

Social Media Outcomes

Attract Clients Online & Increase Your Income!



Social Media and Online Networking Mastery Webinar 1: Facebook

Rick Cooper
Author, Speaker, Coach

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

“Social media is social!”



Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Join me online at:
Facebook.com/SocialMediaOutcomes

Social Media Outcomes

Attract Clients Online & Increase Your Income!



Rick Cooper
Author, Speaker, Coach



Social Media Outcomes

Community Page about Training

✓ Liked



Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Outline

- Webinar #1: Facebook
- Webinar #2: Twitter
- Webinar #3: LinkedIn
- Webinar #4: YouTube

How can you maximize your use of each social media site?

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

What You'll Learn:

- Techniques to generate leads using Facebook
- Do's and don'ts so you don't spam
- What to post to bring people back
- Why create a Facebook Page
- Tips to leverage your Facebook Page
- Why to create an event on Facebook
- Techniques to attract your ideal clients
- How to get people to Like your page

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Facebook Stats

- Over 1.11 billion active users
- 50% of active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

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Quote

“By first connecting with new people via online social networks, it’s easy to create what I call “virtual rapport.” Oftentimes, you may feel like you have an incredibly close relationship with a social networking friend... all that remains is to meet them in person and it’s like you’ve known each other for years!”

~Mari Smith

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Facebook Marketing – Step by Step

1. Post a message on your personal page
2. Post a message on your business page
3. Respond to private messages
4. Send messages
5. Approve friend requests
6. Like and comment on posts
7. Promote posts or run Facebook ads

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Focus on Outcomes

- Set goals for Facebook
- Create a plan of action and work your plan
- Block out time in 15 minute chunks
- Take action to generate leads
- Prospect for business

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Tips for Facebook's Timeline

- Add a Cover Photo with a personal message (create an emotional connection)
- Dig through your past posts and pictures (Hide any that don't add value)
- Post content every day

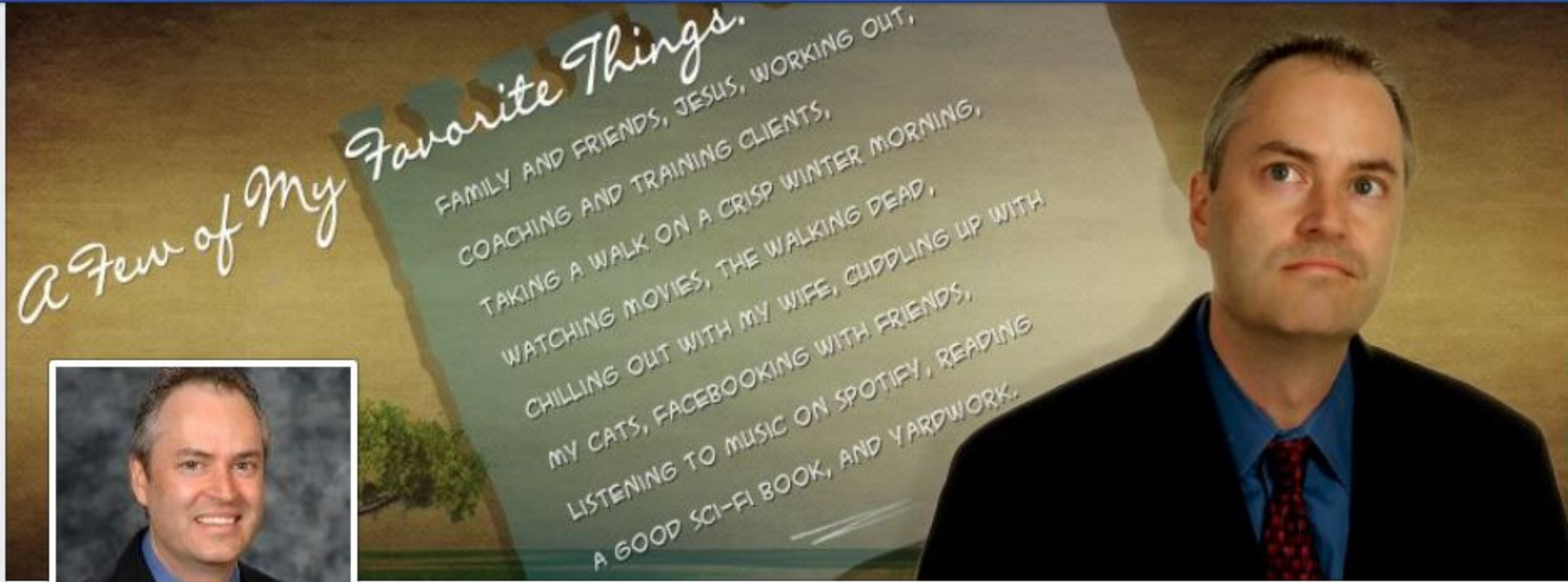
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Facebook Timeline

facebook  

 **Rick Cooper** | Home



A Few of My Favorite Things.

- FAMILY AND FRIENDS, JESUS, WORKING OUT,
- COACHING AND TRAINING CLIENTS,
- TAKING A WALK ON A CRISP WINTER MORNING,
- WATCHING MOVIES, THE WALKING DEAD,
- CHILLING OUT WITH MY WIFE, CUDDLING UP WITH
- MY CATS, FACEBOOKING WITH FRIENDS,
- LISTENING TO MUSIC ON SPOTIFY, READING
- A GOOD SCI-FI BOOK, AND YARDWORK.



Rick Cooper

[Update Info](#) [Activity Log](#) 

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What is a Hashtag?

A hashtag is a word or a phrase
prefixed with the symbol #.

It is a form of metadata tag.

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Tips to Use Hashtags

- Create hashtags based on your keywords
- Search based on hashtags to see what results you get
- Don't overuse hashtags

Use Hashtags in your Tweets



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Use Hashtags in your Facebook Posts

#socialmedia ×

Update Status Add Photos/Video

Say something about #socialmedia...

**Rick Cooper**

Add your website address and a description of your business to your social media profiles. [#socialmedia](#)

[Like](#) · [Comment](#) · [Share](#) · 5 seconds ago near Sacramento · 

**Tony Gates** and **Tony Gates** shared a link.

**That's the Point!: What's Your Social Media Personality?**
tonygates44.blogspot.com

[Share](#)

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5 Keys to Use a Facebook Page

- Create a Facebook Page with a theme people will want to follow
- Post content first, then promotions
- Create a dialogue. Facebook rewards interaction
- Use contests to create some excitement
- Drive traffic to your page through email, blog, websites and other sources

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1) Create a Facebook Page with a topic people will like

- If you are a public speaker you can create a Public Figure page. Otherwise, select a topic (i.e. Small Business Strategies)
- Include your city in the title if you have a regional focus
- Analyze the competition to see how they are using Facebook Pages. Duplicate.

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2) Post content first, then promotions

- Post content on a daily basis.
- Post quotes, tips, strategies and techniques.
- Link out to your own blog posts and others.
- Use the 80/20 rule of social media (4 out of 5 posts should be informational. 1 out of out 5 posts should be promotional)

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Strive for Interaction

"Visualize this thing that you want, see it, feel it, believe in it. Make your mental blueprint, and begin to build."

~Robert Collier

SocialMediaOutcomes.com

Timeline Photos

Tag Photo Options Share Like



Rick Cooper

January 4

What are you doing to visualize your 2013 goals?

Tag Photo Add Location Edit

Like Comment Unfollow Post Share Edit

Sandee Pierce, Myla Everett, Christopher A Vroni and 12 others like this.

10 shares

View all 16 comments



Cluney Set Hii Ricks great

Saturday at 6:10am · Unlike · 1



Grant Perry Rick -- your class on FRI rocked! I'm now changing my posts on FB. Thank you! G

Saturday at 8:08am · Unlike · 1



Rick Cooper Thanks Cluney!

Saturday at 9:06am · Like



Rick Cooper Hi Grant. I'm glad to hear you like the Facebook Marketing Secrets webinar. I really



Write a comment...

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Phone: 916-905-2464

3) Create a dialogue

- You will get more Likes if people interact with your Facebook Page.
- Post things that people will Like.
- Ask questions.
- Comment back on other people's comments. This can sometimes spur an ongoing dialogue. Be a rapid responder!
- Send a personal message

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4) Use contests to create excitement

- People love to win.
- Ask people to take an action and then reward them.
- Ask people to answer a question, get people to like their post on your page, or send you an email or post a comment on your blog.
- For prizes, give audio download, pdf reports or online videos. On occasion, give a more valuable prize. (Where the value is justified.)

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Activate your Community

**Live Out Loud**

Dude! Sergio - 215 Likes. That is the new record and great job mobilizing your community. Feel free to share your business Facebook page with us too Congratulations again.

**Wall Photos**

 Saturday at 10:03pm · Like · Comment · Share

 11 people like this.

**Sergio Estevam** Thank you Loral you rock!!!! I had a blast on the last 3 days!!! I am looking forward to mobilize a lot more people to Live out Loud!!!!
Saturday at 10:11pm · Like

**Sergio Estevam** Hello everyone please "LIKE" my business page.
<https://www.facebook.com/pages/Equity-Builder-Partners-LLC/141481132572541> Here is our website:
<http://www.equitybuilderpartners.com/>
Saturday at 10:18pm · Like ·  2 people

**Zelda Delgado** <http://www.facebook.com/pages/Luxury-Magazine-Online/188956881147272>. I need four more likes.
Saturday at 11:56pm · Like

**Debbie McLay** @Zelda....gotcha covered :)
Sunday at 10:51am · Like

**Joyce Gass** Nice going San Diego. Awesome event!
Sunday at 11:27am · Like

**Bob Guilber** Awesome job Sergio!!!

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5) Drive traffic to your page through email, blog, websites and other sources

- The name of the game is Likes. Do whatever you can to get more Likes.
- Send an email to your list.
- Post a message to your blog with a call to action to like your page.
- Add a widget to your website.
- Include in your email signature.
- Ask other people to share.

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Cross-pollinate your networks



SOCIAL MEDIA OUTCOMES



Rick S. Cooper, MBA
@RickCooper

Author, Speaker, Coach | Social Media Marketing Expert | Copywriter |
Author | Christian | Encourager
Sacramento, CA · <http://www.SocialMediaOutcomes.com>

7,778 TWEETS	8,403 FOLLOWING	8,418 FOLLOWERS	
------------------------	---------------------------	---------------------------	--

Tweets

 **Rick S. Cooper, MBA** @RickCooper 21s
Please LIKE our Facebook Page. Click here: [facebook.com/socialmediaout...](http://facebook.com/socialmediaoutcomes)
Expand

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Social Media Outcomes

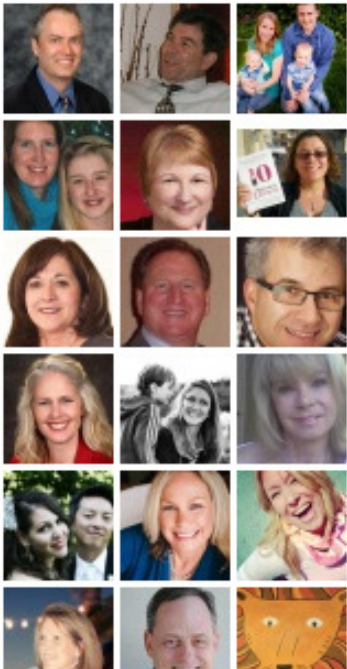


**Social Media
Outcomes**

✓ Like

You like this.

You and 772 others like [Social Media Outcomes](#).



Add a Facebook Like Box Widget to your Site

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Phone: 916-905-2464

Quote

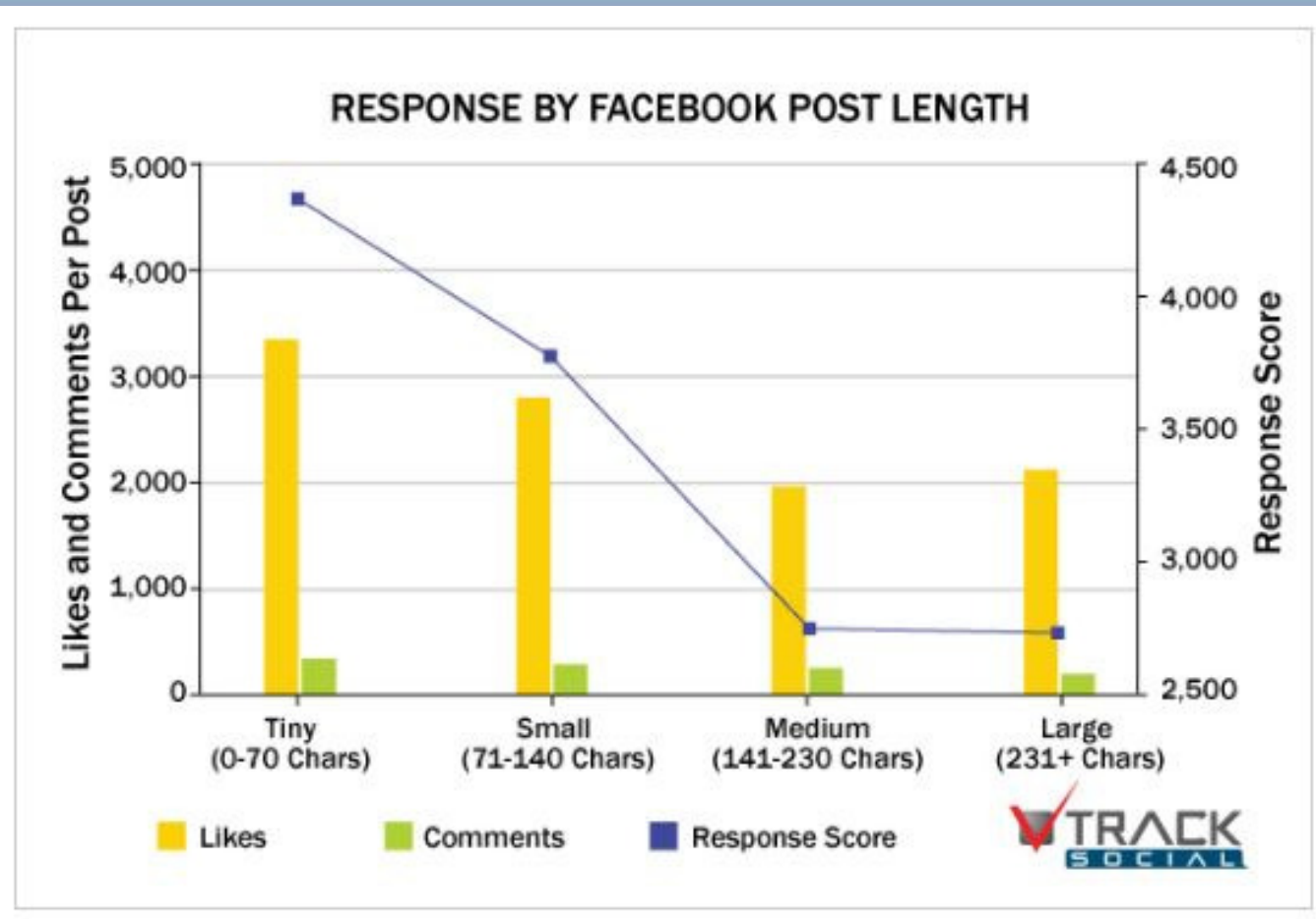
"You can be professional while also 'keeping it real' with your customers. By interacting with customers in a less formal way, you'll build a strong human connection that helps build brand loyalty."

~David Hauser

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Short Posts are Better!



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Anita Kugler

Yesterday

I don't know if this is the "year of the video" for me but it is definitely a year of learning to use social media more effectively. Rick Cooper, one of my favorite social media trainers, told me about Mari Smith. Thanks, Rick!



2013: The Year Of The Video - Free Webinar January 24, 2013 with Mari Smith

www.youtube.com

<http://marismith.com/yearofthevideo/>
Join online marketing thought leader,

Like · Comment · Share



Mari Smith likes this.



Anita Kugler P.S. Rick's training page is Social Media Outcomes.

Yesterday at 11:34am · Unlike · 1



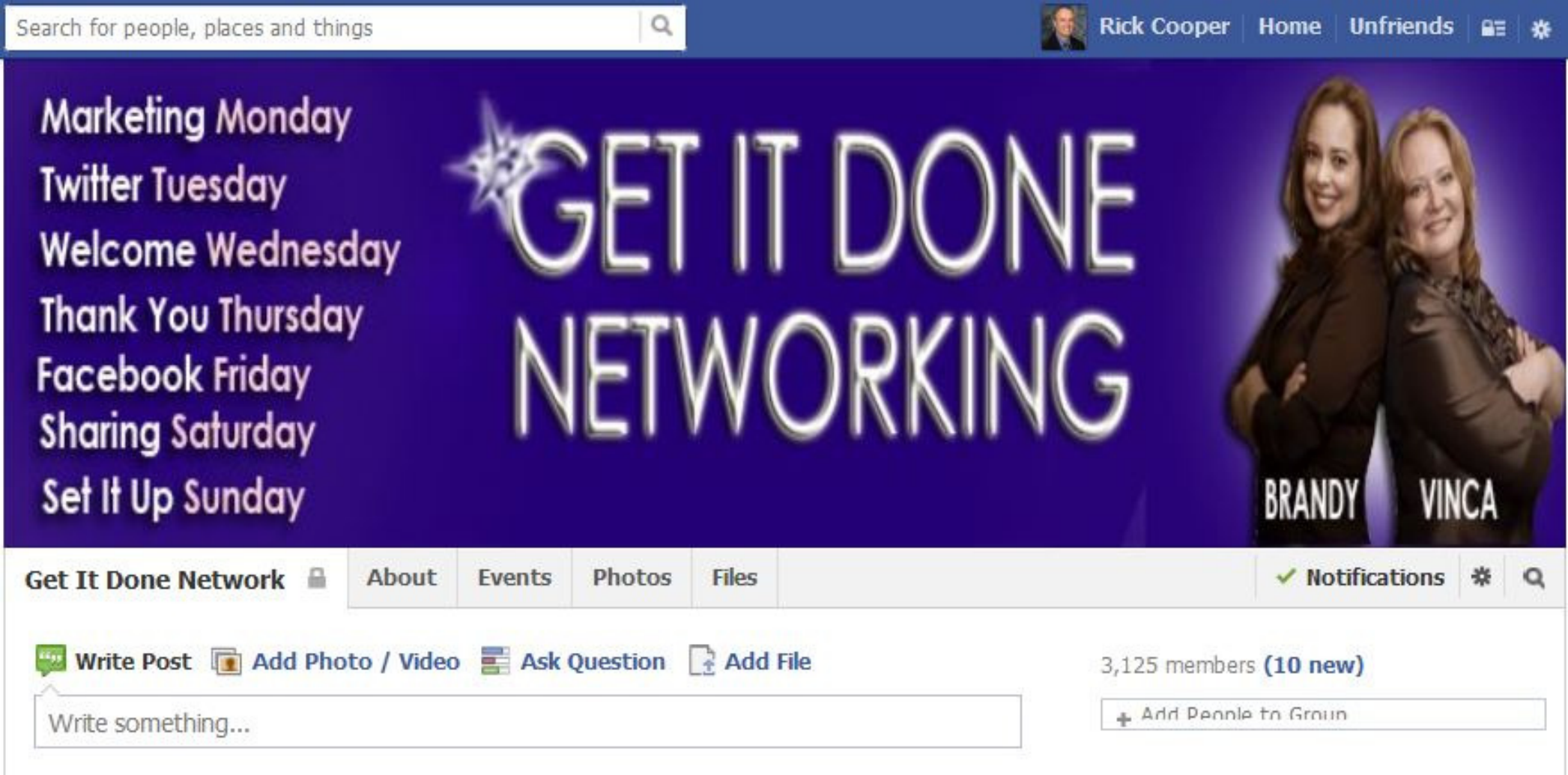
Rick Cooper Thanks for sharing Anita! Yes, Mari Smith is great. I encourage you to learn from her as well.

Yesterday at 11:58am · Like · 1

Add Value

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464



Post in Facebook Groups

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Encourage Sharing

**Kim Wende**
about an hour ago

"21 Internet Marketing Tips" to get more clients. Get signed up for this FREE webinar that Rick Cooper is putting on you will get lots of information.

**21 Internet Marketing Tips**
January 11 at 10:00am
FREE Teleseminar (Featuring Rick Cooper)

 Invite Friends · You're going

Like · Comment · Share

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

"I challenge you to make your life a masterpiece. I challenge you to join the ranks of those people who live what they teach, who walk their talk."

~Tony Robbins

SocialMediaOutcomes.com



Rick Cooper

Yesterday

What can you do to elevate your performance this week?

Tag Photo Add Location Edit

Like · Comment · Unfollow Post · Share · Edit

Tom Sidney Bushnell, Grant Perry, Kathryn Jean Stevens and 5 others like this.

3 shares



Carol Rock Not missing in this one.

Yesterday at 6:31am via mobile · Unlike · 1



Anita Smithson Accepted!

Yesterday at 6:35am via mobile · Unlike · 1



Rick Cooper Hi Carol. Awesome!

Yesterday at 7:00am · Like



Rick Cooper Good job Anita!

Yesterday at 7:01am · Like



Write a comment...

Brand Your Business

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464



Facebook Cover Photos

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Cover Photo

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Rick Cooper
Author, Speaker, Coach



Social Media Outcomes

Community Page about [Training](#)

✓ Liked



Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Cover Photo



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Cover Photo



Mari Smith

- * Leading Social Media Strategist
- * Premier Facebook Marketing Expert
- * Top Ten Social Media Influencers ~ Forbes
- * "Pied Piper of the Online World" ~ Fast Company
- * "One of the Most Influential People on Twitter" ~ D&B Credibility



Mari Smith

85,999 likes · 1,796 talking about this

✓ Liked

Message



Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Cover Photo



Coca-Cola

40,935,796 likes · 302,859 talking about this

Like

Message



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Phone: 916-905-2464

Cover Photo Tips

- Optimize the Image Size
- Center the Focal Point
- Follow Facebook's Rules

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Image Sizes

- Profile Photo: 180 x 180 pixels
- Cover Photo: 851 x 315 pixels

Facebook restrictions for Cover Photos

Cover Photos Cannot Contain:

- Price or purchase information. Examples include "40% off" or "Download it at our website."
- Contact information. Web address, email, mailing address or other information intended for the Page's "About" section.
- References to user interface elements. This includes "Like" or "Share" or any other Facebook site features.
- Calls to action. This could be statements such as "Get it now" or "Tell your friends."

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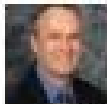
Managing your Facebook Page

- Hide content on your page
- Pin content to top of page
- Recent posts
- Admin Panel
- Activity Log

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Phone: 916-905-2464

Pin Content to Top of Page

**Social Media Outcomes** shared a link.
Yesterday



Blog post on AttractingIdealClients.com:
Demonstrate your Expertise - Read it here



Attracting Ideal Clients
Demonstrate your Expertise
bit.ly

When you declare yourself an expert, it is to begin creating content. Experts are knowledgeable. They have information and want to

Pin to Top

Change Date...

Hide from Page

Delete...

Report/Mark as Spam...

Like · Comment · Share

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Content Pinned to Top



Social Media Outcomes shared a link.
Yesterday

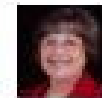
Blog post on AttractingIdealClients.com: Sharing Content to Demonstrate your Expertise - Read it here: <http://bit.ly/odGocB>



Attracting Ideal Clients: Sharing Content to Demonstrate your Expertise
[bit.ly](http://bit.ly/odGocB)

When you declare yourself an expert, the next step is to begin creating content. Experts are knowledgeable. They have information and want to

Like · Comment · Share



Joanne Lang me
October 4, 2011

To get great information with all the changes, L does a fabulous job!!

Unlike · Comment · Share

Recent Posts by Others on



Rick Cooper

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Recent Posts

Recent Posts by Others on Social Media Outcomes See All

**Rick Cooper**
Welcome to the conference call. Please post a comment.
1 · 7 hours ago

**Cheryl Page Yantis**
Page Hypnosis is here to say Hello.
1 · 1 · Tuesday at 6:12pm

**Rick Cooper**
Are you in the conversation on social media? Join me at Soci...
1 · Tuesday at 6:01pm

**Rick Cooper**
Thanks for joining me on the call today on How to Use Social ...
Tuesday at 5:36pm

**Rick Cooper**
Add me to your circles on Google+ at <http://gplus.to/ricks...>
1 · Tuesday at 5:35pm

More Posts ▾

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Quote

“Monitor, engage, and be transparent; these have always been the keys to success in the digital space.”

~Dallas Lawrence

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6 Ways to Generate Leads on Facebook

- Link out to a squeeze page
- Send people to a blog with an opt in offer
- Post a video with a strong call to action to generate lead
- Create a Facebook Page with an opt in offer
- Add a Facebook event and lead out to a registration page
- Use Facebook ads

Email: Rick@SocialMediaOutcomes.com

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1) Link to a lead capture page

- You will need a lead capture page
- Identify the benefits of what you have to offer
- Create a series of different messages
- Post periodically to drive traffic to your squeeze page

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Add Opt In to a Facebook Page

 Live Out Loud Awesome Loral Yes! Video ▾

Sign-up for a special webinar with Loral Langemeier and John Assarf where they talk about their Yes! Energy and how it has completely transformed their lives.

RESERVE YOUR SPOT!
WEBINAR REGISTRATION

Which Day Do You Want to Attend?

Which Time Works Best For You?
Your Local Time: 3:51:16 PM

Where To Send The Invitation:

REGISTER NOW!

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

2) Send people to a blog with an opt in offer

- Create a content focused blog post
- Embed an offer at the end of the message or even in the body of the post
- Summarize the blog post in your Wall Post
- Link out to the blog post page
- Or, create a shortcut using bitly.com to track results

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Link to a Blog Post

[HOME](#)[ABOUT ▾](#)[LIVE EVENTS](#)[PROGRAMS ▾](#)[FREE TRAINING ▾](#)[BLOG](#)[TESTIMONIALS ▾](#)[CONTACT](#)

You are here: [Home](#) / [featured](#) / How to Overcome your Limiting Beliefs

How to Overcome your Limiting Beliefs

BY [ERIC LOFHOLM](#) • [LEAVE A COMMENT](#)

Belief is a powerful component of your sales mindset.

What is a belief? Here are several explanations:

- 1) The mental act, condition, or habit of placing trust or confidence in another: My belief in you is as strong as ever.
- 2) Mental acceptance of and conviction in the truth, actuality, or validity of something: His explanation of what happened defies belief.
- 3) Something believed or accepted as true, especially a particular tenet or a body of tenets accepted by a group of persons

A belief is a feeling of certainty about something. Beliefs in many cases are not true. They are just beliefs. Beliefs are thoughts. Thoughts can be changed.



\$995 Value
21 Training Modules
"HOW TO CLOSE"
Video Series

FREE!

For a limited time*

Free Instant Access

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3) Post a video with a strong call to action to generate lead

- Create a 2-3 minute video
- Focus on content
- Add an offer at end for your squeeze page offer

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Phone: 916-905-2464

4) Create a Facebook Page to promote your opt in offers

- Create a Facebook Page for your business or expert topic
- Post 5-10 times a week
- Share content, quotes and offers

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464



Social Media Outcomes shared a link.

May 3

Get my Free Report on 10 Ways to Monetize Social Media.
Download it now: <http://ow.ly/kG98m>



10 Ways to Monetize Social Media

ow.ly

Social media gives you access to a huge network of influential people. Learn how to generate leads, develop new customer relationships, and get...

Like · Comment · Share

33 people saw this post

Boost Post ▼



Social Media Outcomes shared a link.

4 hours ago

Want to Build Brand Awareness through Social Media? Read my blog post on the topic: <http://ow.ly/kNdV5>



Build Brand Awareness through Social Media

Add Value Generate Leads

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Phone: 916-905-2464

Quote

“The secret isn’t growing a huge fan base. We have 100,000 Facebook fans, but those fans have all come to us organically. We believe the more organic the growth, the more loyal the fans, the more likely they will be repeat customers.”

~Cam Balzer

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Facebook Pages

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Rick Cooper
Author, Speaker, Coach



Social Media Outcomes

Community Page about Training

✓ Liked



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Phone: 916-905-2464

359 Friends
Like Social Media Outcomes



Recent Posts by Others on Social Media Outcomes

[See All](#)



Susan Joy Schleef

I was listening in by phone to the "Giveaway" webinar this af...
2 minutes ago



Gary Loper

1) I use brain wave technology CD - designed for writing, to ...
👍 1 · 3 hours ago



Kimi Avary Fallon

quiet is super important to me - I'm going to the library this ...
👍 3 · 3 hours ago



Peggy Lee

Tip for tapping into creativity: Schedule writing time. For me ...
👍 1 · 3 hours ago



Kimi Avary Fallon

Hello!

Chat (Off)

Encourage sharing on your Facebook Page!

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

5) Create a Facebook event and lead to a registration page

- Develop a strategy to use events in your marketing
- Use teleseminars, webinars, live events, specific promotions or call in options

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Phone: 916-905-2464

Post a Facebook Event



Social Media Outcomes
Live Online Training Event

Rick Cooper
Marketing Expert

5 Keys to Automate Social Media through HootSuite

Public · By Social Media Outcomes

Going (8)

- Rick Cooper
- Sherry Campos
- Susan Joy Schleef

Wednesday, May 29, 2013 6:00pm until 7:00pm

FREE Webinar (Featuring Rick Cooper)

CLICK HERE TO REGISTER FOR THE WEBINAR:
<http://socialmediaoutcomes.com/hootsuitewebinar/>

Here's what you'll learn on the webinar:

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Create a Facebook Event

April 2013

Create New Event

Name	ex: Birthday Party	
Details	Add more info	
Where	📍 Add a place?	
When	5/7/2013 	Add a time?
Privacy	🌐 Public ▼	

[Invite Friends](#)

Email: Rick@SocialMediaOutcomes.com
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6) Use Facebook ads

- Set up a Facebook ad account
- Select a free lead generation offer or a paid product to promote
- Create an ad and write a short message to promote the offer
- Select a photo to grab attention
- Select your audience and choose a budget
- Submit your ad

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Phone: 916-905-2464

Promote a Post



61

Paid Reach [?]

\$0.27

Budget Spent

I'm hosting a contest to get more likes on my page



Like · Comment

 2 people



98 people saw this post

Budget

\$10



Ends

Friday at 11:00am

Account

47161429 (Rick Cooper, USD)

Payment

Paypal account (rick@rickscooper.com)

Activity

1 Page Post Likes

 ▼

Close

Promoted for \$10.00 ▼

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Monitor Facebook Ad Results

☐	Name	Campaign	Status ?	Reach ?	Freq. ?	Social Reach ?	Actions ?	Clicks ?	CTR ?	Max Bid ?	Price ?
☐	Promoting /socialmediaoutcomes /posts /317935868308684 to fans	Promoting "I'm hosting a free teleseminar on "21 Internet..."	 ▼	21	1.0	0	1	2	9.524%	Auto Optimized CPM	\$7.14 Optimized CPM
☐	Promoting /socialmediaoutcomes /posts /317935868308684 to friends of fans	Promoting "I'm hosting a free teleseminar on "21 Internet..."	 ▼	20	1.1	14	0	0	0.000%	Auto Optimized CPM	\$5.45 Optimized CPM
☐	Sponsored stories for /socialmediaoutcomes /posts /317935868308684	Promoting "I'm hosting a free teleseminar on "21 Internet..."	 ▼	2	1.0	2	0	0	0.000%	Auto Optimized CPM	\$0.00 Optimized CPM

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Quote

"The most successful marketer becomes part of the lives of their followers. They follow back. They wish happy birthday. They handle problems their customers have with products or service. They grow their businesses and brands by involving themselves in their own communities."

~Marsha Collier

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What are you doing to prospect on social media?



Email: Rick@SocialMediaOutcomes.com
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Facebook Prospecting Tips

- Make a list of your Top Ten prospects on Facebook
- Post a short message on their page to say hello
- Follow up over time
- Send a private message
- Take the conversation offline

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Create a Top Ten Friend List

 **1 - Social Media Outcomes**
Custom list

Update Status

Add Photos/Video

What's on your mind?



Heshie Segal
Success is a plan with a road map. #JetNetting
Like · Comment · Share · 17 minutes ago via HootSuite · 



Write a comment...



Carol Young likes 2 things.

 e a Travel Agent

**Learn How YOU Can Travel the World Better for Less ~ Become A Travel Agent Today...**
Saturday, May 18th 2013 8:30am ~ Registration 9:00am-10:00am ~ Business Overview 10:00am-3:00pm ~ Travel and M...
Like · Comment



Google+ Community: 7 Ways To Grow
Google+ is a network where people are actively seeking

Manage List ▾

On This List (120) [See All](#)



+ Add friends to this list

List Suggestions



Katrina Sawa

Add ✕



Eric Lofholm

Add ✕



Mel Vesely

Add ✕



Jenny K Campbell

Add ✕



Kimi Avary Fallon

Add ✕

[See More Suggestions](#)

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Quote

"Once you can understand where the conversation is, who leads, the type of voices and the best place for you to add your voice, you can then start becoming a more active participant."

~Mitch Joel

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Phone: 916-905-2464

Inbox (99+)

Other (99+)

More ▾



David Alexander

Sound good. Thanks Rick!

Mon



Joel D Canfield

Super!

Mon



Marybeth Hrim

↩ Thanks.

Mon



Hector Rodriguez

↩ Thanks!

Mon



Jorge, Kirk, Brenda, 11...

Jorge: Happy New Year!

Sun



Marcelle Allen

↩ Hi Marcelle. Have you upg...

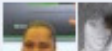
Sun



Kristin Sullivan Singhas...

↩ Thanks.

Sun



Ree', Tracy, Carol, 2 ot...

Sat

David Alexander

+ New Message

* Actions ▾

getting back now. <http://visualsalesresults.com/7secrets.html>



VisualSalesResults

visualsalesresults.com

Branding is a secret weapon for small business. When you make your dreams visible your vision becomes reality. Bay Area,



Rick Cooper

The page is a good start. Keep working on it and add an option to buy. Let's chat soon regarding your other questions. Thanks!

12:17pm

Monday



David Alexander

Sound good. Thanks Rick!

10:52am

Write a reply...

📎 Add Files

📷 Add Photos

Press Enter to send ☐

Reply

Facebook Messages

Email: Rick@SocialMediaOutcomes.com
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Save Time Using the News Feed

- Set a goal to add 5 Likes and 5 Comments on Facebook every day
- Jump into an active conversation. (If you see 5 people have commented, post a comment.)
- When you see a friend you want to connect with, click to visit their page and respond to a few posts. This will create more opportunities for conversation.

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Like and Comment Daily!



Annemarie Cross

With every setback is an opportunity for learning. The rain always precedes a rainbow. Are you looking for opportunities?

[Unlike](#) · [Comment](#) · [Share](#) · 23 minutes ago via HootSuite · 



You like this.



Rick Cooper Great point [Annemarie Cross](#)! I face setbacks on a regular basis, but I don't let that stop me. I am looking for opportunities every day! I love the metaphor of the rain and the rainbow.

a few seconds ago · [Like](#)



David Gallardo

trust.... it takes a long time to earn it. it takes a very short time to lose it

[Unlike](#) · [Comment](#) · [Share](#) · 12 minutes ago via mobile · 



You, [Cee Jay](#) and [Laura J LaRosa](#) like this.



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Quote

“How am I going to do my real job if I’m going to engage with customers 24-7?’ I hear that all the time. I don’t know. When did your 'real job' consist of not actually talking to your end-user?”

~Gary Vaynerchuk

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Next Steps

- Create a Facebook Page
- Create 5 Friend Lists
- Post to your Wall 3 times per day
- 5 Likes and 5 Comments Daily

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What are YOU
Committed to Take Action
On This Week?

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Social Media Outcomes

Attract Clients Online & Increase Your Income!



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