



The 5 Simple Rules of Social Media Success!

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Online Success Made Easy®

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INTRODUCTION

Social Media seems so hard!

There's just not enough time in the day to get your work done, let alone learn social media!

What if I told you that you will feel totally different after you read this simple report?

What if I told you it's really hard, it's just that there are vast amounts of options?

I know - I was there myself. I've been in the technology business for over 25 years and I've always been considered an expert.

I love to learn, but recently, there is more to learn in a year than in the earlier 10 years combined (at least if felt that way to me!)

I almost called it quits. But, I didn't. I took it one step at a time, and so can you!

Soooo, where do you start?

Right where you are.

I've created this e-Book to give you some SIMPLE steps to immediately see results.

STEP ONE:

Learn ONE social media site at a time. One is better than none!

Below you'll find general guidelines for social media sites. If you fit into multiple social media categories (and you probably do), start with the one that makes the most sense to you, then move on to the next one when you feel you've mastered the first one.

Use Facebook if...

You or your business sells to consumers - such as jewelry, clothing, direct sales, restaurant, ice cream, bakery, stay at home mom services, home and garden services. (you get the idea). You are a coach or service provider for entrepreneurs.

Use LinkedIn if...

You or your business sells to other businesses or people within a business environment. For instance, you may sell coaching to individuals who work in a corporate job.

Use Twitter if...

Your customers are corporate. You're customers are young, hip, technical and trendy.

Use Pinterest if...

Your customers are women who are shopping for an event, clothing or DIY project or crafts.

Use Google+ if...

You are a brick and mortar store and you want people to show up at your door!

Use Instagram if...

You're so cool that you wouldn't be caught dead on Facebook. You already have Facebook or Twitter and your customers are so cool they wouldn't be caught on Facebook!

THE 5 SIMPLE RULES OF SOCIAL MEDIA SUCCESS

1. Be Authentic: not false or copied; genuine; real

There is no way around this. It's Rule #1. The Big Kahuna. If you aren't 100% honest, genuine and real, you will not be successful online.

You can't copy someone else's style. You can't fake it till you make it.

You must be open, honest and your true self to be successful in today's online environment.

If you go to the TekMiss Facebook page and Like it (of course you should like it) - you'll see that I often talk about baking with my granddaughter, painting mandalas, being fearless in the face of fear and spirituality.

I also talk about other successful entrepreneurs, social media marketing, website design and strategy.

Occasionally I out and out sell something, but trust me as I've built up my following on social media - people come to me for business. I almost never ask people if they'd like to talk about doing business with me - they ask me first!

*** Caution - before you go all authentic online, be sure to read #2!*

Write down below a few things about yourself that are interesting, funny, heartwarming or charming....

2. Be Discerning: to distinguish mentally; recognize as distinct or different; discriminate

Being authentic requires that you share information about yourself. But you must DISCERN what you want to be part of your personal brand.

If you are of a particular political persuasion and it's important in your business and personal brand, then use this as part of your message. If not, leave it alone. Don't talk about it online.

The same goes for religion, politically charged issues, and your personal life.

If you've, for instance, filed bankruptcy, are divorced or lost your job, make sure you want everyone to know before you mention it.

If you love cats, Harleys, The Grateful Dead, The Little Mermaid, kids, Disney or 50 Shades of Gray... make sure you want everyone to know that before you post it online.

It's better to hesitate because you can't take it back!

Remember that everything, EVERYTHING you do online, (comments on blogs, picture and video uploads, personal FaceBook page, etc.,) become part of your PERSONAL brand.

Write down below a few of your personal beliefs, likes and hobbies that you will keep to yourself (and your loving family and friends)

Write down below a few of your personal beliefs, likes and hobbies that you post all over the internet to attract people to do business with.

3. Educate: to inform

Your tribe will follow you because they're interested in who you are and what you do.

People are hungry to learn so it's critical that you give them FREE, high quality information that will help them.

Your goal is to sell to them, but first you must gain their trust.

To do this, you must clearly demonstrate your experience and knowledge in your given field by providing useful and actionable information FOR FREE.

Share Youtube training videos that you've created or that others have made (yes, you can share others valuable information).

Share blog posts that you've written.

Share blog posts that others have written - even your competitors!!

Share interesting articles from popular trade websites.

Write down below educational information that you can share. Include things that you will research and write about in the future.

4. Entertain: to hold the attention of, pleasantly or agreeably; divert; amuse

Your tribe will follow you because you make them feel good.

There are countless ways to entertain your tribe online today.

Most likely you've spent some time looking at funny videos, inspirational messages, quotes and cat videos (come on - I know you've watched one or two!)

There are endless resources if you don't make up your own. (*You can make up your own!*) There are YouTube videos, cartoons, inspirational websites, great analogies, and personal stories.

Your personal stories will make them feel closer to you, and relate to you as someone who has gone through similar experiences.

I can't tell you how many people wait for me to talk about my granddaughter and respond (especially if I add a picture or video - which I'm very careful about!)

Write down below a few things that you personally feel will entertain others and make them feel good.

5. Action: the fact or process of doing something, typically to achieve an aim

Get out there!

Don't wait.

If you follow The 5 Rules of Social Media Success, you can't go wrong!

One of my favorite authors, Brené Brown, talks about having a "vulnerability hangover." This what when you feel like you shared too much or said something silly. That's OK. Be discerning.

But DO IT!

Obviously you need to have at least one social media site set up to start posting your brilliance, inspiration and trade secrets online.

Once you do, set aside 15 minutes per day and post to Social Media.

Write down below the time you will set aside each work day to post on Social Media (i.e. 8:30 - 8:45 am)

*If you have a blog**, write down below the day of week and time of day that you will commit to blogging. (i.e. Monday at 8:00 - 8:30 am):*

If you have multiple social media sites, you can set up an account at HootSuite.com.

It's easy to set up and FREE and you can post once and have it go to all of the social media sites you use (except Pinterest - Pinterest requires an image for each posting.)

THE BOTTOM LINE:

People do business with people they KNOW, LIKE AND TRUST.

Don't think you are "bothering" people by posting too much.

If you don't post often, people won't remember you. You WON'T be annoying or offensive because you're following the 5 Rules of Social Media Success!

As long as you follow the rules, people will begin to get to KNOW you as they see your posts that entertain and educate them.

Then they will like you.

Then they will trust you.

Then, they will buy from you! That's the point - am I right?

Trust me! It works.

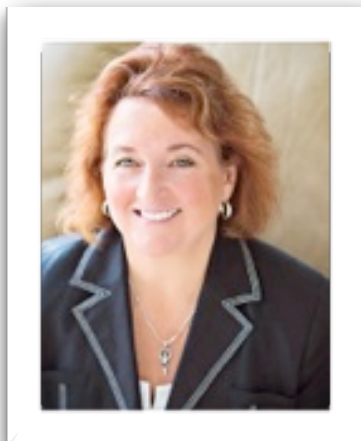
If you have any question, email me at Kathy@tekmiss.com. I look forward to talking with you soon!



Kathy Rausch, CEO
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ABOUT THE AUTHOR - KATHY RAUSCH

An avid entrepreneur and educational speaker, Kathy Rausch has over 25 years experience in digital media with a focus on website strategy, development and online media.



Early on Kathy worked with advertising agencies, printing companies and corporations consulting on electronic publishing, typography and graphic design.)

In 1994 Kathy founded Interactive Ink, Incorporated, an interactive marketing agency, in her Columbus, Ohio family room.

The first website Interactive Ink launched was ColumbusRealestate.com in 1996.

Kathy managed as many as 30 employees, supervised customer support, developed sales and marketing plans, planned and helped in the implementation of hundreds of websites. Interactive Ink was sold in 2007. She launched her public speaking early in her career and has since facilitated dozens of educational speeches, workshops and seminars at national conventions, within corporations, and for government agencies.

Having worked with everyone from entrepreneurs to government agencies, Kathy's focus is now helping entrepreneurs, small business owners and non-profit executives learn the power and excitement of online marketing.

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