

Six Steps For "Going Fishing" On Social Networks!

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- 1. First - decide what kind of fish we want to catch.**
Who are the people that buy what you offer?
- 2. Identify the waters the fish you want swim in ...fresh, ocean, stream, lake, etc?**
Which social networks do the people who buy from you use the most?
Strictly Business – LinkedIn Fun & Business - Facebook - Twitter - Plaxo
Maybe they are found on blogs? Maybe on YouTube? Maybe MySpace?
- 3. What kind of hooks/flies will the fish you want bite?**
What are your buyers looking for? What do they crave?
What are your hooks? What connects you to a buyer?
Break your services/products down into individual "luring bites."
Create a hook per bite.
Create lots of these "bites" .. the more you have, the more prospects you will connect with!
- 4. What casting methods will place your hooks where the fish you want to catch will bite?**
Pay attention to how your "hooks" are presented!
Communicate "with" your readers as if they are right in front of you!
Have a conversation. Engage - Relate - Be With - Share
Speak with .. not at!
- 5. Reel your fish in!**
Sometimes your prospect comes in with one try!
Sometimes you need to "play" with the line a bit.
Whatever you do, don't let it get off the hook!
- 6. Catch and Cook!**
Yes .. . now your prospect can be cooked into a sale.
Sometimes it's a one-step cooking procedure. Sometimes you need to cook in stages...You might "hook" your prospect in Twitter but have to bring them over to Facebook for them to really get to know you. Facebook can sometimes create a more bonding community of fans and friends depending on how one has built out their fan and/or friend base.