

Andrew: All right guys. Welcome back. Wow, that was a really cool presentation that Sean gave about blogging. Like I'd mentioned before, there was going to be a few things that he mentioned that I'm going to personally go out and implement immediately and I hope you guys do the exact same thing. Now we are running a little bit behind on time here so I'm just going to introduce him again. We've heard from Zane earlier. Now we get to hear for him again. He's going to be talking about social media branding. What this means is basically how do you use social media to enhance your brand? I'm getting a little echo here. Zane, is that from your computer?

Zane: I honestly don't know. If it is, I apologize.

Andrew: No worries man. That echo, okay so don't worry about it guys. Anyways, Zane's going to get on here. He's going to talk about social media branding. It's going to be awesome, I'm sure. Zane, go ahead. Take it away.

Zane: Thank you very much, Andrew and thank you for you guys, Profit Academy Students for listening to me again. I can't get enough of you actually. I spend a lot of time with you on the forums, spend a lot of time with you on the coaching calls and whenever I have the opportunity to share more teaching and learning with you, I always jump on it. In this actual class, we are going to talk out how to brand yourself as a business using social media.

This is actually one of my passion area. I spent lot of time branding myself and my business with social media. That's why I'm extremely excited to share all the techniques that I'm using myself so you can go ahead and use them yourself on your business. Now, as all of you know, I always start with my bio, but I don't need to start with it anymore because 90% of you guys know who I am. This is just for formality. If you want to know more you can ... you know always how to get a hold of me.

With that in mind let's jump to the training. In today's session we are going to learn how to use social media to brand yourself. When you're branding yourself as a business, when you're branding yourself as an author or an authority, you need to do what you need to use social media because everybody is using social media. Now, you might look at this first bullet and say, Zane, what is the free gift for today? What the heck are you doing?

Well, I'm telling you that I'm using social media to brand myself. I wanted to share with you one of my blog posts that I used for branding and it's only visible first for Profit Academy Student. You'll actually see an example of how I use social media and blogging to actually brand myself as a business. I will share with you that gift towards the end but I wanted to just make a note of it. You know

that you have actually a fantastic jam packed session of training and a gift. Let's dive in.

Today we are going to cover the power of social media and why you should leverage social media for branding yourself as a business. Then we are going to show you or I'm going to show you exactly how to brand yourself on different social media platform. Then I'm going to share with you the top social media platforms and networks that are available in the market. Now bear with me, I'm sharing just a few, when it comes to social media, there are tons of different areas and different network on just sharing the biggest right now.

If something changes or if you're already big on another network, then by all means go for it, it's all about being social and being interactive on different medias and then I'll present you who to maximize your social media presence and I'll show you how to actually increase your social media engagement in five ... using different, five different powerful ways to boost your engagement because guess what? As a brand if you don't have an engaged audience or if you don't continually engage your people with your brand, people will forget you.

If you spend a lot of time and I'm sure money and effort and energy, you don't want it wasted. You want to maximize your social media presence and boost your engagement. With that in mind, let's jump into the nitty-gritty which is the first thing. Why you should use social media. Social media and social media networks, just few years ago, used to be just a novelty, but today, they're they are the milk and honey and butter and bread for businesses all over the world.

They are no longer just a myth. People are making huge results using social media to build their brands, to make sales. To become famous. To do whatever they vision or the passion that they have in mind using social media. Don't just say, Social media is not for me. If you are one of these people, you need to listen to this presentation because it is for you. If you own a business, if you are a Profit Academy Student and you want to succeed, you need to maximize your results by using everything that is working now and if things change you need to adapt and change with it, but that's a total different mentality but for right now, let's focus on social media.

A lot of businesses, still; under estimate the power of social media, guess what? Because it's new. A lot of people, they don't know how to use it effectively. A lot of people they doesn't know how to even start as business with social media. A lot of us we have personal Facebook accounts but we don't know that pages are actually businesses and pages are people who are making money and selling things. We just think they're somebody else like us but you learn and you go and create your own things and guess what? You'll have your piece of the cake by branding yourself in social media.

Now that I gave your little background about social media, now let's get into numbers because and this is for the skeptics because I know there are a lot of people and a lot of the students who are still skeptical about using social media as a business. Well, guys look at this graph, if you actually add 49% plus 37% it equals 86%. This is a graph by the Social Media Examiner. It's the biggest social media blog on earth. They have 400,000 advertisement subscribers who are engaged. What that means, there are 400,000 people who always look and read and engage with their brand on their blog and on their Facebook and on multiple areas. If you don't know them, just go and google them.

Social Media Examiner. I use them a lot because they give me the latest tips and tricks that is related to social media. 86% of marketers right now agree that social media is so powerful that they are forced to use it in their business. A lot of people who were skeptical because they see that others are doing in the social media, guess what? They jumped on the band wagon and now theory has social media presence themselves. If you know what is now or doctors our healthcare providers, our dentists, chiropractors, everybody that we use including the stores that we love, the restaurants that we love.

They're on Facebook giving coupons, giving all different services, different free gifts and different things because guess what? They're leveraging the power of social media and they are creating and branding themselves on social media. Now if you thought 86% are huge well wait it you see the second slide. 89% of marketers have seen a huge change in their exposure once they started to use social media. What does that mean? 89% of people who have never used social media, and then start seeing it, they started to see the results.

People are engaged with them. People are engaged with their brands. People are clicking and downloading and buying and selling and sharing and commenting and that's why you need to use social media. That's why I use it. That's why Anik uses it. That's why everybody who is somebody is using social media.

Now I don't want you to be skeptical or be scared because you are new, guess what? When I started new, my Facebook page didn't have 30,000 people. My Twitter didn't have 2,000 followers. My Pinterest didn't have 3,000 posts on it but one day at a time it grew and it's continuing to grow every single day. By now I hope that I have made up your mind for you to go and start your own social media presence. How do you do that? Stay tuned.

On the second slide, not the second slide, on the next slide, I explained to you how important social media is right now but how do you use social media to brand yourself? Social media look at it this way. Social media is a place for you to showcase yourself. Showcase your business, showcase your power, showcase

your presence or whatever you A marketer, an entrepreneur. A meditation guru, whatever you're doing. A training specialist, a weight loss specialist, whatever you're, you are branding yourself on Facebook, sorry, not Facebook, on social media but it's not more about branding, it's about showcasing.

You're showing the best of the best in small snippets on social media. As an internet marketer because you're a Profit Academy Student, I'm 100% that you're an internet marketer. You are looking to build your brand online, that's why I'm am spending a lot of time and energy in putting these trainings for you because I know how important social media was for my business and I believe this is my time to actually share it with you guys so you can go and create the same if not bigger impact on your own business and see the difference is all in taking action.

Don't just watch this training, go and do it. Go and create your Facebook account. Go and create your Twitter. Go and create your Jibjab, whatever it is, I don't know if Jibjab is a social media site though. You guys know me by now. I get really excited. This is a cool image that just show and this image alone; there are 24 different social media platforms and networks.

Now if I want to go through each one of these, I could spend 10 hours showing you these. I'm not going to do that. What I'm going to do is I'm just showing you how many different social media sites are out there. This shows you that there's no shortage of options when it comes to social media. There are tons of them and when you're new and you are trying to begin, don't get hang up on which social media to have or should I start 10 of them on different areas? Start one at a time and go from there.

Right now as an internet marketer you're doing what? You're doing phase one. You're building your list. You're focused on building the list, add another type of engagement to your daily routine and create your first social media site. Create a Facebook page or create a Twitter account or create a Pinterest. Create a blog on WordPress. A blog is a fantastic place of social media branding even though WordPress is not considered a social media website but when you have content on your blog, people can share it on social media and that's how you become brandable.

When somebody goes to my website, valhallamind.com and they read an article and they like it, guess what, there's a like button on Facebook. Even though it's on WordPress, whenever they like it gets published on Facebook of the person who liked it. If somebody shared it on Twitter, guess what? Anybody who a friend of that person, they see it on Twitter. It's a multiplying effect. It's like whenever you see smoke, there's fire. Social media is the fire of your business and you need to keep it boring. Oh my God! I get so excited.

I mentioned to you guys, I have a special gift for you and I just wanted to mention what the gift is about. It's a social media cheat sheet and it's actually created for brands and I took to the liberty to create that for you because I know you're a brand new student and you might wonder what the heck to I do and which website or which social media should I use first. I'm not going to spend time on the cheat itself because I'm giving it to you as a gift but once you finish the virtual weekend, I want you to go to this website [valhallamind.com/gift](http://valhallamind.com/gift) and download the cheat sheet, or if you are really anxious, once I finish the training, then go to the website and download your gift.

It shows you the cheat sheet, it shows you the tips and pros and cons of different platform on Facebook, not Facebook, on social media and that could give you an idea of where to start next. As I said you started with building your own list now you need to go and start branding yourself as a business with different methods. I don't want you to get distracted but I just you to wake your appetite and tell you're that the gift is about social media and the gift will help you understand how to use social media and which site to start with first.

Once again you just go [valhallamind.com/gift](http://valhallamind.com/gift) and it's actually my to all my best friends in the Profit Academy and I hope you, like it and I hope you enjoy it. Back to the turning. Okay, now that I told you all about social media and all the things you can do with the social media, now how do you actually brand yourself or your business when you do use your social media site, give me a second, let me just take sip of water.

One of the biggest and best places to start with social media is Facebook and this week is virtual weekend. I showed you multiple ways how to use Facebook and for advertisement and different methods, but also right here is where you use Facebook for branding. When you create a Facebook page, brand yourself with that Facebook page. Create what we call a Facebook cover. You see this nice little image, Valhallamind; inspire change in the world, one mind at a time.

It tells a story. It tells that this is a brand. It's called Valhallamind. We are interested in changing the world. We are interested in helping people. You see I have 23,000 people who liked my page or are part of my community. This is a way for me to brand myself using Facebook. Use a Facebook cover, the next thing, stay up to date, what does that mean? That means whatever your people, whatever your niche is, keep up with the things that are important to them.

In my personal development niche there interested with in wells and are interested in mind set and mediation and mediation techniques. Guess what? I always give them new stuff in that niche if you are in let's saying how would you have health skin? Stay yup to date. Give them report. Give them things from

other people it's not just you. That way you building credibility and you build a brand.

Another way to showcase you on Facebook and to brand yourself is to post mile stones and accomplishment. In Facebook you see right here say offers, plus events. If you click on it, there are milestones and accomplishments and there you can actually say our first Facebook like, our first Facebook post, our first gift, everybody who is on your page, they'll engage with that and they ... imagine what that will do for the person who was actually the first like. They'll go and plaster that all over Facebook. Guess what it? Free advertisement and guess what that is? Free branding.

Use the time to actually use these platforms to brand yourself and don't just listen. Now, this image itself, I created in about 15 minute on Canva.com. It's fantastic tool that lets you create guess what? Personalized Facebook cover images. Actually Canva right now has expanded a lot. Now you can create a cover image with it. You can even create Facebook advertisement images within it. The sky is the limit.

Andrew: Can you just state the name of that again please?

Zane: It's called Canva. C-A-N-V-A-.COM.

Andrew: Okay, thank you.

Zane: Yes. Five minute made this at Valhallamind cover image and then I just downloaded it and put on my page. Bam! Now I'm a branded and you can do it for Twitter, Pinterest. On every other social media platform and Canva is growing. Every few weeks or months, they're adding new features and new templates and new things. Stay up to date as a student. As an internet marketing student, stay up to date with wants working in the area of internet marketing because guess what? The more educated you're?

The more you can leverage all the education and the learning you do to create more results in your life and in your business. Now that I showed you how to use Facebook for branding, the second place to use for branding is Twitter. Twitter is one of the best websites right now to use for brands because people, they have a short span of attention and with Twitter, it's a short message. Its 140 characters or less, you cannot write a newsletter on Twitter.

It's just a small snippet on Twitter and when you put it because it's small, people can digest it quicker and faster. The network itself, Twitter have seen a huge increase in the number of people using Twitter over Facebook because sometimes you can actually tweet and retweet and read the tweets. I know it

sounded all the same but they are each different, in less time than what they do on Facebook because why? It's a micro update. It's a short 140 characters message that people see and engage with. If they like it, they do what? Retweet it. If they don't, then they move on.

Facebook on the other hand, it's a fantastic branding tool but it has different kinds of people who are on Facebook. Its people who are more, they have a little bit more time. If you are on the go in your car just waiting on the traffic light to change, Twitter will be quicker for you to check because it's easy and quick. Now, don't tweet and drive. Big no, no. I've got to keep it fun because we are talking about a lot of concepts. I include a lot of jokes and corns and I hope you like it. If you do please say yes in the chat box. If you don't please email me personally on my Facebook page and tell me what I'm doing wrong.

Andrew: The more the merrier, Zane.

Zane: Great. Thank you, Andrew. This shows you exactly what's going on with Twitter. 33% of active Twitter users share opinion about a product or a company on Twitter. Guess what? Branding, they share 33% of active users, share things about the brands that they like. 32% of them, guess what? Recommend products and companies they like. If you combine these two, it's like 40%-50% of people who use Twitter actually engage with the brand and recommend it and 30% who recommend stuff, they recommend it to other users.

They don't just say, oh, I like this and that. No, they actually go and make a tweet and say, I love this and that and if you are interested in A, B and C then you should too. Guess what? Free branding, free advertisement. It's fantastic; if you don't use Twitter I recommend that you use it. If you don't know anything about Twitter, guys I keep sharing this tidbit with you every time I can, Google it. Whatever you don't know what it is, Google it and spend time learning about it. Right now there's no shortage of information.

Whatever you are looking for between Google and YouTube and people who are selling services and people who are giving courses in Linda.com, thought I showed you, right? Just to let you guys know, I'm not recommending Linda, or saying that you should do anything with Linda. It's just a fantastic website that I learnt quite a lot from and I'm just sharing it as a resource. There's no affiliation of me and Linda whatsoever. Now that I've shown you Facebook and Twitter, there's another place for you to brand yourself. If you are trying to brand yourself then I recommend that you start with LinkedIn. LinkedIn is a fantastic place for because its business oriented.

If you are truly staying in business oriented, then you are a person who is selling services and you want to have a social media buzz that is business oriented only,

then guess what? LinkedIn is the place to go. It's a fantastic website, now they just opened LinkedIn advertisement. I haven't used it. I can't recommend it or not, but whenever a website like a huge website like LinkedIn or Pinterest or others start to offer advertisement, that's amazing because you know what, they would have not done that if they haven't seen great results with their testing. LinkedIn is a fantastic place for you as a professional. It's a fantastic place for you if you are branding yourself personally.

On LinkedIn I am branding myself as Zane Baker, an entrepreneur, a coach and I want people in the business world to know Zane Baker is. Guess what? I created a Zane Baker LinkedIn page and I have 1200 people who are following me. On LinkedIn I don't think it's a follow, I think it's an engage or an accept. I don't know, I haven't used LinkedIn a lot but it's a way for you to market yourself as yourself. It's fantastic new tool if you are selling a service, a coaching, whatever it is.

90% of the things that I put on LinkedIn are related to the training and development and the human resources field because I was a human resources professional for the past few years and it's one of my passion area and I want to stay engaged with my colleagues that I worked with in the past. With the mentors, with the coaches that I worked with in the human resources field. It's just another place, another social media website to use and utilize. As I said guys, there's no shortage of websites. There's literally tone of websites.

Another place is what, its Pinterest. Pinterest is fantastic. Its picture oriented, it's all about images, sharing fantastic things and fantastic content, going on what they call Pinterest boards. I don't want to spend a lot of time talking about Pinterest because guess what? I could spend all day long talking about all these different platforms. You just need to go and look them up and see which one would make the most sense for you.

The cheat sheet I will share with you and I already told you about will help you with that because it gives a pros and cons, time, things that you need to do before you jump into each of these. This will help out in the beginning while you starting to build your present. Let me take another sip of water. Now between all these websites that I shared with you and the different platforms, now you have an idea of how to actually reach your audience. I mentioned at the beginning, having a presence is fantastic. Now having an engaged presence that's when things start to be much better and you start to see a huge impact. What do you do? You have to stay consistent with your social media network strategy.

If you post every day at 8:00 on your Facebook page or on your Twitter account, guess what? You're consistent because people will start checking their Facebook exactly at 8:00, because they know that Zane Baker will post something at 8:00.



That's how people start to engage with you, be consistent. Don't lose faith; don't feel like you're wasting your time, you're not. It just takes time, and takes effort but once you build it up, it's fantastic. Right now when I put something on my Facebook page and it goes and reaches 30,000 people, it's amazing. It feels amazing, not to mention I'm helping others in doing that. It makes it even better. This could be you. Go, do it and you will see the results for yourself.

I mentioned I will share with you five powerful ways to boost your social media engagement. We talked about how to have social media; we talked about how to keep social media and the buzz going by being consistent. Now I'm giving you five powerful ways to do what? To increase and boost your social media engagement, because the more people are with you in your brand, the more and the biggest results that you'll see with your social media branding effort.

The first place or the thing to do when you are running yourself and your business and you want more engagement, first thing to is to include visuals. We asked people, we love to see pictures. Our brains process things up to four times when there is an image that tells a story, other than just text. What visuals I'm talking about? Take a look at this funny little visual from Despicable me.

In less than three seconds, you read the story and you are like, wow, how cool. Guess what, if I digested that information and understood it quickly, guess what? I like it I'm going to share it on Facebook. I'm going to share it on Twitter. I'm going to share it on all the other websites that I see and that is free branding and that increase your engagement. Another example is info graphics. Info graphics are amazing when it comes to visuals. There's a site called Piktochart where you can actually create this yourself.

If you don't want to do it, you can get somebody or five or two before you are not ... you can use other people's infographics but give credit. Always give credit to people who have created something. Right now, this image is made bydespicablememiniions.org. I didn't go and say, it was made by me. It's not. This image right here is traded by a company in the UK; I didn't go and say it's mine. No, I kept all the credentials and if I am going to share this with somebody, I will give credit to somebody. Always give credit.

Number one area is visuals. Do share other resources besides yourself. People love you but guess what? They don't want to hear from you all the time. When you share trusted material with them from other people, they will love you even more, because they know that you have their best interest in mind and not just your best interest.

Share things from whatever the niche is. Right now I'm using the Huffington Post because it's a trusted website; it has a lot of fantastic content. The New York

Times is another fantastic resources but whatever your niche is, find the best websites and share things from these websites with your people, with your niche. They will appreciate it because they know that you care because you are sending them great things even though they are not yours. This builds credibility beyond belief.

The third thing is I want you to focus on your audience. This is a technique, this is a strategy used by one of the biggest brands in the world. Who? Coca-Cola. Look at this add? It's not ad, look at this post? Right here, they're engaging their community. They are not saying here go buy Coca-Cola, no. They are thanking their people for making the internet a happier place. Do you want to be part of the happier place? Take a picture with a hashtag sign and put the hashtag, make it happy. Or go to [makeithappy.com](http://makeithappy.com) and support us. They are engaging the audience by what? By focusing on their audience and this is, if Coca-Cola is using this, you should use this too. This is just beyond believe.

When you focus on your audience and you have their best interest in mind, they will reciprocate and you become their best interest. Just look at it from that perspective. Make more of your posts interactive. What does that mean? The best way to do it is to actually show you what I mean. Se, this is one of my posts in the survival niche. I know people in survival niche love energy and they love self-sufficient housing and this and that. There's this concept called micro cabins. Its small little cabins, its energy efficient, it's the new thing. This is what I call an interactive post, micro cabin thoughts. They have to engage with it.

This is actually a fantastic one. I love it, I post it all the time because it's funny and I don't know, I would go kill the snake but ... You walk into the kitchen and find this, what do you do? Every time I post this, it gets like 3000 shares, 10,000 comments and it's just beyond believe because it's interactive. It has a shock effect. It's funny, it's all in one. Think of that, keep it in mind and you can use it yourself.

Last but not least, I cannot emphasize on this anymore. Throughout multiple training. Throughout multiple webinars and seminars and things that I have shared with you, add value and give people value. Why? Because that's why people came to you in the first place. They wanted to learn about something from somebody who is trusted. From somebody who is known or at least trying to be known about being trustworthy in whichever subject he or she talks about.

This could be you. Give them value; give them a lot of value. Every time you send a promo, you need to think about, three, or our, or five different emails that you have just give them pure value without a sale. Maybe you sprinkle a sale here and there in a soft way but you need to give people value. When you give value,

people will love you and people will just jump on everything that you do even when it's fake. I use it and I can vouch for it myself.

At the beginning it wasn't the case because I was learning but once I started to add value to people's lives and sell stuff, people love it because they know that I actually don't just recommend junk, I recommend things that actually work or things that I use myself. Now that you understand that everything about social branding, there are other places to go and explore when it comes to social media.

There is YouTube; YouTube is a fantastic place for social media. However YouTube can be a little tough. I didn't cover it a lot because it requires you to create videos. If you are not very technical and you don't know how to create a video, either in a video format or as a presentation, or if you're shy, you don't want to be in front of a camera and talking. Then that just adds a little layer of anxiousness that you can't do it. I didn't want to share it, but it's okay. If you don't know how to do something, learn it and then go do it because success always comes once you're outside of the comfort zone.

You have to always know that. Change and hardship always is coming and as long as you acknowledge that fact, you can move on and just prosper. I hope that you have found this entire presentation quite helpful and now what do we do? The number one thing that I always teach. Learn, then act. Act, take action, go and create your first social media website, go and create your first social media place and before I end it, I told you that I have a fantastic gift for you and it's the social media cheat sheet.

Just go to [Valhallamind.com](http://Valhallamind.com) and download. Sorry, [Valhallamind.com/gift](http://Valhallamind.com/gift). It's my personal gift to you as profit academy students because I want you to succeed. I want you to go there, download that gift and in there, I want you to do what? I want you to give me some of the social media buzz that I was stalking about. I want you to give me your opinion about the gift. I want you to tell me what you think about it, that's what ... By doing it, you are actually learning what I'm talking about. It's fantastic; I hope you find it very helpful, I hope it helps you in creating your first social media presence and with that, Andrew, that's everything I have for everybody. If you have any questions or remarks, I'll be more than happy to answer them.

Andrew: Zane, fantastic presentation again. Learnt a lot from that. We are running low on time here but I've got just two quick things if you could recap. One is the five things that you talked about at the end. Five pieces of social media branding.

Zane: I wish I had them memorized but I don't. The top five things to do to increase your social media branding engagement have a visual post. These are posts that

have images, quotes, anything that engages people via text in a visual format. This is a quote. This is an info graphic. It's a fantastic way to engage people. When people like it, they share it, they like it, they comment on it. Another thing is, share with people resources beside yourself or your brand.

As I mentioned, find the best trusted resources in your niche and share things from these resources with your list, on your blog, on your social media. People will love it and they know that you're doing it because you have their best interest in mind. Third thing I want you to focus on your audience. I showed you this example with Coca-Cola. Go to your favorite brand, go to their Facebook page, go to their Twitter and see how they are using that themselves.

Now I'm not saying you don't have to brand yourself and focus on yourself, but focus on your audience a little bit more and you will see how big the impact that will make on your business. Before you don't believe in it, try it. If Coca-Cola has succeeded with it, guess what? It works. Then I showed you make posts that are interactive. Either create posts with questions that requires people to comment or say something, or just have a single image and then ask a question.

When somebody, look at it this way, every time you are making a post, you either want to entertain or educate. If you keep these two things in mind and you put it in a format on a social website and people see that and then if you are asking a good question, they'll jump on it and answer. If you are asking a good ... If you are sharing a good or nice quote, they'll like it and then they'll share it with their people. Last but not least, give value and a lot of it.

Value is content, value is free gift, value is finding great resources, value is even sales. If you are finding a very good product that truly helps people change their life in whichever area, then you're adding value into their life. Even though that they are paying for it, you're adding value. These are five things that will boost your engagement, increase your credibility and make you an authority in whichever area that you choose to be in.

Andrew: Fantastic. I want to thank you again Zane for doing this. Like I said we learnt from nets, the feedback is tremendous.