



# Sweeten Up Your Social Networking

By Carrie Wilkerson

## I know just enough to be dangerous. Seriously.

I am a case study in, “Don’t wait until you have it figured out before you take action.”

That being said, I take massive action, and when I don’t get the results I hoped for, I evaluate, readjust, and take more massive action. This seems to work for me.

Somehow, I have grown my online audience and lists to about 100,000 people with no paid traffic. (Shhh, don’t tell John Reese or those Stomper folks.)

One thing that has planted itself firmly in my head since back in the day when I was in sales is “attract, don’t attack.” In other words, rather than actively going out to chase prospects down, draw them to you.

Sounds simple enough, right?

Let me clarify right now that in your online toolbox, you need several strategies, but for the sake of space and simplicity, I’ll focus on using social media to get traffic to your blogs, websites, promotions, and products.

Because I feel like confession is good for the soul... and because I want you to see me just as I am, I will tell you the truth. I’m no wizard. I don’t test and track as well as I should. I have never studied massive traffic methods and I am NOT a social media expert.

Whew. Okay, I feel better now.

### What I am is a businesswoman leveraging social media for:

- » Connections
- » Credibility
- » Content Creation
- » Compensation (i.e. Cash)

Sorry if that shocks you, but it’s the truth. I don’t know all the nuances of social media or WHY it works. (I also do not know how a fax machine works.) But I do know that it DOES work and I’m going to tell you how I personally utilize it for my above purposes. Deal?

Let me focus on my primary method of social media for traffic: Twitter.

For simplicity’s sake, let’s classify Twitter as the world’s largest open meeting space, a 24/7 mixer or party. You walk into the party, you select which people interest you, and you join in the conversation. The conversation moves fast, is immediate, and the topic varies depending on whom you’re talking to.

While there is some widely accepted etiquette for social media, there are no hard and fast rules, and I’m certainly not going to define how you must use it here. But I will tell you that keeping the “attract, don’t attack” rule in mind will serve you well in this space.

“But Carrie, seriously – get to TRAFFIC already!”

Okay, here is the magical, mystical power of Traffic with Twitter (wow, that’s an info product waiting to be made, @DaivRawks will be all over that). Are you ready?

When you focus on people, and on serving them with encouragement, valuable information, authentic interest, and introducing them to others, YOU become magnetic, drawing others to you.

People want to be in YOUR space because you are all about THEM, not YOU.

Come to the table with “What can I do for YOU?” instead of “Guess what you can do for ME.”



Working full-time at home for 11 years now, Carrie has researched and implemented many streams of income and profitable business models, online and off. As The Barefoot Executive™, Carrie and her network of friends and associates have quickly become a trusted and valuable resource for helping others earn extra (or even full-time) income while working from home. A sought-after speaker, coach, and trainer, Carrie has an estimated audience of 100,000 through her newsletters, podcasts, and videos, and mentors thousands as president of the Association of Work at Home Women. Check her out at the websites below.

[BlogBarefoot.com](http://BlogBarefoot.com)  
[AWHW.org](http://AWHW.org)

- » Attract followers with your willingness to engage.
- » Take action using what you know.
- » Maintain a regular presence on social media sites.
- » Let it be about them, not all about you.
- » Grow your circle and your clout!

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A successful article is one that is easy to scan/read, includes bullet points or numbered lists, is between 450-750 words, and delivers real value in the body of the article based on the promise made in the article title. Think “how to” and strategy/tips articles that don’t include the same re-hashed tips everyone else gives. Use your unique perspective and experience to educate your ideal customer on something that gives value before you expect to receive anything in return.

### What are some of the most common mistakes or overlooked items by writers?

Simple spelling errors could be minimized if everyone just used Firefox with built-in spell check. The most common error made by the marketer type of writer is being too promotional or salesy in the article body.

#### Remember:

**The article body is the GIVE.  
The resource box is the TAKE.**

### Is print media dead?

Of course not. People still want to physically touch their content. If

they didn’t need that, we’d remove the PRINT ARTICLE tool. : )

### If you had never gotten online, what would you be doing right now?

I’d probably be a race car driver or I’d be the guy organizing a team to invent the Internet.

### What excites and motivates you?

Positively impacting MILLIONS of people monthly excites and motivates me. I’ll be even more excited when we’re able to impact millions of people per day instead

of per month. EzineArticles is our vehicle for creating value, so anything that increases the value delivered is something that motivates me.

I also like innovating, obsessing on the user experience, and figuring out how to significantly increase the speed with which our clients, members, and users are able to use our web platform.

If I wasn’t doing that, then I’d be enjoying working on conversion analysis, getting baseline metrics, and working with our team to make better data-driven decisions. 🗨️

(CONTINUED FROM P. 13) (It sounds too simple, right? Guess what? It works offline too!)

Now, this is not scientific, and I’ve not done tons of measuring, but my Alexa ranking is pretty high (that’s good, right?), my conversions are profitable, my speaking schedule is packed, my list is growing, and the opportunities are seemingly endless. So, SOMETHING is clearly working!

## Here are some points I try to remember:

### Have Character

Especially if you are building a business online (I’m guessing that’s why you are here), you need to have character! You would not (hopefully) go to a party and immediately start insulting people, bashing companies, or making inappropriate comments to strangers. Remember, this is a very large FISHBOWL, and people are listening and watching. You are your own marketing, so guard your character.

### Be Conversational

Do not walk into the party, stand on a stool, and just shout self-promotional things or preach at people. They will either kick you out, talk about you, or WORSE, grow deaf to any further messages you have. Interact with people, show interest in them, and see how you can be of value in their space.

### Provide Content

(Which is totally different from being contentious, FYI.)

Believe it or not, 140 characters is a great amount of space to show tidbits of what you know about your business and area of expertise. You can establish trust and credibility and TEACH powerfully with those 140 characters over time! Tools, resources, videos, quotes, and lessons learned are all very good at helping solidify your validity in your niche or market.

### Be Consistent

You don’t have to show up on Twitter as much as I do to be effective! But if you only come around when you are bored, have a promotion, have a blog post, or are seeking input, your fellow party-goers will see right through that! So be consistent and engaged. Your face popping up on their screen should not cause a “HEY – who is that?” It should cause them to say, “Oh hey, there you are!” We trust the people who are consistent in our lives. The barriers of resistance are comfortably lowered. It is the same in social media circles.

THAT is my whole magical formula. Seriously. You thought it was going to be rocket science, right?

“Carrie, that is too warm and fuzzy. I want to know about traffic. How does that get people to my sites?”

## I draw traffic with the four C’s: Character, Conversation, Content, and Consistency.

If it makes you feel better, you can use Google Analytics, BudURL.com, TwitPwr.com, opt-in boxes on your offer pages, etc., if you truly want to track what is coming from where and if you have a good ROI

(return on investment) for your time in social media.

But I prefer to measure based on interaction, conversation, and the growing size of the circle surrounding me at the party. As long as they want to be in my space, I will welcome them there. I will use my brand of encouragement and edu-tainment to hopefully make them smile and perhaps even enlighten them a bit.

So here is the @Barefoot\_Exec magical “Traffic with Twitter” strategy in a nutshell:

When your audience knows you, likes you, and trusts you, they will want to know MORE about who you are, who you know, and what you have to offer.

I don’t “drive” traffic to my blogs, sites, movies, or offers. I draw it there with the four C’s: Character, Conversation, Content, and Consistency. Try it for yourself and let’s talk about it on Twitter! 🗨️

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