

From ~~Today's~~ **Way**

## “HOW TO” Create Social Networking Postings For Business Connections!

**5&5** 5 Ways For Your Mind  
5 Ways To Take Action

### Ready To Maximize Your Social Networking Time?

- Have an endless variety of postings relating specifically to your business.
- Create postings that “attract” and “connect” you to prospects & clients.
- Write postings that engage readers to provide you with comments.
- Build relationships that will contribute to your business growth!

Follow the steps seen below and you will see a huge difference in your online activities. Be consistent in your efforts & you will:

**Be Effective ~ Have Fun ~ Be Comfortable**  
**Have people buy .... *without* selling.**

### **5** WAYS FOR YOUR MIND ...

*The first step to take for effective communications is in your head.  
You must stop and think about who you are talking to & why.  
Then add these thoughts,*

1. **Step back** and realize that social networking is just like any other business communication that you initiate and build upon.
2. **Pay attention to the “basics” of business communications:**
  - a) Someone has a need or a want.
  - b) Someone has a solution or answer for the need or want.
  - c) A match is found, sometimes several.
  - d) A choice *and sale* is made based upon the match and often external reasons that are referred to as “added-value.” Might be the salesperson, timing, availability, location, etc.

3. **Take note that relationships are the name of the game in business success today.** Trust, loyalty and the strength of the bond you have with prospects and clients is what will keep you alive. Create your “added-value” from this thought, enhance your core offering with this thought. Really think about this one during your social networking activity.
4. **Remember we all need sales** . . . the trick is to have people “buy” and not to have to “sell.” Relationships can set a platform but at some point you must talk about what you offer. How you introduce what you provide is the key & my second “5” walks you through that. You do not have to make a lot of friends on the social networks and hope they will eventually be curious about what you do. That “is” being ineffective with your time
5. **Apply these helpful mindsets to get comfortable with “selling.”**
  - a) Think of selling as an exploratory adventure.
  - b) Think of selling as a consulting and helping process.
  - c) Think of selling as a match for someone’s need or want . . . be their hero.
  - d) It’s all about your prospects & clients, it is not about you!

## **5 WAYS TO TAKE ACTION ...**

***Give the following steps your attention & time. Do the exercises and you will discover an entirely new “love” for social networking ...***

1. **Apply “your” business to the above 5 mindsets ...& these steps, A-D!**

### **A. WRITE DOWN WHAT YOU PROVIDE / SELL – each individual item!**

We all have a “broad” term for what we provide. To build an endless list of ideas for postings write down “all” the individual types of sales and /or purchases you provide. Start with the smallest item one can buy, *in my case it would be 15 minutes of consulting time*. Keep your list growing with “individual” sales. Then list all the groupings or bundling of items that you provide and so forth.

### **B. IDENTIFY WHO HAS THE NEED OR WANT FOR WHAT YOU PROVIDE?**

Identify the type of people who buy what you provide. Age, interests, location, etc. What are your demographics? Describe each and every one as these are the people you need to talk to! You have to be able to visualize them as much as you can.

### C. WHAT ARE THE “FEATURES” OF WHAT YOU SELL.

If you are selling a sweater some of its features include its style, i.e. pullover, turtleneck, long sleeve, etc. A feature is also its color. Maybe it is bright orange or comes in a suite of bright colors. In my business of “social networking consulting,” a feature is “how to mechanically set up a social network account” and/or “how to navigate & strategize the use of a social network,” etc. Features are concrete items and/or services.

### D. ASK THE QUESTION “SO WHAT?” TO EACH OF YOUR FEATURES AND THAT WILL IDENTIFY THE “WHY” PEOPLE BUY EACH FEATURE AND THE “BENEFIT” OF THAT FEATURE.

Each of the people you identified within your demographics have their own individual “WHY” for which they buy your product or service ( maybe several *whys*). A sweater might be bought because the buyer needed something warm. When attracting this buyer to your sweater you use the warmth “benefit” as a way to attract them to your sweater. Do not use the features of long sleeves, turtleneck etc. Another person might want your sweater because of the color. If it is bright orange they don't care about the rest. You will attract these people by building on the fact that the color is bright, cheerful, attention grabbing ... each and in itself is another reason to buy  
***.. and in the land of social networking, another posting!***

2. **Work all these sections together and you will come up with unlimited types of postings** for your social networking. I have provided a worksheet in step 5 to help you out. Mix these postings up with some fun personal things that you are up to that have nothing to do with business and, *if you must*, throw in a “sprinkle” of quotations as they might relate to what you do and you will start to create a working business environment for yourself.
3. **In all your postings talk “with” your readers, not “at” them.** It is extremely important to *engage* your readers and write so they can make a comment on your posting and become interactive! Always make your reader's interest the focus of your postings and include their “why” ... often you will never refer to what you actually do. Other times you can simply add a link, image or even video as a direct follow up to your posting.
4. **Be consistent and positive.** Remember everyone reading your postings is a potential client or a referral for a client. Careful what you say!!!

5. **Here are some helpful resources for you:**
- a) **A Worksheet For Identifying the A-D of your business** and to use for creating all your posting ideas.  
[http://www.todaysway.net/ConversationWorksheet\\_blank.htm](http://www.todaysway.net/ConversationWorksheet_blank.htm)
  - b) **Great openings for talking with your readers** and for receiving comments.  
<http://www.todaysway.net/PostingOpenings.pdf>

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