

Keith Keller: Social Media Strategist & Twitter Specialist



Trading as **Global Social
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BUILD STRONG FOUNDATIONS FIRST

CRACK THE TWITTER CODE (Part 2)

Annemarie Cross: And now we're back on our very special series Crack the Twitter Code and we are running this over the week 10 episodes. This is a very special series for coaches and consultants to help them focus on promotion of themselves and also their products using Twitter and of course we have Keith Keller, who is one of our global business partners.

What are we talking about in today's special series?

Keith Keller: I wanna talk about laying the foundations. The reason I break this down in just 10 understandable lessons is because you've got to start at the beginning. It's very very important that you have your mojo. It's very important that you have a website, a robust homebase that is yours, it's very important that you have a blog, I'm going to talk about the 3 major Tops Blogs. And it's very important that you have the idea of a free teaser or why and how getting people used to you who haven't yet heard of you.

So let's start with the first one, the idea of a home base, a website, the keithkeller.com.au, the annemarietcross.com. It's so important that you just don't rely on a free social medias sites to build your brand. Imagine as we're now finding that people are building their brand on Facebook and the others socials medias sites. And guess what? Now you have to pay and, guess what, that changes the rules! So after years and years of diligent effect, suddenly your product which is on your platform that you build is weakened. Whereas if you start a website, on a robust system, get it professionally built, then you've got that to come back to and it's your home base. Use the example of a home base like a house.

A house takes ages to build, but once you live there, it's yours. You can own it, you can build it up, you can renovate it, you can live it here for 20 years. It's a very good analogy for a website. A website is a home base, social medias is the build of a spare room, or a granny flat if you like.

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AMC: Yeah, you know, I'm just building on from what you've just saying coz I think it's so important and something we need to stress, it's that if you are building everything on any of the social medias sites, what happens if all of the sites or one of the sites is closing down? And maybe you might be thinking "well, that's never gonna happen" but imagine if they for some reasons decide that what you are sharing is not with in their policy and they shot your business page or your account down overnight. And we have heard that happened before to people (KK : Oh many time!) so everything that you've been created as you've said Keith over the last numbers years, whose is doing your diligence, can suddenly disappear overnight. That's why you're talking about so important to create a home base where you really build all of that content.

KK: Once you've got that robust home base, you can add a spare room. And that is what I call the blog. The power of a blog is that usually there they are simple enough for you to update yourself coz I'm not very techo. The website is your house, the blog is your spare room, a space where you put your goodies. And the reason why that's so important it's because you are on a flight, you might be doing a guide in LA, or you might be doing a Canadian tour, or you might be on holidays in Europe and you might just want quickly share a story about that and rather than just an Instagram photo. A blog allows you to tell a story. And it's great for SEO!

The 3 majors tops of blogs are of course **Wordpress**, which is the one I have and I will recommend because it's lovely, it's a bit techo but that looks great! You can do eventually anything with Wordpress, but it's a little bit hard. **Tumblr**, which is very powerful in the entertainment space. Lady Gaga, Katy Perry have Tumblr accounts. They are quick to use, they are easy to update but they are not as good for SEO.

You're always asking that question between "What's the best functionality for my business?" and "What's something I can do myself?" and we've always got a struggle between "well actually this is so technical it's out of my sphere. So even though it's great for my business I've never gonna get around on it and which is what a lot of my friends tell me. "It's quite good that you have a Wordpress blog Keith but I'm never gonna do that."

A way in the middle that may suit that is Blogger , if looking good is not that important, which is own by Google, is a very easy to update blogging site but it's extremely difficult to make it look good. It's ugly in my opinion. And I'm very in visuals. You can do anything with Wordpress, the default settings on Tumblr is awesome, but with Blogger it's an extraordinary work to get it look good.

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AMC: Just the difference between home base website and these 3 blogs in case you're thinking "Why do I have to have both?". Just to explain that with a blog of course, what you're saying Keith, is that you can update with posts. And post is kind of a little story, anything that you want to share, an article you know, something like that. And that can be update immediately and of course Google loves new post whereas with the website there are home pages, you have your sales pages, your products pages you know such a things and so it's not so easy to update.

KK: Actually they have to be updated by a web designer because they are extremely difficult to do. There are a lot of sites now that allows you to update yourself and this is very very important.

I'm not an expert, but I want you to start by always considering the Google Juice. If you got a free site that is easy to update yourself, ask yourself "Can Google find it?", and the answer often is no. So if you've got a template, cheezy, you download a lot from Internet who allows you in one week end to build your own website, great, you've built a website that costs you nothing. But what is the point of that if Google can't find it?

AMC: That's true yeah. And you know some of those are the resources like Tumblr and Blogger are really rely on someone else's platform so if they suddenly decided that they don't want to run their businesses anymore or if for some reasons your Tumblr or website or all the blogs will shut down, all of the contents that you put on there is just going to disappear overnight.

KK: This is actually one of the things I want to mention. I've done a lot of these now-videos, e-books, podcasts- and often within 6 or 12 months, the things that I get very passionate about completely changed or closed down. And it's exactly why it's so important to have a robust home base that you own.

AMC: Yes, absolutely.

KK: The third thing that a lot of people are doing is that they're coming up with their idea of a teaser coz inspired by the fact that you know you're awesome and all of your friends though know how awesome you are. The facts are that lots and lots of people haven't heard of you yet. And that's okay ; we are 7 billion people on the planet. So the idea of having a free teaser means that you can leek out a few goodie just like you know "you haven't heard of me yet, it's the free teaser that gives you a tester. And if you like my stuff, I've got more things to come. I've got e-books, I've got videos, I've got podcasts, I'm speaking next week, I'm on the radio here, I'm on the tele next week, I might come to your town and do an event.

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But for now, just download my free e-book, or my free podcast, or my free recipe and that will give you a test.

I want to give you a really clear example of how it works. This is the most extraordinary example I've ever heard in my all life. This is the game called Candy Crush which you can download on Facebook. Free to download, 500 million people have downloaded that free game. You know when people are asking me "Keith, how can those persons that download that free game make money? How can that company make money?". But here's the deal.

The game is so good that what they do is the thing that you can play this game 5 times a day for free everyday forever. No strings attached, play the game, live your life, have fun and after 5 games come back tomorrow. But what's happening now is people are saying you know I get to the end of the 5 games, and I'm really get in, I'm really in to it. And then you have that little button "that's okay, you can play again, for \$1". So, it's interesting, and I'm gonna show you the numbers. So people sit in Starbucks, in queue at the airport, go on a work, on a train, on a bus, on a tram, and if you don't really want to wait until tomorrow, it's only \$1 but this is the stats. 875000 games are purchased every day and I have to calculate that coz I've just found the numbers, but it means 319 million dollars a year... for a free game downloaded on Facebook! I don't think they even know what it's gonna happen, they don't even know where this is going but this is the truth! This game called Candy Crush, and you probably have played already, is making \$875 000 a day so the big question is : how can you use that model – free game, no strings attached and move it along the line. A free e-book give you the confidence to buy the product, a free podcast give you the confidence to come to an event, a free video gives you the confidence that coaching with this person will be a good value. So this idea of a free teaser is the new paradigm we're all playing with because we've got plenty of examples, and plenty in upcoming episodes because I've have been researching this idea thoroughly. And people that I know that are making millions of dollars are using this basic promise. It's a risk free strategy where everyone wins.

AMC: Hum yeah, and a great way to build list too, isn't it? Because of people want you to get your checklists, or free reports or videos series or whatever it is that you're using it for your free teaser then of course they can access that for exchanges, for the contact details and of course then they become part of the list. Such a great strategy, So very very important, I think one strategy that all coaches and consultants should consider developing.

Keith, what will you be talking about in the next series episode?

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KK: Next week I'm gonna get to write down the first two parts of this series, a really just a bit of a teaser about "you're excited about Twitter and where you could go. In part 3 we gonna actually create a 5 parts marketing plan, the 5 steps that really will be the essence of your Twitter marketing plan and then in the six next episodes I'm gonna go deep and get you summarize groovy tours that will save your time and explain you Reach.

AMC: So exciting stuff! Thanks once again Keith! Can't wait to learn more about the 5 parts marketing plan next week!

KK: So see you next week!

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