



Social Jack™
IT'S ALL ABOUT WHO YOU KNOW!



The 9 Things You Need Before You Log In

Your Business Influencer Survival Guide

By Dean R. DeLisle The Creator of Social Jack™



Getting Started

It's no secret that many of us get sucked into LinkedIn, Facebook, and Twitter. And, for businesses, these sites offer opportunities to share information, gain attention, and even get sales.

But, all too often, businesses approach these sites without a plan.

Take, for example, one of our clients at Forward Progress, a training and coaching organization. This company, like so many others, jumped on the social networking bandwagon and began using Facebook in the summer of 2009.

But what this organization failed to do was identify the best activities required to reach their end goal. They logged in sporadically to their Facebook page, but only went so far as to read email messages and browse other profile pages. They began to realize their Facebook activity wasn't helping them gain enrollees in their training programs.

I began working with this organization in November, 2009 to teach them the importance of having a plan, framework, and goal when using online tools like Facebook.

When they approached Facebook for the second time, and used the tools I provided, they quickly increased their enrollment numbers. Previously, 0% of their program enrollment came from Facebook. After they became intentional, that number increased to 40%. On top of that, their staff enrollment nearly doubled!

At Forward Progress, we structure an effective 20 Minutes-A-Day Plan so our clients not only control what they do online, but also get what they need—appointments, attendees, leads, and sales.

If you go into your social networking world with the intention of getting an appointment, you will most likely come out with one, and there are some very specific techniques you can use to

find likely prospects. But, it's important to do your homework ahead of time and be prepared for these social networks before you log in.

So, let's get started! Here are the nine things your business needs before you log in to social networking sites such as **LinkedIn**, **Facebook**, and **Twitter**:

1. Commitment
2. Objective
3. Your Target
4. Destination
5. Content
6. Trusted Agents
7. Schedule
8. Measurement
9. Execution

The 9 Things You Need Before You Log In

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1. Commitment

Drive from *Mindset* or Get Ready to FAIL



The business community as a whole is learning how to bravely transition themselves to the social networking world. However, the question we're always asked is, "Who are these sites working for?" Quite honestly, we have found the answer to be so consistent, I lead most of my classes and talks with it: **These sites are working for the ones who have the right *mindset*, the mindset to commit.**

Whether we walk into a Fortune 500 company or a small five-person business, it's always the same story. We can give them the blueprints, develop the perfect game plan, train the staff, and coach them along; however, if they don't believe in it and follow through, it will never work. Or it will work for so few, the company won't support it.

That is the most consistent thing we see, everywhere. **The lack of follow through is universal.** Here's an example:

I call it the Tony Little Syndrome. Tony Little, of infomercial fame, touts the Gazelle—a gliding workout machine, similar to an elliptical trainer.

I hear everyone talking about the Gazelle; it's all over television, everyone is ordering it, and if I order one, I am supposedly guaranteed to lose 20 pounds! So, I get myself a Gazelle.

Once it arrives, I use it for a few weeks. I feel better and even start to lose weight. But then I get distracted. I go from using the machine five days a week to three to whenever I muster up the energy, which is being once or twice over the next few weeks (and while watching TV and being fully engaged). Then, instead of losing weight and feeling better, I start gaining weight and feeling worse.

So then I decide that the commercial lied, the *damn* thing just doesn't work, and I want my money back! I'm just

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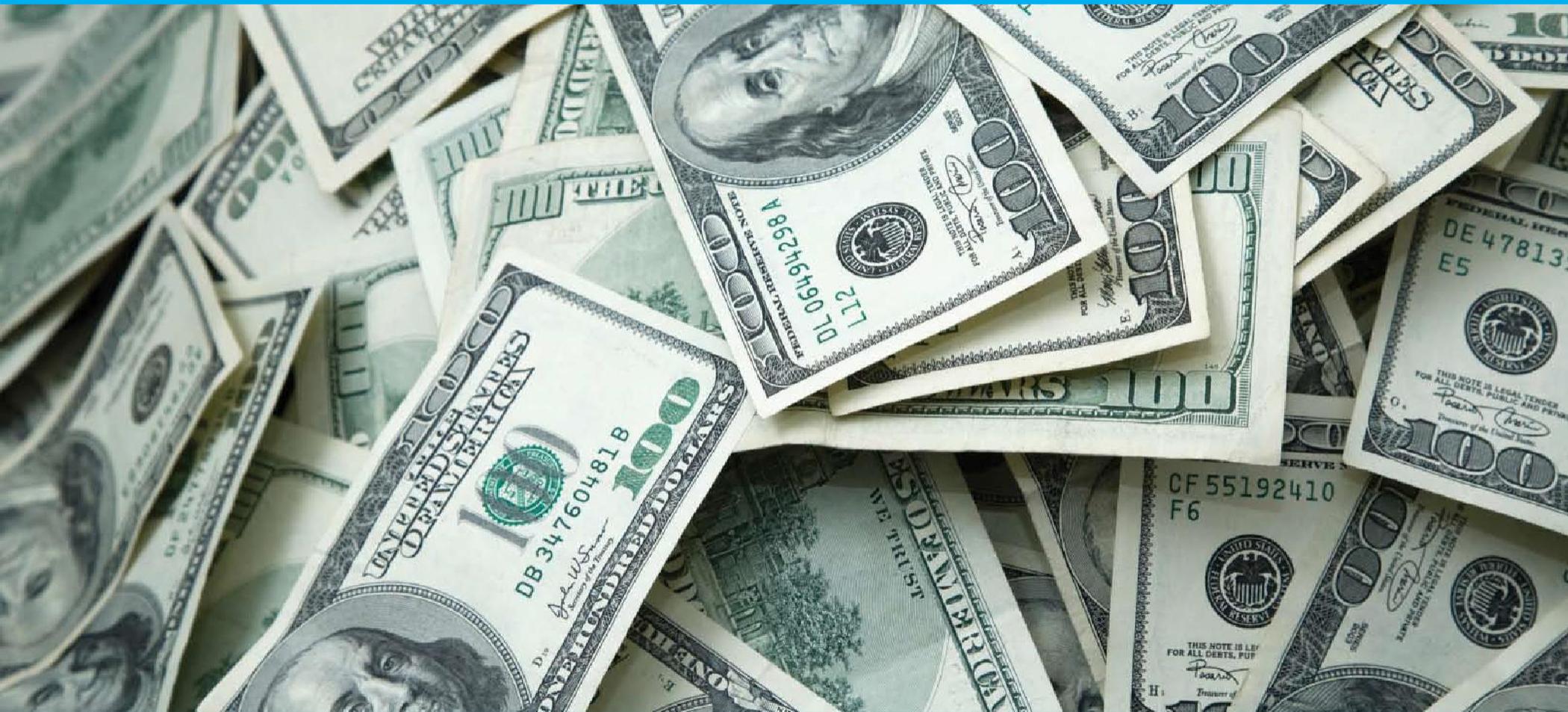
to do:
not losing

But, what if I
wasn't riding the Gazelle
needed to. **When it comes to your business, are you riding the Gazelle and committing or are you just standing and watching?**



2. Objective

Show Me the *Money!*



Most of the people we talk to share the same objective: they want to make money. Yet, when we ask how many sales leads they need to make that money, most aren't clear—or simply don't know. So, let's crunch some numbers:

Determine the leads you need based on how much money you want to generate, or as we business owners call it: revenue.

So, if you want to generate \$10,000 a week, how many leads do you need? (And, by leads, I'm talking about *qualified leads*. A qualified lead is someone who is in a position to buy.) First, find out the price of your average sale. If your average sale is \$2,500, you would need four sales to generate your desired \$10,000 revenue. $\$2,500 \times 4 = \$10,000$.

If you need four sales to meet your revenue goal, and you know you can close with 25% of the people you talk to, then how many people do you need talk to? Or, rather, how many qualified leads do you need? Going back to your numbers: You need 16 qualified leads to generate your desired revenue. You need 16 to get your magic number: 4.

I can't stress this enough: **It's important that you and your company figure out just how many qualified leads you'll need in order to generate your ideal revenue.**

It's not as difficult as it may seem. If you know some basic things about your business—such as your revenue goal, your average sale, your closing percentages—you can calculate the necessary number of qualified leads from your social network site and bring in the money!

How to Reach Your Sales Goal

1) Determine number of monthly sales you need:

$$\begin{array}{ccccc} \boxed{\$10,000} & \div & \boxed{\$2,500} & = & \boxed{4} \\ \text{monthly sales goal} & & \text{average sale} & & \text{\# of sales needed} \end{array}$$

2) Convert the percentage of leads you close to a decimal:

$$\begin{array}{ccccc} \boxed{25\%} & \div & 100 & = & \boxed{.25} \\ \text{\% of leads you close} & & & & \text{decimal of closing \%} \end{array}$$

3) Determine the amount of qualified leads needed to meet your sales goal:

$$\begin{array}{ccccc} \boxed{.25} & \div & \boxed{4} & = & \boxed{16} \\ \text{decimal of closing \%} & & \text{\# of sales needed} & & \text{qualified leads} \end{array}$$



3. Your Target

Are You Selling What They're Buying?



Make sure you know who you are looking for: identify your target audience.

At Forward Progress, we teach how to write a business-attracting profile and how to modify your settings to open up your network. **The last thing you want is to attract the wrong people.**

Have you ever sat through an entire meeting with a prospect before discovering that this person across from you will not only never buy, but doesn't even have the money?!

It's extremely important to **be clear on who you are looking for** and make sure you position your company profile and content to speak to that audience.

To help you pinpoint who you should be targeting, here are a few simple questions you should ask yourself about your company and your clients:

1. Who is currently buying our product or service?
2. Is this our ideal customer?
3. What are they buying (*not* what are we selling)?
4. What would we say to them once they arrive?

Now, read your company profile—does it answer these questions?

If not, fix it so it does and then watch your target audience start showing up at your doorstep!

Be clear on who you are looking for.



4. Destination

Lead Them and Get Leads



4 Destination Lead Them and Get Leads

Lack of leadership. This is probably the single reason many companies we work with do not get leads! (Hopefully you'll read this section through a couple times.)

Many people contact us to help drive leads and yet, have websites with no obvious calls to action or even an inviting place to take an inquiry. So, one of the questions we always ask before sending a company into the social networks world is: what is the destination? In other words, where do you want to lead people next?

Some possible destinations:

- Website Offer Page
- Website Home Page
- Landing Page
- Registration Site
- Email
- Phone
- In the Door

Typically, if you are trying to convert from an online venue with an online conversation, it's easier to take prospects to yet another online venue. However, we teach thousands of people each month how to make their destination a phone call or an actual appointment.

This has our B2B people jumping through hoops. Even the job seekers are yielding top-notch interviews because they have a clear target with a clear destination of that meeting they need to close the business.

And, keep it easy, especially if your website needs some work. Create a simple landing page. It's possible the revenue you generate from your product or offer may be enough to fund a website overhaul.

Just make sure you lead people to a clear destination so, once you have those effective online conversations, you have somewhere to take them.

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5. Content

This is What the Internet Feeds On



Let's get one thing straight: to make your efforts easier, take some of the content you have already sweated over and put it to use on your social network sites.

At Forward Progress, we have our clients take an inventory of all their existing content, and **it's amazing what most companies and professionals already have on hand**. We begin by giving them ideas of where to look.

Here are some places to find your current content:

- Websites
- Brochures
- Training Materials
- Sales Literature
- PowerPoint Presentations
- Email Templates
- Newsletters
- Blogs
- Videos
- Pictures
- ...And the list goes on

It's amazing what most companies already have on hand.

You already have a ton of this. Just make sure your content is aligned with your business goals, and you're on your way. **It's not necessary to create a ton of stuff to get started.** Simply collect the good content you already have and put it to use on your social network sites!

Remember, social networks, blogs, search engines, and the internet eat content as part of a regular diet. Then, once digested, they serve it up to those who are looking for you.



6. Trusted Agents

Get Smart and Find Your Allies



Your trusted agents are not hired, they are leveraged.

Especially in this economy, you need to have people you partner up with and count on. These people can be internal or external to the company, and they come in many forms. However, what they should all have in common is that they must be *trusted*. What does this mean?

Trusted agents are those you can count on to carry out what you ask.

Ask them to pass on your content, attend an event, or briefly comment on one of your online posts. And, maybe you do the same for them, depending on the relationship.

If you have about five or six of these people around on average, you can kick up quite a buzz for your business. Typically, you just need them to participate a few minutes a week for great effectiveness.

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Here are some ideas of who your trusted agents may be:

- Employees
- Consultants
- Vendors
- Joint Ventures
- Partners
- Associations
- Friends
- Relatives

You have these trusted agents. You just need to ask, commit, and leverage. Find them, and get them ready!



7. Schedule

Time Management Never Gets Old



If you don't schedule it, it won't happen, whatever it may be.

This also goes with social networks. If you've done everything I've recommended up to this point, you still won't get anywhere without a schedule. Instead, you may end up abandoning your plan altogether or sucking the time right out of your day.

When we teach our 20 Minutes-A-Day Plan, we specifically make sure our clients identify what time of day works best and that they are well prepared to do what they need to do in that block of time.

Now, if our clients get fast results or want to plan extra play time, that is cool, too. However, our job is to make our clients productive, so we make sure they achieve their outcome first (then they can have play time!).

Most people work well with a beginning-of- or end-of-week planning session—organizing your content

**Block out your
20 minutes-a-day,
then *put it on your
calendar!***

and people, verifying your destination, identifying your most productive activities. This should only take about 30-45 minutes, depending on how much content you need to meet your objective.

When you plan, **block out your 20 minutes-a-day, then *put it on your calendar!*** I guarantee you will be successful by following this very critical step!



8. Measurement

Don't Forget to Step on the Scale



Earlier, we agreed on how many leads, appointments, attendees, or sales you need to reach your goal. It's important to make sure you are hitting your mark. As in dieting, so in sales and marketing. **You need to have a regular checkpoint.**

The only way you know where you are is to measure. Step on the scale and see where you're at.

This can look like a lead-management tool or a sales meeting. However it looks, it should happen weekly and at a specific time. Heck, with today's technology, this can be done from anywhere! Use a phone or web meeting, and teleconference.

Use your meetings to make sure you are on track. See whether you have enough leads and meetings scheduled to make your goal. If you are falling short of the goal, then schedule more appointments.

You need to have a regular checkpoint.

Remember, you can't manage what you don't measure. Do not expect to make *forward progress* unless you take time out to step on the scale. **Put this critical checkpoint meeting on your calendar NOW!**



9. Execution

Be a Consistent, Supportive Leader



9 Execution Be a Consistent, Supportive Leader

It's so easy to say you're going to do something, and then, when other stuff shows up, find a million reasons to blow off what you originally committed to!

Many of our clients are business owners who commit resources—time, money, and their people—to these very effective projects of generating business in social media. Yet, when something comes up or challenges are met, they postpone the effort and never get to the results.

Then, we have the flip side—the *mindset* we spoke of in the Commitment chapter—where it's a top-down initiative. These people get it. They commit and make sure they follow the steps in this guide. They support their staff by coaching their people through any challenges and make sure they have what they

Leaders who get it
ask weekly for results,
keep the effort growing,
and do what it takes
for success.

need to be successful. They **measure results weekly and keep the effort growing.**

Both of these types of people are out there in the social networking space. So, I ask: what kind of company are you? The kind that folds or the kind that executes?



About Dean DeLisle



Dean DeLisle, at right, with former CEO & Vice Chairman of Best Buy, Brad Anderson

In Partnership with



Dean DeLisle was “online” years before the worldwide web made its official debut. While working for the financial management firm Merrill Lynch in 1981, Dean had the unique opportunity to connect with fellow employees in other parts of the world via a private, online portal. While the portal was intended for business transactions, the employees began connecting with each other and building close relationships as a result. Dean was part of one of the first online social networks.

Since then, Dean has helped over 2,000 clients rely on the power of online social networks to connect with over 25 million leads and close over a billion dollars in sales—all by helping clients make the connections that count. Dean has proven his ability to accelerate contacts, business development, and growth with sound business practices and the ever-evolving power of technology.

Dean is founder and CEO of Forward Progress, a firm that provides Influencer Marketing solutions, coaching, training, and consulting—with special emphasis on lead generation from online and social media marketing tools. The firm helps clients achieve *forward progress* and business growth based on their potential and capacity. Created in response to the needs and challenges of small and mid-sized businesses in the Chicagoland area, Forward Progress now extends its services both nationally and internationally.

Dean recently launched the number one Influencer Development Platform, Social Jack™. This premiere platform combines the coaching and training that Forward Progress delivers with industry-standard tools and mobile technology, while equipping organizations and professionals with what they need to become an influencer within a very noisy digital world. Dean and his team have trained over 120,000 professionals in over 35 countries with the Social Jack Curriculum.