

Online Buzz

How To Profit From Social Media By Exploding Your Personal and Business Brand Online

Maestro Conference
with
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Think Big, Think Systems,
Think Results

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Tech Questions
Why they can distract you



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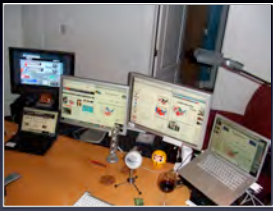
Technology & Buzz

- Outer Technology / Inner Technology
- Metaphysics / the Zone
- Tech Clinic and other resources

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Technology



Outer Technology | Inner Technology
Hard Systems | Soft Systems

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How We'll Play

Questions & Aha's

***Rules of the game:** questions and aha's about the topic at hand – save tech questions for the tech clinic

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Systems

- **The End-game:** sales
- **The Process:** marketing – create awareness, generate leads, build relationship, close
- **The Means:** online marketing

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Systems

Where people go wrong

- Brochure website
("build it and they will come")
- Website + SEO – still wrong but better
- And / or: Social media
("which bit makes money?")

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Systems

Social Media only makes sense within the system

- Core of the system – TLC:
traffic + leads + conversion
- Website: dynamic marketing engine
- TLC applied: strong SEO; lead capture site;
email marketing follow up

Every element should **stimulate** an action;
the final action is **buying**

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Systems

Social Media?

- **Satellite operations** around the core
– all driving to the website
- Don't fuss with social media until you've
built the core
- **Primary function** of social media:
drive traffic (also generate awareness,
build relationships)

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Action

Look at your website:

Check:

- Is it instantly clear **who** this is for?
- Is it instantly clear **what's** on offer?
- Is there a **compelling** reason to EITHER
buy immediately OR leave contact
information?
- Is there an **automated** communications
system in place?

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Q & Aha's

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Free

- Don't sell, **teach**
- Don't be an online huckster, be a **trusted advisor**
- Build yourself / company as a **knowledge resource**

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Free

Sell or give? The law of free:

“Selling stuff is easy. All you gotta do is give away stuff that makes people happy... and then sell stuff that makes ‘em even happier.”

- Frank Kern

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Free

- Not just for info marketers: if you sell lawn mowers, give away lawn care advice
- Be insanely **generous**: give what others would charge for
- Do you have to create the knowledge? No! **Borrow** and **recycle** others' expertise

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Free

- Knowledge marketing: the **#1 function** of social media
- Trail of breadcrumbs: lead back to your site
- Promoting stuff on social media? Yes! Promote free stuff that captures leads

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Action

Take ANY aspect of your social media – FB page, blog, Twitter, etc:

Check:

- (1) Are you giving VALUED knowledge and advice
- (2) Are you pointing back to your site?
- (3) Are you promoting FREE offers?

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Q & Aha's

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System Components

- **Blog:** knowledge marketing
 - find a voice
 - visuals
 - blog commenting
 - email to blog
- **Twitter**

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SpiceMogul.com

Wordpress

LearnEasyMeditation.com

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System Components

- **Social networks:** profile as marketing piece
 - one-on-one engagement
 - display expertise
 - (Personika tool)
- **Video Sharing:** back-link creation (Traffic Geysers, Tube Mogul, iPhone...)

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PERSONIKA MAKER v2

Who Are You To Your Tribe?

How To Use This Tool

STEP 1: WHAT MATTERS TO THEM

STEP 2: MY BUSINESS BRAND

STEP 3: MY PROFILE HOOP

STEP 4: THE "ME" THAT COUNTS: I

Download at:
www.brandwithin.com/personika

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Q & Aha's

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Brand

- **Recap of marketing:** create awareness, generate leads, build relationship, close
- Through all of this, generate a **predisposition** to buy
- In Target: private label on Levi's? Branding creates predisposition to buy Levi's

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Brand

Brand:

- What comes to mind when people hear your name
- A “blink” moment – decides the sale before the sale
- Creates a bond

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Brand

- How to **NOT** find your brand: stare at your product
- How to find your brand: get “psychic” about your target audience

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Brand

The tribe: a target audience that bonds with itself, bonds with the brand

- **Identify** your tribe
- **Narrow** your tribe
- **Know** your tribe

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Brand

Brand:

- Is singular – one “big idea” drives the brand
- Has personality consistently applied

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Action

Go back to your website:

Check:

- Does one “big idea” jump off the page?
- Is the tribe narrowly defined?
- Does your brand have a clear, compelling and consistent personality?
- Is your brand psychic?

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LeadingCoachesCenter.com/clubhouse

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Q & Aha's

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Hot Seat

John E. Langan



www.driveAWARE.info

www.TrafficAccidentExpert.com

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The Brand Within

- Power of **authenticity**
- Brand is not the image of your company, it's the **soul** of your company
- Define your highest **purpose** – in most cases – never state it, just know it and act it
- Know what you are **not**
- Practice saying **no** (to opportunities, clients, etc.)
- **Set yourself up for magic!**

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Blaze Your Name

Six Multimedia Presentations

1. Team Up For Success
 2. Find Your Tribe
 3. The Brand Called You
 4. Know What You Know
 5. Build the Conversation
 6. Grow Your Network
- + The Social Media Marketing Edge

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Blaze Your Name

The Speed Marketing Power Tools

- Personika Maker
- Pip Generator
- Tribe Finder
- Hoop Locator

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Blaze Your Name

- A Dynamic Community of Learners
- Jon Ward's Marketing Action Program
- 100% 90 Day Satisfaction Guarantee
- Price: ~~\$299~~

Today only: \$47

BlazeYourName.com

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