

## **New Business Podcast**

### **Episode #1**

#### **How to Use Facebook to Market Your Business, with Amy Porterfield**

Hey everybody, it's Chris Ducker here and this is the New Business Podcast where insightful "how-to" business strategies collide with actionable tips and tactics. Look no further, you've found THE podcast that you need to tune into to catapult your business into the 21st century.

**Chris:** Hey! What's up everybody welcome to the New Business Podcast. I'm your host, Chris Ducker and I am extremely excited to be in your earbuds, for want of a better term today. This podcast has been a plan of mine for a while, since I've launched ChrisDucker.com which is my New Business Blog as you may or may not be aware of. To cut to the chase, super excited to get behind the mic again, it's been a while since I've been podcasting regularly. I have to say, I've totally missed it as well. I've enjoyed podcasting, it's a great medium to create content and inspire and motivate people so I hope I do a little bit of that, with maybe a bit of a slam dunk of entertainment and a slice of "know-how" and knowledge and that sort of stuff as well.

Before I get going actually, look I've got to be honest with you, even though I've done a load of podcasting before, I'm a little bit nervous; if I can be honest with you. Because it's a brand new show, it's a brand new format and everything and, in want of a better term, a brand new niche for me in terms of focusing on entrepreneurship and small business growth and marketing in general. So, I'd love to hear your feedback on this first episode of the show as and when you're done listening.

It's actually a very good show, I've got a very special guest lined up which I'll tell you about a little bit more in a minute. But yeah, that feedback for me, will be absolutely required. So, if you have a little bit of time, I'd really appreciate it and it's a no brainer that I would also appreciate that if you enjoyed the show that you leave an honest review and you (TK) rate the show on iTunes. We all know how incredibly important that is, for iTunes podcasts to have decent reviews and ratings and things like that. So if you get a little bit of time, I'd would really, really appreciate it. It'd mean the absolute world for me for you guys to leave a review over there as well.

Now this week actually is going to be a special week on the podcast. Now I'll probably be podcasting a couple of times a month going forward long term. That's the plan anyway.

This week, with the launch of the podcast, we're actually going to celebrate that by actually publishing three, really really hardcore episodes this week alone; just to get us right off the starting blocks. So, in the next five days, you're going to have three different episodes, including the one your listening to right now, to devour and to learn from and to get a little inspired and motivated to learn from as well. And we need that motivation because, as I always say, things have changed so much in the world of business in the last ten to fifteen years or so. You know the twenty first century is the term I use all the time and you know, we're almost in the future. This has been an interesting last decade or so. Nothing has changed more, than anything else, in the world of business, than the way that we communicate nowadays.

Social media has played such a huge huge part in that change; and will continue to play a massive part in that change, as well, I believe for the next decade. It's a very social world now days, it's a very social, stream lined approach to doing business. As any of you know who have joined or downloaded my free seven day business bootcamp will know that I actually focus on social media for an entire session, for an entire day, on that course. Facebook, lets face it is the granddaddy, it's the godfather. It's the big cheese. It is what it is. Today, I am brining on a very special guest that I feel will, if your not already up to speed with Facebook and how to utilize Facebook properly to be able to grow and market your business online, using social media, this lady is without a doubt going to open up more doors than you can shake a stick at.

**Chris:** So, our first guest on the New Business Show is a lady that I've become a big fan of over the last year or so. She started out, if you can imagine, as a biker chick, working for Harley Davidson, and then went on to work with Peak Performance main man Tony Robbins, before one day sitting in a room, ok picture this, full of the best internet marketing minds on the planet and boom finally realizing that she needed to make a change. So she went out on her own and since then, she's become a highly sought after speaker, she's the co-author of the (TK) Facebook Marketing for Dummies book. Which is a great read and she is the brilliant mind behind the Facebook Influence program amongst other great online offerings; my guest today, is none other than webinar darling and social media sorceress herself: Amy Porterfield. How you doing Amy?

**Amy:** Wow that was the best intro I've ever heard. I'm fantastic how are you?

**Chris:** Ha ha, well thats the way we roll at the New Business Show Baby. That is what it's all about. You're going to get nothing but the *creme de la creme* from here on in I promise.

**Amy:** I love it.

**Chris:** (laughs) No for those of the listeners that haven't maybe heard about you, which would be a crying shame lets face it; but lets say they haven't. Give us the two minute Amy elevator pitch; what are you all about?

**Amy:** So I'm all about Facebook marketing. I always tease that I eat, sleep and breath Facebook marketing these days and there's so many changes with Facebook that I teach entrepreneurs and small business owners how to really take advantage of this platform in order to make it really work for them and get real results.

**Chris:** Right, that's a great elevator pitch right there. You know I always say the importance of really knowing what your unique value proposition all about is right up there. Somebody that's been in sales and marketing for two decades, I understand the importance of, not only knowing what you're about, being able to tell other people what you're all about in a relatively short space of time and you just did a great job of doing that; so, well done!

**Amy:** Good, thank you!

**Chris:** (laughs) Listen, we've got tons of great stuff to get into here and for me I think, as somebody who's always been a little bit more of a traditional type business owner until a few years ago. My biggest kind of hurdle, getting involved with the online world in general was that it was very foreign to me to begin with. You know, I had the LinkedIn account and I even had the Facebook account and all that sort of stuff but I didn't really know where to get started. How important is it, for small to medium sized businesses, nowadays, to be on Facebook and to be active in Facebook? How important really is it, now?

**Amy:** You know the fact that there is over a billion people on Facebook, I usually tell my clients, "I have no doubt that your audience is on Facebook. And if you're not active on Facebook, these days it's not enough to just have a Facebook page or a Facebook profile, but if you don't have a strategy and your not active on a consistent basis on Facebook; not only are you leaving money on the table, but you're allowing your competitors to move into your space." So, it's very dangerous not to really take it full force and build your platform out so that people can find you instantly.

The crazy thing these days is, it's always been that people would Google you and find your business online; well normally, they'll find you first on Facebook. So you want to make sure that you really have branded yourself on Facebook and you're there at their "go-to source" when they find you.

**Chris:** Yeah, I mean you bring up some really good points there and you know, for me, you know when you talk about, "if you're not there/if you're not active and your competitors are; you are literally going to get left behind in the dust." I mean that's what it's all about.

**Amy:** Yeah.

**Chris:** For me, you know, I kinda use the term, "you've got to be in it to win it," quite a bit. It's never been any truer with Facebook or anything else really that's going on online nowadays and it's interesting that you bring up, the branding element, and being

on Facebook as a brand and being found on Facebook by prospective customers and things like that. It moves me really nicely to, my first literally handful of really good discussion points that we talk about here. And this relatively new with the whole timeline approach a few months back and things like that. How important is a really good cover image? I've seen some really crappy ones and the page has like, you know, twenty thousand-odd likes; and I've seen some really good ones and not so many likes. I mean, what's your take on the cover image as a whole in terms of real estate?

**Amy:** You know, that's a great question. There are definitely pages out there that do so well with engagement, and answering questions, and posting and entertaining and are educative, with information that, it doesn't really matter to them if they have a great timeline cover photo. But that usually is few and far between. In my opinion, when someone comes to your Facebook page, it's basically your virtual store front. You want to look the part, you want to show up, you want to "go pro," and really show that you're in the game, like you said and make sure that people know that you're serious about this, you're consistent, you're going to show up daily and you're there for them. So why not spend a little time on your timeline cover photo, to just make it look good. This is a representation of your brand so I always say, "it doesn't cost a lot of money and it doesn't take a lot of time to put a little effort into that."

Now taking it one step further, I really like to use my timeline cover photo to promote what it is I have going on. There are a lot of guidelines with that timeline cover photo for your page. You can't do captions, you can't put your website on there, it's really ridiculous. You can't put a lot there! However, I've found different ways to still let my audience know what's going on. So if I have a webinar coming up, I put the name of the webinar, the date of the webinar and they know to kinda click around to find more information. So, use it as a way to let people know what's going on in your business.

**Chris:** Right, right, exactly. You bring up a great point. Those guidelines are a pain in the ass, I mean they are. The whole thing like, "not have a website?" Are you for real? Seriously cause like, it is literally one inch lower right next to your profile photo, you know what I mean?

**Amy:** Yeah, ridiculous. I don't know what they were thinking with those silly guidelines, especially if they want people to come on Facebook to do business. Why would they make those guidelines so strict, but at the same time, there's always little ways around it.

**Chris:** Oh yeah, absolutely and I'm sure they're probably just going to end up just changing their minds six months from now and, it'll be what it'll be.

**Amy:** Yes, they are known for changing their minds!

**Chris:** They sure are, you're absolutely right. Now you mentioned consistency there and I'm a big fan of consistency in everything in business. I feel like, if you're going to

do something one way, you've got to do it one way all the time; maybe deviate a little bit away from the "straight and narrow" so to speak, from every now and then. But, the fact of the matter is if you've got that kind of, that walk in front of you, that you know your going to stop every five minutes, every ten minutes with your consistency. I think you're that much more, "switched on" to the fact that people are going to almost expect certain things from you in terms of, what your doing, when your going to be doing them and things like that.

I have found that, from my own personal online branding that it's so damn important to have that same profile image, that same color scheme, that same logo, across not just Facebook but Twitter and Pintrest and Google + and everywhere else out there. Do you think the consistency thing can be overdone at any point; or do you think it's just great to be consistent on that look and that feel all the time?

**Amy:** I think that it's really smart to be consistent across the board. You know, I've seen so many different businesses or entrepreneurs change things up so often and put, you know random photos in places or profile photos and whatnot. To me it just confuses me, but if there is a, lets say you have a headshot and it's a great headshot of you and you use it across the board, I come to remember you. You stay top of mind with me and I can recognize, it's like your logo, your headshot these days becomes your logo so with that, I say, "use it across the board. Keep it updated, keep it fresh." Every year I try to do a new headshot but still I keep it very consistent across the board and I think that's important.

**Chris:** Right and I agree as well, and I think one of the things that I did, when I made the change from my last blog to my new blog, my current blog at (TK) ChrisDucker.com. I found that I enjoyed building up that new brand and getting going with that new brand and the way it looked and everything because, I'd learnt so much about it over the last couple years being active online. When I think of Amy, I think of, great background, shoulder length hair, red top.

**Amy:** (both laughs) Ha, ha, I love it.

**Chris:** Now that's current, where we are 2002. If you're listening to this five years from now then you'll know that she doesn't wear the red top anymore. But really, you've used that shot brilliantly, all over the internet and you've also got other shots that are very similar, I'm assuming from the same photo shoot as well right?

**Amy:** Exactly yeah, it's important, you know, in my early career I didn't really invest in getting great head shots and then I thought about it and I though, I want to look consistent and I want to look professional. I want to look like I've put some effort into this. So yeah, I did a photo shoot that was really inexpensive and I got a few different shots that were a little bit similar. I know that some people thing, "does it really make a difference?" To me it does, and just like you said, the red shirt the shoulder length hair, that's just who I am in the photo so you recognize it more often.

**Chris:** Right, absolutely, absolutely. So let's get onto, you know we've taken care of the aesthetics here, let's get onto what people are really coming to find out about and kind of discover. And that is our content, right? I mean, there is so much we could talk about on this one topic alone. What do you think, in your opinion, I know there's tons of stats out there and info-graphics and all this other sort of sexy stuff out there but, what do you think is the best type of content to share on Facebook and why?

**Amy:** You know I have this philosophy with content on Facebook and I'm all about engagement. Of course you can't get engagement on Facebook unless you have great content and the reason you've gotta have great engagement is, in order to get out into the newsfeed more often so that your fans see all your posts. You know, ninety percent of people on Facebook will not come to your Facebook page and read all your posts, but they'll see your posts inside their newsfeed, so you've gotta get in there. The better your content, the more often people will engage with it, like, click, share; and that way your engagement score goes up and more fans see your posts. So that's kinda how it all comes together and why it's so important.

Now when I work with Tony Robbins, one of the things he taught me, I was in the content development department and I managed a team of writers and creative people that helped him with his content and every piece of content that came out of my department, we needed to make sure it either educated, entertained, or empowered. We called it "E Cubing." So with this "E Cubing" we always made sure that one of those components or all of those components were either in the audio programs, the manuals, the live event content and whatever it was that we were doing. So I've taken this same idea and applied it to my content on Facebook or any social site for that matter.

Of course, when you post on Facebook, you're not going to make every single post do all three, but when you do post, I want you to take a step back and think, "ok is this post educating, entertaining, empowering?" If it's not any of those three, then I try to rethink that because, every single post matters. You have a lot of competition and a lot of noise out there, so you want to really pack your post with a punch. So thinking about that "E Cubing" really helps.

**Chris:** Well that's such a great analogy there, I love that break down. I like the way you've put that together now. I gotta ask a question, because this has been driving me nuts for a long time O.K. You work with Tony Robbins. I was on your website a while back, I saw a picture of you, with Tony and Magnum himself. Tom Selleck, right? And you guys were all hanging out, doing your thing, I gotta ask you a question, because my mom had the BIGGEST crush on Tom Selleck. I mean she was there man, with that convertible and everything, I mean she was, anyway... My question to you is this: is that mustache that sexy in real life?

**Amy:** It is really sexy let me tell ya. That guy is the real deal. What is so funny about that picture is, when I was sitting in front of him and I'm looking at him thinking, "Holy Cow, he looks exactly like he does on TV, you know, some people just don't. I mean

he sounds like it, he looks like it; so you tell your mom that that mustache is the real deal.

**Chris:** Yeah I just knew it would be. I'm so happy he's never got rid of it you know, it's just so...

**Amy:** Can you imagine? I mean he'd look so silly these days!

**Chris:** I don't think anybody would even really notice him to be honest. I don't think they'd even recognize the guy. I think he could totally walk down Hollywood Boulevard and he just wouldn't be noticed at all.

**Amy:** (laughs) So true.

**Chris:** Alright so lets get back to the more serious stuff here. So the content side of things, you know theres lots of different types of media and things, you've got the photos, you've got the video, I mean, I have found that when I share a photo, it tends to get shared a little bit more than just a plain old status update or a video clip or something along those lines. What do you think is the breakdown on that different type of media between photos and video for you and the the people that you've obviously worked with. How does that fair with them?

**Amy:** You know back, lets say, even a year ago, I would say that you want, maybe thirty, forty percent of your posts to have images in them, maybe a few posts a month include video and the rest can be these text posts.

Well that has dramatically changed over the last year. So now I say I think *ninety percent* of your posts should have images attached to them. Wether they be images you take with your iPhone, or stock images or maybe just text images, whatever it might be. The reason being is, one, it takes more room in the newsfeed so that you get seen even more when fans and friends of fans see your posts. In addition to that, photos are the number one media that Facebook fans interact with the most. So definitely their even more popular than video. So you want to think about that. And, images are shareable, so more people are likely to share an image that you post versus just a text only post. So there's so many reason why images are valuable and almost a must in pretty much everything you do.

You know I was reading a study recently about different Facebook pages that have been deemed "socially devoted." It was Social Bakers (tk) did this study. They found that there are certain Facebook pages that are deemed "socially devoted" because they truly care about their audience, they answer questions in real time, they post on a consistent basis and they truly care about their audience. Well, telecom companies were at the top of this socially devoted list. Verizon, AT&T, other different mobile companies in general. So I went to their sites and did a little research. One thing I noticed across the board is that, almost every post had a great image attached to it. Wether it be an image of their product or just fun images that they wanted to mix things

up, do the entertaining kind of thing.

**Chris:** Right.

**Amy:** So definitely images and today they're a must.

**Chris:** Wow, I mean you put that percentage on any statistic on anything around the world, that ninety percent... If that doesn't smack you right in the face like a wet fish, nothing will right?

**Amy:** (laughs) That is so true! I think it stresses people out a little bit because they think, "ahhh, where am I going to get these images?" But I was recently in a training with a gentleman named CC Chapman and he is just fantastic at content and how to develop content and he talks a lot about blogging in general and content marketing. One of the things he pointed out is literally, he gets a smart phone and whenever he sees something that might be interesting, takes a picture and when he writes a blog post or posts on Facebook, he just goes through his library on his smartphone, they don't need to be professional photos at all. They just need to be interesting or somehow related to that post. So have a little fun with it and take the stress off your self.

**Chris:** Yeah, absolutely, I mean, I know CC and you're absolutely right. The guy's a content MACHINE. He's fantastic. I mean, even just his (TK) Instagram feed is entertaining enough for me. (laughs) You know?

**Amy:** I know I love it! You know he did something so funny, he was writing a post, I have to make this up because I don't know what the post was about, but let's say it was about social media strategy and he didn't know what photo to do with it. So on his white board, in red ink he wrote, social media strategy and put a big box around it. Took a picture of it, and that was his picture for Facebook. I mean, so simple, it's just that you want to grab the attention and images do that. So just keep it simple.

**Chris:** Yeah absolutely. I mean I couldn't agree more with you. So alright, we've gone through how things have to look, we know what works better in regards to share-ability and all the rest of it. Lets talk about, just for a minute, cause it's always an option, let's talk about spending a bit of money. The ads, promotion of posts, that sort of stuff. This whole kind of "post promotion" side of things or promote your post. Thats relatively new. What's your take on Facebook ads? How do they work?

**Amy:** I am a huge fan of Facebook ads and the reason being is that I've seen too many success stories not to pay attention to them. So I use Facebook ads for list building for my business and I've had some great success. I went from, I would say in January of 2011, I had about six hundred people on my list and today, I'm well beyond twenty five thousand. A lot of that is attributed to my list building strategies with Facebook Ads. I do a lot of webinars, I promote them through Facebook ads. Also, my clients, who do very different things than I do have had great success as well. But

here's the deal, with Facebook advertising, things are changing. That platform is getting better and better. There's two things about Facebook advertising that, if you haven't really gotten into the game yet, or you've tried it before and you haven't had great success, I want you to go back and experiment with it a little.

The first thing I want you to experiment with is the (tk) *promoted post*. Now these are fairly new on Facebook and basically, you post on your wall and then you can pay to get even more exposure with that post to your fans and friends of fans.

So let's say you pay twenty dollars and a few thousand more fans and friends of fans, that you've already attracted will see that post. The frustrating part is that Facebook recently let us know that about sixteen percent of our existing fan base are actually seeing our posts in their newsfeed. It's such a frustrating number. If you really want to get in the game then you've got to start experimenting with these promoted posts. A few things to remember. As of today, you have to have four hundred fans to be able to have that feature on your Facebook page. You'll see it right there in your status update. It will say promote, you will see a drop down and you can choose different dollar increments in order to promote that post.

I am a huge fan of promoting posts, but one thing I want you to pay attention to is, some people have this option, some people don't, but you should have the option to actually geo-target that promoted post. I would do so. I would find out where most of your potential customers are coming from; lets say it's just the United States, Australia and the United Kingdom. I would actually target those locations so that you're not getting some random post from people that, sometimes, some of it, look like their coming from bots. You just want to be careful of that and you just want to geo-target anyway you can.

The other Facebook ads that I love, that I encourage you to test out are social ads. The social ads are called: *Page Post Ads*. So basically, very similar to *promoted posts*, you post on your page, but this time you go inside your ads dashboard and you actually choose a specific Facebook post that you did to turn into an ad. This ad allows you to target people beyond just your friends and friends of friends. You can target new audiences. That way you get even bigger reach.

But here's the cool thing. That ad is not just a static ad that people need to click to go somewhere. That ad actually will have a like button, a share button and a comment button underneath the ad image so it becomes more social. People are more apt to engage with your ad when it's more social. So, Page Post Ads and Promoted Posts tend to be much less expensive than the normal ads and you get some great traction. I think my latest *page post ad*, I paid twenty five cents a click and I had a great click through rate. People are seeing this across the board so I encourage you to check it out.

**Chris:** Boy I tell you what, you just knocked me sideways with those two tips right there on their own. They were worth the price of admission right there on their own.

This is what I'm talking about guys. For everybody listening in here, I know you follow me, and for whatever mental reason that is, you decide that you want me in your news feed or have me in your Facebook feed or in your earbuds on the podcast, or whatever the hell that may be. The fact of the matter is: you follow Chris. But this is exactly the reason why, everyone, I started this new podcast. Here we are with episode number one, with someone who is setting the bar extremely bloody high for me now, because I gotta bring it every single episode now Amy so thank you. Just two tips alone, you've knocked it over the edge already.

**Amy:** Fantastic, I love to hear that, that makes my day, thank you for that.

**Chris:** Alright but, hey. We're not done yet. We've got a few more things to go through yet.

Alright, we've gone through how to get going, how to make things look sexy, how to build up content, how to get stuff shared, how to be able to pay for a little bit of eyeball action and things like that. Let's talk about some of the stuff that we can do in regards to promotions and competitions and polls and things like that. This kind of interactivity stuff is really important, wouldn't you say?

**Amy:** Yes, for sure. It definitely takes your engagement to a new level when you do contests and promotions and giveaways.

**Chris:** So what do you think then is, and I'm not quite so sure, I'm going to come to the expert here, what is Facebook's stance on things like competitions and promotions and give aways and things like that? Are you kind of allowed to do whatever you want, so to speak? Or are there kind of, some areas that we shouldn't even think about delving into?

**Amy:** There's definitely guidelines behind these kinds of promotions and contests. So you definitely want to take a little bit of time to kind of understand. I recently posted a guest post on my blog all about contests by a guy that actually creates third-party tools to help you do contests on Facebook. So you can go check it out at (TK) AmyPorterfield.com and just look up (TK) contests. It's the only post I have. But he really went through these guidelines. They're important because you don't want your page to get shut down and you just want to follow the rules.

More importantly, when your running a Facebook contest or promotion, a few things I want you to think about. You must use a third party tool in order to collect likes and collect names and (TK) OfferPop is one of my favorites. They actually show some case studies as well, if you join their mailing list they'll let you know how other people have used their tools. It's really great to check out.

Also, when you're running a contest or promotion, I encourage you to keep your prize or give away very specific to your niche and here is the reason: If you're going to give away, lets say an iPod or an iPad or anything like that. Most people would love to have

freebies like that. So you're going to attract people that have no interest what-so-ever in what you're selling or promoting on the back end.

**Chris:** Right, Right.

**Amy:** You think about giving something away that's very specific to your niche or your brand or your business your going to more likely attract your ideal audience.

So, one of the examples that I always give is (tk) Space.com was doing a great contest a few months back on Facebook and they were giving away bomber jackets, telescopes, books about space, pictures of Mars and all these other planets. It was a pretty amazing contest because it was very specific. I didn't sign up for the contest because I had no interest in getting telescope, however, I know a lot of their audience could not wait to get their hands on those prizes. So make the prize very specific to your brand in order to attract your ideal audience.

**Chris:** Yeah you bring up a really good point there. Sometimes I see competitions and things like that online and I look at that stuff like well, yeah ok great, it'd be great to have that iPad, and here I am a pet store website or something. It's just like, give me dog food for a month. Boom! I'm here baby, you know what I mean? That kind of thing is, I think your right, I think the relevancy in competitions and giveaways can sometimes spiral well out of control so I'm glad you brought that up.

**Amy:** Yeah

**Chris:** So, here's another thing I want to talk about. I'm on your Facebook page right now, as we speak, and I see exactly what you're talking about, in regards to updating your cover image in regards to your upcoming webinar. It wasn't like that when I looked at it a little while ago. So that's been updated very, very recently, I know that for sure. I look through here, you've got almost twenty thousand likes on your page, which is phenomenal; and we'll talk about that in a minute, but I'm looking through your page, and people you need to hop over to <http://www.facebook.com/amyporterfield> as soon as you can, if not now, while you're online listening to this. This lady really does walk the walk as well as talk the talk. I'm looking right here, the engagement is unbelievable. There are tons of images, you're absolutely right, tons of images I'm looking at here. Video clips here (laughs.) I see you've got the (TK) Dollar Shave Club video up there as well...

**Amy:** I love that video.

**Chris:** Seriously like, how awesome was that video, across the board. "I can play tennis," I mean are you serious?!

**Amy:** It's so good. If anyone has not seen the Dollar Shave Club video, it's a must see.

**Chris:** It is a must see and I'm going to link to it, because we've made a point of talking

about it. I'll link below in the show notes. But I am, I'm looking through here, I've seen everything you've put together, the events you've put together, the events you're speaking and promoting at, lots of stuff. The one thing I notice, and a lot of the people who utilize their Facebook pages very well, you don't just promote your own content, but you also promote content from other people's websites as well. A lot of people think that that might be a little bit mental, give me your take on it.

**Amy:** You know a lot of my success has been built by people, really supporting me along the way. I really do think that that came from the fact that I genuinely care about what they're putting out there and I tell everybody about it. So, it's all about reciprocity for sure. So, taking the time to give other people shout outs, and for me, I can only create so much content. Definitely, if I was going to say, one area that I struggle with, in my business in general is finding the time to churn out really great content on a consistent basis. So in order to make sure that I'm always giving my Facebook audience great content that I know they'll find valuable, I go out and find out who else is writing great articles, who else is doing great webinars and make sure I give them a shout out on my Facebook page. So there are many reasons why you want to do that, but definitely, if you want to build relationships with influencers, and you want to show that you truly care about your Facebook audience, you will promote other content that you know that they'll find valuable.

**Chris:** Yeah, I couldn't agree more with you on that. I'm looking at your page, I see that you have a post here from a very close mutual friend of ours, David Siteman Garland, from the (tk) Rise to the Top.

**Amy:** Oh, do you just love that guy or what?

**Chris:** Dave is the real deal. I love David. You know what the amazing thing with David is, he and I have never actually met with each other face-to-face. We've got close a couple of times but I honestly feel like he's my boy! I mean like, we hang out, but we don't hang out. You know what I mean? He's just got one of those like-ability factors about him, I think that everybody just falls in love with him. He's been unbelievably successful. He's actually been on the show a couple of times when I was podcasting before at Virtual Business Lifestyle, everybody loved him, and he'll definitely be on the New Business Show coming up soon as well.

But you know this is a "bang on" perfect example of what you've just been talking about is the fact that, he's got this great little course that you can get ahold of for free which shows you how to put together your own little podcast or web TV show and that sort of thing. I've looked at it, I loved it. I'm looking at it right now on your page and I'll read it out: "I'm loving the video training from David Siteman Garland of the Rise to the Top. Anyone looking to create a web show or podcast interview show. This (TK) freebie training will knock your socks off." Boom, you cannot put a dollar amount on that kind of social proof, that kind of word of mouth, in front of almost twenty thousand people.

**Amy:** Yes! It's true and you know, if you want other people to give you that kind of social proof, and shout outs and testimonials, you gotta do the work up front. The *genuine work*, that when you love something, really take [it] to the social media platforms and tell people about it because that will definitely come back to you.

**Chris:** Absolutely, now we're on the final stretch here, I've got a couple more questions I want to ask you. First off, I want to talk about Facebook Influence (FBInfluence) because it's been such a resounding success for you and I know that (TK) Lewis Howes was involved with it, to some degree as well, with you, am I right?

**Amy:** Yes. Lewis Howes and (TK) Sean Malarkey (TK) were my partners with (TK) FBInfluence.

**Chris:** ...and Sean as well, I shouldn't forget Sean, he might beat me up (both laugh.)

What was the, just really quickly on this, what was the influential factor behind (TK) FBInfluence? Why did you guys put this together and why do you feel it's done so darn well online?

**Amy:** You know, for anyone who doesn't know, FBInfluence is an online training program I created and it consists of twenty short training videos, all about Facebook marketing. So, from overall strategy to really tactical "how-to" tips and insight into how to grow your business with Facebook and I think that it's done so well, because, not only is Facebook a hot topic, and Facebook is not going away anytime soon, but also I think people are realizing, Facebook is truly a place that you can build genuine relationships and beyond that, building a community is so very important, but you truly can profit from your Facebook activity.

I would never-ever teach Facebook marketing if I felt that it wouldn't actually impact your bottom line. I see everyday how Facebook can actually make you money in your business, but there truly is an art and a science behind it and I think people realize that Facebook could change their business but they're not sure where to start or it's overwhelming.

There is so much going on with social media that it can easily be overwhelming, even to the very experienced online marketer, or someone that's been in business for a long time. So, I think the draw with the product is that it actually touches upon everything you need to know and I put it in a way that I "hold your hand" throughout the whole process. So, I love teaching and training and I think that that does come out inside the training so that it's not so overwhelming or frustrating.

**Chris:** Yeah, that's a good point, you know a lot of people might have bought into online products before and then when they get it, they feel like they're just kinda having a load of content shoved down their throats and I love the way that you used that terminology of "holding their hand" and walking them through it.

I think it's incredibly important, not just from a teaching standpoint, but also from a learning standpoint as well, as to kind of, not feel as if your being rushed or as if something is being forced upon you. You understand where I'm coming from?

**Amy:** For sure, definitely, I agree.

**Chris:** Yeah. So look, couple of last rapid fire questions here. How do you turn a like into a dollar?

**Amy:** How do you turn a like into a dollar. Well, in a quick nutshell, the way you do it is you first start out with that engagement. Putting out consistent great valuable content on a regular basis. From there, you want to get them to opt-in, you want to collect those leads from Facebook. So you want to turn your fan into a lead by offering something of great value of free that's easy to access. An e-book, a free video series, a webinar, whatever it might be. From there, that's when I encourage my clients to turn that lead into an actual paying customer through e-mail marketing. Through actually giving them great content on a consistent basis and doing this over time so that you introduce them to the opportunities that you have for your business. To me, that's the best journey you could take a fan on in order to turn them into a paying customer.

**Chris:** Wow, you've just exploded my brain again. Um, (both laugh) I literally think I heard about another four or five thousand brains exploding just then as well so thank you very much! (both laugh)

**Amy:** Love it.

**Chris:** Now ok, here's the last question and this, you know we all know this is the first show, ok, it's the first episode of the New Business Show, but this is going to be the one question that I end every show on going forward so, you're the guinea pig, ok...

**Amy:** I'm so nervous.

**Chris:** You better be, right? Hold your position. Ok, so this is the last question and this is what I'm interested to know.

Whats your number one tip for doing business in today's new economy?

**Amy:** Number one tip... Don't reinvent the wheel. Find out whats working for you and continue to do it on a consistent basis. Don't go after every shiny object or all these new ideas that most of us entrepreneurs have in our head. Find out whats working, continue to do it over and over again until it doesn't work for you. No need to reinvent the wheel.

**Chris:** Boom. There we go, that's a great answer, and I did, I totally put you on the spot right? That was not rehearsed?

**Amy:** I know, that made me nervous, but that's the one I stick with.

**Chris:** Alright Amy listen, you've been such an awesome first guest on the New Business Show and you have set the bar very, very, very high lady. Very high indeed.

**Amy:** Well, thank you so much! I'm truly honored to be the first on your show and I'll tell everybody about it so, I can promise you that.

**Chris:** That's cool, that's awesome. So look for everyone else out there, if you haven't already realized it, you need to be following Amy, to be able to keep up to date with this stuff. Make sure you hop over to her blog (TK) at AmyPorterfield.com, check out the (TK) FBInfluence and, obviously, follow her on Facebook. (TK) Facebook.com/AmyPorterfield, Amy, once again, thank you very, very much and to everybody else out there, take good care, until then.

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And to everybody else out there thank you very much for tuning into the first ever episode of the New Business Podcast, I very much appreciate it, I promise to be back in your earbuds very very soon with another special guest, to also blow your mind to bits, just like Amy has and until then, take good care and I look forward to seeing you over at (TK) ChrisDucker.com.

Until next time, bye for now.

If you want to catapult the growth of your business in today's economy, you need to join my free (TK) Seven Day New Business Bootcamp, for actionable tips on blogging online video, outsourcing, podcasting, social media and much, much, more. Just visit <http://www.ChrisDucker.com> for more details and instant access.

I'll see you on the inside.

**Show Notes (Including Resources) Available at:**

<http://www.chrisducker.com/episode1>