

# Using Social Media



*To Sell Your Services*

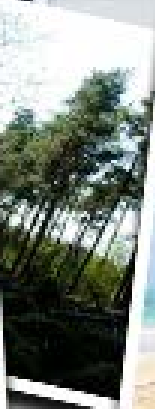
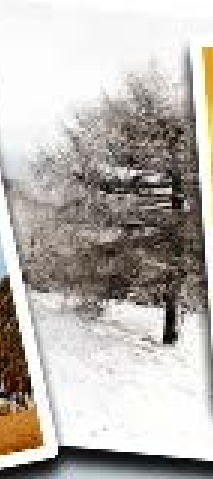
Presented by Carol J. Dunlop

# Welcome



- Carol Dunlop
- Author, Speaker, Coach
- Chief Content Officer  
Creative Services  
International





[www.csicorporation.com](http://www.csicorporation.com)



Life was great!

# ... Then Devastation



# Why

**Linked** 

 **YouTube**

 **Microsoft**

**facebook**

**skype**<sup>TM</sup>  
For Business

# What is



**YOUR  
PERSONAL  
BRAND**



An effective personal brand  
wields influence and with it  
you're likely to enjoy:

# THE BENEFITS OF A POWERFUL PERSONAL BRAND



- 1 A steady stream of ideal clients
- 2 Rewarding partnerships
- 3 Leadership opportunities
- 4 Greater mindshare
- 5 Association with a market niche
- 6 Greater credibility
- 7 Recognition and prestige
- 8 Higher perceived value



# What can you do with it?

Rule the Digital World

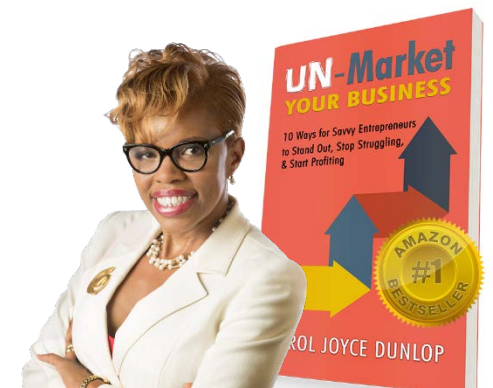


Build a Community of 10k+

Find Your Dream Job



Become an Amazon #1 International Best Selling Author



www.csicorporation.com

Who are  
you???





# Your Strategy for Selling Your Services with Social Media



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# Listening, Lurking, and Learning

- Gmail email account
- Feedly account
- Evernote account
- Several Google Alerts
- Survey Monkey account
- LinkedIn account



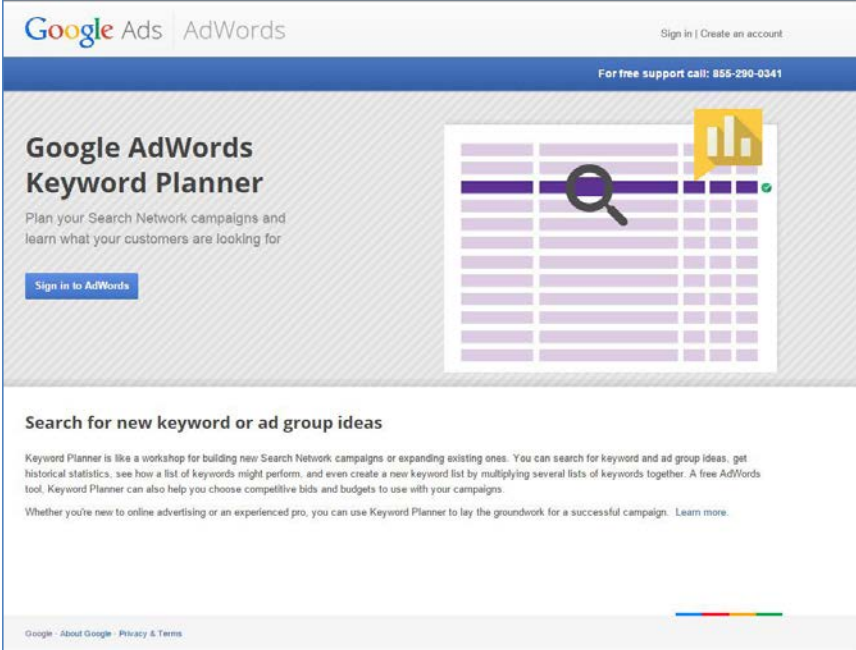
# Listening, Lurking, and Learning

## *women losing weight*

- ❖ diet plans for women to lose weight fast
- ❖ healthy diet plan for women to lose weight
- ❖ weight loss diets for women
- ❖ diet plans to lose weight fast for women

## *marketing for lawyers*

- ❖ law firm marketing
- ❖ marketing law firms
- ❖ law firm marketing strategy



The screenshot shows the Google AdWords Keyword Planner interface. At the top, it says "Google Ads AdWords" and "Sign in | Create an account". Below that, it says "For free support call: 855-290-0341". The main heading is "Google AdWords Keyword Planner" with the subtext "Plan your Search Network campaigns and learn what your customers are looking for". There is a "Sign in to AdWords" button. To the right, there is a graphic of a search grid with a magnifying glass and a bar chart icon. Below the main heading, there is a section titled "Search for new keyword or ad group ideas" with a paragraph of text explaining the tool's functionality. At the bottom, there is a footer with "Google - About Google - Privacy & Terms" and a small rainbow-colored bar.



# Listening, Lurking, and Learning



# Listening, Lurking, and Learning

- Attend events
- Subscribe to newsletters and maillists
- Access content online or via mobile devices
- Check your alerts and Feedly account



# Listening, Lurking, and Learning



- ✓ What content works
- ✓ What format works
- ✓ How often they visit
- ✓ How long they stay



# Find, Follow, and Engage Influencers



# Be Easy...NOT Sleezy



# Your Social Selling Tool Kit



# Platforms

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INSTAGRAM  
**LIVE**

You Tube  
**NOW LIVE**



# Planning \_\_\_\_\_

## Google™ Alerts

WHAT'S TRENDING  
*Now*



# Execution ---



# buffer

post  planner

Triple Your Engagement in 10 Minutes a Day



hootsuite



# Your Hub \_\_\_\_\_



# Your WOW! Website



- ✓ Easy to find you, follow you, connect with you
- ✓ Looks professional
- ✓ Has a blog
- ✓ Easy to opt-in to your maillist





# Rock Your Personal Brand

Rule the Digital World



Build a Community of 10k+

Find Your Dream Job



- ✓ Start a Podcast
- ✓ Create a TV Show
- ✓ Host Webinars
- ✓ Create Teleseminars
- ✓ Rule Facebook Groups
- ✓ Write a Book



# Is Your Website a WOW! or a Whoa!?

- ✓ Do you capture the email addresses of your visitors?
- ✓ Do you have an amazing opt-in that your visitors can't wait to get their hands on?
- ✓ Do you share your expertise and knowledge on your blog?



# Let's Review...

- ✓ Your personal brand is about you, but not for you
- ✓ Everything you do online reflects on your personal brand
- ✓ What really counts is being ACTIVE
- ✓ None of these strategies work without having your **WOW! Website** in place



# Website WOW! Factor Assessment



Courtesy: www.FirearmFundamentals.net

✓ [www.csicorporation.com/onlinewow](http://www.csicorporation.com/onlinewow)

# Q & A

