

**Major Morning Track**  
**RELATIONSHIP MARKETING**  
**Build a Sturdy Platform... on the Internet**

Your best friend snaps a photo of you wearing a t-shirt with a picture of your book cover on it. You e-mail the photo to five friends, who blog and tweet about it, and post your photo on their Facebook pages. You've just experienced viral marketing – a powerful force that's infecting everyone from solopreneurs to mega-corporations. During this hands-on course, you'll shape a social media strategy that reflects your divine design; create an Internet profile with pizzazz, and practice writing search engine-friendly content. Bring your laptop and learn firsthand how online relationship-building will boost your visibility and credibility.

**Discovering Your Divine Design**  
**Session 1 - Saturday, March 27, 9 - 10:30 a.m.**

You are divinely designed, with unique talents. During this session, you'll identify your uniqueness and CRAFT a **C**onsistent, **R**elevant, **A**tttractive, **F**requent, **T**argeted brand message you can use to market yourself.

1. Opening Activity: Speed Dating
  - a. How much can you learn about another person in one minute?
2. Quick, what's your brand?
3. If you don't show up on Google, \_\_\_\_\_.
4. Branding Demystified
  - a. Video Clip: Mr. Bean
  - b. How your history shapes you
  - c. The Jesus brand
  - d. Your brand; your story
  - e. Discussion & Exercise: Find your brand; tell your story
5. Homework: SWOT Analysis

# Making a Lasting First Impression

Session 2 - Saturday, March 27, 11 a.m. – noon

*Hi! I'm a freelance writer!*

Does a humdrum profile plague your Web site or blog? During this session, you'll learn why an attention-grabbing profile is critically important to your brand, and you'll write a profile with pizzazz that you can tweak for your Web site, social media accounts, and other marketing materials.

1. Opening Activity: *Google* your name. What do you find?
2. Your bio: A sleeping pill?
  - a. How to get rid of the BBB (**B**ig **B**oring **B**io)
  - b. Exercise: Edit a bad bio
3. Let's get personal... but not too personal
4. Types of profiles
  - a. "About" page
  - b. Landing page
  - c. Social media
  - d. Onesheet bio
  - e. Book cover bio
5. How to display your profile and avatar for maximum visibility and reader response
6. Tweet, tweet!
  - a. Twitter profile screenshots
  - b. Activity/Homework: Create your online bio in 160 characters or less

# Shaping Your Social Media Strategy

Session 3 - Sunday, March 28, 9 - 10:30 a.m.

Blogs. Nings. Forums. LinkedIn. Facebook. Twitter. So many social media options; so little time! During this session, you'll learn how to choose – and use – the online tools that best reflect your divine design, and you'll begin developing an integrated social media strategy.

1. How to use social media strategically to build and reinforce your brand
2. Prospective customers need \_\_\_\_\_ “touches” before they remember you
3. Three must-dos *before* diving in to social media marketing
4. Your Internet hub
5. Modules to attach to your hub
  - a. Blog
  - b. Micro-blog
  - c. Social networks
  - d. Video & photo sharing
  - e. Social bookmarking
  - f. Discussion groups
6. Activity/Homework: Create your integrated social media strategy

# Generating WII-FM Content

Session 4 - Monday, March 29, 9 - 10:30 a.m.

**What's In It For Me?** WII-FM content is the hallmark of successful social media marketing. During this session, you'll practice building a WII-FM promotional campaign that showcases your area of expertise.

1. Fact of Life: Your readers \_\_\_\_\_ about you. They're interested in \_\_\_\_\_. Every line of content you produce should be about \_\_\_\_\_.
2. Four steps for building a WII-FM promotional campaign:
  - a. Find out what your readers want
  - b. Fine-tune your topic
  - c. Write customer-centric copy
  - d. Re-package WII-FM content for various social media
3. Activity/Homework: Create your own campaign (with help from a small group)

# Optimizing Your Content

Session 5 - Monday, March 29, 11 a.m. – noon

Nearly 90 percent of the people who visit your social media sites find you via a Google search. If you want to draw people in – and keep them coming back – you need to know a few simple tricks that attract the attention of search engine spiders. During this session, you'll learn how to package your content for optimum readability and "share-ability."

1. Digital Dirt: How to dispose of it
2. Your Search Engine Optimization (SEO) toolbox:
  - a. Regular content updates
  - b. Headshot and gravatar
  - c. Clean, uncluttered sites
  - d. Effective use of keywords
  - e. Visitor statistics tracking
  - f. URL shortening
3. 7 essential tips for intelligent linking
4. How to streamline your social media usage
5. Activity: Creative ways to build your brand online

# Promoting Yourself Powerfully

Session 6 - Tuesday, March 30, 9 - 10:30 a.m.

Now that you've built a sturdy Internet platform, you're ready to dive in to other opportunities, including radio and TV interviews, speaking engagements, book signing events – even new career paths. During this session, you'll learn how to use your social media presence to attract new clients, mainstream media attention, and bookings.

## 1. The three Ss of social media marketing

- a. Selfless
- b. Simple
- c. Strategic

## 2. Mix it up

- a. E-mail marketing
- b. E-books
- c. Appreciation marketing
- d. Online book launch
- e. Blog tours
- f. Amazon
- g. Endorsements/testimonials
- h. Online media releases
- i. B-roll

## 3. Activity/Homework: Draft a strategic plan for how you'll use social media to target one significant new lead