



Hello and welcome to Hangout Marketing Secrets, Module 4. You can go through these modules sequentially or watch them individually as Hangout encyclopedia. We designed them to work both ways. Today's guest is very important because I believe marketing and sales are just an artificial sweetener. My 22 years of marketing experience has proved this to me. The only truly organic way to grow your business, is through word-of-mouth. The word-of-mouth injection device, is editorial stimulants.

You need to have good editorial copy, and plant it a lot. A press release does plant copy directly, but editorials have five to fifteen times more responses than a stand-alone Ad. An advertorial is a hybrid advertisement that looks like an editorial. One of my mentors invented the Magalog, an entire magazine that's just a sales tool. Magalog is an advertorial, it's full-page in a magazine. You'll see a lot of these in National Enquirer. Anytime something looks like an editorial, we assume it comes from a lack of buyers. Then we don't just roll our eyes at another advertisement, we say, "hey, this is interesting", even though it still says it's an advertisement at the top.

The gentleman we have as a guest today, gets hundreds and thousands of comments. Yifat is going to introduce him in about 20 minutes. He uses infographics masterfully, and infographics are the future. Our previous guest said that images are the most searched area inside of Google. An infographic puts copy and graphics together so it gets more attention, especially on visual mediums like Facebook and Pinterest. Now, we always begin with the invocation and this invocation is about number one, at twelve o'clock that's exposure. Without exposure you've got nothing.

Number two, at three o'clock, is engagement. That's what we've been talking about all week. At six o'clock, you have expansion, like an expanding universe. That's E3. E4 is enriching and it goes back to exposing. Expose, engage, expand, enrich all over again and see what ends up happening is little I, that's you. That's influence. Little influence becomes social influence that you see in the far corners. This looks like, if you know anything about karma and a karmic nest. This is all about karma. Just like any scenario, if you serve others, they will serve you back in return. If you serve them through exposure, whomever they may be, your vendors, your customers, your clients, then they will serve you back and that's what those arrows are all about. Little I will become SI and that's why it's so important. Yifat, we'll be talking about borrowing authority today



and you're going to show a case study in about five minutes on how a borrowing authority works, but isn't that the way you climb the ranks with where you're?

Yifat: It's.

Alex: You have over 50,000 followers. What's the essence about borrowing authority? Also, one of the authorities you borrow from is our guest Mike.



Borrowing authority is basically creating anything like an article or interviewing someone and in our case is hanging out and doing online Hangout interview that creates a YouTube video afterwards where you can list your name with the influencer's name. When I interview our guest, then I can connect both our names together and I can say if I interviewed Mike and when anyone is looking for Mike, they will find me as well and my interview. Mike actually has done something even greater than that and back in 2012, the beginning of Google Plus February, I interviewed Mike about his life and how he runs his day and what he's doing and his philosophy about Google Plus and Mike is linking to that from his about page, his profile. He is actually lending me his authority and by that, by building that relationship both of us, all ships rise.



They do. The metaphor for that's you're not just another boat bobbing on a harbor. When you borrow authority you become the tide that raises all of your boats, whatever boats that you have. Now, each of those boats can be one of your marketing funnels. I'm paid \$25,000 for a full day of consultation for funnel development. Many of the folks who I counsel and mentor, I call it mentoring, they're famous, but what they're not good is they're not going to create their own funnel because you can't see the label from inside the jar. It's of like having an attorney represent yourself and you're that attorney. Abe Lincoln said, "Representing yourself in court is having a fool for a client." the same can be said with marketing.

I have marketing coaches, a physical fitness coach, and I even have a funnel coach for my own funnel. I have someone for everything I do because they can see 20/20 vision from the outside, and that's what I do for others. What is one of the greatest ways to monetize a Hangout? I encourage you to go back to our Hangout preview. There was a preview that we did. I'll show you the screenshot because in case you forgot, I'm going to show you where it's. The preview is available right here. Let me make that screen a little

bigger, because after something is done in America it's no longer new and I think new antiques intrigue Americans. They think new antiques are worth more, right?

You click on preview and here is, this is passion. This is not anger. Here you have a den and you have Yifat. You have an action guide and then you have a completed action guide and what I want to see are comments. Now I see zero comments here. The first 50 comments, unique 50 comments are going to get something very, very important and very valuable from us. I don't know what that's, but if you know me it's going to be extremely valuable because I want to see this at 50 by implementation time, which is module 4B. Not now. Don't go there. I want you to listen.

Don't multitask, which means that you're going to, but this is where I want you to go. I want you to listen and watch this and then I want some comments here and I'm going to type it this way. Yifat, I know you spell it differently. Please comment and share and post to Facebook. I click on that and now I just put like \$1 in the tipping jar that you will see in most bars and now people will start commenting.

I want you to go back and listen to the preview, because those are all monetization strategies. We come back to module 4 and one of the great ways to monetize is to share your marketing funnel with someone. When I'm on the phone with a joint venture partner I say, what's your funnel? Then I share mine, and within 20 to 30 minutes we know what to refer to. Not just where they think I should be referring, but every single tier of the funnel. Funnel development will be one of the bonuses that I'll be teaching with Yifat. I think you'll like it.

Yifat, let's go to our quote of the module. The quote is one that's one of my favorite not only because it's in the action guide, but it's by someone who, Arthur Schopenhauer who ... this is Thomas Edison. This is Eli Manning. This is any spiritual leader in the past you can think of, anyone who has ever had a new idea. Nikola Tesla, Henry Ford. All truth passes through three stages. First it's ridiculed. Second, it's violently opposed. Third, it's accepted as being self-evident. Arthur Schopenhauer. Ted Turner, 1980's, great example. Alex Mandossian, Yifat Cohen, 2013 in the summer, Hangout Marketing Secrets. We're being ridiculed. We're being violently opposed by some. Then now some of you're telling others that it's self-evident. How is that relevant to this particular module and to what Mike has to say?



It's super interesting because I looked through my archive and the first time I actually spoke in a hotel about Google Plus was 2011. Everyone kept commenting, "Oh, come on. It's another social thing." When Mike first talked about this, he was talking about the Google Plus diet, that now we're implementing where it's like only Google Plus everywhere across the web. People still don't believe us, but Mike proves that it's possible and soon it will be self-evident.



What I like about Mike is, he doesn't tell the ugly truth. He just tells the truth and it's up to you to absorb it. You know how some networks they're either slanted in one direction or the other, Mike just tells it the way it's. He uses his infographics and pictures, which I think is his secret source and then through cognitive dissonance and through giving something useful, but incomplete. You click on something and then if you want more you see it, but if you don't want more, you don't get to see. You just go on to the next picture. We'll show you what that looks like. I think it's a brilliant use of usability. Mike, don't think it doesn't go unnoticed; I know we don't know each other. We're strangers until today, but I think you get number one award in getting usability because of that cognitive dissonance you're creating there.

Cognitive dissonance was created at least has as a coin termed by professor from Stamford which is not long, not far away for me or for you, so very, very interesting. Let's go to the top +ers. What's a +er? A +er is a member or a user of Google Plus and the most engaged +er award goes to Marlene Harper, momskidspluspuppets.com. You get free publicity. I should say publicity at zero cost. Then Tom Batkin, newparentingHangout.com.

Now Marlene, I have bubbleheads of every famous speaker that I can think of and author. If we can fund an Alex, Dan and Yifat puppet, we'll let you put on a puppet show for five minutes before the Hangout Marketing Secrets is done. Congratulations Marlene and Tom. They're on the stream of comments that are happening right now. By the way, this is a great way to acknowledge folks. This is called an overlay, thanks to our production director, Dan Safkow. This is content. We get feedback saying let's get the content. This is content, because it engages. This is called the stick strategy and this is what we want you to do. Not just what you see here, but this is content.



Let's focus now into the purpose of clarification and giving the steps of clarifying versus being creative. Now listen carefully as you're watching. Yifat, to you, what's more important, clarity or creativity? What would you say, if you had to choose one over the other?



Definitely clarity because you can be very creative and I won't understand what you're talking about and it all went over my head and we just spent, wasted thirty minutes. Clarity and getting to the point is my number one.



I've gone as far as putting these little billboards together, clarity before creativity. I know a lot of creative people who are broke. I know a lot of people who have really ugly books, ugly websites and they're millionaires. Creativity that blurs clarity is pretentious. If you're overly creative and so much so that you're cute like in your headline copy or people go, what does that mean? There's a pun that you're using. We don't understand it, that's unclear. A confused mind does not move on, does not continue. Nothing happens until something moves, Albert Einstein says. I'm sure some sales person said nothing happens until something is sold.

If you go to Hangout Marketing Secrets on our enrolment letter, it starts with that Einstein quote. You move. You use your mouse. You said yes. You gave up a little bit of your freedom to us, wallet share because the creativity that sharpens clarity is genius. We want you to be genii. I hope that's the plural. Genii. Now that's being clever. I will put that in the other though category. I will put that in pretention. Genius means you're sharpening clarity through your creativity, which is what we're doing here. We're sharpening it through overlays. We're sharpening through these outlines and these action guides so that you just write down the old school way.

What I'd like you to do, while we prepare for the screen shares that Yifat is about to do, I want you to share. This is the wisdom section where you're going to share down below in the comments area. I want you to share a truth that you came up with, just name it and that you were ridiculed either as a child, or as an adult, as a parent, as a son, whatever, a daughter, spouse. That happens a lot, but a truth that you knew to be true and still is in your heart, but you were ridiculed over it. Don't give us the whole story. Story for life is not your life. It's just the story. Just give us what the topic was and then you were ridiculed over it.



Here is mine. Now Hangout Marketing Secrets is one, but teleseminars back in 2002, I was ridiculed that there was no way I could charge over \$1500 for a teleseminar series, eight teleseminars for over \$50, 50. I ended up doing that for five years, and \$14 million later and three homes, teleseminars secrets became my brand for a very long time, which I hope is now turning into Hangouts, until I was ridiculed by this other woman who was next to me saying 'Hey, you're not the Hangout Guy. I'm the Hangout Girl. I'd like you all to give me a truth of yours that you were ridiculed for; it can be personal or professional. All of you, please write it down so we see it because once that gets out, that's a great way to heal. Go for it.

Yifat: Me?

Alex: Yeah. Go ahead.



Mine is Google Plus. I was talking Google Plus when people were like, what are you talking about? It's Facebook and Twitter and the regular social media. I was like, you don't get it, it's Google Plus. Now, finally people are coming around and getting that there is something there. It might not be a social website. It's actually fun. It's like the 'I told you so' when it works. When it doesn't work it's like eh, but when it works it's like yeah, I told you so.



Before we start going into the action, please, what was something you were ridiculed about or what was something that you were violently opposed? Because once they ridiculed you, they go nah, nah, nah and then they go, 'no way. It's not going to happen.' They come after you harder in school. 'I'm not going to pick that guy in kickball. He can't kick.' Then next year he's kicking the ball 150 feet. That was me! Everyone wanted to pick me first in the third grade. The second grade, forget it. Just write it down and have fun with it and see how even non-marketing becomes fun because these are heart-centered questions and it's a way to engage. Write that down.

Now, what we want to do is now show you engagement from the point of view of where it's going. Yifat is going to show us a way that she has borrowed authority. Let me show you the levels of engagement we've talked about. The first level of engagement is +1, Yifat very quickly, what is a +1 in 10 words or less?

Yifat: +1 is basically, I like what you're saying, I have nothing more to add. I just want to let you know that I saw it and I like it.



Alex: That was 13 words, but good job. What is a comment?

Yifat: Who's counting? Comment is that you actually have something to add to the conversation and you want to start building a relationship with the person who shared a post.

Alex: Is that editorial commenting or is it advertorial commenting? Is it shameless promotion or is it blameless emotion? Which one are you going to go to, editorial or advertorial? What would you say?

Yifat: Advertorial. Don't be marketing. Just seriously engage with people on a pure personal level.



I'm going to demonstrate how advertorial can be promotional in just a moment when we get to the highest level. I'm going to promote to you and you're going to see, do I feel comfortable doing this on a Hangout? I'm preparing you for it, which is also in anticipation deadens the hype. It lowers the hype and we don't want too much hype. More hype, less believability, less believability, less profit.

Let's move on to Share now. Share is on a much deeper and intimate level. The reason this goes down is this is outer, outer. This is going to the heart. What's the Share, and why is it more intimate?



Sharing actually says that you either agree or disagree. You don't have to Share everything that you agree with. You can add your two comments, but you're basically sharing something publicly and putting your name on it because it's going to be on your stream. When someone comes to you they'll see that post and your opinion on it. It gives you the higher level of engagement then approval basically.



We're in the recommendation age now. It's no longer the information age. We're taking that information and we're recommending it. That's why people will be willing to pay \$25,000 for a full day because of all the mistakes someone has made and imparting that to someone else on how to develop a funnel. It's very useful to me but, what's happening is actually literally have lost millions of dollars of other people's money, hundreds of thousand dollars of my own money and I'm monetizing that back with the very people I've lost the money from. I'm getting them in \$25,000 chunks now. Just, you can make that \$2500 or \$25. That's what Jack Canfield got for his first speech, but it's still monetized.



If you get \$1 for a Hangout, you have monetized the Hangout. You're now a Hangout professional. Let's go to after share, a Hangout. Now this isn't really a Hangout, I shouldn't really call it this. I hope I don't get chastised for this, but it's an HOP, a Hangout Party. What's that all about?

Yifat: This is a higher level of engagement because you're giving your time away which is the most valuable resources you have to sit face-to-face with someone and engage with them verbally. That's almost the highest level of engagement, your time.

Alex: Now, is this a Hangout party we're doing right now?

Yifat: Nope. We're partying, but we're not having a Hangout party.



I'm saying it's not exclusively a Hangout Party, but it's part of a Hangout Party. We're partying and Mike, you and I are going to be partying in a moment. In the green room before the event we had Shawn and Dan partying. The second highest level of engagement is HOA. HOA right here, what does that stand for?



That's Hangout On Air. That's actually going to be a recorded and broadcasted live on YouTube and will stay there forever as a video for people to come back and re-watch. This is actually also borrowing authority Alex, because you can in the YouTube video with the names of the people you hang out with and now this is public appearance of you with other people worldwide.



I built my ... the reputation of being the Larry king of teleseminars back then in 2002 to 2008,9 because I would interview people for free and then I would charge them eventually, but whether it was a bestselling author like Harvey Mackay or later on Tony Hsieh of Zappos, Donald Trump, Steve Jobs. Donald Tramp actually paid me to interview him. That I couldn't believe. I asked him for \$4500. He said, "I won't pay a dollar more than 500."

I said okay, deal. I would have paid him 5 grand. I hope he doesn't see this, but I interviewed him for about 15 minutes for his book. At that time he was with the Learning Annex. Here is what I know; the HOA or at that time the teleseminar which is still around, this is a great way to, right here HOA, it's a great way to get to know someone in one hour.

In half an hour I'm going to get to know Mike Elgan much better than I've known him in the five and a half minutes we debriefed or pre-briefed and after the debriefing. Even if we talked with each



other half hours at a time, when you're on the spot and you're in front of others and you're doing something in public like this, even if no one is watching, you have your mother or daughter watching and there is a couple of people watching, you accelerate the report process and that's what I have learned. As far as intimacy goes, the deeper the intimacy the more accelerated rate that rapport or de-rapport. Lack of it goes the opposite direction where you just say no, I don't want to deal with that person.

It goes either one of the other way and that's why I believe a Hangout On Air is a not only a rapport builder, but can build a brand. Then we're going to talk about the HIRL. What is a HIRL? That's the most intimate of all. What is that?



That's Hangout In Real Life. This is one of the beautiful things about Google Plus. The relationships you build here are real. They're first of all relationships. People actually fly from all over the world to meet their Google Plus friends in real life. The first one was in New York City where they have concerts and restaurants and actually having fun with each other. The other one was SXSW and now they're just happening all over the world. It's beautiful.



We're aiming to have over 500 paid Hangout Marketing Secrets students and from those 500 we're aiming to have 125 to come to a live event. It will be a tuition attached to it, will be attached to the Internet live. You'll be making changes to your profile and you'll be doing some SEO, which is no longer Search Engine Optimization. The new SEO is Story Engagement Optimization in the Google Plus world. It will be +ers extreme. We'll be getting a lot of publicity.

It will be in San Diego the first week of December. That's all I'm going to tell you. If you want to join our HIRL, simply click on Live Help on the page, you see on the very left and ask us about it, say how much, what's available and if you do say yes before the 26th of this month, you'll get free VIP access, which is a \$500 proposition. That's all I'll say about it. That's my promotion. 30 seconds, you can do that too.

Let's go to borrowing authority which is really borrowing credibility and when you have credibility and authority and you're relevant you have persuaded someone to say yes with very little repetition. Let's tell everyone what they're seeing here.



What you guys are seeing is Mike Elgan's profile. We'll talk about his picture, but Mike has 2.4 million followers. You can see he's getting tons of comments and interaction on his every post. He



appears in the What's Hot list a lot. You can borrow authority by two ways. One is if you just start engaging on his comments with the people who are commenting on his posts, you can shine in there. The other way is simply by sharing. This is a Breathalyzer Watch that you can wear on your wrist and find out whether you're intoxicated or not. If I Share this post and add my comments, this should be a worn like every, then of course...



Hang on. Google is very smart. Look at what happens while she's typing, it mutes her automatically! Our natural instinct is to type and talk at the same time and that's why she's cutting out. We have no technical difficulty. When you start doing Hangouts. This isn't so recent, but within the last several months, I've noticed, you type and you can't talk because they don't want you to multi task, which is like texting and driving. Good job Google. Yifat, let's get back to you.



Every bartender in the US should wear this. Actually it will save their businesses because they're not allowed to serve people who are intoxicated. Then I will say thanks Mike Elgan and I will mention him by plus and then writing his name because then Mike will get this, will get a notification that I mentioned him and he can come and see what I've said about him. If I can even give him compliment here and say that he is a brilliant guy, then I should do that and he will come and see that I'm saying nice things about him and chose to whether interact with me or not.

Alex: Now, why borrow authority? Is that a shortcut that we're doing?

Yifat: It's actually.

Alex: Why? Is it legal to do? How we do that, borrowing authority?

Yifat: Very legal, very encouraged, because basically you're developing relationships with people that you want to be associated with. You're putting yourself in the same circles with those that you want to be known with.

Alex: Then the person who you're borrowing from, is that something that they will welcome and if yes, then why?

Yifat: I think everybody likes to have fans, and this gives you a way to get together with the people you admire. Also, if you have anything to add, you can tell them and serve them in a way that is better for everyone.

Alex: Now, bottom line is, do you use Twitter at all?



Yifat: A little bit. Automatically I do what Mike does.

Alex: Is this like a Re-Tweet? Basically you see something important because Kayasaki has a lot of Re-Tweets for his Tweets. Is it the same scenario or is it something totally different?



No. It's the same thing, but I think it's deeper because now you can have a conversation happening right here on my post. Mike will have two conversations happening at the same time, the one on his stream and this one is my stream and the people who are following me are totally different mindsets than what Mike has. There will be an entirely different conversation here. It can go pretty deep depending on the topic.



Awesome, well done! Let's go back to what credibility, relevance, and authority mean. This is a formula taught by one of my mentors, Roy who lives in Austin right by you, Yifat. I believe in him so much that I actually purchased part of his building, the Wizard Academy. Roy taught me that relevance + credibility = something relevant. If there is one word that denotes Google, it's not organization... it's relevance. Being organizers. Google is organized relevance? That's why you stick with Google, the incorporate relevance and credibility.

Now let's say I have high credibility, just like Mike, Mike is coming on board, high credibility. Gets a lot of pluses, gets a lot of comments and shares, but if Mike is speaking about what he's going to talk about to my mother is very relevant to us, but not to her, and she won't give him a plus one because she is not even a Google +er. My mother asks my friend and my colleagues, my kids, how can anyone listen to Alex more than five minutes?

She still she doesn't get what I do, but she doesn't mind getting the free manicures and pedicures and I offered to buy her a car. She doesn't want one, she's a very proud Armenian woman. As it stands, relevance is just as important as credibility, but if you have low relevance, low credibility, you need more repetition in order to get compliance. This is a compliance formula. Let's say you see a general add on TV, Lexus, and let's say it has high credibility. They're dropping it from 10,000 feet and there's nothing happening. You have to show that again and again because it needs more repetition for the person to say yeah, that's me.

Let's say it's a contextual ad on the Internet and you're being followed on Amazon. They show you a book that's relevant to what you've just purchased and they have high credibility because maybe it's the same author you purchased from or someone just likes



them. How much repetition do you need? Often none. You've got to have high relevance, which this is a very high relevant course based on getting engagement and high credibility. We've tried to bring you the most credible people, Internet marketers, the folks who are +ers in Google. We're making up these terms so our glossary of terms will expand.

Remember this formula, relevance plus credibility and you multiply that by repetition and you have compliance. Here is another quick formula. It deals with hype. Remember I'm an artificial sweetener. I'm a marketer. More hype means lower response. Lower response means lower profit. More hype equals lower profit. We're about to bring on Mike and Yifat is going to introduce him and that means go ahead and give him the links so he can come in.

Yifat:



Give me the address. I don't have it.

You don't have it? Let me give it to you. Look, I'm going to multi task right now and I'm going to put it in the chat. If you have more hype, you have lower profits, Amazing, remarkable. This are what editors write. They use more verbs. They have a higher verb to word ratio versus adjective to word ratio. Ultimately this is what you're going after when you're engaged, believability. The ability to believe is the biggest barrier. If they believe you, they will follow you. This is from a spiritual tradition to an editor and in a magazine or online, like Huffington Post or this gentleman who I want to have Yifat introduce. I hope you've been watching and you disagree with some of the things we've been talking about because it only makes it more fun, Mike. Welcome. Yifat, go ahead.



Mike is the world's friendliest tech writer. I keep saying the most lovable tech writer. He is a writer, columnist and a blogger. He already abandoned the conventional blogging and started blogging on Google Plus because he feels it's the best blogging platform. He utilizes Google Plus to replace email communication, crowd sourcing his stories, publishing his newsletter, communicating with family instead of Skype and even social networking.

If I may, there is a beautiful quote that Mike had back in 2012 when he was trying to explain Google Plus. He said, 'Instead of saying I'm going to write a blog post now or I'm going to send an email or I think I'll tweet something, you simply say what you have to say and then you decide who you're going to say it to. If you address it to public, it's a blog post. If you address it to your circles, it's a tweet.'



If you address it to your, my customer circle, it's a business newsletter, if you address it to a single person, it can be a letter to your mother.' I say it's pretty evolutionary and I agree. Hi Mike.

Mike: Hi. Thank you for having me on.

Yifat: We agree with your point of view since the beginning, I love how you just sum it up.

Mike: Thank you.

Yifat: Let's start with the first question if we may. How does Google Plus differ from Facebook, Twitter, or Pinterest for businesses?



Each social network has its own general sensibility. It has something about that social network that people go there to find. For example, I think the easiest one to understand is Pinterest. Pinterest is an extraordinarily visual social network. If you're marketing or sharing on Pinterest, you're going to do really well if you post a lot of pictures. You're not going to do well if your intention is to post long-winded things. I don't even think you can post on Pinterest without pictures. I'm not a heavy user. Facebook is very much about people. Again these are stereotypes that have a lot of truth behind them actually.

Facebook is very much about people; Twitter is very much about things that are happening. Google Plus leans toward ideas, although the thing about Google Plus that's interesting, as I was discovering from that quote you mentioned years ago, I was trying to understand Google Plus myself back then and that was a little aha moment I had and shared with my circles. Google Plus is of all the above. It's very visual like Pinterest. It's very much about things and news, breaking news that sort of thing like Twitter. It's very much about people like Facebook, but above all it's a network about ideas, or at least has been so far.

Let's say for example, I always like to use it as a convenient business, the concept of let's say you have a bakery and you make cupcakes. How do you market that on different things? Obviously on Pinterest you want to show pictures of your cupcakes. On Twitter you want to send out alerts to all your customers saying we just pulled some new cupcakes out of the oven, come and get them. On Facebook you want to say here is our baker, here is my life, here is how we work, here is like look at the people who are within ... let's be friends and then you can understand our lives, we want to understand your lives. On Google Plus it's like all of the above. You



really want to do all those things. You want to maximize the picture quality because we live in a very visual world.

You want to maximize new information about things you want to introduce yourself as a person or as a group of people to other people and get to know them. Above all you want to engage them with ideas, the ideas behind for example, this whole thing is about ideas, this whole Hangout that we're in right now. This is the kind of thing that people love on Google Plus and looking to learn. They want new inspiration, new ideas, and new concepts. No one does this better than Google Plus.

Yifat: I'm showing your picture because you're talking about pictures and this something super interesting. Tell me about that.



We all take pictures all the time. I take a lot of pictures. I travel a lot. In fact my wife and I live in different countries. We're digital nomads. We just go to a country, live there for a while. We work there. I'm taking pictures all the time. I either upload them from my big Canon camera or they're automatically uploaded from my iPhone. The end result is I have I don't know 20, 30, 40,000. I don't even know how many pictures I have on Google Plus.

What I like to do is change this banner picture. I like to change it every day or every other day or so. I just put this particular picture up a couple of days ago. That's a picture of some bird nests from Africa where I was a few months ago. I just change it up all the time just for fun because if anybody does go to my profile and again most people who get my content don't get it on my profile. They circle me and then when they go to their stream I'm one of the people that they see going by that's not my profile, that's their stream and their circles. If they do go to my stream, in my profile, they'll see that picture and I like to delight people with some of the things that I've taken pictures of.



Awesome. Thank you, Mike. Communities are what we're all about. The community is the content these days. People call it user generated content. I think it's community generated content, when it was doing all the work. Our communities in G-plus and in that environment take some responsibility to take one on, but what's the best way to cultivate a G-Plus community around a brand? Then how is that different than other communities say like in Facebook?

Mike: The difficulty, the challenge that you have in trying to teach people about these kinds of things is the fact that everybody's business is



so completely different. The number of types of businesses there are is vast in terms of variety. You need to look within your business and find out what it is about your business you're passionate about. You must love something about it or you wouldn't have gotten into it. If somebody is really interested in what you do or would be interested in your product or in your service, what kinds of things would be interested in?

You want to authentically engage with people about that passion. The worst thing to do is try to convince everyone to be passionate about your stuff. The fact is, that there are people who are going to be passionate about whatever it is that you do. That's the duty of a global network like Google Plus. One quarter of all the people who use the Internet in the world have Google Plus accounts. Even if you have an obscure passion, an obscure business, even if it's a local business, you can still generate a lot of excitement. You can also engage with people. Not just having them come to your profile, but you need to go out and interact with other people so that you become associated with that passion, with that idea, with that category of content.

By the way this is something I've been telling people since Google Plus opened because Google Plus is a rapidly growing social network. The opportunities for really getting a lot of engagement are higher now than they might be in the future because there is a disproportionate number of people who are hungry for new information, new content, new products. By the way there are no ads on Google Plus unlike Facebook. You're not competing against paid advertising for your marketing message on Google Plus. There is no marketing other than pages and posts that people have done.

On Facebook it's a very different thing. On Facebook the big brands are spending a lot of money on both advertising and also on generating interest. You go to Facebook and it's huge brands like Coca-Cola and car companies. They're just saturating the mind space there with commercial advertising. You go to Google Plus, they have pages, but nothing is being put in front of users unless they've gone out of their way to sign up for it.



I want to speak to that for a moment. Being a marketer in the old days of radio, a company let's say like Phillips could buy an entire segment, half hour segment and they would be the infomercial, audio infomercial sponsor. This is the same as it was with the old days of General Electric and television. They would buy an entire show or maybe the Lawrence Welk show, Jerry Doyle. It was



interesting, but I remember with infomercials, which is the business I come in, direct response TV, once the big companies came in, it became preventative to buy media. Then the little guy and girls and I'm taxing under \$10 million, they left and all the big boys and girls came in.

I saw the same thing happen with Google AdWords. I'm seeing the same thing happening with Facebook ads. We haven't been bastardized yet. I don't know if it's coming, but we are still editorialized. We have that unbiased integrity that's not ad driven. Not that there's anything wrong with ads, but it changes the bias, which I'm sure you can appreciate. Here is the big question before we move on. Do you think it's going to continue?



I do, but I think that my own perspective on what's really different about the world of television ads, radio ads, infomercials and marketing on Google Plus and in general the new world of advertising online, contextual marketing, is essentially that on one to many medium like television or radio, you can't really know too much about your audience. You can target it. If you put an ad on MTV that's going to be a different demographic than Night Line or something like that, but those are pretty broad and wide brush strokes.

What companies had to do back then and still do of course on this media is they have to generate desire. They have to create desire. As you know that's what infomercials are all about. The whole act of sales is to show why you should be passionate about a product or a service, whereas on social media like Google Plus you don't have to generate desire. You don't have to sell as much as you want to attract people who are already interested in something. That's a huge shift in how we are thinking.

Alex:

it's pull driven? We're pulling instead of pushing?



Exactly. The way to look at it is that you're like ... if you want to attract bees, if you're a beekeeper, you have to build a good whatever they call them a beekeeper, a hive or whatever and they will come to you. You don't go out and catch bees if you're a beekeeper. You give the bees what they want and what they need and they will find you. Google Plus marketing is a lot like that. You want to have an engaging presence and that's the beauty of Google Plus because they will find you. The search mechanisms and the



content sharing, the content discovery is unlike any other platforms. If you have the content they will find you.

Yifat: This is actually perfect for the next one, because you go viral all the time, Mike and you reach the What's Hot list. What is the secret sauce that you're using to make a Google Plus post go viral?



There are several components to this, which I've discovered by accident through a lot of trial and error. I recommend that everybody engage in a lot of trial and error. It takes a long time to build an audience on any social network, but they are very sticky. Once you've got them you've got them for the most part. As you're growing, when you still have small user accounts, that's the time to do a lot of radical experimentations and try it and see what happens? The first thing is and this is counterintuitive to a lot of people, but I found a lot of benefit in blocking.

Now if you block someone, what happens is they can no longer comment in your comments and they can't see your stream and they can't see your post unless they are logged out. If you do a public post they can see you if they log out of Google. Once they log in, Google knows who they are, knows that they're blocked and they can't read your posts. For the most part they vanish from the conversation when you block people and that's the whole point, because certain types of users ... you might have 100 enthusiastic people who want to engage and one person can take the wind out of that by being really negative or by attacking other people or by casting light in a certain way.

By blocking people who kill conversations, you make sure your conversations are never killed. You have really robust conversations. Conversations are one of the signals Google uses to put you on What's Hot list. They see how many people read it, how many people plus one it, how many people comment, how many people share it. The core thing is to make sure the conversation is a good conversation and the way to have good conversations is simply to remove the people who kill conversations. That's one part of it. The second secret that I think is under appreciated is the fact that Google Plus is a very international network.

When people think of their product, the vast majority of products and services are not for international buyers or consumers or clients or whatever. The vast majorities are going to be within the country of the person who's doing it. People make the mistake of saying, well I'm just going to focus my attention exclusively on the



target audience, but that won't ... that's fine if you want to do that, but that won't get you to the What's Hot list. In order to get on the What's Hot list it's a huge advantage to attract the majority of people. You can do that and still have a very relevant message and photography or pictures and images and graphics are one way to do that.

For example there are many, many cases where I have a very subtle message where you need a good command of English, the English language and to care about something inside baseball even. If I put a great picture, there are lots of people around the world who plus one it and comment simply because they love the picture, even though they don't really understand the content. Then they put it on the What's Hot list and when it's on the What's Hot list I get 100 times more people in my country, in the target country, but it was the international audience that put it there.

That's something that you want to understand. You don't want to narrow your general appeal. You want to have something for everyone in most of your posts. This sometimes is impossible to do, but if you can you want to have something really, really compelling. One of the things, the last thing I want to say is originality is king, because you don't want to repeat something that's been put somewhere else. You don't want to use somebody else's picture unless that picture is directly relevant to what you're saying. If people have seen any part of what you're writing in the past, they'll skip it and go on. Remember people have lots of content on Google Plus. They don't have to spend time on your stuff. You want to give them a reason by making it super original, super compelling.



Yifat, will you go to his page and do a screen share as he's talking because our next question is going to be about posting on G-Plus. What would a business want to post on G-Plus instead of the public Internet? Now I believe G-Plus is not an intranet like Facebook, Twitter, LinkedIn etc. it's a community within maybe the village within their country of the entire world, which is Google. Those are my own views of it, but there are certain things they post on G-Plus that would be different than posting to the rest of the world like on a blog. You utilize G-Plus as everything, as your command central, as your hub. What would be any differences there for a business saying what do I do on G-Plus versus everywhere else?



The attribute of Google Plus that is different from a blog or a website is its viral nature. If you post a blog post and you want that blog post to go viral, you're essentially counting on people to share it on social networks. That's the main way they're going to do it. Some people might email a link around or something like that, but for the most part nowadays they're going to share any sort of post, whether it's a website, blog or a Google Plus post virally. What you're doing by posting on Google Plus is you're removing one-step and if it's a two-step process, you're decreasing the work they have to do by 50% is one way to look at it.

Alex:

In other words, they are on the social network to begin with?



Yeah, that's right. A lot of people on social networks are there because ... especially Google Plus, are there because they are hungry for content. They're going there looking to discover new things. If you have a website or a blog, you're counting on people to go there because you've already won them over. You have to have already won them in order to get them to go there to a certain extent, unless of course they've discovered you socially. If you really think something has a chance of going viral, posting it exclusively on Google Plus would give you the best chance of that happening.

If you put a copy of it, if you post in both places you reduce the chances. If you essentially make the Google Plus just a passive link to the other thing, you're almost eliminating the chance that it will go viral. By far the most powerful thing to do is have original content, post it exclusively on Google Plus with all the things we've been talking about in terms of good pictures and stuff like that. You'll have the highest chance of going viral because Google Plus people are very passionate about the platform. They don't want to leave it. When you are exclusive to Google Plus and you tell people you're exclusive, you tell people this exists only on Google Plus, you find a way to finesse that communication, people love that and they are more likely to share it because they don't want ... nobody knows what everybody else knows.

If I see something and I think, well my friends have already seen this so I'm not going to share it. If on the other hand I see something I like and I think and I have a lot of confidence that my friends have not seen this, so when I share it with my friends they are going to be happy to see this because I know they haven't seen it already. That's a powerful way to incentivize people to share.



Let me challenge that for a little bit and tell me if this is a fair question. I have a friend Joe Mercola who has a very well respected and followed health site. He was one of my early teleseminar secret students and he used the teleseminar to build his list. Now, I don't know, he may have reached a three million-person mark, but what Joe does is he talks about wellness. He's an osteopath and his key to success is taking popular and very well versed and originated posts and then commenting on them to re-originate them. It's like a remix of a song. What I want to challenge is what is original? Because I found that taking something that already is hot and then like a Michael Jackson song and then turning it into maybe a country folk song and you have that energy from the old hit, would you consider that original or is that just plain plagiarism?



I would consider that original. The thing is that we have to understand how the world is different now than it was a few years ago. It used to be that information was extremely valuable. 30, 40, 50 years ago it was very valuable. You'd get a subscription to the newspaper or a magazine or you'd watch TV and buy books. That's where information came from. Then you paid money for it and it was very valuable. It was hard to get and you couldn't get a whole lot of it. Nowadays information is not that valuable. We are overwhelmed by information. You can go to Google, you can go to Google news and just get this just terabytes of information. What's valuable is context, for somebody to put the information into context. That's what I do for a living as a columnist and that's valuable. That has monetary value and it has value that people will pay for with their time and attention as well.

The Joe Mercola thing that you say, that is ... that type of thing categorically is what most of my posts are. Probably 80%, 85% of my posts are I see somebody else's information, I post a link to their information and then the original part is my observation about that information, my comment, my capsulation of it, my rewording of it, my contextualization of their comment. You don't have to go out and create things from scratch. You want to authentically comment on what's happening and no matter where the information comes from. Sometimes you saw something on the street. Sometimes you read something. Sometime you saw something on TV. Sometimes something came up in a conversation. It doesn't matter. The point is that your perception of that is either valuable or isn't valuable



and you want that to be original. You don't want to be copying and pasting the same paragraphs on multiple media.



You get a thought? In other words the thought is there. That's what I want to make very clear to our students because they can borrow authority which is a theme here of engagement where certainly a nobody, someone who is not known as a body of influence, in a niche can go into that niche and make a comment that's intelligent to get some ... not a critic, but some who makes some +ing some added value comment and all of a sudden it becomes original and that person becomes known. Just like Henry Ford was known for the assembly line and he didn't even invent it.

Anderson was known for electricity and Tesla did more towards that, but it's the person who pluses it and gave the most value. It's practical like you do. That's what true original innovation comes in. Steve Jobs didn't invent the MP3, but the iPod certainly did change what we know today that leans into a new phone, a new iPod. That's really what you do as a journalist. You're just +ing what you already see out there. Is that accurate?



Not exactly. That's what I do as a blogger. As a journalist it's something else. My model I think is it works for me in terms of self-promotion versus conversation creation. I do a lot of posting for a variety of reasons. One of them is, almost every case I post something ultimately because I want to have a conversation about it. My reasons for having those conversations vary a little bit. Usually I'm just interested in the topic. Sometimes it's related to something I've written before. Sometimes I'm trying to understand something better for something I'm going to write.

Then when I write something, I'll promote it by starting a conversation about it in the same way. The post looks similar and some are self-promotional while others are not. I do want to comment on this concept of borrowing authority. This isn't something that happens exclusively in the minds of people who are paying attention. This actually borrowing of authority happens in the physical world on servers on the Internet. For example, Yifat and I have been communicating on Google Plus and have gotten to know each other on Google Plus since the beginning. We're both back in the days when there was only I don't know a million or so of us.

What happened, I don't remember how we started talking to each other, but we were talking to each other. I circled her and then she

circled me. I comment on her post, she comments on my post, and I +1'ed her. This is like we are sharing each other's authority, but it's not just airy-fairy kind of like theoretical exercise. On Google's actual algorithms there is a connection there. When you go to search for a certain thing, Google is linking synapses together between based on content. One way is to engage on somebody who you want to you care about. They cover a similar kind of thing and if they engage with you back, now that's a really powerful actual link on the algorithms. The Internet will show up in search elsewhere.

Alex: There's an imprint. There's a networking imprint that's being made as a result of that?

Mike: Yeah.

Alex: Brilliant. Take us out with the last two questions, Yifat and thank you for making Mike eligible and a part of this faculty. I'm fascinated, I want to seduce him to come back again at some level but keep going.

Mike: Yeah, thank you Yifat.

Yifat: I'm thrilled you're here. Hanging out with you is great. This is actually really going to the next question, which is how SEO works on Google Plus.

Mike: That is exactly along the same lines. If you're familiar with SEO and a lot of us have learned the hard way on SEO for websites, there is a lot of stuff that you have to do to rank higher in search engines. It's a well-understood profession. Some people do this for a living to try to figure out how to do that. You can't do most of those things on a place like Google Plus. You can't go in there and have a lot of manipulation around the post and the way it's structured and all that kind of stuff, but what you can do is you can generate engagement and that's how SEO works.

If you go to Google search and you search for anything, at some point it could be very high or lower, you're going to get pages that are in fact Google Plus posts. Those Google Plus posts ... and then if you keep going through page after page and you spend five hours going back and back and back down the Google Rank, you're going to find thousands of Google Plus posts, but the ones that show up on that first page are going to be the ones that got a lot of engagement. Essentially engagement, getting people to interact with your post is how you boost its search engine ranking.



Everyone needs to remember that a public post on Google Plus is a page on the Internet. It's like a website, a page. It's not within a wall garden. It's not a private club. It's not a secret. It's none of those things. It's a public page on the public intranet just like any other page. It's actually easier to do SEO on a Google Plus post after a while, after you've built an audience. It almost happens by itself. That's really what SEO is driven by on Google Plus. It's all about this engagement thing.

Yifat: what I'm hearing you say that SEO is dead, that the original SEO is dead and now what we have is really the engagement and which is more than the relationship than just there mere content?



Yeah. There are good reasons to have your own webpage or your own blog. If you need to brand certain things or if you need curation, you need to have an actual archive that's organized in an archival sense and that can be navigated. Some people need to do that. If you really want to maximize eyeballs though, that's not the place to do it. This is an interesting change in how the relative difference between blogs and social networks. It used to be that social networks were a world garden where you couldn't really get at them and if you really wanted to be out there in the light of day, you would have a blog post and that was the public internet. People found it search or RSS feeds or whatever.

Now that situation has reversed because people are sharing on social networks. Now if you post on a blog that's out there. That's in like off in the corner of the Internet and the center of the world is now on the social networks because that's where the sharing is taking place. That's where the content discover is taking place. I don't know that SEO is dead on websites, but I think that blogs and websites are significantly more difficult to go viral and to be discovered by new people than a Google Plus post or any other social networking post.

Yifat: Can you give me a case study of a company that optimizes Google Plus and how they're doing it step by step, how they are getting it to work, how they're actually getting the visibility and engagement?



You've heard be talk about Cadbury before. Cadbury is a good example because ... the reason I love that example is that they are very good on Google Plus, but they are also in my mind they're an old and stale brand. I don't think of innovation when I think of Cadbury. I don't think of new. There are actually a ton of ... we're in the Bay Area here. There is an amazing chocolate companies that



are very innovative, doing incredible things and Cadbury seems like an old school, it's an English ...

Alex: English.

Mike: Taco thing, yeah. It's almost like it's the English version of See's Candies or something. In my mind it was.

Alex: It's not here in LA.



Exactly. That's why it was so surprising that they would just ... coming out into Google Plus and taking some amazing photography, doing some innovative things, bringing people into their world and basically showing how they're doing all these exiting things. Even came out with a candy bar that was exclusively marketed on Google Plus. They made a big point about how this is a Google Plus thing. The Google Plus community just went nuts over that and now in the minds of millions and millions of Google Plus users, Cadbury is a hot brand. It's incredible that they've been able to do that. That's a really good example.

If you go to the Cadbury page you see that these are really fantastic photographs. That somebody is really there. You can tell that they're really paying attention, they're really engaging, that they're not just automating some post or something like that. The fact that relatively low percentage of companies are actually doing it right, so if you do it right you really stand out on Google Plus. That's one example.

If you look at almost all the car companies are doing innovative things. Almost all the major sports teams, big European soccer teams, and some of the American Major League Baseball teams are doing some interesting engagement. The big pop stars are going in heavy. The biggest users on Google Plus are Lady Gaga and Britney Spears. Britney Spears was the number one user for the first year and a half and then Lady Gaga passed her and they're doing some great stuff, although that's a fairly easy thing to do if you're that kind of a pop star because you give people an inside look.

I think one of the best celebrities on Google Plus is Jerry Ryan who is ... she is a TV and movie star. What's great about her is she's just like a regular user. She's engaging in all kinds of stuff. She talks about her family. She shows pictures on the set of her show and it's just really wonderful to have a real person. That's really the secret sauce. You don't have to over intellectualize it. Just to a certain extent be a real person, with all your real passions, engage with



real people as a person and experiment and you can discover amazing things.

Great interview you guys. I'm going to do a quick review. We call it the review rampage. I want to thank all of you who are watching live. Now, if you're watching on the replay I want you to know that in an hour we've generated about seven comments per minute. We have close to 280 comments, which is phenomenal. That's engagement. That's the way we look at engagement. I want to do a quick review. I've taken some notes and then I'm going to give you a gift that you can see how we're using multiple channels of communication to make Google Plus, like Cadbury is the darling of Google Plus in chocolate, but we're going to use other channels of media to make Google Plus the darling of massive exposure.

Now we call this multimedia communication. The first two words here, this hyphen people really take it for granted. This bottom word here people take it for granted. George Bernard Shaw, I have a quote on my wall that says 'the greatest problem with communication is the illusion it has been accomplished.' I'm going to go over some of these notes I took with Mike. Thank you again. You are the world's friendliest tech writer. I'll add smartest as well because some of the distinctions he made between for writing for himself as a journalist and then doing it for self-promotion versus conversations as a journalist, that's an incredibly important distinction that a lot of people don't know the difference, especially Fox News.

Advertising. How does Google differ from Facebook, Twitter, and Pinterest? First of all, the sheer size and the growth make it stand out. Also it's kept the integrity of no editorial. Now integrity is not a good or bad thing. It's integrated to have none of the ads that are there that pop up with some of the other social media networks. It's not a social media network. It's a social influence engine is what we're stating. It's built on relevance.

What's the best way to cultivate a G-Plus community? The post, when you post and you're pulling people in. You're not pushing them into it like a general advertiser, manipulating or creating demand like an infomercial he said. You're pulling them in. It's pull centric versus push centric. Content may be king and community may be queen, but as one of my friends does a lot of Facebook work, she says the queen rules the house. Content is king and community is queen and the queen rules the house. That's

absolutely true in many households. Number three, what are unproven strategies of making G-Plus posts go more viral?

All I heard really Mike say is be authentic. The difference between self-promotion and conversation, by having authority borrow you actually are making, you're creating a residue or an imprint on the servers, on the Internet. It's not like what Al Ries and Trout used to talk about, the battle is in the mind, marketing warfare. The battle is not only in the mind, but you're laying out the groundwork and the rails on the Internet so that you have more connection, more synaptic connections like the brain. I thought that was brilliant.

Next question is, why would a business want to post on G-Plus instead of the public Internet? You talked about the viral nature of it. Why haven't artificial or once removed posts on a blog wanting to go viral have a blog with Facebook comments? That's like having a hybrid when you can just go straight to the source and say okay, here it is and if it goes it goes. Sometimes just the image itself has it go. Google is aligned, integrated, and has integrity as far as being that engine and moving fast. I hope anyone who is still laughing at G-Plus is competing with us right now. Then, I want to see where you are in about a year.

Number five, how does Search Engine Optimization work on Google? He says algorithmic and borrowing authority as long as there is authentic engagement that's happening. What came to mind is like in the movie The Matrix; I like the first one the most. In that movie, robots were hunting humans to get rid of them. In the Internet and G-Plus robots are hunting out humans to love them more.

They're trying to get rid of other robots all the black hard stuff, trying to get rid of their own kind and they're trying to bring human engagement in because that's what authenticity is. It's not this stuff that's robot to robot. I hope that's quoted in the future because I like that one with The Matrix. Maybe that's a good image but, what does The Matrix and G-Plus have in common? Maybe that's a very good post. Then basically what's a case study optimized Google Plus? You gave me an amazing idea. You mentioned Cadbury, which is a very old, staunch, English brand. It's just live very, not like Jerry Deli, like when you go down to the city and people just are reverent. They're just very classy and very English and proper.

They are going to G-Plus, which I think is less of a party than Facebook. They made a great decision where it's more professional and they're making it very G-Plus-ish. They're Google +ing. Maybe that's going to be a verb one of these days like Google AdWords. G-Plus that. Maybe your company got G-Plus. Any old company can have some new adrenaline injected into it by coming into a new platform, new media to have it go and swarm out new ways of identifying the other elements that were ignored because they are using old media channels.

Now here's something I'm going to give you guys and girls. This is a QR code. Now if you have a mobile phone I want you to scan it. What's a QR code? Look up QR code and download an app. If you don't have a QR code, I want you to text 415-233-7726 and in the message just write hanging out. Now, why am I doing this? It's because I believe in the future ... and we have your phone number by the way otherwise you couldn't have been part of this. We took your credit card so it's not like I'm taking something and I'm not going to scam you obviously.

You can always get off the list if you want, but this is the future I believe in the way we're doing Hangouts. You can just scan. This is our kick right now. I just put it on a Word document. Just in case if you don't have it, here is the phone number. When you sent the message the prompt will say, 'hey welcome. It's Alex and thanks for visiting our Hangout. What's your name again?' Then you type in your name. Are you doing it?

Yifat: Yeah. I'm trying to show the message you get.

Alex: Let's go. Go for it. Let me see.

Yifat: There you go. Reflective.

Alex: Go ahead and read it.

Yifat: It's Alex. Thanks for making it here. Please confirm your first name.

Alex: Did you put Yifat?

Yifat: I am right now.

Alex: Then she's going to put her first name then I'm going ask for something else that's not as important as her text number, because her text number is wherever she goes there she is, but what's the next question that props up?

Yifat: Please confirm your primary email.



Alex: Yeah. See how this is more editorial like? I thought that Mike would appreciate this. It's not like 'hey, what's your email?' 'I don't want to give your email.' Please confirm it. 'You already know I have it.' Once you confirm the email now I know who you're. Then what's the third thing?

Yifat: Awesome. Thank you. Type in the question you wanted answer on our Google Plus Hangout.



Thank you and answer the question you have for the Google Plus Hangout. You do that now. Now you could do this with your QR code. You could have it up on a billboard or you can have it as a text. We're going to have it on this Friday's Google Hangout, which will probably be our largest Hangout ever as far as population because the gentleman who's on is a dear friend of mine, Brandon Steiner. He has a 500,000 personal list, the largest memorabilia company in the world. He got me into the Yankees to speak in front of the Yankee management, which we're going to do in august and my son is loving it.

What does that have to do with Hangouts? It means his memorabilia crew, who just buys autographed stuff to raise the value, his crew is going to watch our Hangout and I'm going to have weekly Hangouts with him as the interviewer. Anyone watching here, Yifat, Mike, every one of you can be an interviewer because that's how you begin with borrowing authority. Napoleon Hill was a nobody. He interviewed 500 companies and became sponsored by a very wealthy guy (the wealthiest at that time) named Andrew Carnegie. Then he wrote Think and Grow Rich and became a multi, multi-millionaire. Start as a reporter. Dale Carnegie, same thing. All reporters become famous if they report on the right things with deep pockets. What happened once you asked the question, Yifat? What happened?



You're missing a word and I want to just say the answer then the question. Thanks Yifat for engaging with us. To invite your friends, colleagues to ask questions, have them send a mobile text to this number with the keyword. The keyword doesn't show up so you need to add that.



Sorry. This is why we do it. This is a beta test. Now, how are we going to use this? I don't know if it will work or won't, but I don't want any more questions on our comment stream, because questions that go unanswered end up in our help desk. What I want



are just aha moments. I want all the questions to go in to the text stream so we could record it and give it live. This actually is connected to our infusion software so we can read it live when it comes time.

Join us Friday, marketingonlineHangout.com. You'll see it on mass. I just want to test it here. If I had any words they would be public. Of course we've found out that I do have words. Thank you, Yifat. I want to do it in front of Mike as well because that way if he didn't like it he could tell me in public and then it wouldn't be a little later on. The goal for this is just to have aha moments at the comment section. If you have aha moments which I know you do, if you can pack your bags right now. You just pack your bag; say I've got everything I needed from this course. I could leave. I've got everything I needed. What is your pack your bag moment? What's your aha moment you got from Mike?

Not so much for Yifat or me. What did you get from him that was just sensational? I want you to write those comments down and I want him to read it because no greater way to acknowledge someone than in ink, in this case digital ink. Then that way we've earned our key and you're giving him. Don't just do it to kiss up. Do it because you mean it. We've talked about integrity, alignment. Be authentic with it and then give him that feedback and give it to us as well. The reason I said do it about him is because I know it's good. I would never ask you to say do it for me. I don't want to take that risk. We're going to do the final word and Yifat, you talk about what this has meant for you. We'll go final word and then we'll go to Mike and tell Mike what that means as well.



My word is personal, be personal. I really love the case study that Mike gave about Cadbury, because I didn't know anything about them and then they came in and make a personal joke on one of my streams. That's how the relationship started. Be personal. Be yourself on Google Plus and you'll generate that type of engagement.

Alex: Explain to him what final word is.

Yifat: It's the word you end up with that sums up all the thoughts for you.

Alex: Mike, you're a wordsmith.

Mike: My word is originality and it's you have to realize that on the Internet everything is available to everyone. You at all times want to stress the thing that you have to offer that nobody else has to offer.



Your page and your stream on Google Plus has only one thing that makes it different from others and that it's yours exclusively or exclusively your company's. Make it original.



Awesome. My word and I'm going to go a little bit more intelligence here on everyone usually is marketing based, but it's going to be renaissance. What's renaissance? Renaissance means rebirth and there is a lot of attention that's brought to rebirth. Some examples are rebirthing a song, an idea or even a social media engine, like in this case. We basically have rebirthed social media, as we know it, is not a social media platform we're talking about. It is an engine. It is the Internet and because YouTube is involved, Google is involved; it is the 1,600-pound gorilla because it has two 800-pound guerrillas on its shoulders.

G-Plus is here to stay. I do hope that you get on it because it is a catapult and the renaissance here is back to being human, is back to being authentic, which I think is great. We get the word out and you have to work as hard to get that word out. Yifat, you're the lady. Final word on this and then we'll clean out. Go for it.

Yifat: No. That's perfect and that's why I think Hangouts and Google Plus will change the world because they bring back humanity to interactions.



Those of you, who just want to interact and see what Mike has to say, just go to Google Plus and type in Mike Elgan and you will see him there. You'll see ... I love what you do where you have these little links and then you open it up and it opens it up and you tease me with every single post that you make. It's brilliant and it's given me a great idea on how to do that. Model him. Model him because it works. Did you get that idea just organically or you knew that that would work?

Mike: I've been doing this kind of stuff since 1990 and it's just been evolving from print to blogs to social media and I've just been tweaking it ever since the 1990s.

Alex: We have more people viewing now than we did at the beginning of this and that never has ever happened with other media such as webinars or teleseminars. Thanks to all of you. Mike, pleasure, honor and we hope our paths cross again soon.

Mike: Pleasure was mine. Thank you.