



SOCIAL MEDIA

Create engagement in private Facebook community

Learn about paid FB advertising

Post regularly

Start business fan page on Facebook

Create profiles on LinkedIn, Google Plus, Twitter



JOINT VENTURES

Become a student of Joint Venture

Engage leaders of perfect tribes

Follow the leaders

Identify your Hollywood Squares

Give before you get

Practice "Jewels in the Crown" networking



A PITCH MEDIA CAN'T RESIST

Keep it brief and compelling

Specify why you are the expert

Make it timely, newsworthy, relevant, interesting, local, national

Leverage article in multiple ways: blog, LinkedIn, ezarticles.com, etc.



NAME & CLAIM NICHE

Target via networking & marketing

Create AVATAR of ideal client



BYE-BYE BORING BIO

Build know-like-trust at first glance

Tune in to ideal client first

Showcase WOW/results you deliver for ideal client

Systematically ask for testimonials

Specify what makes you "go to" expert

Name your call to action

Share your message everywhere you go



SPEAKING

Have a pitch

Have a speaker sheet

Have a sassy topic

Have a speaker video

Make it easy for meeting planners to book you

Grow your list at every speaking gig



LIVE OR VIRTUAL EVENTS

Virtual: Webinar, telecasts, Google Hangout

Live: house party, meet up, intimate group retreat

Large event you produce or contribute to someone else's as speaker and/or sponsor



PRESS RELEASES

Cover 5 "W's & How"

Use wire service distribution

Use video news release to stand out

