

# THE FIT CLUB NETWORK

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## Social Networking 101

### Introduction

- Dave Ward – Diamond Coach
- My Social Networks Since January of 2009
  - 1,138,023 hits on my home page
  - 13,583 Twitter Followers (on my main account)
  - 961 YouTube Subscribers (413,008 views)
  - 1,268 Friends on FB
  - 2,376 Fans on The Fit Club Network Fan Page
  - 476 Members of the Fit Club Network Group Page
  - 69 Members of “Coaching with Dave & Monica”
- Father of 2, full time real estate attorney (ret.), triathlete
- Time – The MAJOR factor



**QUICK NOTE: Forward Constant Contact email to new Coaches or get them added here:**

**<http://www.thefitclubnetwork.com/become-a-coach/new-coach-resources/>**

## **Basics**

- **Contact me! [dave@thefitclubnetwork.com](mailto:dave@thefitclubnetwork.com)**
  - Blog information
  - Help with marketing events (Fit Clubs) or increasing profile of blog/website, etc.
- **#1 Goal – Connect with people**
  - Talk about who you are and what you do
  - Be vulnerable
  - Think about how you would act in person
- **#2 Goal – Promote your Blog/Website**
  - Hub and spoke system
- **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
    - Commit to the time it takes

- **Want to start a site?**

- Webmaster - \$400 + \$14.95 hosting  
[pat@253design.com](mailto:pat@253design.com)
- WordPress.org blog if possible
  - Better appearance
  - Key metrics, stats, and admin
  - Protect your content!
    - Wordpress.com
    - Blogger.com
- CONTENT, CONTENT, CONTENT
  - Free content = value
  - From 0 to 3,000 a day on 1 post
  - Consistent and valuable
    - Swipe content – YouTube (Diet Soda)
    - Good blog posts – GIVE CREDIT
- Key Words
  - Google Insight - <http://www.google.com/insights/search/#>
  - Google Alerts - <http://www.google.com/alerts>
  - Google Traffic Estimator - <http://googletrafficestimator.com/>



- Analytics
  - Google Analytics - <http://www.google.com/analytics/>
- End result
  - 4 to 6 NEW contacts EVERY DAY
  - Majority sign as my customers
- Redirector links
  - Easy to remember
  - [www.godaddy.com](http://www.godaddy.com)
  - [www.arizonafitclub.com](http://www.arizonafitclub.com)
    - Easy to change CBC's
  - Practical Social Media University
    - [www.practicalsocialmedia.com](http://www.practicalsocialmedia.com)
    - Discounted Membership (\$24.99/mo)
    - Learn Local Marketing strategy
      - Google Local Places
      - Yelp
      - Majority of searches on Google are local
      - Get people to your events (Fit Club)



- **Build linked networks in numerous places to drive traffic Home**
  - Facebook
  - Twitter
  - YouTube
  - Blog
  - LinkedIn
  - Use Hootsuite or Ping.fm to update ALL.
- 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
    - Personal Development

## 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

### **How to use Twitter**

- Setup your Profile.
  - Picture – Update
  - Biz info – Twitbacks or PowerPoint ([www.twitbacks.com](http://www.twitbacks.com))
  - 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)
- <http://search.twitter.com/advanced>
- Search box
- Twellow ([www.twellow.com](http://www.twellow.com))
- Follow those who follow high profile people
  - @tony\_horton
  - @shaunfitness
  - @chalenejohnson
  - @fitclubnetwork ;)
- Use 3<sup>rd</sup> Party Software
  - Hummingbird - Good
  - TweetAdder – BEST (Gray Hat = easy)
  - Use Tweet Later or Tweet Spinner = Free
    - <http://www.socialoomph.com/login>
    - [www.tweetspinner.com](http://www.tweetspinner.com)
  - Auto-DM – Avoid spam. Tell people who you are
  - Auto-Biz Tweets – Be careful with frequency
  - Auto-Unfollow
  - Auto-Follow back

- Engage those people via @replies and “RT’s”
  - Use Twitpic ([www.twitpic.com](http://www.twitpic.com)) to bring people into your life. = Mobile Apps
  - [www.bit.ly](http://www.bit.ly)
  - Track your progress/success
  - Sign up for a free account and track your link hits
- Conclusion – The process
  - Follow
  - Auto-DM
  - Auto-Tweet
  - Connect with a focused audience

## Facebook – The Dinner Party

### **Why Facebook**

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

### **How to use Facebook**

- Talk about your experiences and your life
  - Workouts
  - People you met



- Quotes from Tony, Shaun, Chalene, Carl, Jim Rohn, Larry, etc.
- Events
- Subtle is better than strong – Less is more
- 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
- If you are eligible for the Customer Leads program, add your new customers to Facebook, where you can really connect with them. Add them to your Coaching Group page.
- Coaching Group Pages
  - Customer focused page – They Coach each other
  - Make it a secret page – You are the expert
- Fan Pages
  - <http://www.facebook.com/#!/pages/Scottsdale-AZ/The-Fit-Club-Network/332946503865?ref=ts>
  - Powerful way to reach audience

## YouTube

- Create a Channel
  - <http://www.youtube.com/thefitclubnetwork>
- Update video at least once a week
- Find others talking your interests and “Subscribe” to their Channel.
- Cross market videos
  - Your blog
  - Facebook
  - Twitter
- How to videos on YouTube!

## Linked In

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

## Yelp

- [www.yelp.com](http://www.yelp.com)
- Local search – Local presence
- Mobile app

## THE NEXT BIG THING

- [www.foursquare.com](http://www.foursquare.com)
- [www.plaxo.com](http://www.plaxo.com)
- [www.flickr.com](http://www.flickr.com)
- [www.plurk.com](http://www.plurk.com)

### Linking Your Social Networks

- “Selective Tweets” - #fb
  - <http://www.facebook.com/search/?q=selective+twitter&init=quick#!/apps/application.php?id=115463795461&ref=search&sid=1452072018.2454940308.1>
- YouTube
  - <http://www.youtube.com/account#sharing/activity>
  - “Activity Sharing”
- Facebook
  - Fan Page – Link to Twitter Account
  - Link Status Updates (optional)
- Ping.fm
  - [www.ping.fm](http://www.ping.fm)
  - Be sure to refresh each time



- Hootsuite – Mobile
  - [www.hootsuite.com](http://www.hootsuite.com)
  - App store for phones

### **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](#)

### **Conclusion**

- Hub and spoke – Drive traffic to your blog
  - Smart keywords
  - Consistent original content
- Use linked social networks to bring people into your world. Get people off of social networks and on to email where you can connect with them.
- SIGN UP CUSTOMERS!!!
- CUSTOMERS BECOME COACHES!!!