



Using Technology to Benefit Your Small Business

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Take Center Stage Conference | June 11, 2016

Successful Business Ingredients

- Excellent Product
- Satisfied Customers
- Future Customers Depend on Word of Mouth
- What is your Elevator Pitch?
- Network, Network, Network



Network, Network, Network

- Events like *Take Center Stage*
- Chamber of Commerce
- Local Organizations
- Community TV shows
- Meetups (Tweetups) - Birds of a feather



Internet Marketing

- Technology does not replace word of mouth, it enhances it.
- “Word of mouth” becomes “crowdsourcing”
- The Internet can make a somebody out of a nobody.



Get Started!

- Get a domain name
- Get a web site
- Get cross-promoted
- Get on Social Media
- Get Followers
- Get a Hashtag
- Get a QR code



Social Media

Facebook

- Risk Management
- Separate your business from your personal
- A great starter blog but it can get unwieldy very quickly.

Instagram

- Crowdsourcing tool
- The crowd becomes part of process, they believe their opinion matters



Social Media

LinkedIn

- Excellent tool for your digital business card
- Be creative, tell a story, don't copy and paste your resume
- Change your personal description to something exciting and "sticky"

Twitter

- Creating short bursts of information
- "Twitter is like going to a large party where people randomly yell something at the top of their lungs"

SnapChat

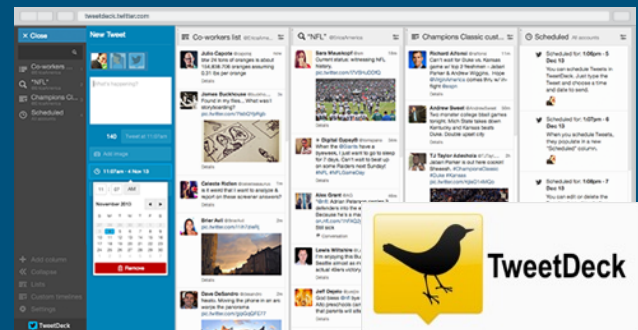
- *Snapchat Passes Twitter in Daily Usage*, June 2, 2016 150 million daily users vs. Twitter 140 million daily users

Social Media Managers

HootSuite - Free 30 day trial

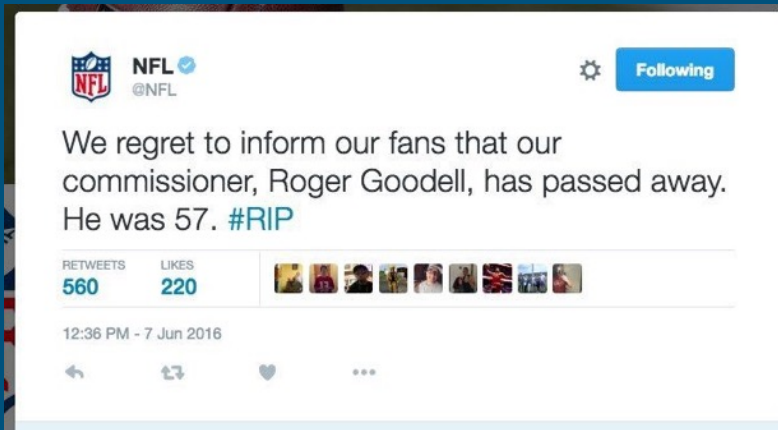
Buffer - Free for 1 social profile

Tweetdeck - Free Twitter Profile Manager



Security

- Change your passwords often



The graphic features the LinkedIn logo at the top, a yellow padlock in the center, and the word "eHarmony" in a large, blue, sans-serif font at the bottom. The padlock is positioned over the "i" in "LinkedIn" and the "H" in "eHarmony".

LinkedIn Hacked and 6.5 Million Passwords Stolen

Throughout the day there were rumors about LinkedIn being hacked when a Russian forum user uploaded almost 6.5 million passwords online. LinkedIn recently confirmed the compromised passwords and are working on correcting the issue with users.

- Members that have accounts associated with the compromised passwords will notice that their LinkedIn account password is no

Communication Tools

Blogging

Michael Hyatt - <https://platformuniversity.com> offers a series of training seminars throughout the year (classes are currently closed)

Wordpress.com - popular platform for blogging

Personal hosting blog - move up to hosting on your own business account

NLYM.com Web Hosting

Jeff Bullis - <http://tinyurl.com/blogadpage> Article on blog advertising options

Communication Tools

Podcast / Vodcasts

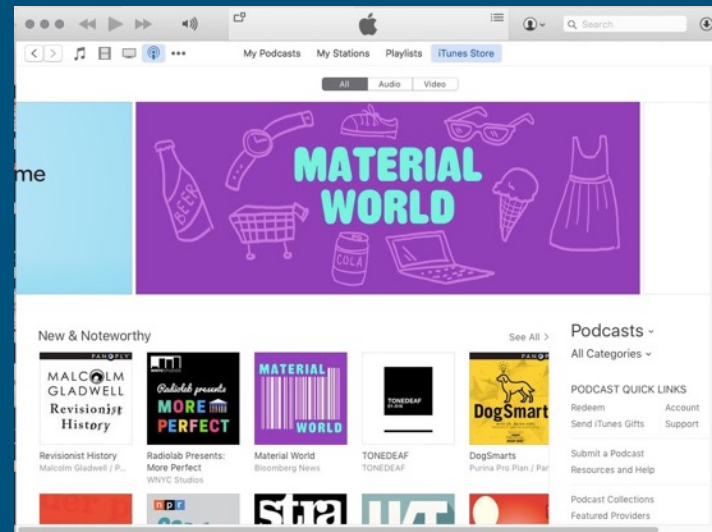
Apple iTunes

Soundcloud

Vimeo - Community TV Stations

Internet Radio

YouTube - Good Mythical Morning / TWIT.TV



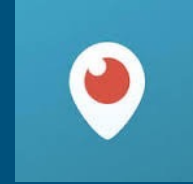
Marketing Your Business

Live Streaming

Facebook

Periscope

Snapchat

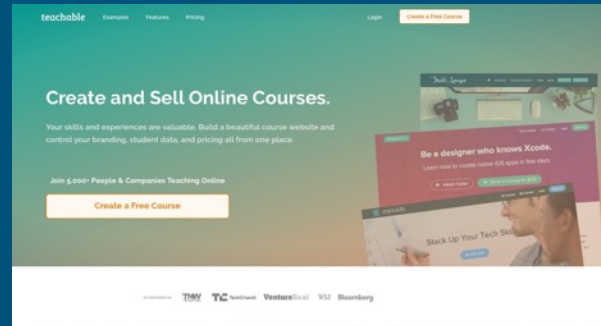


On-Line Learning

Teachable.com

lynda.com

Internet - FAQ



Books & Programs

Michael Hyatt

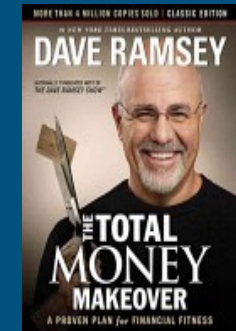
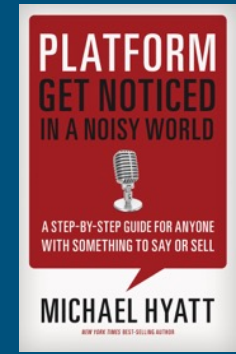
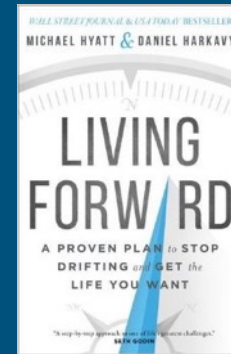
- *Living Forward / Platform*
- PlatformUniversity.com

Jon Acuff

- *Quitter / Start / Do Over*
- 30 Days of Hustle: Facebook community

Dave Ramsey

- *EntreLeadership / Total Money Makeover*



Thank You!

“Don’t shackle your ideas, your chains are only made of fears.” - D. Hopkins

Q & A

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