

Broke To Financially Free Using Facebook



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Table of Contents

Till and Prepare the Soil	1
Facebook and Social Media Are Free!	9
Create Your Account and Set Up Your Profile	11
Identify and Work Your Warm Market.....	13
It's Time To FIND	15
Share Content With Pull	22
Always Ask WHY	26
Invite	26
When FIND & INVITE Get Married	28
Share	30
Follow Up	31
Daily Facebook Core Activities.....	32
Let's Close!	33
Personal Growth and Development.....	33
Sowing and Reaping.....	36
You Are of Service to Others	38
Check Your Ego at the Door	39
Silent Lurkers & Removing Friends	40
Lagging in Results?	42
Grow From Where You've Been Planted.....	44
Blogging and Vlogging	47
Nerve Center	54
Plan of Action	55
What Now?.....	58

Till and Prepare the Soil

I am not a people person and I managed to build a wonderful business that set me free to live my life by design rather than by default.

I never went to college for sales or business. I tried three businesses in my early twenties and completely messed up every one of them. The fourth business I started was an Internet home-based business that changed my life forever. And the best part about this business, for which I had zero qualifications in traditional business, is the fact that the more people are stepping up and improving their lives, the bigger this thing grows. The synergy between helping people and business growth is beautiful and completely blows my mind.

Whatever business you're in, let it be a business growth that is dependent upon helping people in one way or another; otherwise your business is not worth starting up. Living a life that does not matter to others is a life existing for entertainment purposes only. Live a life that matters and you can leave behind a legacy that will go on living to serve others long after you pass on to the next from this Earth.

In this publication I lay out for you what I have done to maximize my time and build a wonderful thriving business – completely online. Expect a plan of ACTION!

My first two years I had no idea what I was doing. The only reason I even eventually went on to become successful is because I promised myself I would never give up and committed to taking as long as it took, no matter what. The next years were going to pass by anyway so I decided and committed to putting that time on my side and turning every mistake into a lesson to propel myself that much more forward. Even if only by micro-steps at a time, I would eventually find my way.

The first two years of my business there really was no forward motion except in finding ways that did not work. In my complete stubbornness not to experience permanent failure, I found a million plus ways how not to do this! Not only did this process of elimination narrow me down to the correct path, it also proves extremely valuable to anyone willing to follow the trail I have blazed. I paid a price to blaze that trail so brightly! You're not completely going to avoid making mistakes and messing things up, but if I can help you make significantly fewer mistakes that would be awfully nice. You'll get to where you want to go more quickly!

My hope is that you take away something from this publication that you can use to grow your own Internet home based business. I believe that if you follow the formula that I lay out later in this publication you will go on from here to become as successful as you want to be in your own Internet home based business. The proof it works is in the people who've used it already. But I hope you are not doing this for the money because if you are then your vision is not big enough and you will surely quit. You

need to discover your own personal "WHY" which I will help you unearth from deep within your heart and soul later in this publication.

I graduated high school in 1996 with zero business classes and then proceeded to college to earn an Associate's degree in 2008 with still zero classes in business or sales. My degree is in Computer Sciences. According to more than one job interviewer positions relevant to my degree were hiring at about \$8-\$10 an hour. Ouch!! The colleges didn't tell me my degree would be worth poverty!

The Public Relations people for the colleges are very talented sales people. College education is great, but if one of your goals is to get ahead financially then there are far more effective *and less expensive* ways to get the education you're looking for to get ahead.

Before my entrepreneurial experience I had zero experience in business or sales in traditional school. The greatest school on earth is the School of Hard Knocks, University of Life. But not even that is enough. There are plenty of people familiar with this school and struggle year after year to get ahead. On the other end of the spectrum there seems to be nothing more common than an educated derelict. Very few people have a balance of real world smarts and book smarts. Most people have too much of one at the sacrifice of the other.

A person who is all book smart with not enough street smarts doesn't have anything else to advance his or her perspective of book smarts. A person who is all street smart with not enough book smarts has nothing to advance his or her perspective of street smarts. But when there is enough of both book smarts and street smarts you get the kind of intelligence in abundance that you need to really get ahead and blast past mediocrity. The argument of which is better to have, book smarts or street smarts, is B.S. You need a balance of both because one will advance the perspective of the other.

I came into this real world entrepreneurial experience with absolutely zero qualifications. No background whatsoever that would have landed me a job in business. There is not a single company that would give me a job in the sector of business but I could start my own business and go from Broke, No Job, Zero Income, Zero Business Experience, one step away from being completely homeless and destitute, to FINANCIALLY FREE IN 2-1/2 YEARS!

I don't know about you, but the thought of someone being able to start from nowhere with absolutely nothing except desire, direction, a willingness to be teachable, and rise to the top is inspiring. In fact, reading testimony daily helped get me through the first two years of my business. My first two years were not easy! In fact, I was scared to death being so close to homeless not knowing where I was going to end up years or even weeks from then. Reading testimonials of people who started out as bad as – or worse – than I had, and achieving massive success lit me up. I made sure to do this

daily. It is imperative that YOU continuously read testimony or you may not have the drive to make it either.

Testimony gives hope to the hopeless and inspiration to the devastated. It's your job to seek them out, collect them, read them, post them, speak them, and then change the language you speak to yourself from, "*why me?*" to, "*why not me?*" "*If they can do it, I too can do it!*" That's what I did. That's what others have done. It's a pattern in which successful people engage. You are probably surrounded by people trying to sell you against success and into being average or mediocre. Your job is to sell yourself on success and rise above mediocrity every day. Feeding your mind real testimony every day will help you do that. You may even have to get some new friends, or at the very least take a break from the ones you have so they don't poison your mind and continue to keep you back. But you should also know that no one can hold you back before you hold yourself back. You could be holding yourself back simply by virtue of the people you associate with most often in your life.

Birds of a feather flock together. You've heard that philosophy before. Everyone knows it. It's true! If you hang around lazy you become lazy. If you hang around committed you become committed. If you hang around excuse makers you make excuses. If you hang around nurturing people you become nurtured and nurturing. If you hang around independently wealthy people you're probably going to become independently wealthy.

Who are you hanging around most of your time? What kind of people are they? Are they in debt? Are they financially free? Do they encourage you to run with a good idea? Do they tell you your idea will never work? Do they whine and complain a lot? Do they talk about things but never follow through with them? Do they lift each other up? Do they tear each other down? Do they see life as an, "*I get to*" experience? Do they see life as an, "*I've got to*" experience? How do they make you feel? When you're around the people you hang out with do you like how you feel? Do you like where your life is? Ask yourself those questions and find out what your friends, environment, and surroundings are doing to you.

You may find out that you need new friends and new surroundings. Every self-made successful person in the world that I know of agrees that you've got to choose your friends wisely because they will make you or break you.

Why is this significant? Because it's a pattern! If every self-made successful person follows the same fundamental philosophies, patterns and rituals you better learn what they are because it means success is a science! That means as long as you can follow directions it's not a question of IF but WHEN you achieve your own personal success that you define for yourself. This is exciting because it's empowering and it's empowering because your success is based on your ability to follow directions. Can you follow directions? Of course you can! Can you learn new skills? Yes! Do you have the power to change your mind whenever you want? Absolutely! That means it doesn't

matter how dire your past, the pain involved, the pain still with you, it doesn't matter how badly you messed up, the person you used to be, or the people currently in your life. None of that dictates your future. Where you start has nothing to do with where you arrive. I was not supposed to arrive at a destination of financially free; I was broke with no job or income when I got started! It wasn't good timing for me to start when I started; I was almost homeless and the economy was in a massive downturn! I certainly wasn't qualified; I had ZERO business experience in both school and in the real world! In the very beginning the only thing I had was desire. Eventually I shrunk my ego and became teachable! Being in a teachable state with a small ego is when things really started to take off. Desire without being teachable equals hell. I recommend avoiding that mistake I made of not being teachable. If you're not teachable it's because you have an ego that you have to kill first. You cannot have an ego and be teachable. You have to pick one or the other. Be teachable - it's worthwhile!

As you read my Facebook and social media strategy I recommend not taking away from your own personal learning experience by offering your opinions and suggestions. There is a time and place for opinions and suggestions and they can serve you and others you offer them to, but there is also a time when offering opinions and suggestions will keep you from learning a new skill that could completely empower you to change your life.

Just imagine someone brand new to the world of investing. We will call him John. John gets the opportunity to learn investment strategy from Warren Buffet. Warren Buffet is the world's most successful investor of all time. This is good for John; I sure hope he doesn't blow it! Sadly, John blew it. He entirely misses the opportunity to learn from the Master of Investments because he's too busy trying to impress Warren Buffet by offering his opinions and suggestions.

This represents what most of the population would do and most of the population is wrong. Most of the population is dead broke, in terrible health, and constantly fights with people because they have zero ability to communicate with people who aren't just like them.

If you have not already gained financial independence from Facebook and social media then I caution you against offering your opinions and suggestions as you're reading through this. You will fail. But if you read this with an open, teachable mind you can do completely wonderful things with Facebook and social media that will blow your mind and that of those around you.

This is a learning experience!

You are going to learn a new skill set that is incredibly valuable to the marketplace in ANY economy. It's 100% recession proof.

My biggest year in terms of my personal income growth was in 2010. 2010 was the official year of the worst recession our country had experienced since the Great Depression. And I blew up my income that year. How did I do that?? I'm going to show you!

Be teachable and open-minded. Leave your biases, opinions and suggestions checked at the door or you will completely miss it as well as the opportunity for yourself. Do not have a plan in your mind of what or how you will do it without finishing this entire publication first. You have no idea what your plan is going to look like yet or how it's going to flow.

As you learn this new skill, a plan will open up. I'm even going to give you my own personal plan of action that serves me and others well and it works on any social media platform in any economy. You can even use it offline. It's by no means limited to just the Internet. It revolves around people skills so therefore the concepts I'm going to teach you are relevant anytime people are involved.

It doesn't matter if you are a people person or not a people person; the fact is, your income is related to your people skills. Little people skills equal little bank account. Big people skills equal big bank account. Weigh your people skills to your bank and see which one is bigger. No matter what you will find they are about the same. If you're not a people person don't get scared! I am by no means a people person either and even I managed to pick up big people skills and a big bank account. Even if your only connection with people is over the Internet you are still using your people skills. You are going to grow your people skills! As you grow your people skills you can grow your bank account. This is unlimited! The only cap on this is the cap placed on it by your brain. I recommend an open mind!

If you still don't believe that your people skills are in direct relation to your bank account, let me ask you this question. *Where does money come from?* The answer is: *People!!!* Even if there is a medium involved, the source is always people. It doesn't matter what your job is or what your opportunity is; your money comes from people - END OF STORY. If you have zero ability to effectively communicate with people and with different kinds of people, then your bank account will reflect that 'zero'.

You are going to be given a plan of action. You are going to be given directions to follow. And you are going to have to commit to making mistakes, messing things up, correction, and re-correction, over and over and over again while keeping your focus on your goals. That's how you arrive at a destination of your own choosing. The ONLY alternative is to arrive at a destination of someone else's choosing for you. And guess what? Someone else does not have big plans for you! So don't live your life by default; live it by design and be sure that YOU design it!

Before we go any further it is commitment time. You do NOT need to be motivated to do this, contrary to popular opinion. You just need to be absolutely committed.

Most people are dead broke and not very happy. Most people will try to sell you on motivation. Because we know most people are wrong, find out what they are doing, what they believe, how they speak, what books they read, what they watch, how they spend their money, how they spend their time, and do the exact opposite. An entire book could be written just on that alone.

Motivation is fine but it won't carry you through the long term. Some days you will not feel like doing, "the thing" and you won't do it if you took the advice of everyone else and relied on being motivated. Commitment, however, WILL carry you through the day and through the long term.

Why is it important to do "the thing" on the days you feel like it and days you don't feel like it? Because consistency is the formula for failure or success. If you engage in a consistent stop and go pattern you will fail. In fact, your business will probably never lift off the ground and gain any momentum. I've seen it in more businesses than I can count. I know full well that most of you reading this will engage in a consistent stop and go pattern even though I'm telling you that's how you will fail. But most of you will do it anyway. Only a few of you will engage in a consistent GO pattern and you are those who will SUCCEED! Remember what I said about most people being wrong? This is no exception. Most people do their business in a stop and go manner and they are those who are dead broke; consequently, most people are dead broke. Do you want to be like the many or like the few? You decide! And then GET COMMITTED!

Before your commitment you need fuel. There is no way you are going to engage in a consistent GO pattern that requires some work, delayed gratification, and discomfiture if you don't have a really good reason for it; so you better have a really good "WHY" you would even want to do something like this.

Why on earth would you want to go through the tedious process of unwinding a mental condition that took a lifetime to form? That could take a couple of years! Why on earth would you want to do something even on the days you know you are not going to feel like doing it?? Why on earth would you want to delay some gratification for another day so you can get to work now?? Why on earth are you even reading a business publication by someone who has ZERO business background?? Why on earth do you want what you want?? Why on earth do you even want to be financially free?? Why do you want to be healthy?? Why do you want your kids to have healthy parents who won't die on them prematurely?? If you are going to do whatever it takes to succeed, then you better have a really powerful reason WHY or you will not do it.

If you don't have a really good reason WHY, then your commitment will not have enough fuel to see this through.

Don't carry an ego with you that convinces you that you will be the exception, because you won't be. Before you even move on from here you have to put this book down and figure out why you're doing this. I recommend asking yourself those questions until

you've got something so deep and meaningful to you that you start to cry. What's financial freedom going to look like for you? If you are no longer in modern day slavery and bondage known as DEBT how is that going to feel to break free from that prison? What will financial freedom do for you? What will financial freedom mean for your family? Will it solve problems? What problems will it solve? If you had enough money what would you be able to do or fix? Do your parents need home health care so they don't have to live the sunset years of their lives in a nursing home? Will your kids be able to go to college without student loans? Will you be able to travel? Will you be able to give your kids the memory of a family dream vacation while they are still little? Will the bill collectors stop blowing up your phone? Will you be able to fund the causes that beat true to your heart? Will you be able to feed the poor? Will you be able to take care of the widowed? Will you be able to take care of the orphaned? Will you be able to spend more time with the elderly whose kids have forsaken them? Will you be able to leave a tough job situation? Ask yourself more questions; dig deep get to the root of your purpose in life and how you want to matter to the world around you.

Once you have this WRITE IT DOWN and keep it out where you can see it regularly. Share it with close trusted friends and family. If you have kids, be honest with them and transparent; give them something great to aspire to instead of doing what most parents do, that is, using their kids as a crutch and justification for mediocrity. Kids aspire to be like their parents and the cycle continues. So give them something better to aspire to than most. My friends who are parents share this wisdom with me to pass on to you because I have no kids of my own and that's my honesty and transparency to you. If you share your dreams with your kids and then show them the price you are paying to make those dreams come true because your dreams are worth the struggle, then your kids are far more likely to want to work right alongside with you on their own dreams. They will see the value in going beyond wishful thinking and actually going to work hard for their own dreams because they are worth it! Because YOU showed them by example and by being honest and transparent with them! Cool, right? Yes, it is!

STOP RIGHT HERE AND DO NOT GO ANY FURTHER UNTIL YOU HAVE FOUND YOUR 'WHY' THAT IS SO POWERFUL IT WILL OVERPOWER YOUR GREATEST FEARS, DISTRACTIONS, STRUGGLES AND ANYTHING ELSE THAT MIGHT HAVE GOTTEN IN YOUR WAY IN THE PAST. IT'S A PUSH-SHOVE MATCH; THE ONE THAT IS BIGGER WINS EVERY TIME; LET YOUR 'WHY' BE BIGGER AND WIN BECAUSE IF YOUR 'WHY' WINS, THAT MEANS YOU WIN AND EVERYBODY YOU GO ON TO POSITIVELY IMPACT WINS TOO!!!

Now that you have your WHY, you may continue. Once again, I want to point out most people are wrong, so do the opposite of what most people are doing and you will be unusually successful. Most of you I know full well are not following directions already and have bypassed the WHY part. I want you, the Majority, to know I'm not writing this for you because I already know you will fail and no one looks good when you fail. No one is inspired when you fail. I'm writing this for the Few who follow directions and succeed. If my calling out the majority inspires even just one more person to STOP

RIGHT HERE to go back and do the WHY exercise then this paragraph was worth it even if it was redundant.

Now that you really have your WHY, the commitment should come easy for you. Here is the commitment exercise. I want you to say it out loud, write it down on paper, say it out loud again, reading it from your paper, sign it, date it, and read it out loud again.

1. I <State and write down your first and last name> commit for reasons of my WHY to taking as long as it takes no matter what until I am successful.
2. I <Name> commit to being in a consistent GO pattern even when life gets tough and on the days I don't feel like it for reasons of my WHY until I am successful.
3. I <Name> commit to correction and re-correction continuously until I arrive at my destination of my design for reasons of my WHY.
4. I <Name> understand that neither success nor failure has a final destination; I am on a journey that does not end.

Those are the commitments I had made to myself fueled by my WHY. I've always had those commitments since I started and still do to this day. They've served me more than I can ever express in words. I'm seasoned enough to know that if your WHY is not big enough for you to commit to taking as long as it takes, and to being consistent no matter what and through constant correction and re-correction until you are successful, then you will not succeed.

I've personally put support and accountability groups together where the qualification to even be considered to be in my groups was exactly that commitment in writing. It was my way of weeding out the "tire kickers" without any judgment. You can kick tires if you want, I honor and accept whoever you want to be, but if you are a tire kicker you can't be in this particular group. That was my posture and that was my invitation. Still is! Did everyone who made that stellar level of commitment live up to their word of commitment? Absolutely not. No matter what, some are always going to dishonor their own word of commitment. That's life. We work with the willing and we are always sorting the willing from the unwilling. Trying to sell something to someone just doesn't work, they have to sell themselves on it and keep selling themselves on it, otherwise you've got someone you've always got to motivate and we already talked about people who rely on motivation. Don't you dare feed that by motivating someone every step of the way. You do them and yourself a disservice by doing that. Effectively communicate to them in a way that they sell themselves on being committed!

Facebook and Social Media Are Free!

Do you realize how wonderful everything is right now?

Years ago you'd have to spend many thousands of dollars to even have a shot at competing with the big brands in the market place. More like you'd have to have millions to keep up with the biggest of the biggest.

Those days are over so rejoice!!!!

Facebook and social media have given us a platform to reach the entire world for FREE! That has NEVER happened until the birth of social media. Before social media we had the Internet and it was inexpensive to compete with the "big dogs" of the market place but now it's even less then inexpensive! It's totally free!

There are still some inexpensive options that are probably a good idea to employ along with your free social media strategy, but you absolutely don't need to spend any money to get started except on your own hi-speed internet access. And even that's not totally true. Your local library is free and they have free Internet access you can use! I know people who have gotten started in their own online business using a computer terminal at their local library because they were so broke they could not afford Internet and a computer. You see, we are never limited by our bank account. We are limited by our brains. Develop yourself and your income will follow, if you want it to.

For the purpose of this publication of becoming financially free, I will assume one of your goals is to become financially free for whatever your personal reasons are. For your WHY.

So what is free? Free is EASY! It does not get any easier than free. Then why is it that more people are not taking advantage of Free to become financially Free?? Because it's easy not to!

Most people use Facebook and social media as a complete waste of time that sucks the life out of them along with everything they've ever dreamed about, as well as their physical health. Most people are already spending time on Facebook and social media anyway. Some people spend every waking moment on Facebook! If only they changed how they spend their time on Facebook. Changing how they spend their time on Facebook could radically change their lives so much they wouldn't even recognize their lives a year from now. It's not like they have to "make extra time" for this. Most people only have to reallocate time they are already spending on their computers or smart phones and, voila!

So, again, if it's so easy, why are most people wasting their lives away on social media? Easy to do versus easy not to do.

In my opinion the ONLY thing difficult about this whole deal is changing your mindset. It took you an entire life to get to where you are at right now. You have a lifetime's worth of bad thinking and conditioning to turn around. It's not going to happen overnight. The process of unwinding that whole mess is not going to happen over the course of reading one publication one time through. It's going to take some time. It took me personally about two years until I had solidly unwound my lifetime of bad thinking. But, in my defense, I spent the first year and a half not doing any personal growth and development studies. I just worked in the real world without any study to help myself along.

You need a constant steady stream of book smarts and street smarts. You need both to complement each other! When you have both consistently, then you can gain new traction much more easily and much more quickly. Street smarts and book smarts. One advances the perspective of the other in a continuous back and forth rhythm advancing the whole perspective of the host, which is YOU! This is the rhythm of real LEARNING!

There are the extremes: being too book smart or being too street smart; neither way gets you very far. Most of the population is too much of one over the other and not enough balance. Are you recognizing a pattern yet between the majorities? The majority throughout history has always been wrong. Find out what the majority are doing and do the exact opposite! In this instance the majority is too much of one thing at the sacrifice of the other. As you run as fast as you can from what they are doing you must become balanced between book smart and street smart. This behavior must be consistent with your personal goals and values.

How completely wonderful is it that YOU get to take advantage of an opportunity to use a platform that you can use to reach the entire world with an idea, product, service or cause and it's completely free for you to use? How much sense does it make to do what the majority are doing and completely miss that opportunity to improve their lives because they're too busy wasting time and completely rotting to death?

I do not use the phrase "rotting to death" lightly. I have friends who said no to the opportunity to use Facebook to help them come out of depression, debt, bad health etc., and ended up dying of physical complications. After death - to this day! - you can still visit their Facebook walls and see all the games and apps auto-posting meaningless "stuff" to their walls. Their "presence" is on auto-pilot long after they've passed on from this Earth leaving behind family and friends. Many of them left behind spouses and children. Their survivors get to see the traces of what was left of their loved ones lives on Facebook long after losing their loved one to an unwillingness to quit wasting time on Facebook with stupid games and apps. The survivors get to see how their loved ones didn't change how they were spending their time in a way that's more consistent with what they truly intrinsically wanted for themselves and their families.

How very sad!

These are fundamentally very good, caring, loving people who simply lost themselves, along with their dreams and their lives, to the meaningless mind numbing “noise” of distractions that are everywhere. When you hear me say things like, “rotting to death” I want you to know I am speaking truth. One of my most meaningful and most important goals with this publication is to WAKE YOU UP! If you are one of those who are rotting to death, don’t let this doesn’t happen to you! Your family doesn’t deserve to lose you prematurely.

On the other hand, you can use something as “silly” as Facebook and social media to uniquely inspire hundreds, or thousands, or millions if your dream is big enough. I don’t mean “inspire” as just a way to make people feel good. In fact many times we need to feel broken in some way before we can rebuild. If your foundation has holes and big cracks in it from the past, you cannot build on that. Your foundation needs to be broken and rebuilt with a much stronger, rock solid foundation. Then you will experience wonderful success to build on that rock solid foundation! Even a championship Thoroughbred must first be broken to arrive at its destination. It’s in the journey to become what you think you want where you actually become who you are destined to be!

Sometimes we just need to get downright pissed off before we can be led to a very positive outcome. When I say inspire, I’m talking about an actual movement. If I do or say something that inspires you to get off your butt and create real movement toward what you truly intrinsically want, then I will have accomplished what I set out to do. If you need to be broken or pissed off first, then so be it. It’s your own personal necessary step to be able to move into forward momentum toward what you intrinsically want. Create movement toward getting what you truly intrinsically want by helping other people get what they truly intrinsically want. When this happens in a way that all involved are mutually benefitting, then it is good for everyone and everyone around you, period.

Create Your Account and Set Up Your Profile

Brand yourself as a person, not as a business. My name is Tom Birkenmeyer. I brand myself as Tom Birkenmeyer, not Tom Birkenmeyer Business Guy XYZ Company. In the beginning I branded myself as Tom Birkenmeyer, Business Owner, and I didn’t do very well. My ‘About Me’ section of all my social media accounts was plastered with my company, opportunity, and very little about me. The content I shared and posts I made were largely about my opportunity. My first 9 months of business I was not attracting anybody or inspiring anyone to do anything.

I got a little bit better over time, but the progress was not at a reasonable rate. It was slower than molasses on a cold day. I got new business once in a while and it added up, but it was not yet multiplying. Results adding up are cool, but when results multiply that’s exciting! Depending on your opportunity, results will go from zero, to adding up, to multiplication tables, if you commit to it and see it through.

One technique I cannot possibly overstate is to visit the Facebook profiles and pages of others who have what you want and see how they filled out their 'About Me' sections. Visit mine and see. My Facebook profile is <http://Facebook.com/tom.birkenmeyer> and my Facebook Like page is <http://Facebook.com/tbirkenmeyer>. I will not neglect to say that I have not done much work using my Like page at the time of this publication. I have, however, built an enormously successful Facebook profile page. The only reason, so far, that I have a Facebook Like page is because Facebook profile pages have a limit of only 5,000 friends per account (more on this later), so some of my overflow is directed to my Facebook Like page.

At first I saw this 5,000-friend limit as something that would have a negative effect for me once I reached 5,000. I reached that limit long ago and because I'm a firm believer that we shape our lives not by what happens to us, but by how we respond to what happens to us, I immediately recognized I was beginning to take on the very limiting focus of what was happening TO me and immediately SHIFTED MY FOCUS to my *response to* what was happening to me with the limitation of my friend count of 5,000. Voila! I have a beautiful outcome simply by shifting my focus to what I would do about a Facebook limitation of only 5,000 friends. I regularly remove "friends" who have never responded to a private message. That is a lot of people! I'll go into more about how I remove people later. Just know that right now in 2012 it's my Facebook profile that's smoking so check it out, study it, you'll notice I'm not at all like most other entrepreneurs. Begin with reading my 'About me' section. Make it your own when you fill out your own 'About me' section. You'll see it's mostly just about me with a little attractive transition into a little snippet about my opportunity. There is more curiosity there than a sales pitch. If they aren't curious they aren't going to contact you, most likely.

Don't give away the deal on your About Me section or in your posts. Social media and Facebook is for Fishing, NOT Selling. If you sell, you will lose. Fish! Create an eager desire in people to want to get to know you and eventually to want to know about your product, service, or cause. Amateurs go for the jugular too quickly and they lose. Don't be an amateur! Be a professional. Be yourself. Become an attractive person. Success is something you attract by the person you become. Success is a progressive realization of a worthy ideal. Create an eager desire in people to actually want to get to know you! Once you can do that, there will be no stopping you whatsoever. It just takes consistent personal growth and development, intersected with consistent action, correction, and re-correction to become an attractive person that people eagerly want to get to know. Master that one thing and there really will be no stopping you. You will quickly become addicted to your business, to serving people and lifting them up as high as they allow you to lift them.

Identify and Work Your Warm Market

Now that your mind is right, you've established your WHY, you're committed to taking as long as it takes and being consistent in a teachable state no matter what, you've set up your Facebook and social media presence; let's get started with the real "nuts and bolts"!

You have a warm market and you have a cold market. Your cold market is everyone you don't know. They are strangers! You WILL get to know LOTS and LOTS of strangers after which point they won't be strangers anymore - they will be warm market. Your warm market is everyone you know. It doesn't matter how intimately or vaguely. Everyone you know and have ever known is part of your warm market. The average person knows an average of 2,000 people. Likewise, everyone you meet knows an average of 2,000 people that YOU do not know! Hello!? Referrals??

The trouble we have as human beings is accessing those files in our brains. Google "memory jogger" and you'll come up with all kinds of ways of jogging your memory to access those files. This is the creation on paper of your warm market list.

Once you have your warm market list it's time to plant seeds.

Most of my own warm market was not, and still is not, friendly to my opportunity. But I still planted the seeds anyway, and you must plant seeds too. Be blessing and releasing if they are not ready so that if they try something else and flop, they know where to come home to. This is true for anybody's warm and cold market. You do not want to hurt people or scare them away from you, so don't do that. Be blessing and releasing. I want you to plant seeds, not alienate.

Of that list you create of 2,000 people, or however many you have in your initial warm market, highlight your top 10 or 20 people and share with them, first. Third party tools work great here. You don't have to be the presenter or the message, just the 30-second commercial and messenger. If you're new to your opportunity, get an expert at your company to work with you on sharing your opportunity with people. Learn by watching and paying attention to how your expert does it. This is the BEST way to learn it. If you don't have an expert get in touch with me; you can find my contact info on my website Nerve Center <http://TomBirkenmeyer.com>

One effective way you can plant seeds in your warm market is simply to invite them to follow you on Facebook to keep you accountable. That way you are not selling your opportunity to them. You're not even asking them to look at information about joining you! You're asking them for a favor to follow you to keep you accountable to your own goals because you value them. You edify them as valuable to you. They are likely to follow you because they see themselves as helping you out. And it's true! That is going to help keep YOU accountable to your goals AND as you succeed they are going to see it! Some of them are going to start asking questions about what you're doing.

Then you invite them to do it with you. Some may get in right away. Others may take weeks, months, and some will take YEARS of watching you before they are ready to join. But because you blessed and released them from having to join you and your opportunity, while recommending they get started with you right away, without procrastination, you are going to be the logical choice for them to go to when they are ready in their own time.

One technique you can try that has worked very well for me to get your warm market on board right away is to invite your top ten or twenty to do it along with you. Suppose your opportunity is weight loss and fitness. You could say, *"Hey, John, I joined XYZ because I met all these people who lost weight using their weight loss product and I'm sick of being fat and uncomfortable in my own skin. They lost weight using this product, so why not me?? I know you are looking for a way to lose weight too, so I'm writing / calling you to do this with me. We both know we need the accountability so let's team up and do this together! Let's do this XYZ thing that obviously works and let's show everyone what we are capable of once we team up and go after something meaningful together. Will you do this with me so we can lose weight and get healthy together?"*

If they object about the cost you could say:

"Pony up with me. I did it. You can afford this with me. Do you want to lose weight or not?"

If they wonder if it actually works or if it's just another scam you could say:

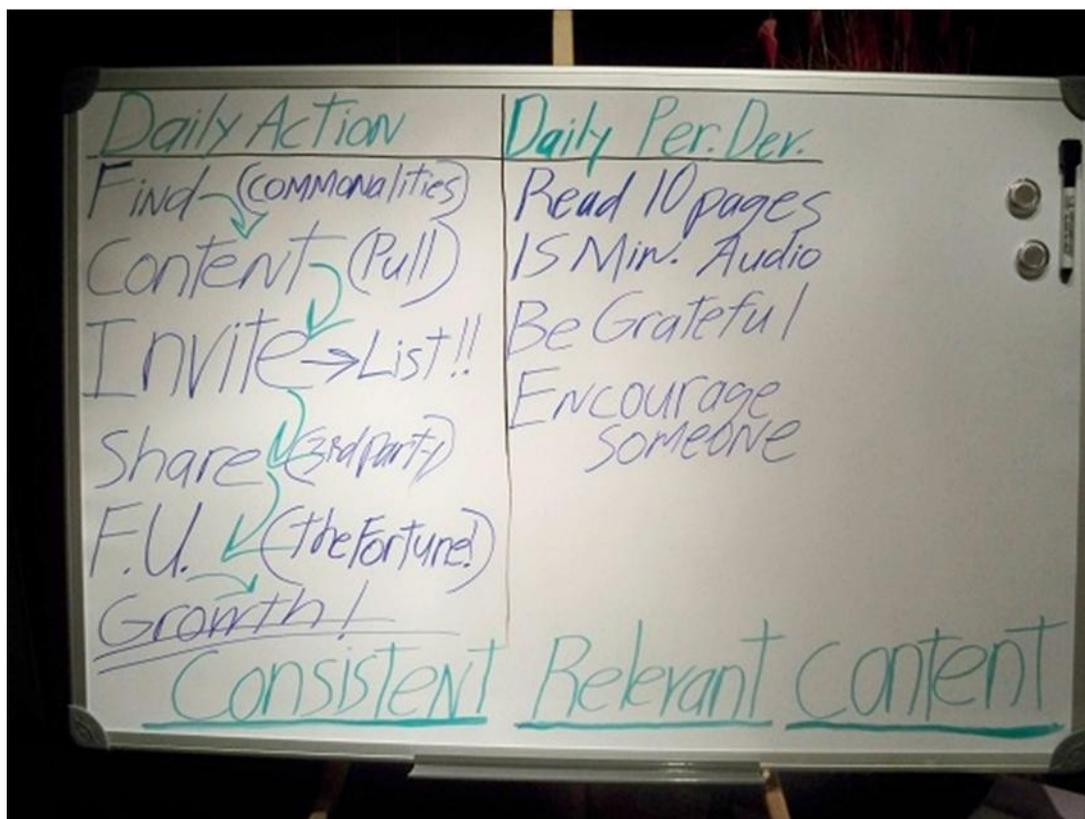
"I don't know about that, all I know is <tell a story John can relate to that proves this product is not on trial but in fact works. Cite the money back guarantee to demonstrate there is no risk if it doesn't work.>"

And at the end of the day if John is just not ready for this, let John know:

"I'm going to go ahead and find someone else to partner up with then because I'm serious, this fat has got to go and I need the accountability, but John I'm serious, when you are ready in your own time I am here. Let's do this when you're ready okay?"

Those are the BEST ways of inviting warm market that I've ever come across and tried myself.

The single most awesome and effective invitation process I've ever used is a five step process that works just as good with both warm and cold market lists. I have that available in my Script book for my home-based business dealing with health and fitness.



It's Time To FIND

"Find" is very simple. It's a skill you will learn, develop, and master to be able to continuously add "new blood" to your warm market or contact list for the purpose of building relationships with and then possibly inviting into your opportunity.

Not everyone you find or meet will be someone you want in your opportunity, believe me! Don't be desperate and invite people who are not right for your opportunity. Some people are extremely egocentric and drowning in stubborn waters. I would not invite them if they will not change. If by some chance they actually said yes, those people will drive you completely nuts and become more hassle than they are worth. But most people would probably be worthwhile to at least invite into your opportunity.

For some of you this may be your starting point after setting up your Facebook and social media presence. You could start here and end up with a thriving business, but you will get there more quickly if you start with your warm market and then continue with finding new people. But let's say you know absolutely nobody, which will NEVER, EVER be true, but let's say it is. You can still totally build a thriving business. It's about learning how to find new blood for the purpose of growing your warm market list and inviting to watch, listen, or attend.

Another possibility is you contacted all 2,000 people in your initial warm market list and they all said no. It's possible! It doesn't matter. People who don't get started with an opportunity simply because they think they don't know anyone who would want to do this with them need to know about learning this new skill of Finding New People. Sadly, most of those people who say such foolish things are closed off to learning this new skill. They automatically fully assume they cannot build a business because they "*don't know anyone*" in their current warm market who would want to do this with them so therefore, "*this will never work for me!*"

That's complete B.S. times two!!

If your reason for not doing something new is because you currently don't know how to do it, then you'd never learn to do anything and you'd still be crawling on the floor in your diapers instead of walking and potty trained. You can't make a decision as to whether you'll do something or not based only on your current skill set! That's completely stupid and will stunt your growth until you decide to learn the new skill set that lies between where you are now and where you want to go. Make sense? I hope so! Instead of saying foolish things like, "*I can't*", ask, "*What needs to change inside of me so that I can learn how?*"

Ok here are the 'nuts and bolts' of finding new people. It's so incredibly simple. It just takes some practice and consistency and you will get the hang of it. You'll probably become addicted to it like most people do who go through this process. What starts out as hard or uncomfortable becomes easy and cozy with practice, practice, and more practice.

Private message – this is my number one most effective way at finding new people. I privately message friends of friends one at a time. I introduce myself to them in 1 to 3 sentences. It's very short, very simple, and very curious.

I will say something about a commonality we have, or maybe the fact we have so many common friends. Maybe I will say something about their picture banner that makes me think of something worthy to say and then button it with an engaging question. Or you can lead with the question then make the statement.

Example: "*Is that where you live or a place you dream of visiting? The Pacific Southwest is my favorite part of our country; your picture banner with the desert and the mountains is beautiful to me.*"

That takes me 5 or 10 seconds to type out. It's very simple. It's sincere. It has nothing to do with any kind of opportunity. The goal is to make a friend, nothing else. I don't even know if I'm going to invite this person into my opportunity yet, it's too early to tell. They may say or do something that disqualifies them. There are lots of people who say things that expose who they are as undesirable for me to invite into my opportunity.

Talking to new people is the very beginning of a wonderful sorting process. As home-based business owners we are looking for people who are right for us with whom we will develop long-term business relationships. Bless and release people who are not right for you.

Sort, don't sell, and work with the willing. Talking to new people is just the very beginning of that process. The only goal with talking to new people is to make new friends; make as many as you can! As you practice this, some of these people you meet will develop into some of your best friends who will never sign up for your opportunity. But, on average, they know about 2,000 people that you don't know. You made a friend and gained access to 2,000 new people to talk to all because when you found that person your goal was to make a friend and not sell them on anything. That's a good thing!

I used to only private message based on a commonality and I did extremely well at finding new people that way. Since then I've grown and can now comfortably private message just about anyone whether we have something in common or not. So don't you limit yourself to only common interests either. Sometimes opposites attract and sometimes people with too much in common get sick of each other. Commonality is not the determining variable of a healthy relationship with someone on any level or of any kind. We'll just call it an unexplainable chemistry that we try to rationalize with reasoning.

Ever since Facebook upgraded to the Timeline profiles I have found it easier than ever to private message friends of friends. Almost every cover photo that I see inspires a comment from my brain to their private message inbox within the first split second of seeing their cover photo that I can type out in a sentence or two followed by a question that requires a response from them. Most people upload a cover photo of something meaningful to them. Their cover photo doesn't have to be meaningful to you. It's cool if it is meaningful to you, but it doesn't have to be to privately message them about it. Maybe it's scenic and beautiful. Maybe it's inspiring. Maybe it's an image of lyrics to a song, a thought provoking quote, or an excerpt of a book or poem. Maybe it's a family picture. Maybe it's a picture of something that makes you think of something totally unrelated. Maybe their cover photo invokes a memory you have worth stating in a sentence or two. Maybe it's a picture of something you relate to, or that someone who you know can relate to. Get creative here, but keep it simple. This is where you get to explore endless ways to introduce yourself to someone for the purpose of creating in them an eager desire to want to get to know you, and friend up with you.

You are building your friend list on Facebook in FINDING new quality people that you might want to work with later.

Use caution in FINDING new people. If you're over-friendly, needy or clingy you could become annoying. If it's about opportunity right out of the gate, you will be blocked.

Do not EVER initiate contact with someone about your opportunity. You will turn them off quicker than anything. You will likely get blocked and Facebook will shut you down.

You also NEVER want to send someone a friend request on Facebook unless you are absolutely, positively sure they are on-line to accept it, and that they will accept it. Just knowing they'd accept it is not enough anymore. Many people today check Facebook via their smart phones and don't see the friend requests that are piling up in their account. If you have too many unanswered friend requests hanging out in limbo you will trip certain triggers in Facebook. Facebook will begin shutting you down by blocking you from being able to friend request anyone else, or from private messaging anyone who is not already a friend, for a number of days, weeks, or even months. Keep doing it and they will permanently suspend your account. I know many people who did not heed this warning who ended up getting their accounts shut down. It can be very frustrating, so just don't do it and you'll most likely be fine.

What I like doing is asking people to friend request me. I do not spend a lot of time going back and forth with them. About half of them don't even write me back anyway. The other half do, and because I do a good job at being attractively curious in my initial private messages to them, they typically respond with kindness and maybe even more curiosity.

I may go back and forth with them one or two more times with very short 1- 3 sentence responses before asking them to friend request me. You will notice as you do this some will just automatically friend request you. Cool! That's your feedback that you are doing something attractive. Very good!

You will probably have to ask most people to send you a friend request. You could simply say, "*Hey you seem pretty awesome. Care to friend request me?*" Most of the time, if the vibe is at least decent, they are more than happy to friend request you if asked. Just don't over think or over analyze it. Keep it simple. Pretend you have no opportunity and you're just interested in making friends. If you can do that then you've got this FIND thing down! By the way, it shouldn't be pretend. If you're in any kind of relationship marketing business you need to genuinely enjoy meeting and talking to new people or you will come off as a fake, and everyone will know it.

If you are finding new people as though you're trying to build a business they will probably think something is "off" with you and you probably won't have as much success at finding people. As you engage in your own personal growth and development studies every day in conjunction with daily practice you will become more and more attractive over time; making it harder for more people to resist your influence.

Most people do not do any personal growth and development studies and therefore remain completely boring with nothing interesting to say. If you are boring you won't attract much success, if any. You'll have to chase after success. That can be a very

frustrating, fruitless effort. The majority are trying to chase success rather than attract it. This goes back to my *The Majority vs. The Few* point discussed earlier. The majority are wrong so don't do what they do. Do the exact opposite! PERSONAL GROWTH AND DEVELOPMENT EVERY DAY IS THE OPPOSITE OF MOST PEOPLE. Learn to work harder on yourself than you do your job and you will become unusually successful.

In the beginning you may feel awkward about private messaging strangers. That's pretty common. Do it anyway. You'll get better at it. Don't be afraid of messing it up. Mess it up! Make a complete mess of it. It's better to have a mess to clean up than to have nothing at all because when you have nothing your human spirit will die. You will get better with daily practice in conjunction with your daily personal growth and development studies; the universe guarantees it. Learning is error driven. If you want to become an expert first, become an expert at making errors because learning is error driven. The better you become at making mistakes, correction, and re correction, the closer you move toward mastery of that skill.

My general rule of thumb is 20 introductions a day to 20 strangers or friends of friends. Of those introductions some will become new Facebook friends and others won't. My ratio is about 50:50. At first your ratio will probably stink because you're new. But you'll get better just stick with it keep correcting and re correcting with your eye on the ball you will improve your ratio the universe guarantees it.

At first it may take a while to do 20 introductions. As you practice you will get better at it AND you will do it more fluently.

Today I can knock out 20 introductions in 10 minutes. It might take a new person a half hour. What once took me a half hour I can now do in ten minutes. So now I have the option of doing the same number I did before OR I can spend that same half hour of time and introduce myself to TRIPLE the number I did before. If I choose the latter my business will grow more quickly, approximately three times as fast because this is after all just a numbers game. 10-20 introductions a day will do, but if you want to or need to grow your business more quickly you just increase the numbers to 40-50 introductions a day or whatever you want. Just keep it consistent! Don't do 40 today and take then next week off. It doesn't work like that. You will find your groove, your ratio will improve, and you'll be able to introduce yourself more quickly as you practice and become more attractive. You just have to go through that process of sucking at it to mastering it. And you WILL.

So where do you go to find friends of friends? Facebook changes things around a bit now and then but it's generally the same and there are multiple ways of doing it find what works best for you.

- Go to your friends' pages and look and see who their friends are.

- View your friend list and click “find friends” - when the page loads you’ll find search criteria in the far left column. Things change so you may have to look around for second to find this. You can search for new blood based on city, work, location, etc. Play with that; it’s easy to quickly get a page full of friends of friends.
- As you’re browsing around Facebook you will regularly see suggestions of friends of friends you can explore.

My favorite way is the second one above, viewing my friend list to “find friends” and searching based on various criteria. It’s quick and easy. I will open up about ten at a time in new tabs rather than visiting one page at a time. It’s much quicker this way to knock out 20+ introductions, to introduce in batches of ten at a time. Try it out you will see what I mean! If you’re stuck contact me at <http://tombirkenmeyer.com> - multi tasking in multiple tabs is easy peasy.

Groups – In the spirit of transparency I personally have not spent a lot of time in groups. But if groups is your thing or something you wish to explore I don’t want to take that from you just because I don’t do it.

Do not openly recruit and retail in groups just as you wouldn’t on your Facebook profile page. You have something the general public desperate needs and wants. Position yourself in a way that creates an eager need and desire in them to want what you have.

Ask people questions. Build a rapport with them just as you would if you had no opportunity. Build a following by building genuine rapport. If you’re doing it attractively you could spend 60 seconds to 5 minutes in a group and already start to see friend requests coming your way just by commenting on other peoples comments. There are people who have built enormous followings by mastering this one skill in groups. Ask questions like:

“what did you like about...?”

Someone makes an interesting comment or statement about something reply with:

“That sounds wonderful. Tell me more about that!”

Maybe post a new comment relating to whatever the theme of the group is and say something like:

“What do you think? Do you use any of XYZ tips? How’d it work out for you?”

A friend of mine posted this in some of the Facebook groups she is in and received 14 friend requests within 20 minutes:

"Are we friends on Facebook yet? If not, how come? I am looking for new people to network with. If you would like, please friend request me and let me know what you do. Thanks and have a beautiful day."

Copy this but not word for word. Make it your own, in your own flavor. If enough people were to copy this word for word then you who are doing that will repel people from you.

Post helpful tips that can actually help people. Post something relatable to the theme of the group. Speak more in CODE to create curiosity - don't give it away. This is something you can do on your wall to and button it with an engaging question to invoke involvement and conversation. Both your wall and groups need to be used as bait for fishing, not selling. Open the lines of communication. Direct them to something that can help them and stay in touch with them they will chase YOU down!

Every time you establish a new friend connection go to their wall and interact with them in some form. Post a comment, comment to a comment, click like, post on a photo they shared or a link etc. Do something! This will let them know they are not a number and it will also enable your posts to show up in their news feed wall. Facebook does not show news feeds for every friend you have, just the ones you interact with. For every single new friend connection you make, be sure to interact with them on their wall at least once!

When you're doing your introductions to build your friend count and there is absolutely nothing you can think of to say on their wall because they have nothing, you can always just "poke" them. It's silly but I've made quite a few friends with nothing more than a silly "poke". So don't X out of their page without doing anything. At the very least "poke" them before you X out of their page. Who knows, they just may get a giggle out of it and write you back! When they poke you back try opening the lines of communication with a short simple private message.

ONE LAST CAUTION ABOUT ADDING PEOPLE: A lot of people don't take this caution seriously and then they go out and get themselves suspended.

NEVER initiate contact with someone with a friend request. You never, ever, want to send a friend request unless it's mutually agreed upon first AND you also know they are there (on-line) to accept it. Facebook will begin to shut you down if people start denying friend requests that you send. Not only that but if you have a number of friend requests you've sent that are waiting in limbo it will begin to trip certain triggers and Facebook will begin to shut you down.

A lot of people do not see they have a friend request pending. Lots of people only access Facebook from their smart phones and have a bunch of pending friend requests that they don't even know about. One of them could be yours just waiting there in limbo along with a few others you've sent to other people who have no idea you sent

them a friend request. And before you know it Facebook sends you a little pop up message letting you know that you've been temporarily suspended for a few days, a week, or even a full month. And if you keep doing it after they un-suspend you they may permanently shut you down forever, in which case you'd have to create a new account and start all over again from scratch.

You may think that some of this is unreasonable on the part of Facebook. Some of it probably is. But it doesn't matter. We do not have control over Facebook's stated or unstated policy. We have to play within the rules and with respect.

Logistically, Facebook is your worst enemy if you're a spammer or if all you want to do is sell people. But Facebook is actually your best friend if you want to help people.

Facebook has created a safe place for people to connect with each other and be social. Other social media sites that were once popular are not so much popular anymore because they did not keep out all the mass solicitations and spammers. I haven't even checked my myspace account in I don't know how long because all I would ever get was junk mail and garbage posts by spammers. Legitimate friends became drowned out by the chaos on myspace that took over. So everyone migrated over to Facebook where to this day Facebook is largely a safe place to connect with friends, meet new people, and be social.

The rules of Facebook actually work enormously in our favor as legitimate servants of people. We just have to operate within the rules of Facebook. So be grateful Facebook is the way it is with their rules. Even if some of the rules are a little bit overkill, overall Facebook serves a purpose to enormously help us build our home based businesses if we respond to their rules with maturity and sincerity to help people.

Share Content With Pull

This is something to be developed and you must develop it! Be engaging on your Facebook wall with your friends and fan base, engage in your own daily personal growth and development, and become an attractive person.

Most people in social media post junk that nobody cares about. It's usually ego driven and all about them. They usually have nothing interesting to say because they are not interesting people. They do no personal growth and development and their lives reflect that. Because you are taking your personal growth seriously you will grow into a VERY attractive and powerful entrepreneur. You will become a powerhouse in sharing content that actually pulls people into you, creating an eager desire for them to want to get to know you more.

Talk more about and lift other people up more than you do yourself and you will be unusually successful.

“Studies show” that people in social media who talk less about themselves and more about other people are more popular on social media. Those who talk more about themselves and less about other people are less popular.

Lift others up! Edify them genuinely. They will love it. You will feel good about yourself. Everyone is positively affected. You become attractive and people will want to get to know you better. They will also be far more likely to listen to you about your opportunity because you have built an awesome trustworthy rapport and didn't puke your opportunity all over them. By the way, you should be finding out what they want before you even mention your opportunity in the first place, much less presenting it to them. How many entrepreneurs make that mistake?? Almost all of them. Don't be like the majority! I hope that message is seriously sinking in by now. Do not be like the majority if you want more than the majority has!

Some people post one kind of message after another and appear completely narrow. Funny joke after funny joke after funny joke or serious comment after serious comment after serious comment or sales pitch after sales pitch after sales pitch. No! Mix it up! Be well rounded. You'll likely look like an idiot if it's the same stuff over and over again. People will start unfriending you or just hiding your posts so they no longer have to see you on their news feeds anymore. I know a few people who've made that mistake. Don't be one of them.

If you've already been guilty of that stop immediately and begin sowing new seeds of attraction. It will take time especially if you've already created so much damage. You will find many new people by applying what I'm teaching you. Some of your established friends may never join you in your opportunity because of the way you may have behaved in the past. You have to accept that and work with the willing.

If there is someone to whom you were wrong and need to apologize then make a list and apologize to all those people. If you're honest and sincere in your apology some of them will surprise you and totally forgive you. Some may even eventually join in your opportunity. But don't you dare apologize if your goal is only to get them in on your opportunity. It has to be genuine. And it has to be an apology you would make even if you had no opportunity for them to join you on. Begin the apology with taking full personal responsibility before asking for forgiveness. The goal here is restoration of everyone involved.

Twitter and Facebook are both vastly different in etiquette. I personally prefer Facebook over Twitter because it's more freeing to be more expressive. I find Twitter to be fast which can be okay but it's far too limiting for me. On Twitter you can make 20–40 tweets a day and not be seen as a nuisance. On Facebook you're probably going to be seen as a nuisance if you exceed 12 posts a day. I generally make between 3 and 8 posts a day.

Here is the formula that I use for sharing content with pull, that I've taught others. It's not on trial - it works! It will help you create draw...to share content with pull...to become well rounded and attractive.

Share Content with PULL Every Day:

- Post something thought provoking like an "aha" moment from a good book or audio.
- Post a random thought of silliness sometime during the day.
- Post a testimonial and brag about the success that person had in their life using your opportunity. Edify that person. Lift them up!
- Post something interactive that invokes people to respond such as a question. Be creative. Make it FUN! Get GREAT at this and this alone can attract a large following around you. You want to start as many conversations as possible on your Facebook wall!
- Post about something or someone you are grateful for. Show genuine gratitude.
- Post about a mistake you made or an imperfection. Don't confuse this for emotional dumping. Just be honest with a positive aim. If you come across as perfect no one will be able to relate to you. Button it with an engaging question to involve people and to let them know you value them and their thoughts.

****WARNING:** Directly Plug Your Opportunity MAYBE only once per week or less. I personally directly plug mine maybe once a month and that's usually when a big new product is coming out or something like that. If you post every day or regularly directly about your opportunity, you are SUNK, so don't do that.

Share pictures! Pictures WITH A COMMENT generate more visibility for you than just text or links. From most visibility to least visibility, generally, it's pictures, links, and just plain text. I've had great success with all three. And then there is video! I'll get into that later in this book.

Here is an idea.. When you do post about success someone had using your opportunity don't give away the name of the product, brand, or opportunity. Instead call it a program, a system, something that creates curiosity. If someone lost weight and feels great using your opportunity you could say:

"Wow! Jane just lost that last stubborn 20 pounds she's been hanging onto for the last 5 years and it's finally gone in two months! She said, 'nothing else has ever worked before and I have so much more energy now too!' I am so grateful I was able to help

Jane get on my program because now she is finally able to move on to her next big thing past the weight loss. Way to go Jane!"

See how I did that? Is it different than what you typically see from business owners on Facebook and social media? Yes it is. It's very different! And so is my success VERY different than most business owners'.

I want you to start thinking and acting this way when sharing on Facebook and social media, and offline too for that matter! You are not selling anything on your wall or Twitter account. You are using it for bait! You are creating an eager desire in them to want to get to know you and ask you questions. Do you know how much easier it is to be the hunted rather than the hunter? When they are the ones hunting YOU down it's much more fun and typically more productive in terms of business growth as well as actually helping people!

In my example, I edified Jane; I lifted her up - it was all about her and not me, and I didn't give it away to the people reading who have no idea what Jane did. I referred to it as a program. No one knows what the program is, brand name, product, nothing! That way someone cannot just Google it and find it to purchase elsewhere. It forces them to contact you directly to ask you questions about it when you share content with pull that way. Most people will come to you anyway even if you did list the name of the product or opportunity but some people won't because they don't realize you won't get commission from it if they get it from just anywhere they find on a Google search. This remedies that potential problem. This gets them talking to you so you can build a deeper relationship. You can really find out what they want before you offer them the solution much less the presentation about your opportunity.

When they ask you questions do not start talking about what you have. That's when you need to break that terrible habit of trying to sell them way too soon. When they come to you asking you about your opportunity you need to stop for a minute and ask them, "Why?" Ask them:

"Why would you be interested in something like this? What is about this that makes you want to know more? What are your goals? And even more importantly than the goal itself, what would accomplishing that goal mean for you? Would it fix something? Fill a void? What is its meaning AFTER you accomplish it? The more I know the better I can help."

See what I'm doing with that? What did I have you do at the beginning of this publication before I started talking about the solution to your problems? I got your WHY! I actually had you write it down on paper and write out and speak out commitments. I had you sign it and date it! And then I had you keep it out where you will see it regularly. Drill this into your head so that it's always in the forefront of your thinking when someone asks you about your opportunity.

Always Ask WHY

Does it make any sense to tell them all about the solution to their problems before you even know what their problems are? No it doesn't. That's what everyone else is doing to them who is just trying to sell them something. If you take a minute to ask them questions to find out about them and get them talking about themselves and what's really important to them you will stand out among the fray because almost nobody else is doing that.

Stopping to ask WHY will score you points in your prospect's point of view. And it's also going to empower you to be able to help them more than you otherwise would.

Logistically it doesn't even make any sense whatsoever to give someone the solution before you even know what the problem is. But that's exactly how most entrepreneurs operate and most entrepreneurs go out of business. In fact that's how most people communicate with each other interpersonally and they are fighting with each other! Don't be like the majority! Always start with WHY. Lead with that, NOT with your product, service, or opportunity. Learn more about people than your product and you will be unusually successful.

Invite

Inviting is easy! I do this scripted. Some experts say not to, some say it's the only way, I say there is more than one way to skin a cat. Just don't follow the suggestion of someone who hasn't accomplished their own success!

Following scripts works IF they are supportive of your personal belief. If the script is supportive of what you believe then scripts are amazing. If you lead a team of people this becomes exponentially powerful for you and your team because a script is a system and systems are completely duplicable, people are not duplicable.

If you have a great script you can teach your people to duplicate what you're doing with the script, making the process system-dependent. Everyone is now on the same page instead of guessing. Everyone is duplicating a system that's already proven to work. And your business is BLOWING UP regardless of what the economy is doing!

You will have to do some coaching to make sure your people are executing the script correctly, but so what? It's much more productive that way than it is to say, "just wing it and we'll correct along the way." That could take forever and could cost you and your team lots of business growth. The system that I've had enormous success with is the 5 step invite process in my script book geared for health and fitness but it can be applied to anything.

A script system is even EASIER on Facebook and social media because all you have to do is copy/paste and MAYBE personalize it to varying degrees depending on what it is.

Does it get easier than that?? Nope. Not in my opinion. And it's the most profitable thing I've ever done. The easier it is, it seems the more profitable it is, contrary to popular opinion. My script system is designed for Facebook and social media but it can work both online or offline because it's about people skills and people are both online and offline. My script system is easily adaptable to offline. It also works great to read over the phone!

When someone asks me questions I add them to my paper list. Not everyone in my Facebook gets added to my paper list! If I had to keep track of my entire Facebook list I would never get anything else accomplished. Names of people go on my paper list when they ask me about my opportunity. I personally just use a college ruled spiral notebook you can buy for less than a buck. I just write down their name, the date, and any other pertinent information. VERY simple.

I've seen all kinds of systems for keeping lists and they've all got pros and cons. Since they all have pros and cons and seem about equally as good in different ways I decided to use the least complicated one that takes the least amount of time to maintain. And it works really well for me! When someone says "no" I cross their name off. If they are not yet ready I just mark down the date for follow up and enter that date into my calendar too. When someone says "yes" I put a smiley face and the date next to their name and continue the conversation. If they don't respond I can see when I last wrote them because I dated it. Easy! If it's an offline contact obviously I need to get their number and contact information to write down too. But since it's Facebook, just having their name is enough to contact them.

When I'm inviting on Facebook and social media, which is where I do the vast majority of my inviting, I copy and paste from my script system. I have it sequenced in steps 1-5. You may have your own script system with your company that you can use. Whichever one it is, make sure it's not on trial. Make sure it's already been tested and that it works in the real world like mine does. Then run with it!

There are two different starting points in my invitation process. The starting point depends on whether they come to me first or if I am going to them first. If a prospect is asking me questions then the logical starting point is to start with their WHY. We went over that a lot already so this should sound familiar.

If I'm approaching them first, they are a cold contact, so I will first build that relationship and turn them into a warm market contact. When I'm contacting a warm market contact, my starting point is to invite them to watch, listen, or attend. I'm not asking them if they would like to try my opportunity. I'm not telling them what my opportunity is. I'm not telling them the name of my opportunity. I'm not telling them how my opportunity works. It's a mystery at this point. It's curiosity! My initial invitation is designed to make them curious and get them to respond with, "*yeah I'd like to know more about that!*" or something to that effect of total curiosity. If your initial invitation sounds like the following example, you've already lost. They probably

won't even be interested in the next step and you may never even hear from them again one way or the other:

"Hey John I've got this weight loss product. It's really great. Would you like to try and lose some weight with it? I'll send you some samples or some information. Let me know!"

Puke! No thank you!

Ask yourself how you'd respond if someone were to send you what you're about to send. Would you be curious or would you puke? Try an initial invitation like this instead:

"Hey John. I'm building a private group for weight loss support and accountability. I only have room for a few people so I'm coming to you for first dibs before moving on to this long waiting list I have. Would you like to know more about that before it fills up?"

Here is another great one:

"Jane, I'm building a private group on Facebook for weight loss support and accountability. I only have room for five people before I close it. Would you like to know more about that before I close it?"

If someone sent that to you would you be turned off or would you at the very least thank them for thinking of you even if you weren't curious enough to what to know more about it? I've sent this to thousands of people and I get a lot of curious people who want to know more. Many of them thank me for thinking of them. This is a completely friendly non sales-y way of letting someone know you were thinking about them by asking them if they'd like to know more about a group you are putting together to help people achieve their goal of weight loss.

This can work for anything, not just weight loss. It can work for any product and any business opportunity. Just follow the format and fill in the key words to match it to your opportunity.

When FIND & INVITE Get Married

This is a powerful marriage. In fact it may be the most powerful super marriage our culture has seen considering the divorce rate! Here is my strategy; it's so simple!

First I find people by introducing myself to 20+ non-friends a day. About half of those will eventually friend request me and that's how my friend count and warm market list expands. I'm sharing content on my wall every day; about 3 to 8 status updates every day. With most of my posts I go for as much interaction and conversation as I possibly can. People clicking "like" on a post is cool but comments are even better. A combination of both a large number of comments and large number of "likes" is fine

too. When people interact with you on your wall in positive ways they are opening up to you to varying degrees. Even on the smallest scale they are more likely to kindly receive an invitation to watch, listen, or attend something that you would like to send them. So now that I've got a wall of posts I've made full of comments and "likes" I will go through my wall, open up all those profiles in new tabs about ten at a time, and copy/paste my invitation starting at the very beginning. These are people who did not go to me first. I'm going to them about this my opportunity. So I have to start at a place where I am giving them just a little conceptual tease to make them curious and then buttoning that 1-2 sentence statement teaser with a question. The question after the statement creating curiosity could be:

"Would you like to know more about that?"

Or I could use from my prior example:

"Would you like to know more before I close it?"

Of the thousands that I have made the initial contact with, only one person so far has taken any kind of offense whatsoever. Most people are curious; they appreciate being thought of, they want to know more. The one person who got offended exposed herself as not qualified so without any judgment I removed her from my friend list and wished her the best. There was no reason to remain Facebook "friends" and take up that space that someone else could have.

You have to realize that this script system serves a VERY valuable purpose in empowering us to SORT people rather than sell them. Sorting rather than selling is one of the most powerful lessons I ever learned in leadership. Before I got that concept of sorting not selling I was exhausted with hardly any fruit to show for my labors and frustrations. I got so sick my face would turn green over people. The first two years of my business were very rough but I learned some pretty big lessons that I needed to learn so I don't regret any of it. It has served its purpose in creating who I've become today and will become tomorrow.

The same is true for you. You NEED to mess up. If you don't ever mess up and you're perfect then no one will ever be able to relate to you and they will hate you. All your mistakes and struggles will serve a purpose for you to learn from as you continuously correct and re-correct AND all of your mistakes and struggles will give hope to others as you solve those problems and you tell your story over and over again.

So as you invite people with a good script you need to do it with confidence that this is a good thing or you may try to find every excuse in the world to put it off until you never seem to get around to it. You need to believe that with a good script people are going to thank you for thinking about them. You need to know that your business has zero chance at getting off the ground if you don't talk to people, period. Go back to your WHY if you need to. Just start talking to people and do it every day. If you're

afraid to talk to people it's because you have too much time to think. So become so busy talking to new people that you have no time to stop and think and become fearful because you're too busy talking to new people!

When you stop talking to people your business will dry up. If you're not consistently adding people to your list your business will dry up. Your list is the life-blood of your business! You get this Find and Invite thing down and nothing could possibly stop you no matter what and in ANY economy because it's all tied to your people skills, and when your people skills increase your income increases too! Big increase in people skills equals big increase in your bank account! And then the purpose you've attached with your own personal WHY to making lots of money is finally funded.

You've got to realize you have a purpose attached to making lots and lots of money. Money is just the hammer and the nails you need to fund the cause that beats true to your heart, to fix problems, and to get what you want. If you are in this only to make money then your vision is not big enough. You know what your WHY is! Revisit your WHY often and anytime you find it difficult to do what you need to do. That's why I told you to keep your WHY out where you will see it regularly. Don't write it down and then pack it away somewhere because then your WHY is useless. I'm making it mandatory.

Here is the bottom line for Finding and Inviting. The purpose for continuously finding is so you continuously have new people you can invite to watch, listen, or attend. If you were to stop finding new people you will eventually burn out your current list. When you burn out your current list and you haven't found anyone new then your business growth is dead. The two actionable core activities you MUST do every day is Find and Invite, Find and Invite, Find and Invite, Find and Invite!! If you don't do anything else in the course of a day make sure you Find and Invite! If you can't do both then make sure you FIND so tomorrow you have someone new to INVITE! Get it? That's that foundation of your actual production and growth in your business.

Share

You've created the invitation; they've said yes, you got their WHY, now it's time to SHARE the information. There are multiple ways you can do this. Master one before you learn another. I'm only going to focus on 3rd party tools because they have the most potential of growing your business exponentially over every other sharing tool that I know of.

3rd party tools – this is my personal favorite method because it's the easiest, it's part of a system, and therefore easiest to duplicate.

You have a team of business developers; you want to do what duplicates. The easier it is the better it duplicates. Simplicity is the key! And it's got to actually be GOOD. Sometimes simple produces no results. A 3rd party tool can be a video, a webpage,

literature, audio, another person, a presentation someone else puts on, a seminar, etc. A 3rd party tool is anything else or any person other than you that tells the store. You become the messenger not the message.

When you use 3rd party tools it's incredibly important that you edify the 3rd party tool. It doesn't matter if it's a video, a person, a meeting, a webpage - whatever it is, you need to create an eager need in the person to want to watch, listen, or attend. That's what edification is! You create the eager need or desire in the person to want to watch, listen, or attend your 3rd party tool. Without proper edification you will find a lot of people just don't watch, listen, or attend what you've shared with them because you didn't create the eager desire in them to do so.

When you edify a 3rd party tool it's a great opportunity to share a story of success someone had using what you're about to share with them so they need to turn everything else off, pay attention, and take some really good notes while watching or listening.

Follow Up

The fortune is in the follow up. I think most of you have heard that before. It's true. But I must confess I used to spend much more time following up with the same people than I should have. Those were frustrating days! Chalk that up as another trail I've blazed bright for you to follow.

You should be spending most of your time talking to new people, not following up with people who aren't ready yet!! There is a time and place for follow up. Experience will be your best teacher. I can give you some guidelines that will help speed up the process that I wish I had when I first got started in my business.

My experience has shown me that most people do not write back. At best, about half will. To those who do not respond I follow up once again no more than 24 to 72 hours later. This rule also applies to following up with people you've met offline who want more information about your opportunity. If you get sucked into that trap of following up until you get a response you will often lose that game and the price to pay will be massive amounts of time and a small business.

On the last follow up to a no response I simply ask them if I should cross their name off my list. Sometimes that invokes a response. My FAVORITE final follow up to a no response is to appeal to their sense of guilt. Something like this: *"Hey Jane, I've written you a couple of times. You're either very busy or I've said something to terribly upset or offend you. Can you do me a favor, clear my conscience, and let me know it's not the latter?"* I almost always get a response from that even if they've not responded before. And it's usually apologetic and I can finally get a decision one way or the other if they'd like more information about my opportunity or whatever the private message was about.

I want you to remember something, entrepreneurs. Don't ever assume you are being ignored when they don't write back. Some people rarely, if ever, check their Facebook inbox. I personally don't understand why they'd have a Facebook account if they never check it but that's what some people do, I don't judge. Not only that but whomever isn't responding to you could be on vacation and they've "unplugged" from Facebook for a while. You just cannot assume.

That's why I love the follow up method that appeals to their guilt. It doesn't make any assumptions. You want to follow up but do not spend a lot of time in follow up! Follow the general time management rule of 80/20. Spend about 80% of your time talking to NEW blood (NEW people) and spend about 20% of your time between training new people and following up.

In the beginning you probably won't have new people to train so 100% of your time will be spent talking to new people, turning them into your warm market and then inviting your warm market. Once you have people to work with you will spend less than 100% of your time talking to new people. But no matter how large your business grows, spend the majority of your time talking to new blood! Always stay in "phase one". As you grow, your responsibilities will expand and simultaneously you can have more free time and more income. It's VERY cool how that works.

Daily Facebook Core Activities

I timed my daily Facebook core activities so I could demonstrate how easy it is to build a home based business on Facebook in small amounts of time:

- I talked to 20 new people in 8 minutes.
- I invited 20 people to a challenge in 5 minutes (copy/paste step one of the five step invitation process, changing only the first name of the recipient).
- I posted a great question on my wall to get the conversation going in less than half a minute.
- I posted about the success of someone else on my wall and gave them props in my own words in one minute. I even tied that into a public invitation for others to know more about my private group on Facebook for support and problem solving. I don't attach an invitation to every success story that I post but for about half of them I do.

Total time INVESTED doing the daily Facebook core activities is only 14 MINUTES AND 30 SECONDS!!! This is the foundation of what built me a big business that set me free from needing a day job ever again. The best part about this is that it's easy for you and your own team to duplicate.

Do this:

- Be completely focused on doing these 4 core activities with a timer and record how long it takes you.
- Repeat every day FAITHFULLY for a week without a timer, just complete focus.
- Time yourself again exactly one week later after having been faithful in doing this every day of the previous week and celebrate how many minutes you've shaved off your time because you're getting better!
- Teach this to your team and watch your business grow exponentially away from you!

Let's Close!

Watch my YouTube video, "[Let's Close!](#)" and take excellent notes on closing.

Personal Growth and Development

Do you want something absolutely 100% completely unequivocally recession-proof? Look in a mirror because it's YOU! Society has lied to you in telling you these are "hard times" when the economy is down and "good times" when the economy is up and you believed their lies. YOU are the only thing that is actually recession proof. And most of you do not invest in yourself. And that is why most of you FEEL a "bad economy". But it wasn't your fault!! You didn't know. But now you know. So now you have to take personal responsibility, rebuke the lies, and invest in yourself continuously. Your Incredible Magnificent brain is the only thing over which you have absolute control over the value of. . You have no control over the value of the dollar or the economy. But you do have all the power to make yourself completely recession proof.

What will you do from here?

The "turn-key solution" for everything is within your own personal growth and development. This is the thing that makes everything else work. It does not matter if you have the greatest product, service or cause in the world. If you don't develop yourself then nothing works and you'll go around telling everyone the opportunity was bad while the truth is that it was your brain that was bad and you didn't take personal responsibility for it or for your failure.

Personal growth and development is not just for your business. It's for everything in your life. I would argue that if you take care of yourself first, get your mind right, then your business will be easier to take care of and grow. Everything is in balance with personal growth and development. When things are in correct balance and priority then everything that needs to flourish will flourish. When that happens you'll probably find you're working fewer hours, making more money, and with less stress!

Personal development also includes putting it all to work! Because without actual work – without action – nothing happens. Personal growth and development does not end with merely studying. You've got to put it to work! Every day you should be intersecting your personal growth and development with action. That's how you MOVE forward and arrive at the destiny of your choosing. That's how you get into and remain in a state of being teachable, continuously correcting and re-correcting until you get it right. That's how you design the life of your dreams: a life by design rather than by default.

Personal growth and development is so important that if you're not going to engage in it you should change your mind immediately: don't even get started in your business! There are a whole lot of people who start a new business, skip over personal development, and end up quitting their business because they got so frustrated by a lack of results from it. They usually blame the business. And some people are foolish enough to believe them when they say it's the business that was bad! The truth is, they simply did not develop themselves or take any personal responsibility for their business but they are willing to poison the minds of other people with their misrepresentations and unfortunately some of those who listen will accept the poisonous seeds as truth.

The only thing over which value you have absolute control is your brain. You have no control over the value of the dollar. You have no control over the value of the marketplace. You have no control over the value of the stock market or the job market. You have no control over what your boss is going to do. You have no control over which lottery ticket will be drawn or the value of that lottery ticket.

It makes sense to invest most of your resources into that one thing over which you have complete control: YOURSELF!

You could invest in things like the stock market, over which you have no control, but lower your risk in the stock market by simply gaining new skills in the stock market. You will still have no control over lottery tickets and the value of the dollar but you have complete control over your response to lotteries and the value of the dollar. The lottery you could respond to by not playing it; let's face it - the odds are stacked against you and there is nothing you can do about it so it's foolish to play the lottery for the purpose of winning. And though you have no control over the value of the dollar, you can respond to it by becoming financially educated. Know this: money will always transfer from the financially dumb to the financially smart. Therefore, it makes sense to become financially educated so the wealth transfers to you instead of away from you.

Distribute the wealth of the world perfectly between all the people of the world and it will only take about two years of time for the bulk of that money to go back into the hands of only two percent. I'll say it again: money transfers from dumb to smart.

It is said that every dollar spent on personal development will add thirty dollars to your bottom line. That's a 30 to 1 ratio! You will not get this kind of return anywhere else, and YOU are in complete control of this return UNLIKE ANYWHERE ELSE. But still most people will not invest in themselves. There has been a recurring theme about "most people" throughout this publication and this is the KING of all examples of *The Most vs. The Few*. Find out what most people are doing and run as fast as you can in the opposite direction. If you skip out on investing in yourself, like most people do, then you will have what most people have. Most people are broke, unhealthy, chronically diseased, fighting with people, and the majority of them fight tooth and nail to protect the very beliefs they have that are completely devastating them and their children.

Check out some of my favorite studies in the area of personal growth and development that I recommend at <http://TomBirkenmeyer.com> and let them soak in. These are materials that I've studied and they've changed my life completely forever. Listen, read, watch them more than once. Repetition is the key here. I personally need to go over something several times until I really get it. I have to ponder it and talk about it, let it marinate, digest it, until it really sinks into my head. The first year and a half of my business I was not doing my personal growth and development studies. I was told I should do it but I thought I knew better. My ego was a little too big. There I was completely broke, no business experience whatsoever, and someone with some success in business was telling me I needed to start reading and I thought I knew better. EGO!!! Big ego equals little bank account. Little ego equals big bank account. Sometimes you must take measure and weigh your ego against your bank account and see which is bigger. Most of us know full well that we are not on the end of the spectrum we wish to be on. Many of you reading this right now with no success in a business experience are offering me up your opinions and suggestions about the same subject matter. I will undoubtedly get some emails and private messages from people with not much business experience success who will go the extra mile to try and impress me with their opinions and suggestions of how I should build my business. Those same people will have totally missed the opportunity to learn and grow their businesses because they are too busy trying to impress me with their opinions and suggestions of how I should grow mine. I practice what I preach, friends. Find someone who has what you want, find out what they are doing, and learn from them. Do not miss your opportunity to learn by trying to impress that person with your own opinions and suggestions. I would never do that to someone from whom I'm trying to learn who already has what I want. There is a time for opinions and suggestions and that is not it! Likewise, if someone reading this has a bigger, more successful business than mine I would be completely honored to shut up and learn from that person.

Sowing and Reaping

What are you sowing into your health, your body, your business, and into your life?

Every wealthy person knows about sowing and reaping; you need to know about it too if you are to become wealthy.

Whatever it is that you sow into your life you're going to get back in multiplication tables. One seed has the potential to create an entire orchard. Thoughts can be seeds. Words can be seeds. Actions can be seeds. Be careful of what you sow into your life and into the lives of others because it will come back to you in multiplication tables.

It's simple. If you sow seeds into the soil from an apple you are going to get apples. If you sow corn kernels you get corn. If you sow a peach pit you're going to get peaches. And if you sow one apple seed, or one kernel of corn, or one peach pit you are not going to get just one apple, ear of corn or peach back. You are going to get lots of them back in multiplication tables! And if you keep sowing seeds from just a percentage of those that you get back – investing – you will have fields of corn, orchards of apples and peaches, and it all started with just one stinking seed that had so much power it multiplied itself into a bountiful harvest!

Your thoughts, words, and actions work the same way. If you sow seeds of poverty you're going to get poverty. The multiplication table of that could be even more poverty for yourself and for your kids to continue the cycle with the seeds you've sown into them if they accept your seed. Sadly most kids accept the seeds their parents sow into them and the cycle continues into the next generation, and the next, and the next until someone BREAKS that cycle which any one of us anywhere along the line has the power to do *by simply changing our mind*. Changing your mind is the most powerful thing you can do! Changing your mind can initiate the change of a belief which initiates a new attitude which initiates new DIFFERENT action for a different result breaking ANY cycle or pattern in your life for a better one!

If you sow seeds of wealth you're going to get wealth and if you sow seeds of poverty you're going to get poverty. And it's going to come back to you in multiplication tables – wealth or poverty – depending on which you've sown consistently.

What are you sowing into your business? Into your physical body? Into your mind? How's your mental, emotional, and physical health? What you've been consistently sowing into your mind and body will show up in the fruits that are on your tree. If the fruits on your tree taste bitter then positive thinking is not enough to fix the problem; up will pop more of the same bitter fruit! Instead you must follow the bitter fruit down to its root and kill the bitter root. Then you can plant different seed in your life and enjoy the sweeter fruit those sweeter seeds produce.

This whole publication is about planting new seed. I've given you a blue print to follow. What you say and what you do are seeds! When you find and invite every day, those are seeds you are sowing.

But you must also know that just because you've planted a few seeds it doesn't mean you're going to have a harvest. The birds are going to get some of your seeds. The birds are not of your making. Someone you've been talking to may have been talked out of joining your opportunity by a self-proclaimed financial "expert" who has never built a successful business or made more than an average income earner. There are lots of those fraudulent experts roaming around and they are the birds who are after your seeds. When you see one of your seeds getting taken by one of the birds do not chase after the birds. When you chase after the birds you leave the field. And when you leave the field you are no longer doing anything that's going to help you build your business. Bless and release them so you can spend your time wisely in the field.

Some of your seeds are not even going to land on fertile soil and that is not of your making. There are rocky shores, dead zones where nothing can grow, and three quarters of the earth is covered with water. You may invite someone or give a presentation to someone with deaf ears. It could also mean that they are just not ready. Sometimes the soil just has to be tilled and prepared before it can accept new seed and grow that new seed. If you eat an apple before it is ripe, the apple will give you a tummy ache.

Some of your seeds will even start to grow but the first hot day will kill them and that is not of your making. You brought in a new business associate. They are doing well, they are getting paid, and someone scares the living daylights out of them with scorn and judgment for trying one of those "things" that "never work". Your new business associate hasn't built up enough "skin" yet, gets scared, and quits the opportunity. It is incredibly important for a new person, who is making changes that might be going against the grain of a lifetime of bad conditioning, to protect their heart. In the beginning the skin is soft. There is not much protection. All it could take is one selfish act of intimidation by someone else to scare your new person out of the business even if they've already had some success. I actually advise my new business associates to not invite people who they are reasonably sure would only respond with scorn, judgment, and overall negativity at first until they've had more success and have built up some resilience.

Some of your seeds will be choked out by the thorns just as they begin to blossom and it is not of your doing. The thorns are the distractions in people's lives. In today's world everything is thrown at us so fast. Call them shiny objects, rabbit holes, squirrel trails, whatever you want - they are all potential distractions that could rob you, or your new person, of destiny.

Remember this and teach it to your associates. If you chase after two bunny rabbits at the same time you will lose both of them. Zig Ziglar said, "You'll never make it as a

wandering generality. You have to become a meaningful specific.” Many people are switching opportunities because they believe it’s having the right opportunity that’s going to make the difference. They are the same who believe the grass is always greener on the other side. Truth is if those people spent as much time watering and taking care of their own grass as they do whining about why their life sucks then they’d have grass just as green as the greenest grass they’d ever seen before.

The difference between successful people and those who are not successful is NOT the opportunity they are in; it’s the piece of real estate that is right between their ears. People let little things get in the way of BIG opportunity. Cut it out and teach it to your associates because they are far more likely to not get distracted if they at least know the distractions exist in the first place.

It’s only the AMBITIOUS sower who is successful because the ambitious sower just keeps on sowing. The ambitious sower knows that eventually his seed will fall on fertile soil that the birds can’t get to nor the hot day or the thorns. The ambitious sower knows his seed will ALWAYS eventually produce an orchard. And eventually the sower knows there will be more orchards because the ambitious sower with his good seed just keeps on sowing.

You win by being an ambitious sower, not a harvester, because if you’ve got good seed and you’re an ambitious sower the harvest is already guaranteed by the powers that be in the Universe.

You should know I didn’t make this up. Every wealthy person knows about sowing and reaping. The answer to your questions is in the deal and the deal is in Nature. Study nature.

You Are of Service to Others

Being of service to others is the only road to living in true happiness. Instead of asking yourself, “*How can I be happy?*” you should be asking yourself, “*How can I be of service to others?*” When you truly wrap your mind around this beautiful philosophy your brain will release some powerful amazing chemicals that will give you a natural drug-free high to fuel your intrinsic passion of pursuing your own happiness by being of service to others. I feel fullest in my life when I’m spending my time in service of others. This is as true online as much as it is true offline or wherever you happen to be building your business. You are in the “service to others” industry so always operate as such.

Check Your Ego at the Door

Are my rates reasonable to you? If the soil of your mind is so hard that you will not accept new seed then my rate is \$10,000 per half hour. IF the soil of your mind is soft enough to kill the roots of what has hurt you and be replaced with new seed that can solve your problems then I am FREE to you.

The majority of people have egos that are so big it has made the soil so hard that roots cannot die and new different seed cannot be sown. Then they will go off and fight tooth and nail to actually protect those roots, or beliefs, that have been hurting them for years and years. They will eventually become completely devastated. Some of them will hit rock bottom, the soil will soften, and new seeds will be planted. Some will hit rock bottom, then keep going, and sadly perish.

For the sake of learning and growing your life keep your ego out of the learning experience because ego can kill you!

I want to clear up a myth about what most people believe ego to be. An ego is not self-confidence. Most people confuse having an ego for having too much self-confidence. Ego is when you make something all about you. Arrogance is a form of egoism. But it's so much more than arrogance. This may shock some of you but when you say you can't afford to invest in yourself you've made it all about you and that's ego. When you say you don't have time to invest in yourself you've made it all about you and that's ego. When you say you can't care for yourself because you're too busy saving the day for everyone else you've ironically made it all about you and that is ego. When you decide not to share your product with others just because it didn't work for you, but it's already worked for others, you've made your product and your opportunity all about you and that is ego.

Then there are the more obvious signs of egoism such as arrogance, refusing help when you obviously need it, and interrupting someone else when they are talking.

Ego will keep you broke. Ego will keep your business from getting off the ground because you've made it all about you instead of learning about people. Weigh your ego against your bank account and see which is bigger. If you want to increase the size of your bank account you must first shrink the size of your ego.

He who is prideful will be torn down but he who is humble will be lifted up.

Ego is an insatiable beast that most people don't even realize exists! It will never be quenched or satisfied so it must be destroyed or it will destroy you. The people who have the biggest ego of them all are always the people who say, "I don't have an ego".

Ego will always be present. It's just one of many constant push-shove struggles occurring in our minds and in our bodies. The key is to get off the sidelines, onto the

playing field, getting involved in the “game”, and cooperating with our humble side in order to, in effect, contain and control our egos. The side we feed most wins! The same is true within our own bodies, in our own minds, and in the world and the Universe.

Some other examples of this constant push-shove struggle are: health vs. sickness, liberty vs. tyranny, winning vs. losing, good vs. evil, up vs. down, left vs. right, recession vs. expansion, poverty vs. wealth, humble vs. prideful, etc. You get the idea! Get off the sidelines, get into the game, and cooperate with the sides that you would like to win in your life. Who wants to let the undesirable side win?? I don't think anyone really wants that but most of us are on the sidelines, off of the playing field letting “whatever happens” happen. That's called a Life By Default, Not By Design and the outcome of that will always be: You Lose.

Silent Lurkers & Removing Friends

There are a few reasons why you may want to remove some “friends” from your Facebook account periodically or regularly. One of those reasons is not because you have no relationship with an individual. Some of the best customers I've had started out as silent lurkers for months or even years.

A silent lurker is someone who pays attention to and reads everything you share. Only you don't know that person exists because they never interact or do anything to let you know they are out there!

As you build up your presence and following on Facebook and social media, mark my words, you will gain a following of silent lurkers that you don't even know about. Even if it appears no one paid attention to something you shared that you thought was cool, believe me, they are paying attention!

Act as though you are always being watched by potential customers. Because you are!! If you keep it up and you are consistent with getting your message out then people will eventually begin to come out of the woodwork by asking you questions about what you do.

Some silent lurkers are shy to interact or privately contact you. Others are simply waiting to see if you are consistent with your message and if you're in it for the long haul. Keep in mind just about everyone has been burned by someone else or another opportunity before so be understanding of people proceeding with a little bit of caution to see if you are “real” before signing up with you and your opportunity.

As of the time of this publication, 5,000 is the maximum number of friends you are allowed to have on your Facebook personal profile account. "Like Pages" (formerly Fan Pages) may have unlimited likes, or fans, but that is another topic for another publication. I'm focusing on profile accounts for this publication. Someday Facebook may remove or increase that friend limitation...who knows? What I do know is that strategically removing friends from my Facebook profile has been beneficial for my business growth so I will continue to strategically remove friends from my Facebook profile account even if we do see a day where Facebook grants us unlimited friend connections on our Facebook profile accounts.

When I was approaching the 3,000-friend mark I started to put some thought into what I would do once I reached 5,000 and capped out. When I reached 4,000 friends I put more and more thought into it so I could be prepared. I started a Like Page as backup – or maybe overflow – for when that time would come. My number one complaint about Like Pages at the time was that you did not have the ability to private message anyone. I could not personally invite people without that function so I kept brainstorming. The best I could come up with at that time was to invite people who "Liked" my Page, but from my profile. It would have been a little bit of a hassle to switch back and forth so frequently between my profile and my Like Page but it probably would have worked. Thankfully Facebook did something awesome just before I reached my 5,000 capacity. They gave us subscriptions!! Subscriptions are unlimited! Subscribers can see my news feed from my profile without "friending" me, interact with me, and we could both private message each other. That is pretty awesome! So I put my Like Page on the back burner, as it was no longer a pressing issue to figure out how to effectively use my Like Page for what I wanted to do.

Shortly after that time I finally capped out at the maximum of 5,000 friends on my Facebook profile account. I decided to remove "friends" anyway to save room for more. What I discovered is that friends I was removing were still getting my news feeds and interacting with me. Cool! Removing friends and adding new ones in their place was actually growing my exposure and still is.

Here is the strategy; it's very simple. I would never just arbitrarily remove a friend; there has to be a reason and it is never a reason of, "oh, well, I never hear from this person and they never interact on my wall so they don't need to be here." Remember what I said about silent lurkers? They are awesome! I remove people who I have privately messaged more than once and who have never responded. I remove people who are rude to me. I remove people who flat out are not interested in my opportunity and there is really no other reason to remain friends because we never talk about anything else anyway. I remove people who are always mean, nasty, and negative on their own news feeds or on my wall.

My method for finding the majority of these people is simple. I do not go into my friend list and start searching them out one by one; that would take forever and I wouldn't have time to accomplish anything else. It occurred to me one day that I was

already wishing people a Happy Birthday every day on Facebook, so I began sending birthday greetings by personal message instead of on their walls. After I write the birthday message I simply take a few more seconds to see if I have written to them in the past and if they've ever responded or not. On average every day there seem to be about 10 or 12 birthdays and about 2 or 3 people I remove from my friend count. That works pretty well and hardly takes any time. Once in a while someone I remove will actually notice and then ask me about it. Most of the time it's actually someone who I did not remove but for some mysterious reason our connection has been broken so I simply let them know, *"I did not remove you; Facebook must be wiggling out! Friend me back again"* and problem solved. Be aware of that. I've seen this many times where a connection is mysteriously broken and no one knows why so never assume someone removed you if you notice a broken connection. When someone who writes me whose connection I did remove I kindly let them know, *"I wasn't sure that there was any reason for us to remain Facebook friends. It didn't seem like you were into the messages I share on this thing and I never get the opportunity to see you anyway so I removed our connection. Did I make a mistake? Did you want to remain Facebook friends with me?"* Most people I've sent that, or something similar, to sends me a friend request right away and suddenly they are commenting on my news feed. Some of my really healthy friendships have been formed that way actually. The rest of my friend removal occurs as I'm doing my daily Facebook activity and I just happen to see something from someone that warrants removing them. That does not happen often but it does happen.

Lagging in Results?

Facebook is the biggest time waster there is for most people today.

If you're sitting there doing what you usually do on Facebook, that is not going to change anything about what you're attracting in your life. I bought a house in cash and fired the economy using Facebook and I started with nothing. Others have done it too so it's already proven – this is not on trial. I was broke and had no income, so kill your excuses or they will kill you! Shift your focus onto creating what you want. Learn to use the Internet on purpose, for a purpose. Break your patterns, but learn how to use the very same tools, like Facebook, to create the life you want.

Life only asks of us that we make reasonable progress in reasonable time. The same is true of our Internet home based business. If you seem to be stuck, odds are it's because you're lacking in something fundamental and simple.

One of the more powerful talking points I share with people interested in owning a home business is the fact that at the root of my success are 3 ordinary things that I do every day and that I've learned to do extraordinarily well. If you can learn to do 3 simple, ordinary things extraordinarily well there is no reason you cannot build a successful home-based business as well.

- Talk to new people every day either on Facebook and social media or offline or both.
- Invite friends and people on your list(s) to watch, listen, or attend.
- Personal development (books, audio, seminars, training courses etc).
- And if you want to jump from a six figure income to a seven figure income, the easiest way to do that is to plug your home business into a multi-level marketing ("MLM") company. As you bring people into your MLM business opportunity, teach them to duplicate what you're doing. Duplicate success well and you will experience the magic of exponential growth in your business and passive income *no matter what the economy is doing*.

If you're not making reasonable progress in reasonable time then one or more of those first three items are lacking.

If you don't do anything else in the course of a day let it be that you talked to at least 10 to 20 new people that you have never spoken to before. If you're not doing that then you can't keep inviting. If you're not continuously talking to new people and adding new people to your list or your Facebook friend count you will exhaust your list of people to invite to watch, listen, or attend. If you're not continuously talking to new people and adding new people to your list or Facebook friend count, you will keep inviting the same people over and over again. How much of that will your friends take until they start blocking you? If you don't continuously talk to new people you can't continuously invite new people and if you don't continuously invite new people no one will sign up with you because you haven't invited enough people.

Look at your journal or whatever you use to track your daily activity. Are there days where you do not talk to new people? I'd bet you have major holes in your activities if you're not making reasonable progress in reasonable time.

When you log into Facebook – before you do anything else – talk to at least 20 new people with whom you are not (yet) friends and that you have never talked to before. Introduce yourself to them and open up the lines of communication about *anything other than your opportunity*. Don't even check your private messages or notifications or your wall. Just talk to 20 new people before you give yourself the chance to put it off. Do this before you allow yourself to think about it! If you give yourself enough time to think, you may talk yourself out of doing what you need to do daily.

Sometimes our problem is only that we have too much time to think so we get distracted and we talk ourselves out of what we need to do. Talk to 20 new people first-thing every day before you even have a chance to think!!! Then you should see a minimum of 100 new people you've talked to on your activity tracker each and every week.

If you're talking to 100 new people every week consistently do you think your list(s) and your friend counts are going to grow? And because you took the time to build rapport and didn't talk about your opportunity do you think it's going to be a quality list of people? And because you have a quality list that keeps growing do you think when you do invite them that they are going to be friendlier toward you and your invitation? In general the answer is YES to all of those questions! And all of that is going to lead to more business growth. It will lead to un-sticking a stuck business. It will lead to making reasonable progress in reasonable time.

Grow From Where You've Been Planted

The Law of Promotion is this and it applies to anyone who wishes to get better and become more: learn how to prosper with what you've got and you will become ruler of much more.

The examples and real life testimony of this Law are endless! I'm going to keep this focused to keep it simple so as long as you conceptually pick this up you can apply it to your life no matter what your scenario is. You can never be the exception to the Law of Promotion – it simply is not possible!

As you're reading about the Law of Promotion apply the Law of Promotion to a skill set you're learning, like social media and Facebook, prospecting, closing, selling, sharing, talking to people, etc. You may stink at it at first but that's where you've been planted so respect it and get in it! Your only two choices are: (1) to do nothing and still suck at talking to people a year from now, or (2) grow your people skills and become really great at it a year from now. I hope you choose the latter.

I know that a lot of people reading this are probably broke or close to being broke. No longer being broke might be part of your "WHY" for even reading this publication.

So I will start at Rock Bottom. That's where I started from, anyway.

Let's say you're broke and you no longer want to be broke. I know that for some of you this isn't a "what if" scenario; some of you reading this are totally broke. So soften the soil of your mind and allow me to plant some new seeds of wealth using the Law of Promotion. A hard mind means no seed can be planted and the broke will stay broke. Prepare yourself to criticize and replace beliefs that you've been fighting tooth and nail to protect, and realize that all the while those same beliefs for which you were fighting were causing you needless pain and suffering.

Buy a business and become an investor into yourself and into your business. But you're starting with nothing. How can you buy a business?? You have to RAISE money to fund that initial investment into yourself of buying a business. Just because you're broke it doesn't mean you do nothing. That's how they who are broke stay broke. If

you have money to invest right away that just means you have a different starting point. No matter where you've been planted, grow from there!

I've seen some people sell personal belongings on eBay until they can make that initial investment. Most don't think that could ever be enough to make a difference because it's such a teeny tiny start. But I know someone who started out doing exactly that because she was flat broke and five years later she had earned one million dollars. She's not broke anymore!

When I started I found some people willing to pay me \$10 an hour to do yard work. One lady paid me \$300 to paint three rooms of her house. I also started teaching guitar lessons for money. Before the lessons and the yard work I had ZERO income. I had no job, no unemployment check, nothing! That was my starting point! I also cut every bit of "fat" from my expenses that I could. All my spending was purely on necessities (and a lot of people have a very skewed perception of *necessity vs. luxury*, let me tell you!). I took the money that I had raised and invested it back into myself, and two and half years later I declared financial freedom and independence.

I know another person who was not capable of doing physical labor but she had a talent for making inexpensive jewelry so she did that to raise money for her initial investment.

Raising money, growing, and compounding an income that you own is only about half of the equation. The other half is trimming the "fat" off your monthly expenses. Trimming the fat and growing an income go hand in hand. Trimming the fat and coming out of DEBT (which is really just another word for bondage) will feed into growing an incoming and prospering from where you've been planted. You must do both: raise money and trim fat.

One thing that most people could do to help themselves prosper from where they've been planted would be to sell their TV, turn off the cable, and invest all that money and time they would have spent on the TV into themselves instead. There are lots of people who have gone on to enormously grow their lives and that of their families by simply swapping out that one incredibly well-oiled poverty-making machine known as the TV for something that would not suffer their priorities but instead grow the realization of their dreams.

The average cost for TV subscriptions per person in the United States, cable, satellite or otherwise, is well over \$100 per month. There are businesses you can start for HALF THAT amount that you could go on to make millions of dollars with. If you stopped watching TV for a year and used the money you saved to start your business, after a year you could afford to outfit every room of your house with the most expensive TVs available and you'd still be making really nice money with your business. But whatever you decide to spend your money on, it is wise to re-invest at least one third of that money back into yourself and into your business so you can make even more money

the following year. But if your only goal is to make money, then your vision isn't big enough and you will quit so you'd better be in this for something greater than just to make money!

Will most TV viewers and cable subscribers whose priorities are suffering sell their TV so they can make their priorities right? Most of them won't. And 98% of the population ends up either dead or dead broke by the age of 65, depending on friends, family and government as the main source of their income. Be the 2% and sell that stinkin TV if your priorities are suffering.

Next, get out your highlighter and checkbook registry, bank statement, or whatever you use to track your expenses (and if you're not tracking your expenses, start immediately). I want you to highlight every purchase spent on food. You will likely blow your mind at how much money you spend on food every month and it's probably food that's making you sick rather than healthy. I've had people do this who figure out they're spending about \$400-\$500 more a month on food than they need to, between going out to eat, the \$5 here and \$5 there spent at convenience stores on small junk food snacks, all the indiscriminate spending that adds up, the fast food "value" meals that made the whole family sick which resulted in even more wasted money on medical bills and co-pays, and on and on and on. What wasteful trends do you see in your food purchases? All those things you said wanted to do but "can't afford to," your kids' college tuition, all of this and more is being deposited in the cash registers of fast food places and convenience stores. Going through your food expenses and making some changes there can certainly help you to prosper from where you've been planted.

Next, go through your basement, garage, attic, closets, and storage spaces. Sell all the stuff you never use anymore. A good rule of thumb is if you haven't used or worn it in a year, get rid of it. Many of you have a full wardrobe of perfectly good clothing that you never wear and will never wear again. That's worth money! If you're starting from broke and you don't have \$40 to buy a business that you can use to make millions with, then it's time to raise the money you need to be able to buy the \$40 business.

Let's say you've got some capital set aside and you just don't know what to do with it but you know you want to grow from where you're at right now. The Law of Promotion is still the same. Learn to prosper with what you have and you will become ruler of much more. Your starting point is to begin investing as soon as you know what to invest in. Seek until you find; there are opportunities everywhere for you, and so much information is available for free. You can still cut spending and grow an income simultaneously; none of that changes just because you have money to invest with right away.

Let's say you're doing well, you've got millions in the bank, but you've reached a plateau – you're stuck, and you want to keep growing yourself. The Law of Promotion is the same for you as it is the person who is broke and everyone in between. Learn to prosper with what you have and you will become ruler of much more. No matter how

much money you have you can still cut expenses, ramp up investment, give more to the starving, and keep growing your money. Poverty-minded are those who spend and show all that they make; there are both poor people and rich people who are poverty-minded.

He who spends to show all that he makes is stupid, but he who invests and helps the starving is wise.

Blogging and Vlogging

Humanize yourself!

One of the goals with using technology to share your brand is to come across as human as possible over a technology platform. Social media adds a very human element to the Internet that really didn't exist on the Internet before social media. Social media took the whole online experience and moved it a gigantic step closer toward humanizing the whole online experience.

This is incredibly valuable for any kind of relational business or home based business. It also levels the playing field between big mass-market companies and small individual home-based businesses. The playing field has never been more level than it is now.

In the old days, not that long ago, if you didn't have millions of dollars for your advertising budget you simply could not compete with the big brand names out there in the marketplace. That disadvantage no longer exists! Even the big name brands in the marketplace have had to re-think how they advertise and market themselves just to keep up with you and I! Before the Internet became mainstream (not that long ago) I cannot imagine the big name brands in our economy ever would have thought they would have to develop new strategy in order to keep up with and compete with the "little" home based business owners like you and I. This is pretty exciting!

You're familiar with blogging right? It's text-based, a great way to build your list and create an eager desire within people to know more about you and what you do. To this day blogging is a great way to build your business IF you write your blogs attractively and with curiosity. The idea is to give information away for free. Not a sales pitch! Give somewhat of a tease away for free. Something your followers will find helpful. Something that makes them want to visit you regularly because you put out consistently relevant content. You don't have to be an expert writer. Just come across as a human being. Be yourself, speak your own language, be attractive, be knowledgeable, create an eager desire for people to come back and to refer their friends to you.

Let's say your opportunity is in the health and fitness industry. What is your niche? Stick to it you will attract the right people for your niche. Conceptually you will apply this to whatever it is that you are doing but for this example let's say your niche is

weight loss and diabetes. There are millions and millions and millions of people looking for information about weight loss and diabetes. Most Internet traffic consists of people looking for information about a need that they have specific to them or someone they are helping. More than anything the Internet is used for research. Chatting with friends and family is secondary. This is valuable for you to know. It means your focus, even in social media platforms like Facebook, should be to share consistent relevant content – NOT chatting and forming a social club that doesn't produce anything.

You know that chat feature Facebook has? Turn it off! I am NEVER online – my status is always offline as far as Facebook chat is concerned. If you leave that thing on it could be the one distraction that keeps your business from ever getting off the ground.

More than anything, even more than being chatty, people want you to share consistent relevant content to meet a need that they have! People are looking for it! And if you do it well you will attract a quality following and a large list! A large list generally leads to a large business because your list is the lifeline of your business.

So your niche is weight loss and diabetes and you now know most people are online looking for information and not a chat buddy. At least consider the focus of your blog to be weight loss and diabetes. It's specific enough to find a target audience but not so specific that it gives you little to write about. You will never run out of things to write about and at the same time you've honed in on a target audience looking for information about weight loss and diabetes. Or just weight loss. Or just diabetes.

Go to google.com and start typing in the beginnings of phrases that have anything to do with weight loss, diabetes, or both. You will notice when you start typing, Google will start to automatically give you a selection of endings to your search words. Google is specifically telling you what most people are already searching for. This will give you an endless supply of ideas and topics to write about in your blog and you will already have the benefit of knowing there are lots of people already looking for that specific information!

Google makes it EASY for us to hone in on what people are already looking for and create fresh new consistent relevant content to fill those needs! It sure beats guessing what people want and spending lots of money on services to find out these market trends doesn't it?

Not long ago it was a bit more cumbersome and time consuming to figure out market trends. You can dive deeper than this and make it a lot more complicated later if you wish but for now this really is enough! Get this down and run with it first, then later, if you want to dive deeper into learning about and analyzing market trends you can, but only AFTER you master this fundamental.

You used to have to spend money on services offered to find out the very things that Google is now giving us for free, so take advantage of the free and VERY generous

service offered by Google as you create your blogs. What used to cost money and take lots of time is now FREE and takes less than one minute of research. You've got to love that! I honestly don't know why more people are not business owners; the environment has never been more perfect than it now is to start a home-based business and grow it as big as you want.

Whatever blog service you use, and there are lots of free ones out there, you are going to see a place for adding tags or key words. These are important! You want the search engines like Google and Yahoo to index your blog or website using these words so people can find your content. I typically pick between 1 and 3 keywords. They must be relevant, and they must show up at least once in the body of your blog. If you abuse tags and keywords the search engines may block your inclusion into their indexes. You can do tons and tons of research on key words and blog tags to help you with selecting keywords and giving your blog a title that will entice people to want to read your blog. Most of the information you will find on that topic is free. I don't want to go off on a big ol' key word and title tangent in this publication.

Now that you've got your blog page, you're adding key words to your blogs, you're coming up with good alluring titles, and the content is consistent and relevant to your niche market, NOW it's time to post it on your Facebook page! Each time you create a new blog, post a link to it on your Facebook page. You can write a new blog once a day, a few times a week, or once per week. I would not post a new blog less than once per week if blogging is going to be one of the main tools you use to build your list. If it's not consistent then people will fall off and lose interest in you. If you ramble in your blogs people will lose interest. If your titles are boring and create no curiosity people will lose interest or maybe not even read any of them in the first place. In short, no rambling, be consistent, be relevant to their needs, and give your blogs alluring titles.

As you share your blogs on Facebook you will build up your blog subscription if your blogs are any good. And if your blogs are being indexed in the major search engines there will be people who find your Facebook page through your blog. Both your blog and Facebook page can work hand in hand building the other up for one enormously growing master list of subscribers who are interested in you.

Time to add video! You've got your *blogging*...now we are *vlogging*! Vlogging humanizes you even more than blogging or sharing text content over Facebook and Twitter. With vlogging you are sharing not only the words you speak but your inflection and body language as well! Your entire posture can be captured in a vlog and shared with the world!

Communication is only 7% verbal and 93% non-verbal. Blogging and Facebook status updates have their advantages but in my opinion nothing has more power, more potential, than vlogging. In theory, that means about 93% of your message, maybe

even your passion, is being missed if you are not vlogging. Give your followers 100% of your message!

I know stay at home moms who vlog with their kids in the background just doing what kids do and they are enormously successful. A lot of the stay at home moms find each other and build BIG businesses together within that target market place. It's their niche; they are living it and they are supporting others living it. I know people who take very sweaty post workout videos to vlog with. The women who do this either have no makeup on or it's running down their face because it's been sweated off. It's all very real and very human! This is truly something anyone can do! You don't have to be all stuffy, suit and tie, professional lighting and all that unless it's relevant to your niche market. Whatever your niche market is just be consistent and relevant to that.

YouTube is the most popular and widely used vlog platform used. It's also free! You have the opportunity to share yourself 100% on a platform that reaches the entire world for free! That is highly awesome in my opinion. Use it! YouTube videos also get great listings in the Google search engine because Google owns YouTube. Wow! Vlogging suddenly just took on even bigger opportunity for you to reach more people.

Before you can vlog you need some equipment. Years ago you'd need to invest thousands and thousands of dollars to record decent video. Today you can invest in a flip cam for under \$200. I've seen some as inexpensive as \$90. I like the flip cams that allow me to be able to see myself as I'm recording myself. Almost all flip cams take great quality video, they pick up sound really good, they are easy to use, very inexpensive, and easily upload to a PC or Mac. Since vlogging has gotten so popular there are now camera models with features that make vlogging and uploading to YouTube easier than ever. The time and financial investment that goes into vlogging is so small, it's ridiculously cool and must be taken advantage of!

Most laptops today come with built in webcams, but be careful with those; most of them take bad quality video with delayed sound. Not good. You will want to test them out at the store before deciding on one. Most computer or department stores will have working laptops on display to help you decide which is best for you. Test out the webcam feature. Record a little test video with sound, play it back, see if it's any good. Most of them have terrible lighting, or the output is pixelated and often doesn't focus well, and there may be a sound delay. But I've come across a few great built-in webcams in laptops so they are out there.

Depending on who your niche market is you may need fancier equipment, but a flip cam or good quality built-in webcam will be perfect for most home-based business owners.

Now that you've got your camera for vlogging, I need to communicate a few general guidelines to you to help you make the most attractive videos as possible in a way that humanizes you over a technical platform.

- Hold or position the camera at eye level or just above eye level. If you're looking down into the video camera you may tend to intimidate people.
- Make sure the lighting is good. It doesn't have to be perfect, but if you just look like a silhouette no one is going to be able to see you. Your followers want to be able to see you and the expressions you make with your face! The subtle things that you do with your eyes, your hands, your voice, the non-verbal cues that you don't even know you're doing – these are the things that will attract certain people to you. I get messages from people about stuff I'm doing in my videos that I'm not even aware of and they just want to tell me how endearing it is or something positive they got from it that makes them want to keep coming back. If the lighting is bad then you are robbing your viewers of getting to know your nonverbal communication. Natural sunlight is the best light in my experience but if you are recording outside with the sun behind you, you will look like a silhouette, so be mindful of the lighting wherever you are recording.
- Express your true self. Don't be rigid. When the "recording" light goes on, continue to be yourself! It's okay to express how you feel with your expression in your voice as well as with your words. You can even use your body to express yourself as long as your body language isn't so over the top that it takes away from the message. People want to know you are real, that you are genuine, that you are sincere. They look for it in your non-verbal communication more so than in your verbal communication.
- No shifty eyes! I'm not aware that shifty eyes works for any niche market unless you are making a joke about shifty eyes. If you've got some camera shyness to get over this could be a problem in the beginning. Look into the camera. People want to make eye contact with you when you are talking.
- Pretend like you are talking one on one to someone you are trying to reach. Look into their eyes and make them feel like they are the only person you are talking to. If you can make each viewer feel like they are the only one then you will create some magical rapport with your followers.
- Speak up! You don't have to be loud and obnoxious but you do have to make sure your viewers can hear you. There is nothing more annoying than straining to hear the words in a video. It could be because the vlogger is shy and soft-spoken or maybe there is some background noise that is being picked up more than the intended speaker. Just make sure you play your video back to make sure the lighting and sound are okay. Use common sense with it. If you can't see yourself clearly or hear yourself clearly, odds are your viewers won't either. You will not be able to build a following if people strain to see or hear you clearly. But you already knew that.

- In general, it's the short videos that do the best. People who ramble get very few, if any, viewers. You only have about ten seconds at the most to grab someone's attention or they are clicking off your video. And even if you grab their attention they are only going to stick around after that first ten seconds for between 30 seconds and 3 minutes *unless you do something more to keep their attention*. Most videos that do the best grab a viewer's attention within the first 10 seconds and are over within 30 seconds to 1 minute. If you shoot a video that is longer than two or three minutes you still have to grab your viewer's undivided attention in the first ten seconds, but you have the added challenge of hanging onto their attention throughout the duration of your video. The longer your video is, the more people you will lose along the way, all the way up to the end of your video. It should be our goal to keep the attention of your viewers all the way through to the end of your video. The length you make the bulk of your videos may depend on your niche market too. You may find that your niche market has an average video attention span of only 12 seconds. In that case, I hope your blogs and status updates are short too!
- When you publish your video, be sure that it is optimized for mobile viewing. More and more people are using their smartphones to access YouTube and Facebook and you don't want to miss out on this market simply because your video is not optimized for viewing from a mobile device.

Whatever the message is in your video, the goal is to create an eager desire in your viewers to keep coming back and wanting to know more about you. You can use the same concepts I talked about in blogging to figure out what to vlog about. Titling and selecting key words is conceptually the same too. And there are endless free resources online that you can find in Google for choosing good, relevant key words and creating alluring titles for your vlogs.

Both Macs and PCs have free editing software that you can use to edit your videos. There are also endless video editing programs on the market that do much more than their free counterparts. Depending on your niche market, you may or may not need to spend money here. Most home-based business owners can use the free program that comes with their PC or Mac. You can make your videos as creative as you want as long as you are not doing so much that your editing is actually taking away from the message you're communicating in the video. I've seen some video edits that didn't seem to serve any purpose at all except to show off the vlogger's video editing skills. Unless your niche marketing is "video editing" it isn't necessary to be too fancy with your video editing. Most of the time the extent of my editing will be to add some text right after the end of my video. It will usually be a call to action to subscribe to my YouTube channel, refer a friend, and explore my "Nerve Center" website (more on this later). Lots of people have found me just because of how I cross-reference between my Facebook page, my YouTube channel, my Twitter account, and my Nerve Center website which hosts my blog.

Since you are branding yourself as yourself, keep your blog site and your vlog site in your name rather than your opportunity name. I wish I could go back in time and change my YouTube channel to my name but I am already so well established I don't feel it would be sensible for me to do that. My YouTube channel is *metapalace*. Look me up! Subscribe to my YouTube channel: <http://youtube.com/metapalace>

Now that you're all set up on YouTube (or the vlogging platform of your choosing), it's time to share it on Facebook!

When you create and upload a new vlog, post the link on your Facebook page with the clever alluring title you gave it. Facebook will give it a neat little thumbnail too, which will increase the traffic to your video.

If you want to share your vlogs in a way that is even more effective than sharing a YouTube or external vlogging platform link, then upload your video to Facebook directly! Just make sure there is a call to action to subscribe to your YouTube channel with your YouTube channel url so you can grow your YouTube subscription list. You can give this call to action with your voice in the video or you can include it in text at the very end using your video editing software. Or do both! At the very least, show the url of your YouTube channel with text so there is no doubt about how to spell your YouTube channel. And then just make sure you upload the same video to your YouTube channel as well. That way you've got the same video on both Facebook and YouTube. The advantage of this is they could both cross-reference each other. When this happens, people who find your YouTube video who may not know about your Facebook page will be able to find your Facebook page, and people who find your video on your Facebook page who may not know about your YouTube channel will be able to find your YouTube channel and you grow both your YouTube subscription list and your Facebook list simultaneously, as one helps the other. If there is someone you want to make sure knows about your video, tag them in the one you upload on Facebook to make sure they don't miss the post.

Video is something a lot of people are scared to make because they are shy. I certainly know this fear. But I realized the power vlogging has, so I forced myself to get over it. I used to record video after video after video and ended up throwing them all away never to be seen by anyone. I must have recorded at least one hundred videos until I made one that I thought was halfway decent so I kept it and published it. That was several years ago. I've traveled light years ahead since then!

I needed to grow from where I was planted!

The key to growth from where I was planted was to practice, practice, and practice some more until I got the hang of it and then I kept on practicing. That's the only way that I know of that you are going to grow from where you are planted. If you're scared to death of doing videos, start where you've been planted and learn how to grow from wherever you are at right now. There is no other way. And it's worth it! If you

commit to doing whatever it takes, and taking as long as it takes, to develop into an attractive vlogger that builds you a gigantic home based business are you going to look back with regret that it took you hundreds of trashed videos to learn to grow from where you were originally planted? I don't think so. So get to work on that, starting now.

My first video took me over a hundred takes to get one even remotely worth keeping. A few years later almost all my videos are first takes and completely unscripted. In the beginning you may notice that as soon as the recording light goes on and you know you're being recorded your posture totally changes. You are not yourself anymore. That's how you know you need to practice, practice, and practice. Once I had gotten to the point to where I did not notice a difference in my posture when the recording light went on, I knew I was recording some good and genuinely attractive video. Once I knew I was being myself on camera it became very easy for me to share my videos with the world. I became anxious to share my videos with the world! That's a far cry from a few years ago when I used to turn sick at the thought of putting video of me out there on the Internet. And you can make the same progress too, so get started now.

Nerve Center

Your Nerve Center is your web site. It is your central communication hub of operations online. You should wait to do this until you've got the other things established. Get your Facebook page going, get some blogs and vlogs posted, get a Twitter account going, and get whatever else you've got going online. Only get a Nerve Center when you're ready for one and without overwhelming yourself with too much too quickly.

My Nerve Center is <http://TomBirkenmeyer.com>. It's not my opportunity. It's my name. My opportunity is *within* my Nerve Center but I'm branding myself as myself.

In the beginning I just had a free blog and a Facebook presence. Now my Nerve Center houses my blog and I use my Nerve Center to centralize everything as my communication hub of operations. You can find all my social media presences through my Nerve Center!

Can you imagine the cluster-mess that could be created if I'm cross-referencing all of my social media sites from all of my social media sites? And if I ever updated or added anything it would render all content up to that point as outdated. If you saw a video of mine and at the end it had everything referenced it could be too much. It could become a nuisance.

Being able to send someone to my Nerve Center to connect with me on Twitter, Skype, YouTube, Facebook, or to send me an email or whatever is so much easier! Likewise, when someone finds my Nerve Center on Google or wherever else they are instantly able to connect with me on any of my social media accounts and it is always up to date. Having a Nerve Center to interconnect all of my different online presences in one place

builds all of my online lists simultaneously; these can be combined into one gigantic list that literally keeps growing every single day, or more like every hour at this point in the game. It starts small, but as you build more mass you attract more mass and the bigger the mass the more you attract.

Having a Nerve Center is awesome! But you do not need it in the beginning. You can get one in the beginning if you so desire, but if your budget is tiny just wait until after you've established a solid presence on Facebook and YouTube and you've written some blogs at the very least. Otherwise you won't have anything to furnish your nerve center with anyway.

I personally did not get a Nerve Center until four years into my business and I still did very well without a Nerve Center. But if I could go back in time I would have gotten myself a Nerve Center much sooner than four years into my business.

Plan of Action

This is where the rubber meets the road. I covered a lot of tools, most of them free, that you can use on the Internet to help you build your business. It's your job to apply what you've learned in small-enough bits and pieces at a time that you can digest without choking. It's incredibly easy to let ego get in the way, overextend yourself, and then freeze up. Ego will drive you to do more than you can responsibly handle. Humble yourself out if you haven't already or you will overwhelm yourself and end up quitting. I've seen it happen more times than I can count. No matter how much I warn against it, people still do it anyway, driven by an ego that believes they will be the exception, and suffer exactly what I told them will happen if they don't follow directions.

Be teachable, friend, and follow directions. I'm putting loads of tender loving care into this publication to help set you up for success.

Below is a checklist of things to do. I broke down the plan of action in small enough steps so that you can decide how much to take on in whatever amount of time that works for you. It's up to you to find a balance between doing enough to make progress and doing so much that you burn out. I can't tell you where that balance exists for you. Some of you reading this have more time than others. Some of you have more drive to move faster than others. It doesn't matter how fast or slow you build just so long as you are doing something every day but not so much that you burn out or overwhelm yourself into quitting.

- Create and set up your Facebook account. Fill everything out and be thorough with your interests.
- Create a Blog. There are plenty of free blog services out there (search Google).

- Create and set up a Twitter account.
- Create your Facebook Like page. Keep both your Facebook profile and your Facebook Like page about you, but talk more about others than you do about yourself. You are branding yourself as yourself. Both my Facebook profile and my Facebook Like page are "Tom Birkenmeyer", NOT "Tom Birkenmeyer, Opportunity Guy".
- Go to <http://tweetdeck.com> and download TweetDeck, install it on your computer, and learn about TweetDeck and auto-scheduling tweets. Auto-scheduling will allow you to keep a Twitter presence even while you're away. Let's say you're going to be out all day long so you won't be able to make manual tweets. With TweetDeck's auto-scheduling feature you can create a full day's worth of tweets and schedule them to be tweeted automatically at the times and days of your choosing.
- Go to <http://socialoomph.com> and sign up for a free account. Learn about their auto updates and schedulers for use in social media such as Twitter and Facebook. Conceptually, this is similar to TweetDeck. It's another option with different features and mechanics. Explore both TweetDeck and SocialOomph. The more familiar you get with these tools, the better understanding you will have of how you wish to automate your social media presence.
- After you get used to using Twitter and Facebook, decide if you're going to use one or the other or both. As for me, I use Facebook every day but I keep my Twitter on auto-pilot because I don't like using Twitter. I realize its value, however, so I keep a continual presence on Twitter using Tweet Adder to automate everything with the goal of funneling all my Twitter followers to my Facebook page, which brings us to the next point...
- If you've decided you're going to largely automate Twitter I highly recommend paying for Tweet Adder from <http://tweetadder.com>. Tweet Adder fully automates Twitter in a way that humanizes your Twitter account(s) as much as possible for an automation program. I personally bought the license agreement for five Twitter accounts so I actually have five different Twitter accounts fully automated by Tweet Adder that I do not have to do anything with. I downloaded the program to my computer, installed it, set it up, and now it just runs quietly in the background while I do other things. I LOVE Tweet Adder. Tweet Adder is one of the very few things in social media that I will pay for.
- Look at the premium upgrade option in your socialoomph.com free account. This is another one of the very few things I will pay for. I personally use SocialOomph to update my Facebook Like page about eight to ten times a day and my regular Facebook profile about 2 or 3 times a day (this is in addition to my several manual updates). This is what works for me because I will only check my Facebook Like page about once a day but I am on my regular Facebook profile several times a day. My regular Facebook profile is where I do

almost all of my manual “work”. I love my Facebook profile. I get the most out of it, so I spend most of my online time there. For me, it makes sense to do very little automation on my regular Facebook profile, a little more automation on my Facebook Like page, and nearly all automation on my Twitter account. As you establish yourself in social media, figure out what makes sense for you and build a plan of social media automation around that. By now you’re familiar with or are getting familiar with several automation programs out there, some free some not free, so you should be able to formulate an automation plan that works for you with what you’re learning.

- Establish a Nerve Center as your central communication hub of operations. You’ll have to buy a domain name. Keep it as your name or at least as close as you can in accordance with what’s available. For example the domain name that goes to my Nerve Center is <http://TomBirkenmeyer.com>.

I have more information about Nerve Centers on my Nerve Center as well as a very good recommendation for a Nerve Center host that I personally have never had a single day of problems with. This is a HUGE deal because if your Nerve Center has any downtime you will lose credibility with your audience. Use the same host I use: <http://tombirkenmeyer.com/i-recommend/your-own-nerve-center/>.

Now that you are established, learning, and practicing let’s make sure you know the activities that must be done daily, weekly, and monthly. Most of the above checklist is just a one-time set up and then you just maintain, tweak, modify whatever you need to do to keep it going the way you want for you.

The big three daily tasks to complete are: find, invite, and personal development. Beyond that, it’s whatever the day holds for you both personally and professionally. For example, one day’s daily check list could look like this:

- Talk to 20 new people
- Invite 10 people
- Read 10 pages of personal development book and listen to 15 minutes of audio
- Do laundry
- Take kids to and from soccer practice
- Call John Doe at 10 AM CST for presentation
- Call Aunt Martha about her surgery
- Write and post a new weekly blog to my blog site
- Record weekly vlog to my YouTube channel
- Thank Tom Birkenmeyer publically on his Facebook page for his book!
<http://fb.com/tbirkenmeyer>

The tasks on this list will change daily. Some tasks will remain day after day, others once in a while, and there will be some tasks that are on a schedule of maybe once a week or once a month. A blog entry is a great example of something that you may or may not do daily. Some people put themselves on a schedule of at least one blog a

day. Others are on a schedule to post a new blog every few days, and others post just once a week or a couple times a month. Do what works for you; just make it consistent or you will lose your audience. For example, if you are posting a new blog every day for a while and suddenly there is nothing for a few days in a row people will start to fall off and unsubscribe from you. If you post a blog every week like clockwork and suddenly your subscribers go a month without hearing from you they may remove themselves from your subscription list thinking that you've given up on them. Whatever your schedule is, be consistent with it. Share consistent relevant content and your list of subscribers will build and build and build.

What Now?

If you have received any value from my book I would love to hear about it! It's the authentic stories you share with me that truly move me to keep doing what I'm doing, to offer a hand up to anyone who wants one. If I've somehow helped you in any way, I would deeply appreciate it if you could do just 3 things. (1) Go to my Nerve Center at <http://TomBirkenmeyer.com> and genuinely share on my Facebook page how this book has helped you. You will inspire others to move on what really matters to them. (2) Sharing is Caring: if you know someone who might benefit from my book, please refer them. (3) Keep designing the life of your dreams, never surrendering yourself to what the majority are trying to sell you on.

Thank you so much for the positive change in your life that you're about to make and for inspiring others around you simply by leading with your own personal example instead of just talk. You may not know this yet but you have enormous power and influence to create massive tidal waves of positive impact that our communities and country desperately need.

I want to encourage you to keep going with your personal development study. Never stop learning. I know you've heard it a million times but it's so true: the moment you decide you've been successful enough you actually begin dying before your time. Here are some personal development resources I recommend: <http://tombirkenmeyer.com/i-recommend/personal-development/links/>

My personal favorite is Jim Rohn. Once I started listening to and reading Jim Rohn's Material my life was completely changed.

I'm going to give you three different personal development studies by three different people that really made things click for me. Before I encountered these three pieces, I was working hard and getting pretty frustrated at my lack of results. I was like a fruitless tree with nothing to show for my work but exhaustion, both physically and emotionally. Without the right personal development study sometimes building a business, or just in life in general, can make you feel like you're beating your head into a brick wall. I recommend bypassing as much of that brick wall as possible with these three items: (1) The Slight Edge (book) by Jeff Olson, (2) Building Your Network

Marketing Business (audio) by Jim Rohn, and (3) Failing Forward (book) by John C. Maxwell.

Those three are just the beginning. Keep building your personal development library! But those three should really turn on some major lights in your mind. That brick wall you've been beating your head against will become smaller and smaller if you study, let the ideas marinate, and continuously apply what you learn. You may find my personal development blog on my Nerve Center helpful too:

<http://tombirkenmeyer.com/category/personal-development/>

Now go! You've got a business to build and people to serve, don't you?

- Tom



<http://TomBirkenmeyer.com>

Subscribe to my YouTube Channel: <http://youtube.com/metalpalace>