

## Creating Loyal Customers **BILL GLAZER**

**Special Guest**

Advertising Genius  
**SYMON REYNOLDS**

*Plus ...*

Must Know  
Facebook Changes  
**Leigh Kostinen**

Women's Business  
Retreat Italy  
**PAM HAACK**

Create Video Products That  
Convert Like Crazy  
**PAM BROSSMAN**

Featuring  
**Marie Forleo**  
interview



# Welcome

SOCIAL MEDIA WOMAN MAGAZINE



*New* look, new features, fabulous contributors all here to help you learn the most effective social media, new media and digital media strategies to market your business, your brand and get successful results in your business right now.

We are excited to be incorporating video into the magazine so that you can read, listen and connect with all the information provided inside. Go grab a coffee, sit back and enjoy the latest issue of social media woman.

To your success  
*Pam Brossman*



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Marie Forleo has helped thousands of women entrepreneurs accelerate their businesses, transform their lives and live Rich, Happy & Hot. Her brand, Rich, Happy & Hot, is dedicated to empowering women with tools to create financial, spiritual and emotional wealth through entrepreneurship.

Simon Reynolds is a highly successful entrepreneur. Co-Founder of Photon Group, which in just 8 years grew from 2 people to over 6000 full and part time staff, in 14 countries, valued at hundreds of millions of dollars, he has won numerous international business awards and is also a prolific author of 5 books, published in 10 countries.



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## featured guests





## Interview with...

# M A R I E F O R L E O



**Q. Marie you've had a variety of careers in different industries what made you choose the life of an entrepreneur online marketer?**

**A.** I've always known that I wanted to be "location independent" and I've always had a passion for psychology, business, creativity and helping others. So running a virtual company that focuses on marketing and making a difference to others is a dream come true!

**Q. How has the internet changed since you got started and where do you see it heading?**

**A.** The internet is way more social than it used to be. I see it getting bigger and frankly, more competitive. This is great because it then becomes vital for any business owner to really understand marketing, the psychology of what makes people click, "share" and interact, as well as requiring content creators to massively up their game. The most valuable, honest, real and creative content will dominate.

**Q. What was it that drove you to target women and why are you so passionate about what you do?**

**A.** My market found me. When I started my coaching business, 80% of my clients were women. In my dance and fitness career, 80% of my students were women. When I wrote my book, *Make Every Man Want You: How To Be So Irresistible You'll Barely Keep From Dating Yourself*, I catered to the audience I had and who I was passionate about (women) and it's just kept growing from there.

I believe that when women are empowered (financially, emotionally, spiritually and physically) everyone wins: the individual, her family, her community and the world. A fantastic book that goes deep on the power that women have to change the world is called *Half The Sky*.

While I serve women, my information and training can benefit everyone and men are whole-heartedly welcome (and present) in our community.

I adore teaching and I adore learning so I couldn't dream



of doing anything else!

**Q. You have been using a lot of video lately in your business and your marketing [which I just love], how has it impacted your growth and do you recommend it?**

**A.** Video has allowed me to more deeply connect with our audience (which I love!) and is an awesome vehicle to inject fun and creativity into learning. Regarding growth, we've seen a massive increase in engagement, media opportunities (Oprah radio called) and revenue. I recommend video if you want to do it. Every entrepreneur needs to choose the right channel (written, audio, video or any combination) that plays to her strengths.

**Q. Marie if you could give 3 tips or strategies that could help our readers grow their business faster what would they be?**

**A.** Three strategies to grow your business faster are:

1. Be consistent in publishing your content.
2. Master one social media channel at a time vs. trying to do them all at once.
3. Take risks and be different from everyone else.

**Q. What is the craziest thing you have ever done online and what has been the most successful idea you have come up with in business?**

**A.** Craziest things to date are my music videos for RHH B-School 2010, RHH Live 2010 and RHH B-School 2011. The most successful: that's a toughie as everything I've done is inter-related and contributes to the whole!

*"Video...is an awesome vehicle to inject fun and creativity into learning."*



**Q. Finally Marie, what exciting things do you have planned for 2012 and how can people find out more about your coaching programs and events?**

**A.** In 2012, we're launching new training products, growing our existing programs like the Rich Happy & Hot Adventure Mastermind and B-School and will be continuing to grow our online MarieTV.com show. We'll also grow our philanthropic initiative, Change Your Life, Change The World™. We're the only business advice and personal development company I'm aware of that matches every for profit program with a non profit initiative to support women, girls and entrepreneurship.

The best way to learn more is to visit us at www.marieforleo.com and of course, sign up for our free weekly videos. We also have our annual conference coming up in October, Rich Happy & Hot LIVE- with speakers like Russell Simmons, the VP of Brand for Virgin giving a small business branding workshop, NY Times bestselling author Kris Carr and more.





# 6 Ways to Use QR CODES

○ ..... ▶ by Jennifer Cox

Welcome to the land of mobile media, particularly QR codes. What are QR codes, you ask? Well, you've seen them I bet, they are the funky little boxy images popping up on everything, from movie posters to the afternoon mail to your bags of snacks. They look like the black and white image above.

QR stands for "quick response." The technology behind QR codes was created by Denso Wave in 1994 for the automotive company Toyota. It was a fast simple 2D barcode used to track automotive parts during manufacturing. The emphasis was on fast, meaning that a great deal of information could be contained in the barcode, yet it could be scanned and read in an instant with the right equipment.

Bounce forward to 2011, and the right equipment for reading QR codes is now available to nearly everyone. If you have a smart phone, you already have the equipment! You may need to install an app on your phone. If you have a newer phone, an app may be loaded already. Find an app for your phone by searching online for "qr

reader {insert your brand of phone}." The majority of the QR reader apps are free. The app reads the QR code and then tells your phone what to do with the information contained in the code – it decodes the QR code for you.

The other side of the QR process involves creating QR codes. And there is more good news – this too is free! If you have a URL, a website address, you can create a QR code for that site. While Denso Wave owns the patent on the QR code generation process, they have never enforced their rights, nor does it appear that they intend to do so. Many companies now offer free QR code generation online, search for "qr code generator."

One critical point of advice – make sure that the website/URL you are using for the QR code is mobile-friendly! You do not want to catch the interest of a customer, only to send them down a dead end road to a web page that will not load properly on their mobile phone. Consider creating mobile-friendly landing pages or videos with your QR codes at the bare minimum.

From those humble beginnings at Toyota in 1994, QR code uses have evolved considerably to now include as many applications as you can imagine. QR codes let you send someone on a "virtual field trip," connecting that person with whatever information you want them to have, right then, right there through their phone.

Here is a list of the top applications for QR codes:

**Location** – Help customers find your business with a QR code which connects them to your google places page.

**Coupons & Special Offers** – provide special promotions to interested consumers and convert them into customers. Include a time frame to encourage them to act immediately upon the offer.

**Expand your Story** – when a consumer is in a store, holding a product, they have to make a decision, “Am I buying this, yes or no?” If you could have the chance to tell them WHY they should buy it, would you want it? QR codes provide that chance! Upload a short, on-point video that presents the benefits of the product.

**How To** – Consumers are more likely to buy your product or service if they know “how to” use it to solve their problem or realize a benefit. Teach them, for free, using QR codes linked to simple how to videos. Do not sell in these videos, just teach. The sales will come, really!

**Maintenance** – Once a customer buys something from you, do they have questions about how to assemble it, maintain it, repair it, get parts for it, upgrade it? Address these FAQs through QR codes which link the customer to the right information – a video, a tutorial, an online manual, and form where they can email you a question.

**Direct Response Tool** – Provide an immediate next step on any direct marketing or social media campaign. Use the QR code to share the next part of the story, and move the consumer closer to purchasing. Offer an incentive, special coupon or take them directly to a mobile-friendly shopping cart.

For QR code marketing to be successful, it needs to present an incentive to consumers which they desire enough to get them to scan the code, and this has to be evident without scanning the code. This may require that they add an app to their phone, so your offer needs true value. Whenever and wherever you incorporate your QR codes, tell the consumer what to do, and why. Instruct the consumer, “Scan this qr code [insert qr code] with your phone to receive valuable coupons [or whatever your offer is].” If they have a smart phone, they now know what to do or have enough information to go online to learn what to do.

You must connect the consumer with a mobile-friendly URL. It can be a landing page that lets consumers call you, find your business, email you, watch a video you uploaded on youtube.com (which is already mobile friendly,) even provide their information on a form. YES – QR codes are an excellent way to gather mobile numbers and email addresses from consumers! The options are limited only by your imagination.

Your QR code needs to continue your story, not repeat something they already know. Make sure you expand your brand; add another layer to your story. The consumer chose to find out more, don't squander this priceless opportunity! QR codes offer a measurable tool to impact your business. They offer a practical, low or even no cost way to engage consumers with your brand in the real world, in real time.

Jennifer Cox is the CEO of Qritters.com, a QR code directory site which presents QR codes to consumers that do not have smart phones and generates free QR codes for businesses that want to track the analytics of how their QR codes are being used. **SMW**





# The Top 3 Strategies For Designing Your

# Personal Brand

We asked Rachel Quilty, Personal Branding Strategist and CEO of Jump the Q what the three most important strategies were for designing your Personal Brand.

Rachel provided the following advice on her top three strategies for defining, building and positioning your personal brand for success.

Ensure you determine and define:

Your Brand Purpose

Your Brand Position, and

Your Brand Preparation

## 1. Your Brand Purpose

To build a strong brand requires a clear understanding of who you are. Your personal brand is shaped by your core values, attributes, qualities, your unique and signature talents, accomplishments and your goals.

I believe everyone has a purpose and God given assignment as such. Personal branding provides the opportunity to discover that purpose and to determine your unique path. This is the surprising aspect about personal branding, that most people don't appreciate until they start the journey.

One of the most significant traps in personal branding is not being intentional with your brand purpose. Determining who you are and what you want to achieve is foundational to building a personal brand. Coco Chanel once said, "How many cares one loses when one decides not to be something but to be someone." How true! Personal brand momentum accelerates when you know who you are and where you're going.

Often, we do not know our life purpose immediately. More often, walking through the personal branding actions steps facilitates a deeper understanding of your life purpose as we start to focus on defining your personal brand.

The leaders with the most influential personal brands have always decided for themselves what they want their personal brand to be. They are also very intentional and passionate about promoting their personal brand with their target audience.

Madonna, was asked, "What next?" after her Number One album, 'Like a Virgin' was released. Madonna replied, "I want to rule the world."

Oprah is often quoted as saying, "I want to be loved by everyone."

And Warren Buffett, in one interview when questioned about his amazing wealth said, "I always knew I was going to be rich. I don't think I ever doubted it for a minute."

Personal branding enables you to define and communicate your area of expertise.

Who is more persuasive someone who may be knowledgeable on a topic or someone one is on purpose, passionate and has a life mission to educate in their field of expertise?

## 2. Your Brand Position

An important distinction to successful branding is to design your Personal Brand very intentionally positioning your brand. Our goal is to brand our clients as the Authority in their field or industry. So we start with the end in mind.



When we develop our Brand Yourself Action Plan through this filter or with this distinction in mind, it can promote subtle adjustments that will distinguish and differentiate your brand.

You need to understand your brand in terms of differentiation. In other words, standing out from the crowd and marketability, that is, providing other people what they want or need. Why should someone choose your brand?

As tangible differences in actual services and products diminish, the client's perception of your brand has now become the key market place differentiator. This is particularly the case in direct sales where products maybe identical.

By creating a game plan that builds visibility, credibility and positions you as the authority you tell colleagues, prospects, and customers you are the "only choice" brand. You position yourself so there is no alternative.

By branding yourself the authority opportunities come to you.

### 3. Your Brand Preparation

Some many people are provided opportunities which they don't take advantage of. I see it in simple matters, such as returning a phone call, creating an article when requested, providing a gift voucher or responding promptly to emails.

When you prepared opportunities are easy to take advantage of. If you have put in place the right preparation, can respond quickly and professionally you further enhance your brand.

For example, when you first started developing your brand you may never have considered that you would have a public speaking role.

As an industry expert or the authority in your field ... however, you may be called on to give an interview to a journalist or speak at your industry's annual conference. Preparation includes taking a strategic and systematic approach to building your brand expertise.

For example to prepare you for the opportunity to speak, for example, have you a bio, head shot photo, overview of presentation, speaker introduction, presentation,

presentation handouts or free report, offering, follow up offer, template thank you email and request for feedback and testimonials email.

Later as your exposure increases and you are afforded different and usually more profitable opportunities. Again ask yourself what do you now feel you could achieve as the authority in your field? It could be conducting training or keynote presentations around the globe. Maybe your media training and insight now reveals that your own lifestyle TV program is a distinct possibility.

In an interview with Julia Roberts of 'Pretty Women' fame, Julia said she's lucky. Oprah responded that 'Luck is when opportunity meets preparation.'

How true!

How do you rate your

- Brand Purpose
- Brand Position, and
- Brand Preparation?



**About the Author:** Rachel Quilty, Personal Brand Strategist, known as 'the Authority' on personal branding and author of must- have book 'Brand Yourself' now available at <http://www.brandyourselfbook.com>. Rachel regularly speaks at seminars, conferences and workshops on personal branding, professional image and developing your signature brand.

Rachel has also been featured in Australia on the Today show as well various national radio programs as well as Voice America radio. She has also been featured in national press including the Sun Herald and the Weekend Australian and popular magazines such as Cosmopolitan, Cleo and Marie Claire.

**SMW**



# What you need to know about Facebook

by Leigh Kostianen



Facebook changes frustrate business owners because it makes them spend more time learning Facebook rather than doing the key tasks they should be focusing on for their business marketing.

So let's take a quick marketers journey through everything you need to know about Facebook right now.

## Profiles/Timeline

Profiles are now called 'Timeline'.

Documents a journey of your life in status updates, photos, videos and activity.

Begins from your birthday and everything you have posted ever since.

Life events are highlighted and able to be added retrospectively.

New profile needs to be published giving you time to filter the content you don't want to share.

New cover image is 850px x 315px or 1200px x 450px approximately.

You are prompted to review tags on pics, videos and places by other people.

Ability to view your profile the way other people see your profile.

Add geo location details at any point to status updates, and other content.

Ability to convert a profile to a page if you have too many unwanted friends.

Profiles are not meant for promoting business.

## Friends

Friends lists have become more dynamic, accessible

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and functional.

Filters your timeline of friends to read or write updates from specific people.

Adding friends is now as easy as a one click button.

You cannot send a message with a friend request, but you should send one separately as a courtesy.

Lists are now easily accessible on the news feed menu.

Friends lists are essential if you want stronger control over who can see your personal content.

Inline settings and control over lists or individual friends allows you to set permissions at the source of the content.

Seriously consider keeping your friends access for real friends, family and acquaintances you really want to know.

## Ticker

Displays real time Facebook activities and from partner sites of everything you and your connections do.

Facebook are letting us get used to it on our news feed, then it will be rolled out everywhere.

Poses a distraction for Pages in the future.

Frees up your news feed of minor activities such as 'now friends with'.

It cannot be closed.

It can be reduced in size a bit if you have Fb chat open.

Still visible when chat is offline.

Hide and unsubscribe settings influences who and what you see in the Ticker.

## Subscribe

New feature that allows you to receive public only content in your news feed from people who aren't your friends.

You must give initial permission for people to subscribe

to your public content.

Settings enable you to allow comments from 'subscribers' or not.

You can see who is subscribing to you on your Timeline.

Your settings allow you to manage your friends and subscriptions, which influences your news Feed and Ticker.

Great marketing opportunities for people with a public profile, without cluttering your actual friends lists with people you don't know.

No limit to how many people can subscribe to you.

### Like

It is here to stay ... but is now more flexible for developers to use verbs such as 'read', 'bought', 'listened' as well.

Likers or fans? Well I think we will always call them fans or likers, however the new verbs may allow us to have a custom button on our page so our fans can officially be community specific.

### Groups

Remains unchanged at this time.

Appears in News Feed menu for easy access.

Ideal for private discussions and deeper support or connections.

### Pages - Not upgraded at this stage ...

You don't need to know a Facebook Rep to know it will be upgraded.

Traditionally major changes have been applied to the profiles first followed by page upgrades months later

The news feed of a page when 'using as a Facebook page' is in the new format already.

(Friend+) activity has been added to page menus already, so you can see what your friends do on your page

You can reward highly active friends that way

No longer able to send updates like a message

Review and Discussion Tabs are being removed for easier management.

Pages can be published and unpublished at anytime

Merging duplicate pages is now available, only fans and check-in's are merged from the duplicate page.

You can only rename your page while you have under 100 connections.

You no longer need 25 fans to get a vanity URL.

You can get a vanity URL at [www.Facebook.com/username](http://www.Facebook.com/username).

FBML tabs will no longer work after 1 June 2012, UPGRADE NOW.

### Privacy

Most privacy settings have been changed to a recommended default.

Important privacy and security settings you have previously set have been retained, such as blocked people of custom permissions on updates.

It is advisable to review all privacy settings to ensure you are clear about what you are sharing and with whom.

Inline privacy controls mean you can set who will see your posts, photos and other content before and after it is published.

The term 'everyone' has been changed to 'public'

You can set permissions to; 'friends, friends of friends, public, only me or custom'.

All settings are accompanied by a visual icon for easier recognition of whom you are sharing your individual posts with.

Manage individual friends access and what you also see from them.

Mobile devices will default to your online setting if you don't have inline settings available.

Tags can be removed from your profile, the item all together or you can contact the friends to request they remove the item.

You own your content and Facebook has a sublicense to use your content until you delete it.

Content can still exist after deleting it, if it has been shared.

You remain responsible for what you share.

It is no longer necessary for page owners to battle along blindly since the introduction of Facebook Roadside Assist, an initiative of Leigh Kostianen – The Fan Page Coach. You will have all the information you need to manage your page and the constant changes while focusing on the tasks that matter most, your marketing. Most page owners feel they have no one to ask questions of, but this support service allows you to ask all your questions no matter how silly or technical, and keeps you abreast of upcoming changes before they happen. **SMW**



# Branding and Images:



## Does how your images look really matter?

If you are a movie star or public personality, you will no doubt realise how very important your personal presentation is if you want to impress people and escape undue criticism from the general public. How many of us cringe when we see a “star” snapped semi naked on a beach, with their cleavage hanging out, cellulite on display and hair in disarray?



If a celebrity is fair game for public critique then it makes sense that every one of us that put ourselves out there into the public domain are also up for public scrutiny. So it becomes very important that we guard our personal brand by ensuring what makes it into that domain is what we want others to see as being a true reflection of who we are.

Consider this: Most people will only give you less than 10 seconds to make an impression on them before they click the hide or discard button. What do you think is going to get their attention and be most attractive to them as a potential customer or partner with you? I can tell you now that the type of photo you have on your profile will contribute to their decision in a big way.

Personally, I like to see a picture that is an honest reflection of the person, that is welcoming and that looks professional.

With the changes to Facebook with the new timeline format which is set to become the standard for all profiles this month, there is plenty of scope for some great photos to be displayed on your profile page. You can choose to make these image opportunities count for you or against you.

From my experience working in the magazine industry, Social Media Woman | 12

imagery is really important and can sincerely make a huge difference to the impression that someone gets of you or your business. In a magazine, the pictures really capture the attention before even a word has been read. Let your pictures speak volumes to the visitors to your website or profile page.

So if you are thinking about getting some shots taken of yourself, some tips and things I have learned along the way that may help you are that it pays for you to put a bit of effort into your personal appearance when you are going for a photoshoot. Your clothes should be simple block colours and reflect your personality. Just like investing into branding of your products, investing into your personal brand can bring bigger dividends for you.

All of you will have seen Pam's latest photos and I'm sure you will agree that they look amazing. Go and do a search of Pam's images online and see her transformation. I think you'll find it quite enlightening and this transition has been because Pam has invested money into working on her public image because she knows that it is a crucial part of marketing her business successfully.

Here are four tips for you to consider when thinking about your imagery and selecting the photos that you are going to use on your website or profile walls...

## 1 Use photos that are a true reflection of you

Personally, I love to see honest looking photos. We all love to see the beautiful photos without spot, wrinkle or blemish, but these truly are misleading. I don't know about you, but I feel a bit disappointed when I am used to seeing a person looking glamorous and then see the "real" person via video, Skype or face-to-face contact, because often the real person doesn't even look like the one that I stare at online day in and day out. If you opt for the unrealistic glamour pic, then you are creating a rod for your own back because you'll have to maintain that image.

So tip number one is to go for a nice, natural looking photo that you feel happy about and that is a true reflection of your personality, styling and where you are wanting to project yourself to others. Nothing wrong with glamour, if that is the real you.

## 2 Go for a professional image whenever and wherever you can

I think you'll agree that generally speaking a professional photo wins hands down over an amateur "via my mobile phone" pic. I would recommend that wherever you can, that you opt for professional photos.

Once again this comes back to the impression you are wanting to create. A website that has professional imagery creates a professional impression immediately. You don't have to work so hard at it, whereas, a website that is composed predominantly of happy snaps, unless they are being used for effect, creates a much less professional impression.

So my advice is to see your public branding as important and to invest some money into getting some great photos done. I know that since I've had professional photos it has made a huge difference.

## 3 Think of your legal obligations

It is also very important to remember that photographs often carry copyright legislation that needs to be considered when using pics online.

Despite the very common habit that people have of using whatever they like from Google Images, it is important to be aware that it is actually illegal to use a photograph without the permission of the photographer or the person in the photo if they are easily identifiable.

Your images form part of your assets, so make sure you protect your interests and that you honour the interests of others.

You might be surprised how many people who have their images online are willing to share them if you ask. It requires little effort to ask the question and shows a lot of respect for the other person. My first magazine I published was full of photos used with permission and without charge.

## 4 Make the most of the opportunity to post photos of you in action

One of the best ways to grow your business is through photo sharing. Make sure you take good quality photos at your events and share these via social media networks.

Photos and videos tell the story of your business far better than a written comment or even a business flier or card. As they say a picture paints a thousand words.

You can use a simple program like [Animoto.com](http://Animoto.com) or iMovie to convert your pics into movies. An example of this is where I have used pictures taken in the photoshoot for the book The Butcher Who Bakes and then converted them into a movie showing the step-by-step images so people can follow the recipes. Another example is where I used images from Finally at 40 Life Begins magazine to create the promotional video for the magazine.

Be creative with your images and build your brand.

# The Italy Retreat for *Women* Business Leaders and Entrepreneurs



**Pamela Haack**



*Welcome to Tuscany*

**W**elcome to an incredible life-changing retreat for women in spectacular Tuscany, Italy: The Italy Retreat for Women Business Leaders and Entrepreneurs – hosted by Pamela Haack



Combine luxurious, villa accommodations, top-notch transportation and extraordinary service with spectacular vistas, delectable meals and VIP access and you have all the makings of an extraordinary women's retreat in Italy.

But that's just the beginning.

Tuscany itself becomes a "teacher" on the Italy Retreat for Women Business Leaders and Entrepreneurs. Each day is infused with excursions, experiences and sites that match that day's unique lessons, strategies and insights – designed just for women business leaders.

Apart from the arrival and departure days, each full-day of the retreat opens with a brief focus lesson – a "lens" through which you'll take in the sights, sounds and experiences of the day – all designed to help you learn the strategies and mindset necessary to share your talents and knowledge with the world in a bigger way, and to help you realize your unique ability to lead and inspire others. Each day also includes some time on your own and/or your choice of activities, and ends with a casual, group reflection/sharing session.

The first, full-day focus is presence and your "classroom" is the charming village of San Casciano dei Bagni in the unspoiled Tuscan countryside - and an elegant 400-year-old spa! The thermal waters here have been used for their restorative purposes since before Roman times. You may choose from a fabulous "menu" of activities or treatments, such as, massage, pedicure, manicure or thermal bath - it's all your choice. Immerse yourself in a long afternoon of pampering and presence.

The second, full-day focus is perspective for which you'll head to Orvieto, an Umbrian town layered with nearly 3,000 years of history. An Etruscan necropolis provides a thought provoking view on perspective, and this long-lost civilization's passion for celebrating life becomes an ancient inspiration. In the afternoon you'll have time to visit one of the most beautiful cathedrals in all of Italy, roam through the Etruscan museum or take in some shopping - the choice is yours.

The focus session on day 3, led by a special guest speaker, centers on creativity - the often overlooked and under cultivated element of women in business today. This

day's excursion leads to Lago Trasimeno – a landscape and lake that has inspired some of the greatest artists of all time – and the town of Cortona, the inspiration for the book, *Under the Tuscan Sun*. Here spectacular views of the sweeping Val di Chiana combine with lessons from the Italian masters themselves to bring you a surprising new perspective on creativity.

Mindset and strategy are the focus of day 4 and your journey leads to a spectacular winery near Montalcino. The story behind this family-owned winery is an inspirational lesson in mindset and strategy and your private tour is ... well, amazing and delicious! Then it's on the beautiful town of Pienza - a perfect Renaissance example of mindset and strategy.

Day 5 focuses on service and how a simple shift in the way you approach customer service can produce profound results in both your business - and your life. You'll visit the Umbrian village of Fabro for an unforgettable experiential lesson on service, and a personal introduction to several local women entrepreneurs. No tourists in sight here - just an up-close look at women-owned businesses based on generosity and gratitude.

The final full day of the Italy Retreat focuses on relationships and your destination is gorgeous Montepulciano. This unforgettable afternoon and evening are filled with celebrating the relationships you've formed on this amazing retreat and culminate with an oh-so-fun Tuscan cooking class with Angela, a delightful Tuscan chef. Get ready for dinner fit for queen, overlooking this picture perfect Tuscan town.

"I wanted to create an event like no other," says founder and host of the Italy Retreat, Pamela Haack, "designed specifically for heart-centered women entrepreneurs who understand that their work holds purpose and that their ability to lead and inspire others is more important today than ever before."

The itinerary of the Italy Retreat, indeed, reflects a unique, innovative and inspiring approach to a learning retreat for women business leaders.

For more information, visit [TheItalyRetreat.com](http://TheItalyRetreat.com)

**SMW**



**Pam Brossman**  
**Digital Communications**  
**Specialist**



*You hear people say that the money is in the list...what I have learnt in the last 3 years is that the money is in the products that you can market to that list. Obviously not any old product, but a product that allows you to help your target market get from A – B, whatever that is in your niche.*

In this video I share with you 7 ways you can use Video Products to increase your profits in your business substantially. In fact since I started using all 7 in our business, it has grown significantly and has definitely been the tipping point in our growth over the last 3 years.

Keep your eye out for the Video Product Formula™ launching at the Video Bunch webinar series 25th October 2011. This has been created specifically to help you add Video Products to your business model so you too can have substantial business growth in 2012.

### **1. Online Courses**

These are probably the most profitable and popular and can be delivered in many different ways. Memberships, over a period of time [eg. 8 week program], all at once as a downloadable complete product, masterminds [you are only limited by your creativity]. The reason this video product is so popular is because of the cost and reach. There is minimal expense, but you can sell globally over and over again.

# **7 Profitable Ways You Can Use Video Products in Your Business**



## 2. Offline Courses

These days with an event being held just about every weekend it makes sense that not everyone is going to be able to attend. By creating video footage of your event it allows you to not only sell to those who could not make it, but also upsell at the end of your event to those who want a copy of what they learnt.

## 3. Affiliate Marketing

One of my favourites. The power of having your own video products [or any digital or physical products] is the affiliate and joint venture opportunities that allow you to sell so much more than you could ever do with your own marketing efforts. Note: The easier you make it for your partners to promote your products, the more affiliates you will have driving customers into your marketing funnel.

## 4. Bonuses

As an affiliate marketer you will have noticed that those who have their own products to offer as a bonus are the ones who are creating 6 figure incomes from affiliate marketing. Customers who purchase high-end products these days are now becoming more interested in the bonuses as the deciding factor to who they purchase from. Having video products to offer that [relate] to the highend purchase, you will find are the best ones to offer as they enhance the course that they have just purchased making it a bargain or huge value add.

## 5. List Building

Video products make fabulous list builders. I know many people are still using free reports [I still use them myself]. But I have found that webinar replays and free video tutorials are my biggest list builders. Why? Because people love to learn and they have a thirst for knowledge that can help them get from A- B. By offering free videos that give them the opportunity to learn something new, you will find that they will opt-in to find out what it is so that they can implement it and move forward. I have grown my list substantially using free video tutorials and this strategy is very popular with many of the top leading marketers online.

## 6. Promotions

Can you tell me the last time you saw a launch series that did not include a video? Or, that promoted an online course or physical course that did not include video?

Neither can I. That is because video is a great way to :

- get your message to your target market
- get them emotionally connected and;
- guide them through a sequence that ultimately leads to an action you want them to take.

I believe this will only grow in 2012 and is a strategy that **MUST** be included in your marketing plans for next year.

## 7. Positioning

Having your own products not only allows you to do all of the above but it also positions you, your brand and your expertise as a leader in your market. The more you get your knowledge and expertise out there using video and video products, the faster the doors of opportunities will open for you.

I can't wait to see your video products in 2012. If you want to learn the Video Product Formula<sup>TM</sup> for creating products that convert like crazy. Then don't miss the Video Bunch series where I will be launching my latest product that teaches you how to create your own video products that will grow your business and position you as the leader in your own market while increasing your profits all at the sametime! Are you game?

**Task For You To Do in the coming weeks...**As you sit back and start planning your Lifestyle Business Model<sup>TM</sup> over the coming months ready for implementation in early 2012, I want you to think about how you can implement one or all of these video products strategies into your business. If you need help then make sure you don't miss the Video Bunch Webinar. If you can't make It then contact me at [pam@socialmediawoman.com](mailto:pam@socialmediawoman.com) and we can organise a video strategy or training program for your business.

**SMW**





# DENISE WAKEMAN

Business Blogging & Online Marketing Advisor

Specialist at boosting online visibility to create traffic, leads, clients and opportunities.

**Authors**, are you using a blog to market your book? If not, why not?

Nearly every day I chat with professionals who are either writing a book or want to write a book. When I attended Brendon Burchard's Expert Academy, he asked the room of 800+ people who wanted to write a book and 95% raised their hand. Yet, most authors don't realize that writing the book is only one small part of the process. As the author, YOU are responsible for marketing and selling the book. It's rare that a publisher will do much for you on the marketing end of things.

When I ask the author or wanna-be author if they have a blog for their book, sadly, the answer is usually no.

No matter what stage your book is in...

Published

Written

Half-written

Just an idea for now

...the time to start your book blog is right away. Don't delay. Even if you only have an idea for the book, creating a blog will help you:

1. Discover domain names available for a book title
2. Discover keywords associated with the topic



3. Discover if readers are interested in the topic
4. Discover what has already been written about your topic
5. Learn what readers have to say about it
6. Start building an audience of readers with like-minded interests (aka potential book-buyers)
7. Research facts and ideas
8. Start writing sections of the book
9. Start building a platform and marketing your book before it is written

So get going... If it turns out you never write your book, at least you will have created an online presence, started developing your ideas and building your audience. And believe me, without an online presence, without creating massive visibility, you will face an uphill battle in getting your book noticed by your audience. **SMW**

# The Barefoot Executive: The Ultimate Guide For Being Your Own Boss And Achieving Financial Freedom



The Barefoot Executive: The Ultimate Guide for Being Your Own Boss and Achieving Financial Freedom can be purchased from:

<http://barefootexecutivebook.com/> -- as well as a free chapter to read :)

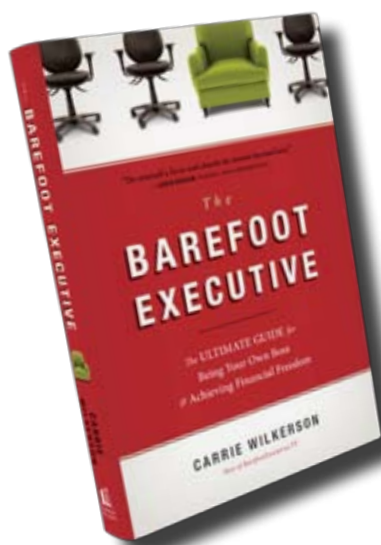
For the person who longs to run their business from home, author and highly successful entrepreneur Carrie Wilkerson says it is possible (she doesn't just say it though, she shows you how). In her new book, *The Barefoot Executive*, Carrie helps readers of all types understand the necessary ingredients in starting and running a lucrative home-based business. You'll learn how to reclaim your time, determine your income, and change your lifestyle—all while keeping personal priorities intact.

Successful at running her own seven-figure business from home and being an active speaker on the subject, Carrie demonstrates business models with tables and charts in an easy-to-understand format.

Chapters within the book include such subjects as finding a target markets, developing marketing strategies, and brand development.

Especially important are the common pitfalls listed to avoid in starting a business from home.

The Barefoot Executive offers the opportunity to live life on your terms with the financial freedom to do it. Want to start your workday with e-mail and coffee on the back patio? Want the flexibility of joining your fourth



grader on an all-day field trip? Are you ready to take that vacation you've been planning for years? Then you have a choice to make, and *The Barefoot Executive* will help jumpstart your transition.

You'll learn:

Your "why." The most important question. Why do you want to work for yourself?

What type of business best suits your experience and talents.

How to stay focused on your goal and avoid distractions.

Where to find the support that will accelerate your success.

How to link your business to the right market.

Whether it's a service, a product, or your insight or expertise, you already have the raw materials necessary to transform your life.

Carrie will walk you through the process of building the business you need to achieve the life you want. Her guidance is practical. No philosophical silliness, no theoretical abstractions—just concrete action steps alongside insights from fellow entrepreneurs, interactive exercises, and links to Carrie's online video coaching segments. It's the next best thing to working one-on-one with her. *The Barefoot Executive* will have you energized by the possibilities and embracing the extraordinary life that is well within your reach. SMW



**W**e live in a culture that admires busyness. We applaud the fast moving, hard driving entrepreneur, always on their phone, endlessly moving from meeting to meeting.

We respect the urgent executives, with mountainous To Do Lists, no time for breaks, as they get tasks done at a rocket like pace.

But our obsession with busyness can be incredibly costly.

Because usually, the busier we are the less quality thinking we are doing.

And it's thinking that really improves businesses, not just doing.

As Henry David Thoreau put it, "It is not enough to be busy. So are the ants. The question is, what are we busy about?"

Most business executives need to do less and think more.

Michael Dell didn't become a billionaire because he

worked harder and faster than everyone else.

He became a billionaire because he came up with a great idea: to sell computers direct, cutting out the dealer network, which was the prevalent and ubiquitous business model at the time.

Howard Schultz didn't become a billionaire because he worked hard either. He became one because he travelled to Italy and had an idea: that European specialty style coffee shops would do well in America.

Anita Roddick didn't become one of the richest women in the world because she was busier than other women entrepreneurs.

She became rich because she conceived the idea of opening a specialist bath and body shop, supporting native cultures.

Sure, we should all work hard, but working hard doesn't create a competitive advantage, as most of our competitors are also doing it.

Where we can get ahead is by devoting at least 20



# Stop Working and Start Thinking

By Siimon Reynolds

<http://siimonreynoldskoaching.com>

minutes a day to just thinking – alone, with a blank pad of paper and a pen. Resisting society's urge to do, do, do all the time.

It's ideas that created the modern world and it's ideas that will revolutionise your business.

But they need time to originate.

So every day, stop working for awhile and do some quality thinking. It sounds simple, but it's not an easy thing to do.

As Henry Ford said, "Thinking is the hardest work there is, which is probably the reason so few engage in it."

How To Beat Stress and Overwhelm

If you're feeling overwhelmed in your business, there's a technique I developed that can massively reduce your stress and quickly improve your results.

I call it The One Action.

The One Action is ridiculously simple, but also stunningly effective.

It works like this:

When the work is piling up and you don't know where to start, look at each project you have and ask the following question.

"What's the one action I could take that would have the most impact here?"

And then quickly take that action.

The One Action method works so well because it reduces the confusion and complexity of any major project.

(So often we are so frozen by all there is to do, we end up doing nothing).

It moves you from thinking/worrying mode into action mode.

And it simplifies your To Do List into manageable chunks.

But perhaps the most important change The One Action makes is mental.

After you take a key action step on two or three of your projects, you get a wonderful feeling of momentum, progress and achievement.

This creates a virtuous action/result cycle where you feel more and more empowered each One Action task that you do, so you're motivated to do more of them.

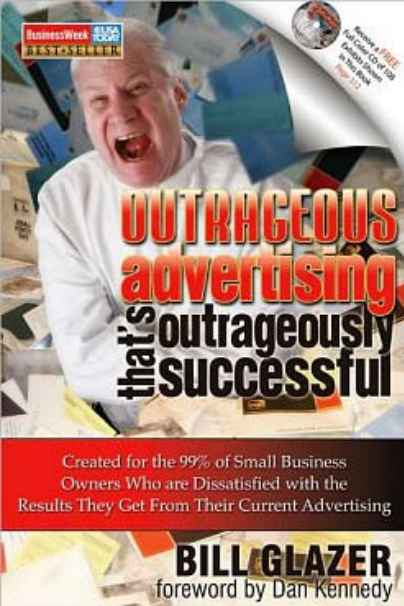
The truth is, we are often busier than we should be. Rather than just endlessly do stuff we need to behave like an army sniper and very carefully look for the most important target, then shoot it.

This highly leveraged way of thinking and behaving ensures no matter how busy we are, we get the vital jobs done (and we feel a whole lot less stress to boot).

Today my One Action task was to write this blog.

What's yours? **SMW**





# The 2 Best Ways To Put An “IRON CAGE” Around Your Clients

By Bill Glazer



Putting an “Iron Cage” around your clients means that once a client shops with you, he continues to come back and shop with you (in your category) over and over and over again.

Recently I conducted a 1-hour ‘one-on-one’ consultation with a Glazer-Kennedy Insider’s Circle Member and this question came up during the call. It was a very smart question and let me know that my client has been paying close attention to what I’m teaching.

Let’s first start off with the WRONG WAY that most business people attempt to put an “Iron Cage” around their clients. They try their best to provide their clients the best products and best service and hope (and expect) that when their clients require their products again, they will rush back to their business.

We convince ourselves that this happens but...THIS DOESN'T HAPPEN!

Why?

There are a couple of reasons, but let me tell you the most common ones:

**They forget to come back.** They might have been happy, even thrilled with your product and bend over backwards service, but when they need something again, they simply go somewhere else because they forgot how spectacular it was to buy from your business.

**They didn’t really have as great of an experience as you thought they had and**

**they never told you about it**, so you couldn’t address it and make it right.

**A competitor was able to win them over.** Perhaps it was with a spectacular offer. Perhaps it was a referral from a friend. It could have been many things. It doesn’t matter; someone else is getting YOUR business.

**They believe (wrongly) that they do not need any more of what you are selling.** Don’t you hear this a lot? I used to hear it a lot when I owned my retail stores. I’d meet clients somewhere and they’d tell me... “Bill, your clothes are so good, I don’t need anything new right now.” Of course they usually did need to update their wardrobes (everybody does), they just mistakenly thought otherwise.

But why can’t you create a situation for your business that combats all of the reasons above? Why can’t you place your relationship with your customers in a place where....they NEVER forget to come back to your business....they tell you if they have a bad experience giving you the opportunity to fix it....a competitor can’t win them away from you....and they automatically continue to buy from you even when they mistakenly believe they didn’t need to.

**So how do you build an “Iron Cage” around your clients that fixes all of the problems above?**

We’ll first, let’s look at a couple of other businesses that

put an “Iron Cage” around their clients and see what they do.

The Gym where you work out. Once you join they charge your credit card AUTOMATICALLY every month and you keep paying month after month....year after year, until you decide to drop out.

You're Internet Provider. Once again, after you join one, they ding your credit card every month.

Your Credit Card Company who gives you Reward Points for your purchases that accumulate to use towards gifts, travel, etc.

An Airline, who once again give you points for every mile you fly that accumulate for free airfare or upgrades in the seats that give you real leg room and better (but still lousy) food.

Hopefully, you're getting the picture here. **The ONE thing that all of these have in common is....MEMBERSHIP.** Yes, they all require you to join something which then puts an “Iron Cage” around you and you continually use their products or services.

So why do businesses have such a problem with placing Membership in their businesses when it IS the most effective strategy to place an “Iron Case” around your clients?

There are my three favorite ways for entrepreneurs (especially Retailers) to place Membership in their business.

NOTE: I've incorporated all of these in my businesses with success over the years.

### **#1: The Membership to Shop Model**

I first saw this model perfected by a chain of Furniture Stores called Direct Buy. They use TV Infomercials to get prospects to attend a 2-hour sales presentation that explains the advantages of Membership and the fees, which were in the thousands of dollars.

While I didn't use Infomercials and my fees were quite a bit lower, this was the model that I used most recently in my Menswear Stores before I sold the last one, where I offered Membership in my “Insiders Club” for \$247.00 for an individual and \$297.00 for a family.

Membership offered many benefits to my Members, like Direct Buy, the biggest being the ability to make their purchase at a substantial discount off of the prices that

non-Members paid.

### **#2: The Loyalty Program Model:**

(In the spirit of full disclosure, I have a small interest in a company that offers what I know to be the best Loyalty Program on “The Planet”.)

I've gotta admit, this is probably my favorite model. It's by far, the easiest to get your clients to join since typically there are NO fees involved. Second, if you use a reputable company to manage it for your business, you can have them do most of the work for you allowing you to concentrate on running other aspects of your business.

Here's how traditional Loyalty Programs work. Typically, the client/customer received a point for every dollar that he or she spends at the business. They receive a Membership Card with the businesses name on it that is swiped every time the client shops and once an agreed upon number of points are accumulated, the client automatically receives in the mail an Award Certificate that can be redeemed for anything that the business sells.

For example, let's say that for every 200 points that are accumulated the client receives \$10 Award Certificate that must be redeemed within the next 60 days period.

(NOTE: The number of points, amount of the Award Certificate, and the length of expiration date can be completely customized depending on the type of business and average transaction size.)

What's amazing about this is that a very high percentage of the clients do come back to redeem their Award Certificates and even more important spend on average \$30.00 for every \$1.00 that businesses invests in this program. I know it sounds too good to be true...but believe me, IT IS TRUE!!!

### **But Wait There's Plenty More....**

This is where all the fun begins....not ends. Think about it!!! Since the client fills out an application to join the program, you now have a database of very extensive information about the client including: name, address, phone number, birthday, anniversary date (if joining the program as well as their own marriage), and email address.

In addition, since they submit their Membership Card every time they shop you not only know how much they spend, but also WHEN they shopped.



Just think of the possibilities this leads to.

For starters, since they are a Member, you have clear permission to communicate with them by mail, email, and even phone. This gives you two ADDITIONAL LOW COST medias to use to keep in touch with your clients.

Then, since you know a lot more information about them, this allows you to communicate with them for:

Their Birthdays

The Anniversary Of When They Joined The Membership

The Anniversary Of Their Wedding

WHEN THEY BECOME WHAT YOU DETERMINE  
THEY HAVE BECOME WHAT I CALL.... "A LOST CUSTOMER", which when properly delivered by tested and proven sequential use of mail, email, and Voice Broadcast has an amazing effect on getting what I call the third easiest client to return to you business. (Third to Current Active Clients and Referrals in case you're wondering).

### **Okay...Okay...There's Even More**

What's one of the things you'd like to have done for you? If you're like most business owners I know, you'd like to have someone create WINNING PROMOTIONS that you can simply 'plug and play' into in order to not have to deal with it, so you can spend more time working on other aspects of your business.

Think about it, a good Loyalty Program creates a database that can be cleaned periodically and used for all types of promotions such as:

Mother's Day, Father's Day, Halloween, Thanksgiving, The Businesses Anniversary, Memorial Day, 4th of July, Labor Day, Valentine's Day, Etc.

Hopefully you get the picture.

### **What Else?**

Of course there's more. As you know, I teach to all of my Members that it's critical to "Keep In Touch" with your clients. And what easier way to keep in touch than automatically sending out an email to your clients each week putting a smile on their faces (with a humorous joke) and reminding them you're still there for them. Heck, the Loyalty Program that I'm involved with even tells them how many points they've accumulated and more importantly how many points they are away from achieving their next Award Certificate. After all, you DO Social Media Woman | 24

want them to achieve their next Award Certificate because it triggers them to return to your business.

### **What Else?**

**Then, there's what I call "THE SECRET SAUCE"**. What if your Loyalty Program could actually do for you the ONE thing that you would really want it to do?

What would that ONE thing be?

If you're like most business owners the ONE thing that you would want it to do would be to bring you NEW CLIENTS in your business eager to buy from you.

So, the Loyalty Program I'm involved with actually (and amazingly) does that not one, but two ways;

**It can automatically invite NEW CLIENTS that have never shopped with you**, but who are just like the clients who do shop with you (age range, gender, income range, etc.) to come in during their birthday month. Yes....we can actually find out their birthdays and merge/purge them against the birthdays of your existing clients.

**It can automatically invite NEW CLIENTS that have recently moved into your shopping area just like the clients who do shop with you** (age range, gender, income range, etc.).

Let me tell you this IS pretty amazing stuff. (Heck.... Even I'm impressed and that ain't easy.)

So now you see it...The 2-Best Ways to put An "IRON CAGE" Around Your Clients. **SMW**

Bill Glazer, one of the most celebrated Marketing Gurus in the world, who along with the legendary Dan Kennedy, have teamed up to provide advice to over 1,000,000 entrepreneurs worldwide in every possible industry and profession. Bill is a professional speaker, marketing consultant and coach, and a much sought-after copywriter. His book, "OUTRAGEOUS Advertising That's OUTRAGEOUSLY Successful," made four Best Seller's lists shortly after it's release in 2009. You can get your own FREE copy of his book by visiting <http://budurl.com/smwm>.

# online MAGAZINE creation



## Learn How To Create Your Own Page Flip Marketing Material

- ✓ Position your brand
- ✓ Grow your list
- ✓ Market your products, expertise, business and services 24/7
- ✓ Reach a global market
- ✓ Generate residual income
- ✓ Connect & engage where your people are hanging out – **ONLINE**
- ✓ Plus emotively connect using video!

Whether you want to create a...

- Digital magazine
- Promotional brochure
- Sales catalogue
- Business flyer

You are only limited by your creativity!

This course shows you step-by-step how easy it is to create **digital marketing material** and start interacting with your customers online.

**CLICK TO GET  
STARTED TODAY!**



## Pam's MARKETING minute



## Sending Emails That Don't Drive People To Unsubscribe



In this month's marketing minute I share with you a strategy that I learnt from two of my mentors Frank Kern and Ryan Deiss.

With the onslaught of product launch emails, affiliate emails and event emails people are just totally tuning out with email overload.

Infact if you are anything like me I wake up each morning with my finger on the delete button in my inbox. So how can you take this pain away for your own email list?

Watch the video to find out a strategy that allows you to only resend to the unopened emails – significantly reducing the 'pester emails' that are driving your target market to leave you forever.

Not only will this strategy decrease your unsubscribes but it will also allow you to have two or three more chances of securing the desired action or outcome without upsetting your list.

See you next edition.

Cheers

Pam Brossman

CEO, Social Media Woman

# The 5 Must Have Traits Of Compelling Social Media Content



by Deano Power

In the time it takes you to read this article there will be 144 hours of video uploaded to Youtube, 520,000 photos will be uploaded to Facebook, and 78,000 Tumblr posts will be published.

This is the sea of information, into which your Social Media content will drop. A proverbial “drop in the ocean”.

Since your prospects and clients have finite attention, and most likely overflowing inboxes, streams and walls, your little “drop” is going to have to be C-O-M-P-E-L-L-I-N-G to get their attention.

What The Heck Is Compelling Content?

Content is the information you share via your Social Media networks, it's tweets, status updates, blog posts, email newsletters, videos, it's your media.

Compelling Content promises value and delivers value.

Compelling Content has a high return on attention investment.

What Does Compelling Content Look Like?

What you find compelling, might be different to what I find compelling, might be different to what your uncle Mike finds compelling.

However when your prospect or client is experiencing the pain, associated with the problems your goods and or services address. Useful actionable information about the solution to their pain will be highly compelling.

There are a few other characteristics of highly compelling content as well.

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## It's Focussed On Your Ideal Customer

Most visitors to the about page on your website, go there to find out more about you, right?

Wrong! They go there to find out what you can do for them.

Compelling content is benefit driven, it's not about you. It's about how your product or service will benefit your ideal customer.

## It's Concise

Great content gets straight to the point. It doesn't waste any of your prospect or client's attention, on the way to providing them with value they seek (high attention: reward ratio).

## It's Scannable

Compelling content can be consumed at multiple levels.

For example in a well scripted video, you will tell them what you are going to tell them (intro), you will tell them (body) and you will tell them what you told them (conclusion).

In a good blog post the headline and maybe the subhead should nail the key message of your post. The headings that break up your posts should list the main



points of your post, in such a way that if that's all your reader has time to scan they get value.

Finally your body text can be further broken up into short sentences, paragraphs and bold and italics can be used to break up chunks of text.

You might even add a graphic or photo, which tells the story in a single image.

The effect is, that the consumer of your content can get value at a glance, or scanning the content and delving more deeply.

## It's Actionable

If you can give your prospects "news they can use", i.e. enough information that they can apply in their own life they will be indebted to you.

If you sell windscreens and you can tell them how to remove bugs from their windscreen, they'll be delighted.

## It's Empathetic

There is an old saying, "they don't care how much you know, until they know how much you care". If you can verbalise the concerns, fears and pains already circulating in the mind of your prospect, your video, your blog post, your infographic will unleash a powerful emotional response.

"Finally someone who understands me".

For example an empathetic description of Social Media Woman Magazine might read.

If you're a time poor, cash strapped, entrepreneur struggling to stay on top of the latest Social Media opportunities. Then subscribe to Social Media Woman Magazine and we'll give you simple, step by step instructions to apply the latest tips and tricks in your business from leading edge experts worldwide.

## It's Shareable

Finally when you and I consume great content, there is an antsy kind of feeling that rises up.

Sometimes it feels like an epiphany, sometimes it's

just kind of breathtaking. Either way, in that moment your audience is most likely to share your content with others.

Make that easy as possible (have share buttons or share options) and ask people to share.

## The Sweetest Tip: You Don't Need To Create It All

Do you think Rupert Murdoch writes every article, edits every new flash, photoshops and every photo his media empire published? Of course not.

Today more than ever your prospects and clients are looking for a "trusted filter".

Someone who can sort through the plethora of information in your market or niche and give them the "need to know" information.

Curate compelling content from reliable sources, in and around your market or niche and your audience will thank you for it.

Create Twitter Lists of the leaders in your market, subscribe to their YouTube channels, like their Facebook pages and reshare their best stuff through your social media channels.

With one small caveat. Add value. With each piece of content add a small comment or put the information you are sharing into context for your prospect or clients. Just add your touch.

## Keep It Simple

Whenever you sit down to create content bring your ideal client to mind, think of their pain, fears and concerns and remember the five traits of Compelling Content; benefit focused, concise, scannable, actionable, empathetic, and shareable.

1. YouTube Press Statistics
2. Bigger, Faster Photos
3. Huge milestone: Tumblr users have soon cranked out 10 BILLION posts **SMW**



# Fear of the Camera is in your BRAIN not in your HEAD!

*In this short article and video I want to share two reasons why your brain doesn't like you getting in front of the camera, or at least watching yourself back.*

## 1. **Yes you do look different.**

We are conditioned to looking at ourselves as a MIRROR IMAGE. Whenever we clean our teeth, do our hair, walk past a shop window and see a reflection, it is a mirror image of the real us i.e. we see the left hand on the left hand side. Yet whenever we see ourselves on video or TV we see ourselves as others do. i.e. our left hand side is actually on the right side of the images. (check out the video). Our brain is used to processing the mirror image and wants to reject the real images so you have to get the brain used to seeing yourself as others do.

## 2. **Yes you do sound different.**

Sound travels at different speeds through air, liquid and solids. When we speak to someone the sound travels primarily through air to their eardrums and vibrates at a certain speed. However sound from our own voice travels internally through liquid and solid

to our own eardrum and vibrates at a slightly different speed sounding different to what other people hear.

### **3 X 5 X 3**

So, to get the brain used to processing what everyone else sees and hears just follow these simple steps.

- Just film a short 3 minute video
- Watch it 5 times. Experiment with facial expressions, tone and body movements
- Do this 3 times.

After watching those videos the brain will be adapting to your real images and sound and you will be so much more comfortable in front of the camera.

.....

Steve Brossman has had over 20 years experience presenting, filming and producing TV and Videos and you can ask him questions at.

[steve@magneticdigitalmarketing.com](mailto:steve@magneticdigitalmarketing.com) **SMW**

**Steve Brossman**

# advertising spaces...

## Bi-monthly advertising spaces available

See advertising size and options below.

- ▶ Artwork is the responsibility of the advertiser and must be of a high quality and relevant to the magazine.
- ▶ Advertorials must be fully edited and high quality image (not compulsory) provided by advertiser
- ▶ Only one video advertorial per issue available at this time so if you are doing a product launch, event or book promotion, you'll want to book in advance. (Under 5 mins max must be HD quality).

**Social Media Woman** has the right to refuse any advertising that is not in alignment with the niche, the target market or the Social Media Woman brand.

**Social Media Woman** currently has a distribution of 2500 and growing with each distribution.

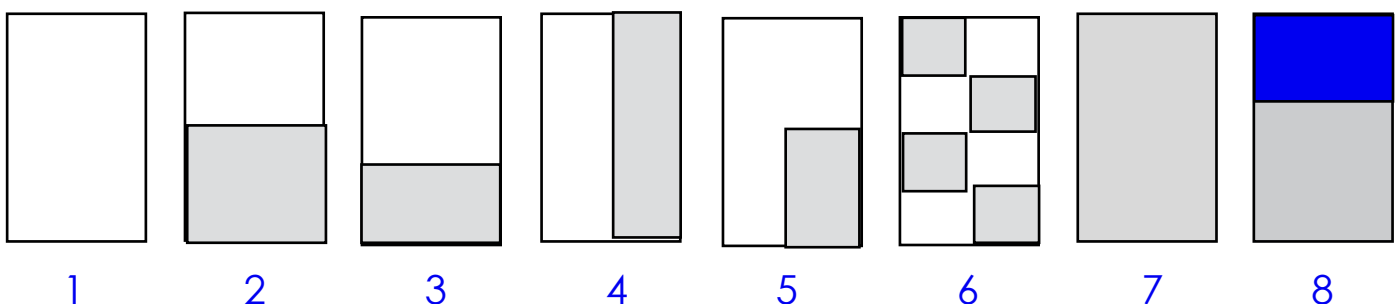
**Target market** is women entrepreneurs and online business owners internationally.

## pricing & sizes

To book your banner advertising spot A4 paper size

[Click on this link](#) to find out how to book your advertising space - first come first served until booked out, so get in early.

Banner Ad Options (millimeters)	Prices in \$USD	Artwork Paid & Provided Before
1. Full Page (A4) 210mm (wide) x 297mm (High)	\$200	10th May (30th May Edition)
2. Half page 210 x 148	\$105	10th July (30th July Edition)
3. Bottom Third 210 x 99	\$95	10th Sept (30th Sept Edition)
4. Varticle Third 70 x 297	\$85	10th Nov (30th Nov Christmas Edition)
5. Bottom Righ Quarter 148 x 105	\$75	(Closes Dec/Jan)
6. Directory 1/8th 105 x 74	\$35	New dates will be posted for 2012
7. Full Page Advertorial (600 words)	\$250	
8. Advertorial with video (under 5 mins must be HD) Video size up to 210 x 99	\$400	Up to 210x148





# RESOURCE *List*

Here are just a few of the resources and tools that I use in my business. Each month at [SocialMediaWoman.com](http://SocialMediaWoman.com) and [MagneticDigitalMarketing.com](http://MagneticDigitalMarketing.com).

Each of the resources below are hyperlinked. Just click on the resource you are interested in to be directed to the appropriate website.

## **Paid Tools**

- ▶ [Create Easy Sales Pages](#)
- ▶ [Easy Video Player](#)
- ▶ [Powerpoint to video converter](#)
- ▶ [Video backgrounds](#)
- ▶ [Video Emails – we use this program ourselves](#)
- ▶ [DIY PR KIT – Do it Yourself PR Kit](#)
- ▶ [Affiliate Programs – Wordpress](#)
- ▶ [Video Affiliate Marketing](#)
- ▶ [Animoto – great for intro/outro & branding](#)
- ▶ [Pinnacle – PC video editing tool](#)
- ▶ [Other editing software & audio software bundles](#)
- ▶ [Easy Web Videos](#)
- ▶ [Oovoo.com for video interviews](#)
- ▶ [Stock Photos](#)
- ▶ [Royalty Free Music](#)
- ▶ [Twitter & YouTube Branding](#)

## **SEO Done For YOU packages:**

- ▶ [Pro pack](#)
- ▶ [Domination Pack](#)

## **Cameras & Mic we use:**

- ▶ [Kodak Zi8 Mic](#)
- ▶ [Canon 60D](#)

## **Free Tools**

- ▶ [One True Media – another free video tool](#)
- ▶ [Vimeo – video hosting](#)
- ▶ [Creative things to do with your photos](#)
- ▶ [Online video editor](#)
- ▶ [Another online editing package](#)
- ▶ [My preferred social media twitter tool](#)
- ▶ [Screen capture for twitter – this is cool!](#)
- ▶ [Free teleprompter](#)

## **Cool New Tools**

- ▶ [Blueprint Outsourcing - training for your outsource team](#)
- ▶ [Step-by-Step Getting Traffic - James Schramko](#)
- ▶ [Easy Keyword Tool That I Use](#)
- ▶ [Wordpress Sales Page Creator I Use](#)
- ▶ [Pop-up Opt-in that all the internet marketers use to grow their list](#)

## **Books I recommend**

- ▶ [Ms Millionaire](#)
- ▶ [The Millionaire Messenger](#)
- ▶ [Relationship Age](#)

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# Next edition

SOCIAL MEDIA WOMAN MAGAZINE - NOVEMBER



What is happening in the next edition?

- We'd like your feedback as to who you would like to see featured in the magazine.
- What type of content we can provide to help you better market your business using social media.
- What social media platforms you would like to learn more about.
- Any other ideas to make this the best digital magazine for you.
- Please leave your ideas and comments below and we will try and incorporate as many as we can.

Thanks for dropping by. If you enjoyed this magazine please **like**, **comment**, and **share** with your friends and we look forward to seeing you in the next edition of Social Media Woman Magazine

To your success

*Pam Brossman*