

ROGER BAUER

SOCIAL MEDIA



NINJA

INCREASE REVENUE
VIA SOCIAL MEDIA



SOCIAL MEDIA NINJA

SOCIAL MEDIA WEBINAR DETAILS

HOSTS: Roger Bauer & Wes Schaeffer

EVENT: Why Only 5% of Marketers Make \$\$\$ w/ Social Media

DATE & TIME: Tuesday, October 20th at 4:00pm Eastern

FORMAT: Simulcast! (Attend via Phone or Webcast -- it's your choice)

TO ATTEND THIS EVENT, VISIT THIS LINK NOW...

<http://XiosoftPresenter.com/?eventid=9580503>

NOTE: If the link above does not work for you use the classic version...

<http://InstantTeleseminar.com/?eventid=9580503>

Please print this workbook out right now so that you don't forget. You'll also have the materials available so that you can fill in the blanks as we progress through the material.

*** We will be providing visuals (slides) during this event. They will not be available for download although a replay will be offered. ***



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SOCIAL MEDIA WEBINAR WORKSHEET

What are the 7 reasons why only 5% of marketers are making any money with social media?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

What are the 5 most common social media marketing strategy mistakes?

1. _____ see, _____ do
2. _____ leading the _____
3. No view of _____ before you _____
4. _____ isn't defined
5. No pre-determined _____

What is the most prevalent view of social media marketing?

_____ over _____

What are the most frequent thoughts as business owners begin implementing social media marketing?

After week 1: _____

After month 1: _____

After 3 months: _____

"The big boys and girls are joining in so I am _____ now!"



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Why It's Not Your Fault:

There are _____ options for marketing firms to make sense of social media.

_____ % of ad-firms are clueless

Ad-firms haven't figured out how to _____ for themselves so how can they _____?

What are the 5 most common misconceptions of social media?

1. A bunch of _____ somethings _____
2. No way to _____
3. Lack of relevant _____
4. "I'm _____ to the _____"
5. It's a _____

How can YOU monetize social media?

_____ customer service

Solve _____ in real time

Provide a _____ for your company

Share a _____. In other words, offer _____ commissions.

What are just some of the metrics you can measure with social media marketing?

1. _____
2. _____ generated
3. _____ produced
4. _____ purchases
5. _____
6. _____
7. Interview requests / feature stories



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Facts & Stats

Twitter doubles in size every ____ days

Facebook grows by _____ every day

How many Twitter users are projected by December of 2009? _____

How many videos are currently on YouTube? _____

18-34 year olds spend _____% of their disposable time on social networks.

What are the 7 most common mistakes of social media marketing?

1. _____ image
2. _____ at every turn
3. _____
4. _____ your profile
5. Lack of _____
6. _____ someone else
7. Failure to _____

Why is it a bad idea to hide behind a false name with social media?

1. _____
2. _____ spreads fast
3. Can _____ your reputation

Remember to always follow the _____

What are the "Big 5" of Social Media?

1. _____
2. _____
3. _____
4. _____
5. Twitter

_____ questions is a big key to success with
_____.



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Sharing your email address in your profile indicates you're an _____.

What is the most popular blogging platform? _____

What do you need to do to get started with social media marketing right now?

Develop a _____

Have _____ and _____

Break them down into:

1. _____
2. _____
3. _____
4. _____
5. Capture _____

Start with _____

Become a _____!

30 Days

___ Calls

___ Bonuses

1 Goal: _____

How can you contact Wes?

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How can you contact Roger?

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