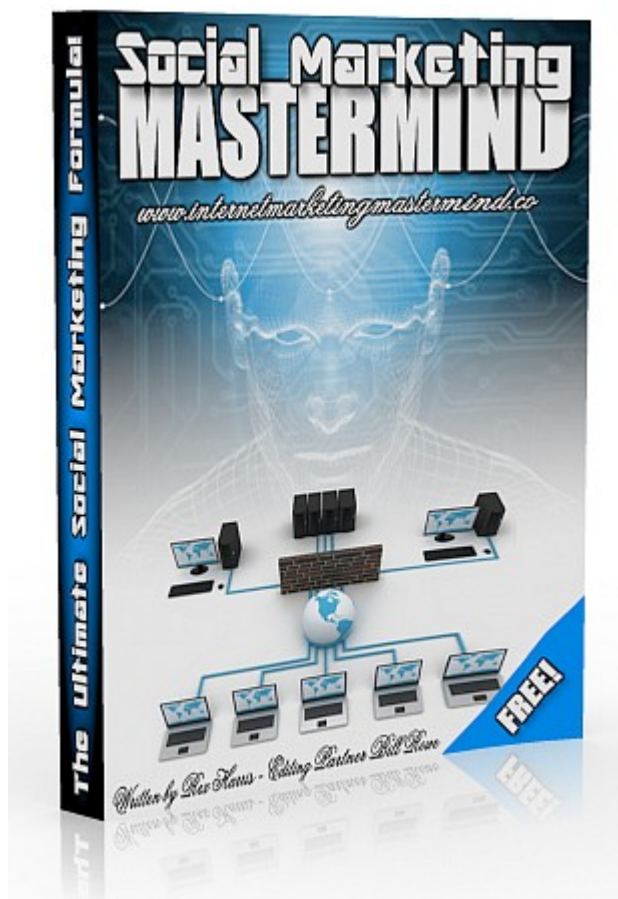


Internet Marketing Mastermind and SGM Direct Marketing Solutions Presents...



# Social Marketing Mastermind

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**WARNING:** If you have never read any of my material, just a heads up that I tell it like it is and call it like I see it. If you are offended by something I have written here, there or anywhere, GOOD! Hopefully that emotion will pi\*\* you off enough to do something about it. What I say I say in love and respect, but I don't believe in excuses. You either DO or you DON'T do. Trying and not succeeding is still failure unless you get up and start again. Do whatever it takes to become successful and you will become successful.

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### Preface: Your Greatest Incentive Is You!

The Social media has become an enormous wealth of traffic and communication. When it's used correctly, sites like YouTube are doorways to traffic generation through the major search engines, especially Google.

The majority of the people who have tried their hand in the social media, though, have gone away disappointed because for some reason they just couldn't get it to work for them. Why? Because...



**Generating Traffic Through  
The Social Media Has  
NOTHING To Do With Your  
Business Opportunity!**

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I see it all of the time. Internet marketers, using

every source of marketing and advertising online, lead with their business opportunities, products and services. When they do this, they are leaving out the ONE weapon, the ONE most important incentive and their ONE greatest asset... THEMSELVES!

**That is correct... if you want to become successful as an Internet marketer then the most important item, in your marketing arsenal, that you must learn to sell is YOU!**

Mike Dillard, Frank Kern and a host of other Internet marketing powerhouses have shown us ALL exactly what we need to do to become successful. When the big guns advertise or promote anything, they always lead with themselves. Why? Because they have built a relationship with their audience and their audience trusts them. Believe it or not, the reason most of the people buy products from the big names in this industry is because they have earned the respect of their subscribers. **It's not near as much about the product or information as WHO it is that's selling it. That's the key!**

The social media has given all of us an open invitation to make ourselves famous. The problem is that the majority are afraid. In today's Internet market place, if you are afraid to put yourself out there then you are doomed. If you are not leading with yourself then you are just another door to door salesman working a tough racket. Screw that!

For those of you who really want to see success as an Internet marketer it's time to knuckle up, move passed the fear and **do what the others will NEVER do. That's the edge YOU have but you probably don't even realize it.** The majority of the people in this industry will NEVER do anything! They will continue to jump from one program to another. They will continue to complain and point fingers at everyone other than themselves. Because so many won't do what it takes, it opens the doorway to financial freedom for the few that will.

It's been said that only 3% of those who try to make it as an Internet marketer will actually succeed. To this day, that statistic still holds true. The question is, are you one of the people who is going to walk through the door or are you going to turn away in fear and keep scrambling?

## **Section 1: Social Marketing Mastermind**

**Social Networking Basics:** Your Profile

If you are going to become successful using social networks as a means of traffic generation then your profile must be sharp. The better you look in your picture and the better the quality of the content you are sharing on your profile then the better your profile will produce friend requests and followers.

Your picture should be sharp, crisp and professional in appearance. My mentor Val Smyth used to tell me "Rex, **you are only going to attract at the level you project.**"

**If you are not projecting success then you are not going to attract success!**

This does not mean that you have to wear a suit or fancy dress, but it can't hurt to take it to that level. However, if you just do your best to **look nice, smile and make eye contact** through your photo, it will serve you well.

The decision **not to use your picture is a turn off** to most people surfing the social scene. People want to know that they are dealing with and talking to a real person. From my perspective, if a person is not willing to use their real picture online then that's someone I'm not going to pay much attention to. Not using a picture shows fear. It also indicates that you may be hiding something or that you are up to no good.

If there are appearance issues in question (teeth, cataracts, etc... I've heard it all) then my suggestion is that you do what's necessary to fix that. Those who know me know that I don't do excuses. Everything that we want in life is attainable through the power of thought... you just have to go to the source of supply. There are no excuses. **If you are going to make excuses then Internet marketing and business is not for you.** If you are serious about obtaining whatever you want in life and are willing to do whatever it takes to reach your mark, then [read and master this](#).

**Communication:** Silence IS NOT Golden!

*(An article I wrote on IM Faceplate)*

Can you imagine how you would feel were you to introduce yourself to someone, in a social environment, only to have them turn their nose up and walk away? Let's use church, as an example...

... it's Sunday morning. As you are greeting others before the service you notice a new family walk through the door... people you have never seen before. You can't help but notice that no one has gone over to greet them so you take action.

Approaching the man of the family, you extend your hand and say "hi, my name is Bob, it's great to see you here... welcome." However, your gesture does not seem to register. Not only does the man not return your attempt to shake his hand, the whole family walks right passed you like you weren't even there.

Now, take a moment and think, regardless of the social situation, what type of impression that family would have just made on you. It's not favorable, is it?

Now, imagine what happens when someone sends you an instant message, or a post on your profile, that offers the same greeting... and you just choose to ignore it and not reply. What type of impression are you making on a community that you are obviously interested in doing business with?

You never know when that one connection will come your way that could be THE contact that takes you to heights of success only spoken of by a select few in the IM industry. When you snub and shun people, as happens so many times on the social networks, IF you shun the wrong person... and they tell their friends, and they tell their friends and they tell their friends... you see what I mean? Your name could be mud before you ever knew it happened.

Places like IM Faceplate, APSense, MyNetworkingPro, Facebook and others are called social networks for a reason... they are SUPPOSED to be social. They were not set up as ad boards where you just log in, plaster ads and sales content to your profile and then hope for the best.

Most people will run from a used car salesman and that's EXACTLY how most Internet marketers portray themselves. They come across as wheelers and dealers who are only

pretending to be interested in your success so they can put a few dollars in the bank.

If you want to find success in the social media then be social. Share what you know, engage in conversation, participate and don't be afraid to give great value. It will make a world of difference.

*(End Of Article)*

**If you are not willing to communicate with people then there's really no reason to get involved in social networking.** Communication and connection are not only welcome, it's expected. If you are going to sell you then you need to communicate.

**TIP:** A good rule of thumb is to watch the networks you are using, everyday, for new members. Each time a new members joins the site, leave a welcome message on their profile and then send a private or personal message that engages them in conversation. For example...

**“Hey NAME, it's great to see you here in IM Faceplate. I love it when more quality people join our community. How are you today?”**

If you want to make friends and influence followers, that's how you do it.

Participating in groups and forums is another way to bring traffic through your profile and on to your content. As you will see, as this training progresses, it's the combination of your ability to connect and the flow of traffic through your content that will help you build a list using the social media.

**Your Content:** How To Sell YOU!

If you ask any of our Executive Club members, they will all tell you that **“the most important piece of their marketing system is themselves.”** If people are not sold on YOU then they are not likely to opt-in to your list, join your opportunities and/or buy your products/services. If you want people to listen to you then you need to be someone worth listening to.

**Creating the right image, then, requires a combination of sharp appearance, the ability and willingness to communicate and the content you share.**

Creating quality content that *challenges, empowers, enlightens or even pisses off the reader* is content that will convert. When you can trigger emotion, people will take action. Mechanical content is good but making your mechanical content fun, thought provoking or maybe even a little edgy can go a long way.

The social networking scene is about sharing. If you are sharing great content then the people who are reading it are more likely to share it with others. And don't forget to take into consideration the law of reciprocity. **If you want others to do for you, do for them first.** This means that if you want retweets on Twitter and likes on Facebook then retweet and like for others. Comment on people's blogs, articles and content and they will do the same for you.

### **Video:** Do You Have The Guts?

For those of you who really want to step up your game and **leave 97% of the competition in the dust** then it's time to embrace the use of video. Video increases conversion, builds better relationships, solicits better e-mail addresses in your opt-in form and makes a great impression upon your potential subscribers, followers and friends.

All you really need to get started is a web cam and a willingness to put yourself out there. I recommend working on and perfecting your video skills. The better you get at creating quality and entertaining video the better the results.

When creating video, always try to do so in a way that shows you in the best possible surroundings. Those of you who are out of work, living with family in their basement or are in any other environment that would be less than flattering, take your video creation outdoors. Don't be ashamed or embarrassed if you are in a situation like I just mentioned. In today's economy you are not alone. My best advice is to take full advantage of that situation and recreate who you are and where you want to be. It is my mission to give you as much information and knowledge, as I can, to help you overcome any of the challenges you may be facing right now.

I'm not a fan of sitting in front of a webcam, with a headset on, and creating video... everyone has or is doing that. I'm also not a fan of people shooting video while they are in the car. The best video you can create is a video where you are doing what others ARE NOT doing.

### **To Blog Or Not Blog:** Blog!

Blogs are the perfect doorway and portal between your marketing system and the social networks. From a marketing perspective, the social networks and media sites are sources of traffic that we want to tap into in order to attract the traffic we need to build our list.

A blog is one of the easiest ways to get great traffic from the search engines as well. Granted, you need to know what you are doing, but if you are willing to learn and work then I say use it.

For those who aren't ready to set up a blog, blogging on the social networks is a great alternative. You can create blog posts on networks like Home Based Business and Start Up Space. You can create articles using networks like [IM Faceplate](#).

The idea is to have unique content, tips, tricks, strategies, stories and so forth that you can share on Twitter, YouTube, Facebook, IM Faceplate, MyNetworkingPro, or any other social media based resource. So yes, if you have it set up on a self hosted Wordpress blog, it's better... but it's not totally necessary.

Blogging isn't so much about having a personal blog set up on a web host as much as it is about just giving value through the content you are creating. Blogging is a method of communication. Where you post it is important, don't get me wrong, but it's not as important as the simple fact that you are creating it. There are thousands of different places and ways in which you can post your content online. **Sharing it so it pulls traffic is the real key.** Then, obviously, creating it in such a way as that it allows traffic to flow from it to your marketing system is vital.

**The real trick to tapping into the power of the social networks is offering such value, and triggering such emotion, that people share what you are doing with their friends. That's the key to going viral.**

**Linking Your Content To Your Marketing System:** Without scaring people away

Leading traffic from your content to your lead capture page will happen when the incentive you are giving away is an extension of your content. However, if you try to short cut or game people, they will smell a rat and leave before they ever see the link.

**TIP:** A great way to get traffic from your content to your capture page, and actually getting them to opt-in, is to create your content to give away the farm in written form and then create a companion "how to" video, as an added bonus. Set this up so that the video is free, but in order to get it they must opt-in to your list. Also let them know, before they opt-in, that the download link and more "how to" information will be coming via e-mail. This will get you a better quality e-mail address.

## **Section 2: Overcoming Fear**

Getting started in the social networks can be a bit nerve racking. There are a lot of people that have fears and phobias, concerning their information online, that ranging from their picture to identity theft. Here's the thing though... **if you aren't going to put yourself out there then there's no point in getting involved in the social networks. Why?**

- As I mentioned in Section 1, if you don't use a recent, quality picture then you are setting yourself up for doubt and skepticism. Successful Internet marketers know how to build trust with their audience. Your picture is your starting point in the social networks. As a business professional, you need to look like a business professional. Again, this does not mean suit or dress so much as it mean a quality image, with a friendly smile that looks people in the eye. When creating a picture for your profile, do so with a quality camera, set on a nice background. Make sure your appearance is

tidy. Smile and look directly into the camera... your mission is to make a connection with your potential subscriber with this picture. If you are not comfortable doing that, then stop reading this right now, delete, and DO NOT use the social networks for business and or marketing... it won't work. Don't hide behind picture of your kids, pets or business logos. Let people see and experience you. YOU are the most important part of ANY business transaction online, especially if you are working to generate sign ups in an mlm or other opportunity.

- **Taking action even though you are nervous or afraid breaks down the walls of fear, removes barriers and builds self confidence.** From a Christian perspective, the Bible teaches that God has not given us a spirit of fear but of power and of love and a sound mind. If are proclaiming Christ and fear abounds in your life then you better reevaluate where you are in your walk with the Lord. Imagine where we'd all be if Jesus would have turned chicken instead of paying the price to save us?

## What The Master Key System Teaches Concerning Fear & Success

12. Conscious thought, then, is master from which the life and energy of the entire body flows and **the quality of the thought which we entertain determines the quality of the thought we radiate**, and the character of the thought which our conscious mind entertains will determine the character of the thought which radiates, and the nature of the thought which our conscious mind entertains will determine the nature of thought which we will radiate, and consequently will determine the nature of the experience which will result.

13. It is evident, therefore, that all we have to do is let our light shine (Matthew 5:16); the more energy we can radiate, the more rapidly shall we be enabled to transmute undesirable conditions into sources of pleasure and profit. The important question, then, is how to let this light shine; how to generate this energy.

14. Non-resistant thought expands the Solar Plexus (heart); resistant thought contracts it. Pleasant thought expands it; unpleasant thought contracts it. Thoughts of courage, power, confidence and hope all produce a corresponding state, but **the one arch enemy of the Solar Plexus which must be absolutely destroyed before there is any possibility of letting any light shine is fear.** This enemy must be completely destroyed; he must be eliminated; he must be expelled forever; he is the cloud which hides the sun; which causes a perpetual gloom. (He is the star that God cast out of heaven!)

15. It is this **personal devil** which makes people fear the past, the present and the future; fear themselves, their friends and their enemies; fear everything and everybody. When fear is effectually and completely destroyed, your light will shine, the clouds will disperse and you will have found the source of power, energy and life.

16. When you find that you are really one with the Infinite power (God), and when you can consciously realize this power by a practical demonstration of your ability to overcome any adverse condition by the power of your thought, you will have nothing to fear; fear will have been destroyed and you will have come into possession of your birthright.

17. **It is our attitude of mind toward life which determines the experiences with which we are to meet**; if we expect nothing, we shall have nothing; if we demand much, we shall receive the greater portion. The world is harsh only as we fail to assert ourselves. The criticism of the world is bitter only to those who cannot compel room for their ideas. **It is fear of this criticism that causes many ideas to fail to see the light of day.**

18. But the one who knows that they have a Solar Plexus (core, light source, heart) will not fear criticism or anything else; they will be too busy radiating courage, confidence, and power; **they will anticipate success by their mental attitude; they will pound barriers to pieces**, and leap over the chasm of doubt and hesitation which fear places in his path.

19. A knowledge of our ability to consciously radiate health, strength and harmony will bring us into a realization that **there is nothing to fear because we are in touch with Infinite Strength.**

Unless you are willing to suck it up and move despite the fear and doubts then you are on a long road to mediocrity in both life and business. To make money using the social networks, you need to be seen and heard. You can't be seen and heard when you are hiding in fear.

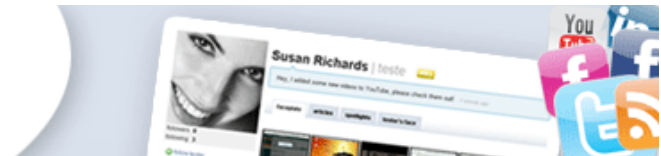
So, all of that being said... either delete this now and stay out of the social networks or make a decision to move passed the fear and let's continue...

## **Section 3: Getting Started – Recommended Resources**

### ***An Introduction To IM Faceplate***



market yourself,  
your ideas,  
and your products



Whether you are just beginning or have been marketing online for any length of time, you should be on IM Faceplate. I've been involved with just about every IM based social network you can mention and IM Faceplate, in my humble opinion, tops them all. Not only is it easy to use, **it offers IM'ers, of all experience levels, the opportunity to connect, learn and grow.**

If you have ever set up a social profile, on any other network, then setting one up here won't be much different. We've already discussed the importance of adding the right picture so I

don't think we need to address that any further.

What we do need to discuss, in a little more detail, is the content that you add to your Faceplate. You will notice that there are three primary methods of adding content to your profile...

- **Shout Box:** This is a great way to bring traffic through your profile by sharing content. It's also a great place to win and influence friends by sharing the content of others. It IS NOT, and I repeat IS NOT a place to advertise your business opportunity. You could create an ad that leads to your opt-in page, provided your incentive kicks ass, but I believe that it's best use is serving others and bringing traffic through your profile.
- **Articles:** The biggest mistake I see people make here is posting sales letters instead of valuable content. *If you want your profile to convert traffic to leads through your marketing system then you better give them something phenomenal* and lead them to a place where the incentive to opt-in is 10 times more phenomenal than what you already give them. Don't get stuck in the trap of thinking every article you post has to be mechanical or IM based.
- **Spotlights:** Spotlights are an opportunity for you to share picture and videos, for the most part. I see a lot of people use this space to copy and paste ads or even an opt-in form. You will better off using this space to continue the giving process versus trying to sell with it. If you are one of those people that keeps trying to sell on your profile and can't figure out why anyone is buying, then stop! Give them value and give people a chance to get to know you.

In a few minutes I'll be showing you how to use Twitter to drive traffic through your IM Faceplate and into your marketing system. If you have any hope of building a list through IM Faceplate, or any other social network, then your content has to be solid.

If you litter your profile is promotional materials, and then Tweet that there's value on your profile, when people get there, only to find that you haven't been honest with them, they will be turned off. The last thing that you want someone, with a follower base of thousands, to do is send a Tweet informing their followers to ignore any Tweets coming from you under the #mlm hashtag (for example). People will label you as a spammer without hesitation. It happens... so don't give people a reason to destroy your reputation.

**Our mission, as an Internet marketer, is to create quality content that people will WANT to share, not run away from.** In a time when retweets on Twitter and likes on Facebook open the flood gates, we want to be able to take full advantage of the viral power of these resources. This is why it's imperative that your presence online is top notch!

**IM Faceplate Traffic Strategies:** How To Generate Followers & Facepoints

**The more followers you have, on any network, the better.  
When you have followers and friends who like you, and like  
what you are doing, the more likely they will be to share  
what you are doing with their friends and followers.**

One of the common strategies for generating followers is the "you scratch my back and I'll scratch yours" game that people have been playing, on Twitter, for years. They play the same game on IM Faceplate. The problem with this is that it makes it very hard to pay attention to those you really want to follow when you have to follow thousands to get thousands of followers. Plus, if the only reason people are following you is so you follow them back, it's a bit pointless. If you what you are sharing is lost in the rubble of the garbage others are sharing, how will people see your Tweets and updates?

**This is another BIG reason why quality content is so important. If you are showing a pattern of giving on your profile, people will follow you so they can come back an get more.**

Tweet Your IM Faceplate Articles and Spotlights: Each time you create a new article, share it. You can do this by...

- Sending a tweet, including 3 hashtags that match the target for your article
- Updating your Facebook status
- Adding it to your shout box on IM Faceplate
- Using a resource like Ping.FM to update all of your social statuses with one click.

Participating In Discussions, Groups & Conversations: This is one of the most overlooked and underestimated ways to drive traffic and add followers in the Internet marketing community. It blows my mind that more people do get involved in conversations and discussions.

Getting involved in every aspect of IM Faceplate builds your reputation. Your reputation is the key to the conversion of traffic on your profile to opt-ins on your mailing list. Each time you ignore someone who has tried to communicate with you, each time you have started a thread in a group or forum, and let it die, it counts because **people are watching**. Check this out...

### **What Does It Mean When Guys Check Out Guys At The Gym?**

If you're a woman who spends a lot of time at the gym, and are in good shape, then you are probably used to getting checked out now and then. If you're a guy and another guy checks you out, not quite as common, or is it?

Anyway... while I was at the gym today a guy approached me and said, "Hey man, I've noticed you've lost a lot of weight and are looking really good!" Obviously, I thanked him for the compliment, we then chatted for a minute and went back to our workouts.

As today was the day I hit the 100 pound mark on way back back to 200 lbs., I guess this just made things all the more ironic. I mean, really, what were the odds that not only would this guy who has been watching finally approach me,

but approach me on the very day that I reach 100 pounds lost? Maybe it's time to buy a lottery ticket or take a trip to Vegas.

What's the irony? I've NEVER seen this guy at the gym before... I had no idea who he was. Somehow, though, he knew who I was. Based on his statement he has obviously seen me there enough to have witnessed the transformation. To know that I've lost a significant amount of weight training there, he's obviously been watching for a good length of time.

"So Rex, what's your point?" My point is this... as Internet marketers, just because we don't think that people are watching and paying attention to what we are doing, doesn't mean they aren't. Today's event caught me by total surprise, yet it had been building up for at least a couple of months.

This makes me wonder how many people read your blogs and articles, multiple times per week, and are just waiting for the right opportunity to connect with you. If you quit or give up early, as so many IM'ers do, what then? What type of opportunity did you let slip by?

What if someone is just waiting to see if you are mature enough a marketer to move past all of the pitches and spam? What if they are just sitting back waiting to see if you actually put some value into your online presence?

This is the VERY reason why it is so important to get it right when it comes to building your brand/presence on the Internet. The Internet is a stage and people are watching. In the world of social marketing, your next move could either make you or break you.

People love to share with retweets on Twitter and likes on Facebook when they find something cool. There's also a large number of people who have no problem telling everyone when you do something dumb.

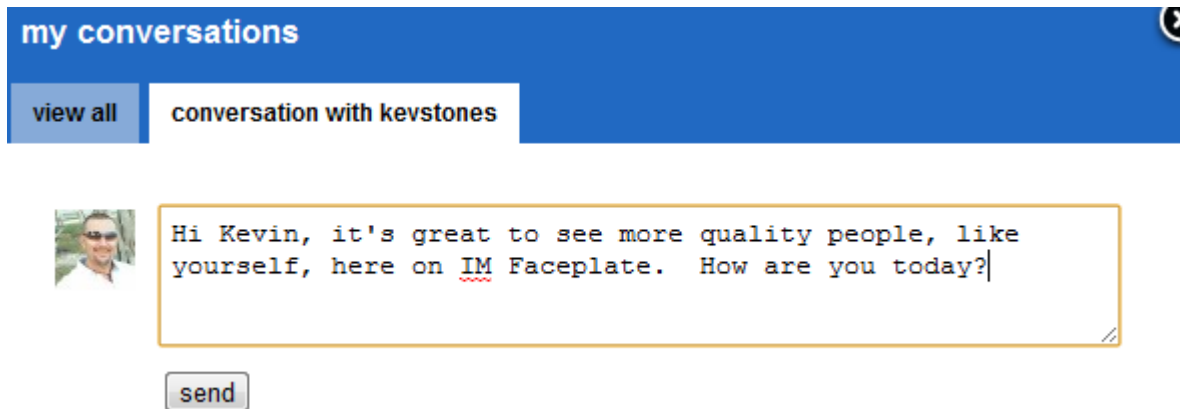
So, the next time you decide to write an article, post to your blog or add any content to the web, make sure that it's something that people are sharing because they like it. **You never know who is watching.**

*Welcoming New Members To The Community:* If you want to build a great reputation at IM Faceplate, or any other social network you belong to, one of the best ways to **make a great first impression is to welcome all new members to the community.** Most marketers ARE NOT doing this so it gives you a distinct advantage.

At IM Faceplate, if you click the Community tab, another series of tabs will open, one of which is Faceplates. Make it a point to check that tab multiple times per day. If all of the new Faceplates look the same, hit the refresh button to see if there are any that you missed.

Every time you see the faceplate of a new member, go there and leave a note of welcome on their face. When you have done that, send them a private message of welcome and then try to engage them in conversation. I usually use something like...

“Hi NAME, it's great to see more quality people joining our community here! How are you today?”



That question, how are you today, is a great icebreaker that allows you to begin the relationship building process. Remember, every person you connect with is a potential viral traffic catalyst, so treat them as such.

Other questions you could ask include...

- What brings you to IM Faceplate?
- How are you liking IM Faceplate so far?
- Are there any questions I can answer for you concerning IM Faceplate?

It's common sense really... just engage and see where things go? You never know when you are going to make a connection that's a win win for both parties involved.

Using Adzly For Advertising: As you will notice, your IM Faceplate profile is already set up for advertising, so you don't need to add much. All you have to do is join Adzly and post your ads there.

Adzly is a unique viral advertising opportunity, much like Google AdWords, without the PPC. At Adzly you can chose to run only your ads on your profile or run everyone's ad for Adzly wide exposure.

Adzly is free, but if you are going to get the most out of it, take the upgrade, it's worth it. You'll earn more money through Adzly as an upgraded member, as well.

To learn more and join Adzly today, [click here](#).

Generating Affiliate Cash With IM Faceplate:

Adzly is great, but there is another great way to generate some cash with your IM Faceplate.

If you go in to the section that allows you to edit your profile, you will see (on the right hand side) where you can **create a resource list**. These resource lists are very powerful if you word them correctly.

The key to getting results with these is to explain WHY people need the resources. The reason so many people aren't making money online is because they are trying to go for the quick sale. Take some time and share with people why they need and how to get results with these resources and your conversion rates will go way up. Combine that with the respect you've earned through GIVING and you'll be in great shape. Here's an example...

### Rex's Top Producing Resource Listing

#### Internet Marketing Mastermind Executive Club

Internet marketers training and resource center loaded with information and videos on topics including Twitter marketing, lead generation, mailing list development, traffic generation, daily cash strategies, the Master Key System (mp3), Think and Grow Rich (mp3) and more. Free to join for access to all of my personally created training materials and live training calls. One time offer gets you access to rebrandable incentives, marketing materials, auto responder letters, more training resources from top names in the industry, 50% commissions, IMM Certification and more.

#### Sweeva - The BEST Traffic Resource Online

In my opinion, there is not a traffic resource in the IM community that produces better than Sweeva. I use Sweeva 24/7 and can always count on a minimum of 10 to 15 opt-ins, to my lists, everyday. If you are not using this, you should be. You can join for free but I highly recommend the upgrade.

#### The Greatest Internet Marketing Truth Never Told (.pdf)

This is a report that I wrote concerning the REAL truth behind success as an Internet marketer. The primary focus is list building.

You'll notice, in every description, I clearly state to the reader what type of results they can expect, what they will learn and/or how to get results with those resources. When people are sold on you, as a friend, fan or follower, **it's RECOMMENDATIONS that sell**, not the slick, over hyped sales ads everyone else uses.

## Section 4: Twitter Traffic Strategies That Actually Work

When it comes to sending Tweets there are a few basic "rules of thumb" we should always follow:

- Tweet valuable content and retweet valuable content for others
- No matter who tells you it's okay, **NEVER Tweet ads**
- Set up your Twitter accounts to target specific niche markets for best results
- Twitter is a social network so all rules of appearance apply
- Don't Tweet the same stuff over and over again
- ALWAYS use niche specific #hashtags when Tweeting content
- Tweet quotes from time to time, people like that and will retweet those. Even if they don't drive any direct traffic, they will generate followers.
- On Twitter, follow your niche market so they will follow you back (it's different with Twitter than with IM Faceplate)

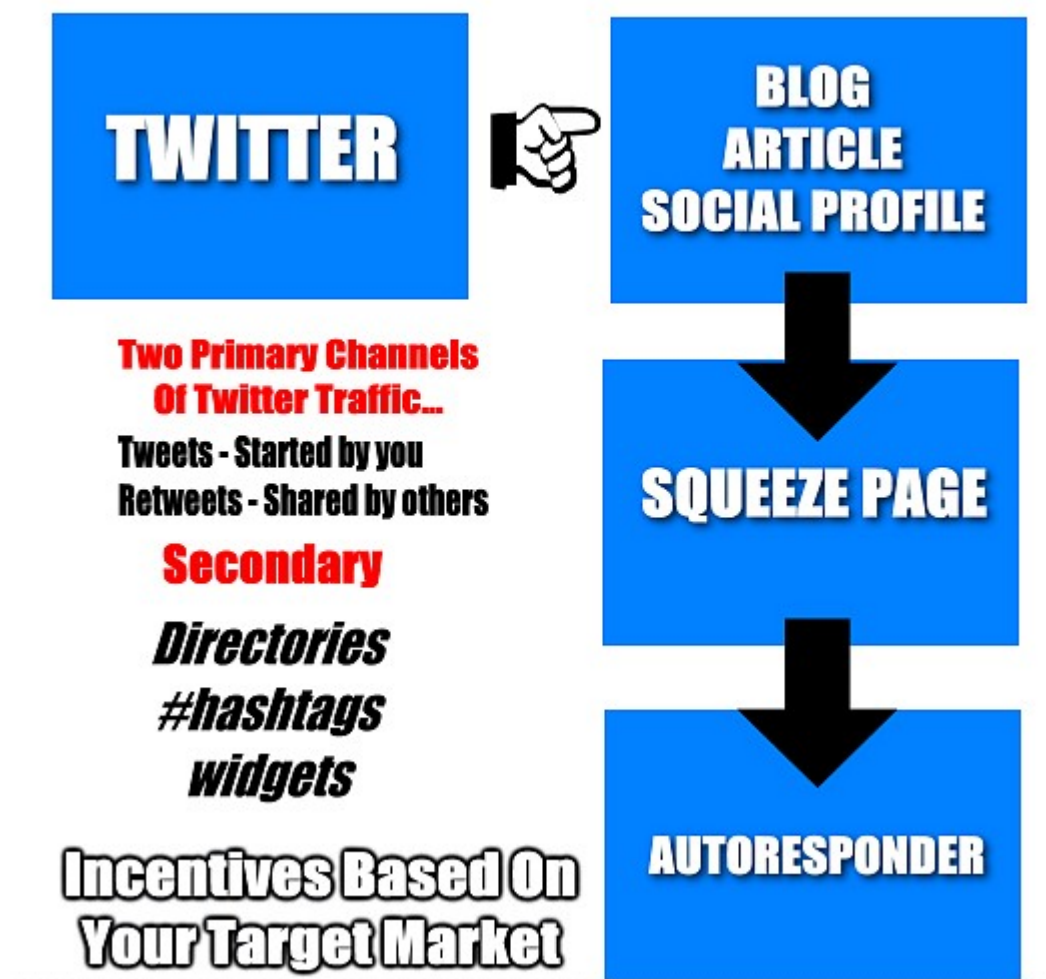
- If you aren't using Tweetdeck, start! It's a big time saver. <http://www.tweetdeck.com/>
- MOST Twitter gizmos and gadgets don't work, die fast and/or will get your Twitter account suspended. There's no substitute for playing by the rules with Twitter.

... and, if you didn't get it the first time, **No matter who tells you it's okay, NEVER Tweet ads!**

## Rex' Top Secret Twitter Traffic Formula (Yeah, Right!)

As I've already written two e-books on Twitter, plus an entire video training series, all of which you can get for free by [clicking here](#), I'm not going to re-write it all in Social Marketing Mastermind. However, there is a specific formula for generating traffic from Twitter, through your blog or social profile, that we are going to discuss. Here's a simple flow chart that explains it:

### Content & Participation! NO DIRECT ADS!



Twitter is a HUGE traffic resource. If you are Tweeting the right content to the right people you can drive a lot of traffic very fast. Even smaller Twitter accounts can generate up to 100

hits to your blog or social profile, within minutes if you compose your Tweet correctly.

There are a lot of people trying to use Twitter, for marketing, that have given up because they don't understand the Twitter mentality. Yes, Twitter has a mind. This mind is made up of millions of users. As a Twitter user, there is an unwritten code of conduct that we all follow. When that code of conduct is violated it can turn out very bad for the person who violated.

**This is why it's so important to stick to the formula.** I'm not telling you this to come off like some hot shot who thinks he knows it all when it comes to marketing online. I'm simply a guy who has done the testing, I've made the mistakes and learned from them so you don't have to.

I can't tell you how many times pride has destroyed people, with great potential, in this industry. I've had many conversations, over the years, where people have told me, "Rex, I'm going to figure this out, on my own, if it kills me." My question to them is "why waste anymore time trying to figure it out when I am willing to show you what works?" No, my formula is not the only formula, but it's a formula that works as good or better than most I've tried.

So, back to Twitter then... the idea is this:

**Content:** In order to pull traffic from Twitter, and encourage retweets that pull more traffic, we must add content to our blogs and profiles that is worth sharing. Information that is worth sharing can include content that:

- Answers questions and solves problems
- Educates and/or entertains
- Saves people time and money
- Stirs up controversy (requires a little thick skin but is very effective)

Once we have created this content (based on our target market), we post it to our profile or blog and then send a Tweet to let our followers know that we have added new content.

**Tweeting, Pinging & Status Updates:** When you belong to multiple social networks, manually adding your updates and status can be a bit time consuming. To save a ton of time I recommend the use of a resource called Ping.FM. Ping.FM ([www.ping.fm](http://www.ping.fm)) allows you to tie in all of your social resources to include Facebook, Ning, Twitter, FriendFeed, MySpace, and just about any other social resource you can think of that allows you to add live updates.

**[Click here to watch a video on how to set up and use Ping.FM.](#) This video was created with an older version of Facebook but the information is still valid.**

When using Ping.FM, make sure to include your hashtags. While I believe (but am not 100% certain) that hashtags only work on Twitter, there may be another resource or two out there that incorporates them. If they don't know, they may in the future. It doesn't hurt anything

to include them.

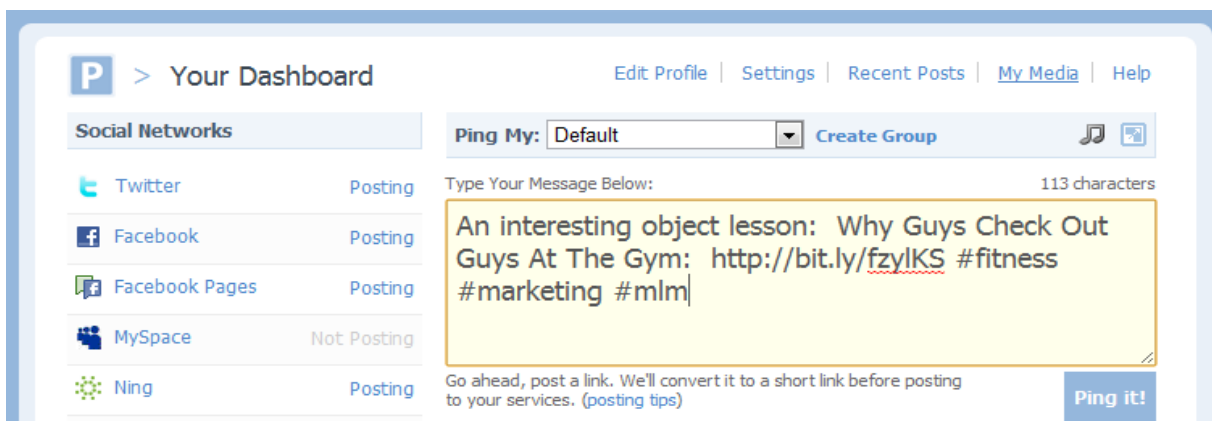


So, before we end the section on Twitter, let's take a look at how this would look in written form. First, let's find one of my articles, on IM Faceplate, that I need to send some traffic through. We'll use this one...

As you can see, at the time I pasted the above graphic into this report there were a total of 34 views. This article was posted on March 5<sup>th</sup>, 2011. At the time I'm typing this paragraph, right now, it's 6:31 p.m. EST on March 6<sup>th</sup>, 2011.

Now, if memory serves you correctly, you should realize that this is that article I shared with you earlier in this report, so what better an example to use now that you have already read it. (If you wouldn't mind sending the following Tweet for me, that would be great as well!)

So, let's go to Ping.FM and log in and set up the update:



**The update:** An interesting object lesson: Why Guys Check Out Guys At The Gym: <http://bit.ly/fzylKS> #fitness #marketing #mlm

If you are going to retweet this for me, please add an RT in front of the message to let others know that found this worthy of the retweet. That would look like this:

RT An interesting object lesson: Why Guys Check Out Guys At The Gym: <http://bit.ly/fzylKS> #fitness #marketing #mlm

**Here's the Tweet as it just went out on Twitter, from Ping.FM**



Now, it's been about 2 minutes since I sent that Tweet... and look what has already happened...



In the first image the account was showing 34 views. Now, after only moments have passed, we are already at 63 views. I anticipate that this will reach 100 or more within minutes. That's usually how it works. If it goes viral, like it should, I could easily see a flow of traffic through this article for an hour or more.

Long story short, this formula is as powerful as they come. I'm not using any Twitter tricks or gimmicks. I'm just sharing quality content and targeting the right people based on my article and the hashtags I have chosen to use.

To learn more on how to take your Twitter experience to a whole new level, [click here](#) to join Internet Marketing Mastermind, without cost or obligation, for immediate access to our other Twitter reports and videos.

## Section 5: "The Facebook"

### Sponsored Advertisement



Take your Facebook Business Experience To A Whole New Level With



Click The Play Button, located on the image to the left, to watch the video!

For those of you who have seen the movie "The Social Network" then perhaps you'll the humor in the title of **Section 5: "The Facebook"**. If you don't get it, watch the movie, it's

worth watching... a true classic.

As Facebook continues to evolve, one thing remains constant... if you're not on Facebook, as an Internet marketer, then you should be. Facebook is a gold mine of traffic and connection if you know how to tap into it. At present, the only site online bigger than Facebook is Google, and you should be there as well... (new report on today's SEO coming soon!)

If you have read any of my material on Facebook, from the past, some of my philosophies have evolved a bit. Before we go into our list things you should do, let me run quickly through one thing you SHOULD NOT do...

- The two biggest mistakes that I made with Facebook were 1.) Trying to do business, family and friends all from one account, and 2.) Getting lost and distracted in the gaming applications. FarmVille, FarmTown and Bejeweled will not do anything to help you get ahead as an Internet marketer. If you are already making a boat load of money online and have nothing better to do with your time, then game your heart out! However, if you are not where you want to be as an Internet marketer and you are serious about becoming successful then the last thing you need to be wasting your time on is games. If you have time to play games on Facebook then you have time to be shopping for clients, within your niche, in the Facebook groups.

Now that I got that out of my system, here are my best suggestions for getting the most out of "The Social Network" ...

- **Start A Group:** Starting a group in your niche market is a great way to attract targeted traffic. People who are interested in particular points of interest love to gather and talk about those interests.
- **Create A Fan Page:** Fan pages have become very popular on Facebook. Fan pages are much more likely to go viral over Twitter and Facebook because of the Like button. When someone Likes your fan page, it posts their Like to their wall. It also places that action in the live stream on the home page. This can prompt friends to come check you out as well.
- **Posting On Group Walls:** After you have sent a Tweet concerning your latest article, a good place to go is into the groups on Facebook. Most of the groups give their members the opportunity to post on the wall of the group. This is a great place to post an update as well. Posting in the right groups can bring a lot of traffic in a short period of time. DO NOT spam group walls with ads... they are ignored. Take the same approach as we have with everything else discussed in Social Marketing Mastermind. **GIVE VALUE and you will GET RESULTS!**

Staying Active On Facebook: If you are looking to build an army of friends, one of the best ways to do that is to stay active. Staying active means more than just logging in to update your status. If you want others to do for you then...

- **Use the like button** when you see a good opportunity to do so. You will find the Facebook Like button just about everywhere now. It's on blogs, on ad resources, on Facebook... it's everywhere. If you like something then let people know. You have to remember that when you take action on Facebook it shows up everywhere. This creates tiny little links back to you. If people come to check you out and like what you are doing then they will add you as a

friend. More friends means for traffic to your content when you do a status update.

- **Leave comments** for people when they post something on Facebook. Support what they are doing, even if what they are doing is the same thing you are doing. Here's a shining example...



The screenshot shows a Facebook post from Neil A. Grippa. The post is titled "Network Marketing \*\*Dare to Fail Greatly\*\*" and is part of a group. The post content includes a link to "http://micro-email-ads.com/alphagrip" and a logo for "MICRO EMAIL ADS" which features a blue smiley face with 'x' eyes. The post has received several comments: Rex Harris (12 minutes ago) says "This is a killer resource! I just signed up yesterday... great traffic and a whole lot of affiliate cash already. You can't go wrong with Marrianes' resources." Neil A. Grippa (5 minutes ago) replies "Almost as good as Traffic Surge :)". Rex Harris (4 minutes ago) replies "Almost... lol, ;) !!". The post also shows that "You and Nicole Thibodeau like this." and a comment box at the bottom.

- (contd) A Facebook friend has just send out a status update about a new advertising resource called Micro E-mail Ads by Maryanne Myers. It turns out that I, too, belong to Micro E-mail Ads (you can join by [clicking here](#)). However, as a friend of Neil I have decided to go ahead and endorse his efforts to promote it as well. Remember, the Law of Reciprocity is VERY real. The social networks are a great place to practice it! You can follow Neil on Facebook by [clicking here](#).

When it comes to using Facebook, or any other social network, for the purposes of marketing yourself, common sense will be your best guide. It's like anything in life... if you do things that people don't like they will run the other way. So... do the things that people are attracted to and you will reap the rewards.

## **Section 8:** Social Browsing – The New Era Of Traffic Exchanges



Most of the people who know me know that I'm not a big fan of traffic exchanges. Most traffic exchanges are so identical, anymore, that there's nothing unique to keep people coming back.

However, there are more and more traffic exchange sites that are adding a chat feature, to their surf window, and it's keeping people engaged. Keeping people engaged is bringing better results.

While I'm not going to cover every social surf in the industry, we are going to focus on one, in particular, because it's THE Traffic Exchange that EVERY Internet marketer should be using... [Sweeva](#).

There's a reasonable chance that you are already a member there. If so, then if you have been using it correctly I'm sure you will stand with me when I say it's number one, above any other traffic exchange in the industry.

From a social networking standpoint, **Sweeva is top notch because it allows you to connect with everything from Facebook, to IM Faceplate, to Skype.** Any social marketer will tell you that Facebook and Skype are two powerful methods of connection with others.

The more you use Sweeva, the greater the benefits. **Participation is key... but utilizing it to connect with people on other networks is the secret to its' real power, in my opinion.**

**When using Sweeva for social networking purposes, keep the rules of conduct discussed in Social Marketing Mastermind at the forefront of your thought processes.**

When using Sweeva as a traffic resource, my only suggestion is that you use it to advertise a free incentive, leading with yourself, for the purposes of building your list. Anything else is only second best... at the very best.

**Section 7:** The Social Marketing Side Kick – Your Auto Responder



**Email Marketing Boosts Sales!**

CLICK HERE TO FIND OUT HOW

[www.TrafficWave.net](http://www.TrafficWave.net)

If you refer back to the traffic flow chart, from earlier, you will see that it incorporates an auto responder. Before I go any further, I must reiterate...

## **If you are NOT driving ALL of your traffic for the purposes of building your list, first, then this is why you are failing to reach the higher levels of success as an Internet marketer!**

There are no short cuts when it comes to making money online. The fastest way to get where you want to be is to...

- Lead with yourself and a great incentive
- Drive all traffic generated through your marketing system (squeeze page + auto responder)
- Build a relationship with your list through the continued provision of information. You can do this through written text, video or even live trainings (we'll discuss that in Section 8)
- Only use small tag ads for advertising in your AR series. The most effective advertising on the planet requires only enough content to trigger an emotional response. Just ask the people who make Candy Bars and Bubble Gum.
- Give and give and give and then give some more. When you're done giving, give more!

While there are numerous reputable auto responders available, in my opinion, the best auto responder on the market is Traffic Wave... for the following reasons:

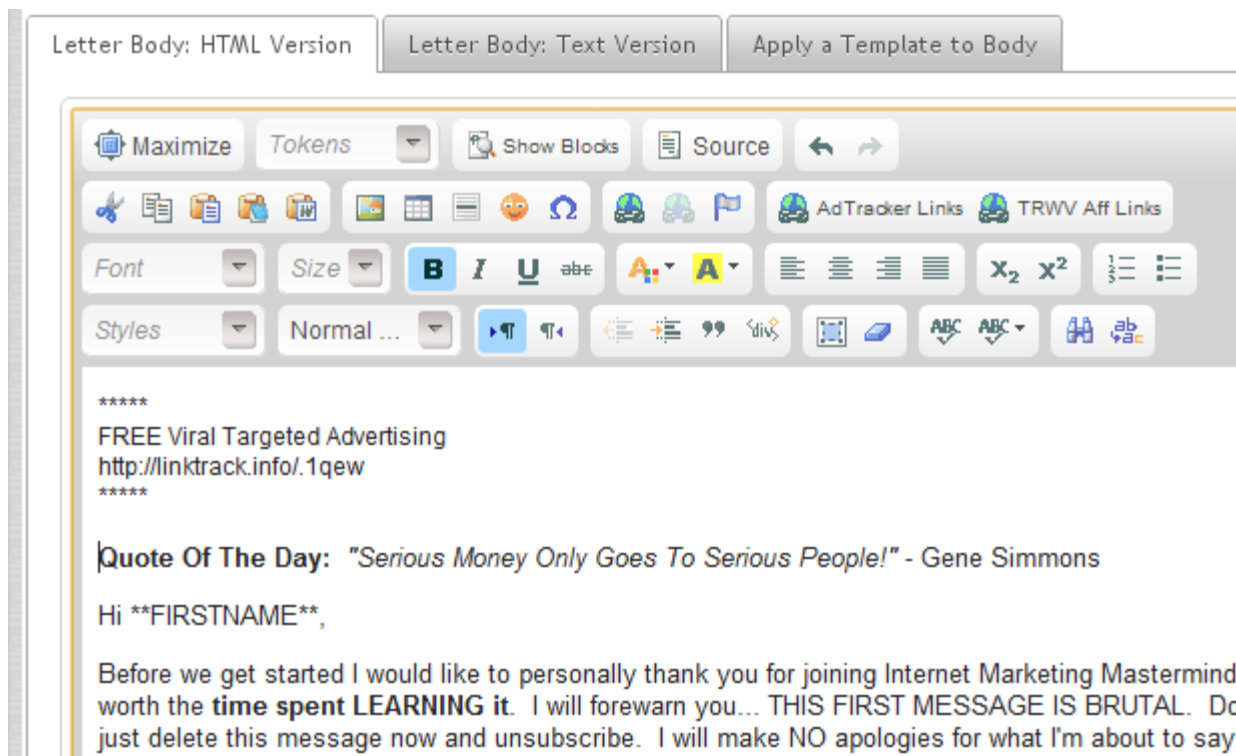
- Low monthly cost (less than 20 bux) for unlimited auto responders and leads. Most other systems start charging you more when you hit the 10,000 lead mark.
- Easy to sell and earn commissions with. Great fast start bonuses plus monthly residual.
- Offers you everything you need to set up a marketing system to include your squeeze page and hosting. (Big time and money saver!)

### *Auto Response Series Ideas & Suggestions:*

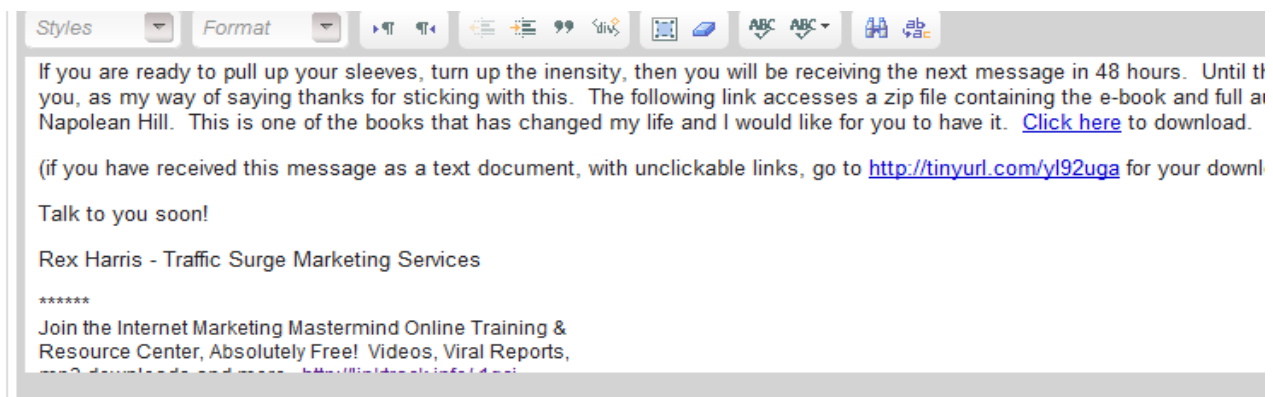
While there are numerous ways in which you can go about distributing information to your subscribers, you may feel at a slight disadvantage if you have a limited amount of experience. That's okay... there's still a way to get the job done.

If you don't have the knowledge to create a training based auto responder series then blogging to your subscribers could be a viable option. What do I mean by blogging to my subscribers? It could mean a few different things...

- Use your automated messages to share what you do know... it doesn't matter how much or how little. If you know how to do something, as an Internet marketer, and get results, then share it.
- Use your automated messages to relate with your subscribers. As there is a 97% failure rate in this industry, people will be able to relate with your failures and frustrations. Share those stories and then share how you either overcame or are overcoming those challenges.
- When it comes to direct advertising utilize only small tag ads (as discussed earlier) for the purpose of generating affiliate cash. Believe me, they work. Here's a graphic example...



- (contd) – The tag ad is the little classified style ad right above the Quote Of The Day, in this particular message. The rest of your AR series should be a combination of education, relation and entertainment. It is okay to make recommendations, in your content, from time to time, but don't make it a habit. There will be plenty of time to promote for the purposes of earning through broadcasts and conferencing.
- Give gifts to your subscribers, from time to time, as well. Your content will be giving a boat of load, but throwing in additional gifts will keep them opening your e-mails when you send them. Here's an example...



- (contd) – You will notice, that in this letter, I am giving people a copy of Think and Grow Rich by Napoleon Hill. Now you might be thinking “big deal, I can get that for free online through Google.” True, but I’m also giving away the entire book on mp3... big difference! When you are going to give, give big!

### Generating Cash With Your Auto Responder:

You have probably heard the phrase “The Money Is In The List”, right? Well, as cliché as it may sound, it’s 100% accurate. The affiliate cash, sales and sign ups you are seeking are in your mailing list.

There are three primary methods of cash generation that I use in my auto responder...

- **Tag Ads** – We’ve discussed this at length, a couple of times now. Tag ads are pretty easy to understand. They are tiny classified ads set up at the top and bottom ALL outgoing correspondence from your auto responder.
- **Broadcasts** – Broadcasts are ideal when you find a new ad resource that you know has the potential to help your subscribers. When you find one of these jewels, send a quick broadcast to your list to let them know about the resource and what they can expect from joining as well. Now, before you go crazy with this, keep in mind that this isn’t something you will do everyday. You also need to consider that fact that if you recommend something, and it doesn’t work, then your subscribers aren’t going to like that. It’s always a good idea to test new resources first, before recommending them, unless you know, for sure, that it’s solid based on past experience.
- **Recommendations** – Recommendations can be made, to particular resources, throughout your AR content. Again, don’t go crazy with this, but there are times when you may be explaining to someone how to set up an auto responder, for example. This would be a good time to share what you use and WHY!

### Broadcasting: The Key To Sales & Sign Ups

Before we wrap up this section I’d like to spend a little more time on broadcasting. This feature, in your auto responder, IS YOUR MONEY MAKER! If you are building your list correctly, a broadcast is your key to getting paid every time you use it.

As we mentioned above, this is not something you want to abuse. However, the more you

give your subscribers and they more value they get from you, the more you can safely send a broadcast to your list(s).

There are three methods of broadcasting that I use to get great results...

- **News & Updates:** Once per week I send a broadcast to all of my lists that provides them with the latest news and updates concerning my ad sites, blog, resource center, activities online, etc. I take this back to something my mentor Val Smyth once told me... *"Rex, there are three basic things every human being needs. They want to be loved, they want to be needed and they want to be part of something."* As an Internet marketer and list owner, I keep this wisdom at the forefront of everything I create online. When we can meet those three criteria in everything we do, people will take action when we suggest that they should.
- **New & Productive Resources:** When I find a new resource online, have tested it, and find that it has worked for me, I will then contact my list to let them know about it. I will tell them what it is, why I chose to use it, how I'm using it and how they can do the same. If there's an affiliate link that goes with it, I use it. I'm open and honest about that as well. I always encourage everyone to take the upgrade in anything they join online, because when you have a list, you can easily turn a small investment into a nice sum of money. Having an auto responder allows you to turn investments into profit over and over again.
- **Training Invitations:** Each week I conduct a series of free, live trainings for everyone on my lists. Doing this allows people to come and interact with me in a live training environment from the comforts of home. This further seals the relationship between myself and my subscribers. There are also times when I will use this opportunity to share a resource or opportunity, I have found, at the end of the class. If I am going to pitch something at the end of one of my classes, I tell everyone in the conference room that I am going to pitch something... and give them the opportunity to leave beforehand, if they so choose. I have found that the more honest you are about your intentions, the better the results. Just because someone leaves one night without buying or joining something, doesn't mean that they won't buy or join something in the future. Always treat your subscribers with respect and NEVER treat them like they are just another means of putting money in your pocket.

#### General Auto Responder Q & A:

Here are a couple of questions people ask me concerning auto responders, and my reply...

- **How many days should there be between each message?** - The general rule is two to three days and then easing off to 5 to 7 days. However, I handle my auto responder as a social networking tool, not a mass advertising tool. My belief is that if you are giving great value and treating your audience with respect, they are not going to have a problem hearing from you. As far as my AR letters are concerned, my general set up is every other day... and I have a very high retention rate. Part of the reason is that I am very forthcoming with people before they ever opt-in. When they opt-in to my list they know exactly what they are getting.
- **How often should I send a broadcast?** - Again, I take the same stance as I took above. There are occasions when I may send two or three broadcasts in a day, if activities warrant. Sometimes it's once per week, or a couple of times per week. Don't overdo it, but don't be afraid to contact your audience if you have something to share or say. After all, they opt-ed in to your list for a reason, and they can always unsubscribe at any time.

## Section 8: Web Conferencing – Live Electronic Interaction

This Section Sponsored By Terry Russell Who Recommends

### GVO Conference



If you are looking for an inexpensive, but quality way to bring people together, GVO Conference may be right for you. Click the image on the left to learn more.



The chart above is the formula I teach for the promotion of incentives on advertising sites like safe lists, traffic exchanges, text ad exchanges, etc.

While you'll notice that the formula is a little different than the social marketing formula we

discussed earlier, what I want to focus on here is the flow from auto responder to conference room / webinar.

The best way to drive traffic to a conference is through the use of the broadcast feature in your auto responder. It's as simple as sending invitations to subscribers with a location and time you will be conducting the webinar.

For those of you who have the experience to teach, then this should be pretty self explanatory based on what we have discussed in earlier sections of Social Marketing Mastermind.

If you are new to Internet marketing, and don't have a lot of personal information to share, not to worry... here are some ideas:

- **Talk Show** – To be a talk show host you don't have to have a lot of stored information in the archives of your brain. All you really need are the guts to do this. If you find yourself in the position of "newbie" but want to go big and do this right, a talk show could be the way to go.

Instead of taking on the training role, yourself (in the beginning), use your skills in the social networks to find marketers who know what they are talking about, and invite them to be guest speakers on your show. You can interview them based on questions you have or just give them the floor and let them teach.

In trade for their time, give them a few minutes to share what they are doing online and how others can get involved. Limit what your guests can share concerning opportunities though. If you are working to build a specific business opportunity, don't allow them to pitch something that would pull away and distract. But if they have a great ad resource they'd like to share, allow them to do so, in trade for their time.

- **Open Forum** – This is another good way to bring information to your people. Invite them to an open forum where people can discuss marketing strategies, advertising idea, etc. This will build cohesion within the group, especially if you are working to build a specific opportunity. Again, do not allow other opportunities to be inserted into your webinars. Advertising and marketing resources are one thing, but you don't want to distract people from their primary mission.

Most social networks give you the ability to create your own groups and forums, as we mentioned earlier. Having a group on a major social network, built upon your brand, not only gives you more credibility, it gives you one more way to invite people to a live, open forum, using your conference room.

If you don't have a conference room of your own, there are a couple of great places to get them online.

- **DimDim.com** – Offers VOIP and desktop sharing with reasonable monthly rates.
- **Adobe Conference** – My personal favorite. It's what we use. It's pricey but worth it. It's the best conference set up I've ever seen.
- **GVO Conference** – Simple, affordable and effective. [Click here](#) to learn more.

Stick with web based conference platforms, if possible. Some conference rooms require a small download, which isn't a big deal, but it can deter a few people from coming to your conferences. It comes down to a matter of choice, really, but it's something to consider.

In conclusion...

Well, I hope you have found this little report helpful. If you can take away a few things from this information and turn them into profit then we have done our job.

I'd like to thank my friend Mr. Bill Rowe for his help in editing... and on behalf of my business partner, Joe Sansoucie, I'd like to thank you for your time and wish you the best of success in all that you do.

For more training materials, rebrandable incentives, videos and more, visit us online today!



Cheers!

Rex Harris – CEO  
InternetMarketingMastermind.co  
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