

# THE FIT CLUB NETWORK

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## Social Networking 101

### Introduction:

- Dave Ward – Diamond Coach
- Monica Ward – 5 Star Diamond Coach (7 Star qualifier)
- My Social Networks – From Jan 2009 to June 2010
  - 704,189 hits on my [website](#)
  - 11,333 Twitter Followers on [The Fit Club Network](#)
  - 2,119 Twitter Followers on [Insanity Report](#)
  - 598 [YouTube](#) Subscribers (293,888 views)
  - 912 Friends on [Facebook](#)
  - 1,088 Fans on [The Fit Club Network Fan Page](#)
  - 583 [Message Board](#) users
  - 14,770 hits on [Beachbody Coach Site](#)
  - 30,738 hits on [Shakeology Site](#)
  - Monica Ward - Elite Coach 2009
  - Success Club 10
  - Currently Third in Success Club Points

## Basics:

- **Connect with me!**
  - [dave@thefitclubnetwork.com](mailto:dave@thefitclubnetwork.com)
  - Skype - fitclubnetwork
- **#1 Goal – Connect with people**
  - Talk about who you are and what you do
  - Be vulnerable
  - Think about how you would act in person
  - Give information without ANY expectation
  - DO NOT SPAM PEOPLE!
- **#2 Goal – Promote your Blog/Website**
- **Have a “Home”**
  - Website/blog
    - Team Beachbody Blog  
<http://teambeachbody.com/coachflash>
  - [www.thefitclubnetwork.com](http://www.thefitclubnetwork.com)
  - *Everything you do is to drive traffic to your HOME*
    - Goal – Increase profile in search engines
      - Subscribers & Comments
    - Commit to the time it takes
- **Want to start a site?**
  - Webmaster - \$400 + \$14.95 hosting
  - WordPress blog if possible
    - Better appearance
    - Key metrics, stats, and admin

- CONTENT, CONTENT, CONTENT
  - Free content = value
  - Give without expectation of ANYTHING
  - From 0 to 3,000 a day on 1 post
  - Consistent and valuable
    - Swipe content – YouTube (Diet Soda)
- End result
  - 4 to 6 NEW contacts EVERY DAY
  - Majority sign as my customers
- **Build linked networks in numerous places to drive traffic to your home.**
  - Facebook
  - Twitter
  - YouTube
  - LinkedIn
- Consistency across networks – Be easy to find
  - Name/email/photos/subject matter
  - Make it easy to spell & remember
  - Be authentic
- Regular updates and responses to questions
- Find niche location/site – Don't be too exclusive
  - Focus on what you know
  - You speak their language
    - Triathlon/endurance
  - Nutrition = Most confusing for people
    - Nutrition knowledge is personal development!



- Track Everything - [www.bit.ly](http://www.bit.ly)
  - Track your progress/success
  - Sign up for a free account and track your link hits
- How to...
  - YouTube – There's a video for everything

## **Using Twitter – The Coffee Shop Conversation:**

### **Why Twitter**

- Most popular and easy to use social networking site
- Constant access to new people willing to follow your Tweets
- The “Rules” are different
  - People are used to business related Tweets
  - You control your level of exposure
- Single greatest way to drive traffic to your site I have found
  - Twitter is NOT a “home”
  - Twitter IS
    - A traffic generator – Bring people home
    - An easy way to connect with people

### **How to use Twitter**

- Setup your Profile.
  - Picture – Update
  - Biz info – [Twitbacks](#) or PowerPoint
  - People must know that you are a Coach from your Profile – Don't hide the ball

- Find people to follow.
  - FOLLOW BACK!
  - Twitter Search
    - [www.search.twitter.com](http://www.search.twitter.com)
    - Search box
  - Twellow ([www.twellow.com](http://www.twellow.com))
  - Follow those who follow high profile people
    - @tony\_horton
    - @shaunfitness
    - @chalenejohnson
  - Hummingbird
  - TweetAdder
    - Local connections
  - Tweetdeck
- Engage those people via @replies and “RT’s”
  - Use Twitpic ([www.twitpic.com](http://www.twitpic.com)) to bring people into your life
  - Mobile Phone apps
    - Tweetdeck
    - Tweetie
- Use Lists & Favorites to track people/prospects

- Use Socialoomph or Tweet Spinner
  - <http://www.socialoomph.com/login>
  - [www.tweetspinner.com](http://www.tweetspinner.com)
  - Auto-DM – Avoid spam.
    - Tell people who you are
    - Give them a link
    - Ask a them who they are
  - Auto-Biz Tweets – Be careful with frequency
  - Auto-Unfollow
  - Auto-Follow back
- Conclusion – The process
  - Follow
  - Auto-DM
  - Auto-Tweet
  - Connect with a focused audience

## **Facebook – The Dinner Party:**

### **Facebook Pros:**

- Highly versatile
- Greatest way to completely connect with people  
ONLINE

### **Facebook Cons:**

- Limited audience
- Easy to overdo it

## How to use Facebook – Back to Basics:

- Talk about your experiences and your life
  - Workouts
  - People you met
  - Quotes from Tony, Shaun, Chalene, Carl
  - Events
  - Subtle is better than strong – Less is more
  - DON'T COMPLAIN ABOUT THINGS
    - Negative thoughts/actions stick with people much longer than positive ones
    - Be positive or be quiet
- Use pictures & video to tell a story
  - Jamie Oliver
- Don't over-broadcast the business opportunity
  - Distinguish talking about Beachbody from making an “exposure”
  - People know you are a Coach by now
  - Risk overexposure and hard sell
    - Hard sell doesn't work – Gets you reluctant business partners
    - Work with the willing
  - Avoid “Hide”

## Facebook Tools and Strategies:

- Fan Pages
  - Friend limits
  - Invite all customers/prospects
  - Funnels them to Message Boards
  - The “Loop” – Twiter - Website (home), FCN Fan Page (friend request), Message Boards (home)
  - Auto-updates Twitter
    - [Watch This](#)
- Using Lists
  - Friends - Create new list
  - Filter for all sorts of activities
    - Status Updates – Sort!
    - Invites to Fit Club Network Group, Networked Blogs & your Fan Page
    - Email messages
    - Easy way to remember who people are
- [Networked Blogs](#)
  - Drives traffic to your site via FB – Auto post
  - Great way to talk about business
    - Compare Blog Post vs. Status Update
- [P90X Fan Page](#)
  - Discussion Forums
  - The Ryan Chapman Story
  - Don't over play this hand





- FB Search Terms
  - My method with Twitter
  - Search – Posts by Everyone – Add
- [P90X Application](#)
  - Send a workout to your friends – WOWY for FB
- [Selective Tweets](#)
  - #fb updates both Twitter and Facebook
- [Twitter Link](#)
  - Reverse of Selective Tweets
  - Do not do this if you Auto-Update Twitter
- Customer Contacts
  - If you are eligible for the Customer Leads program, add your new customers to Facebook, where you can really connect with them
  - “Restricted” email addresses
    - Send message
    - Add to address book
    - My Desk – My Contacts
    - Advanced Find
    - Sent email addresses
    - Search (no restrictions or terms)
  - Add to Customers List



## **YouTube:**

- Create a Channel
- Update video at least once a week
- Find others talking your interests and “Subscribe” to their Channel.
- Cross market videos – Find a YouTube Video (how to)
  - Your blog
  - Facebook
  - Twitter
  - <http://www.youtube.com/account#sharing/activity>
  - “Activity Sharing”

## **Fit Club Network Message Boards:**

- [www.getfitwithmonica.com](http://www.getfitwithmonica.com)
- Upline Sponsor Message Boards
- Free resource
- Use to connect to people in a safe forum where they receive support
- If you have customers with questions, send them to the boards or post them on the boards – Helps everyone
- Start a microblog [HERE](#).

## **Linked In:**

- [www.linkedin.com](http://www.linkedin.com)
- Great way to connect with others and establish yourself as a Coach.

## Team Beachbody:

- Redirector links
  - Easy to remember
  - [www.godaddy.com](http://www.godaddy.com)
  - [www.trifitclub.com](http://www.trifitclub.com)
- Profile
  - Your primary marketing tool
  - Be consistent with other networks
  - Tell your story
    - Facts tell, but stories sell
- Understand the four websites
  - Front office – [www.teambeachbody.com](http://www.teambeachbody.com)
  - Back office – Online Coach Office
  - Coach Site –  
[www.beachbodycoach.com/fitclubnetwork](http://www.beachbodycoach.com/fitclubnetwork)
  - Shakeology Site -  
[www.myshakeology.com/fitclubnetwork](http://www.myshakeology.com/fitclubnetwork)
- Use the Tools
  - WOWY
  - Buddy Invites
    - Invite everyone in your area via search
  - Message Center
    - WOWY invites
  - Workout Groups

## Using Third Party Tools to Create Exposures:

- The Game Plan!!!
  - Use Social Networking sites to make “exposures”
    - Exposure = Third party tools that tell the story
  - Send the link and SHUT UP
    - You are not the message
    - You ARE the messenger
  - Follow up
  - TRACK EVERYTHING
    - Know who you are talking to
      - Product prospects
      - Business prospects
    - Know the status
      - Exposure
      - Follow up
      - Decision
- Use links
  - These links connect to Monica’s website. Go into the Back Office under “Video Library” and you’ll see the Retailing and Recruiting sections. Just open the selected video and click on “Get Link”. That will play the video as a splash screen over your Beachbodycoach.com site.
  - Examples:
  - Business Opportunity
    - “Decide” Video
    - [www.myfitnesspays.com](http://www.myfitnesspays.com)



- Product Presentation
  - “Solutions” Video
  - [www.getfitinaz.com](http://www.getfitinaz.com)

FOLLOW THE GAME PLAN AND HAVE FUN!