatgirlhelpdesk>
- Receive my blog updates <http://feeds.feedburner.com/CallThatGirl>
- Sign up to get my newsletters <http://www.callthatgirl.biz> (sign up is on the main page)
- Need computer and Outlook repair? Call us! \$10 discount for those that bought this eBook!

Call That Girl  
5871 Cedar Lake Rd #214  
St. Louis Park, MN 55416  
952-681-7969  
[info@callthatgirl.biz](mailto:info@callthatgirl.biz)

If you have a large network and would like to become an affiliate to help sell and promote this eBook, please contact us!

Workshop coming up!

Watch for details as I will be conducting full day, very interactive networking workshops. We will be covering the book in 5 segments with 30 minute breaks in-between so everyone has a chance to discuss the segments and meet each other. At the beginning of every new segment, the attendees will switch tables, so everyone gets a chance to meet more people. The workshop is for those that would like to get more involved with their own learning process with the eBook.