



Building a Social Network for Fun and Profit

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Like all good writing, creating your social network requires that you answer the age old author's questions:

- Who
 - Who is in your market?
- Where
 - Where is your market online already?
- When
 - When in the buying cycle does your market use online networking?
- Why
 - Why are you networking on line?
- How
 - How do you convert online contacts to real world contracts?

The key to Social Networking and Social Media Marketing success is now to drive traffic to your email box or phone.

***Note you are not driving traffic to your website.

Your website is just another tool to get traffic to your email box or phone.

The Ultimate Goal of All Online Social Networking is a Booking or Book Deal !!!!!

The best tool for the successful online social networker is the use of Hub Sites to network their social network profiles, resource sites, websites, blogs and ezine banks.

Step By Step Instructions:

Plaxo (www.plaxo.com)

- Login to Plaxo
- Go to feed management: (<http://pulse.plaxo.com/pulse/manageProfile/websites>)
- Select all the service websites and social networks you belong to already
- Enter your username and contact information each website and network selected
- Include your twitter account so that your twitter updates appear as plaxo updates
- When entering Twitter information, click "Allow Twitter to Update Plaxo Status"
- After each of the listed service sites is added, scroll to the bottom of the page and enter each website about you by URL. Remember to include <http://>



eCademy (www.eCademy.com)

- Login to eCademy
- Go to “NetNews”
- Click on “Add / Manage Feeds”
- Enter each service website and social network you belong to already
- Be certain to click the box to “Retrieve RSS Feed” when applicable

Facebook (www.Facebook.com)

- Login to Facebook
- Open: <http://apps.facebook.com/twitter/>
- Allow access to your Facebook information
- Enter your twitter information
- Click on “Allow Twitter to Update Facebook Status”
- Click on “Allow Updates”
- Go to Profile
- Go to Blog Tab
- Add your Blog and request verification of ownership
- Go to Video Tab
- Upload your YouTube Videos
- Go to Applications Tab
- Click on SlideShare
- Upload your SlideShare slide shows
- Go to Wall Tab
- Click on Share Link Tab
- Enter the URL for all your websites