

a
**Power Connecting
with Social Media**
report

7 Critical Social Media Mistakes (and how to correct them!)

**Dr. Fern Kazlow
Kazlow International LLC**

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7 Critical Social Media Mistakes (and how to correct them!)

1) No point-of-connection

Without a point-of-connection, you may just as well be talking to the air.

What is a point-of-connection? You experience POC's all day long, every day. It's what makes you want what you want: Why you like a certain restaurant, prefer a certain brand of coffee, why you drive a specific car, live in *that* type of house in *that* neighborhood. You want it because it's meeting a need, helping to brand you; it's because you have something in common, a bond, a mutual interest. It's what makes strangers talk to each other. It's what builds relationships.

Remember this is SOCIAL media. You need to connect. And once that connection is made, you need to build it and nurture it – just as you would outside the virtual world.

Every Social Media site has any number of places to start a point-of-connection. Your profile, bio, postings, tweets, avatars, and page background are just the starting points of your outreach.

Once you have that point-of-connect, don't forget to convert it. Many people do. They become so comfortable being in the "social" side, they forget why they're there, and never move on to promoting their business.

Finding the POC is the absolute beginning of Power Connecting.

2) No Clear Branding

Not having a clear brand and having a strong brand but not carrying it all the way through every aspect and avenue of Social Media, yields the same results: poor or none. Without proper branding, clients and potential clients don't really know who you are, what you offer, if they can rely on *you* to be the *fix* for their problem.

I've said this often: **Social Media is your most visible brand statement to the world.**

You need to differentiate yourself from other people who do what you do. And most important, you need to make that point-of-connection with potential clients that allow them to see you as the only one for them. Proper branding and carrying that branding through makes that possible. If you're not carrying your branding through, you're leaving the door wide open for your competition to walk right in and seize the opportunities that could – and should – be yours.

Make sure your brand is carried through in every aspect: the sites you choose, your profile, bios, tweets, images, blogs, micro blogs, the groups you join or create – even how you phrase a comment, info, or tip (i.e. if your branding is up-beat and positive, make sure you’re not using your tweets to complain about customers or the rough day you’ve had).

Don’t leave your branding to other people to do. Always remember that “other people” also includes your competition. Define your brand and saturate your Social Media time with it. Otherwise you could be blowing your branding and killing your business.

3) No strategy

Every time you get on any Social Media site, you have to know why you’re there. You have to have a plan of action. Otherwise, you’re going to ‘twitter’ away your time.

You need to create a short term and long term strategy to target your niche market, increase your visibility, promote your business, amplify your expertise and build your platform. And you have to do it with authenticity.

Here’s my quick **4 Question Guidepost** that you need to ask yourself every time you get on Social Media:

- Who are you?
- Why are you there?
- Who are you talking to?
- What value are you going to add?

Don’t forget to sear your branding into every area of your strategy. As you grow on Social Media and your business grows, remember to re-evaluate your strategy to make sure it’s keeping up with your business’s and clients’ demands.

4) Magical Thinking

I see far too many people who think that all they have to do is register at a Social Media site, put up a few odds and ends about themselves and then sit and wait for the golden goose to arrive. Social Media is a fantastic marketing and promotional tool *for those who work it*.

Instead of reaching one or a hundred people at a time, you’re able to reach thousands, tens of thousands, even millions. But it does require you working it. And for optimized results, let’s go back to the first three issues I’ve discussed here. You have to have a clear brand, carry it through, put a strategy into place, and then make that all important point-of-connection.

Does that mean you have to be tied to your computer 24/7? No. It does mean that your Social Media activity has to be meaningful and aimed at accomplishing what you want. It has to be part of your overall strategy which could mean 15 minutes a day or 5 hours a week – whatever it takes to meet your objective.

Social Media yields one of the strongest ROI (return on investment) – but like any other marketing or promotional tool, *you have to work it*.

5) Spamming

The first word in Social Media is SOCIAL. Using auto-direct messaging, and number generators may lessen the workload for you there is a time and place for them. Too often they're used in a way that's diametrically opposed to what Social Media is all about. So it should be no surprise that using these shortcut tools can create a backlash for you – and your business.

Social Media is not about numbers. I often tell the story about a client of mine who wrapped up a seven-figure deal with only 35 contacts on LinkedIn. Had he gone after numbers instead of connecting with potential clients, he may have missed that contact.

Along with software shortcuts are two other very real ways of spamming: overselling and pontificating. Think of yourself at a cocktail party or a wedding. How would you respond if the person seated next to you did nothing but try to sell you his product all night long? Or every time he caught your eye, he'd tell you another piece of information. It might be great information but if there was nothing more to his conversation than a constant deluge of tips with no give and take, you'd change your seat.

The same holds true on Social Media. Make the point-of-connection and then weave your expertise and your business into conversation. Remember, you're talking to real people. Show them the same courtesy and *humanity* that you would if you were face-to-face.

6. Lack of Leadership

So you're on Social Media and you've done brilliantly in making connections with people. It shows in your numbers. You have thousands following you! Great! Now what?

Here's where leadership comes in. Without knowing how to lead your followers, it opens the door to giving up control of your branding. You need to be out ahead of the pack, telling them “this way!”

Good leadership creates valuable Word of Mouth. And Social Media is the vanguard of word of mouth. Bring your expertise to the table in a connected way and you'll be re-tweeted, recommended, and gain even more followers. Engage your followers around

their needs and the area of your expertise without looking like all you want to do is sell them something. Create community for them; introduce them to each other and promote them. Give them a reason to need you – in a positive way.

Being a good leader strengthens your branding, amplifies your message and Power Connects your business, brand, and Social Media.

7. Personal Issues that are limiting you

Underlying everything you do in business, your branding, and marketing - including Social Media – is who you are and how, and if, you're aligned with your business, branding and marketing.

It may be business, but it's *always* personal. If you're doing everything right and not getting the results you want, you may be holding yourself back. As a psychotherapist, I know that limp results happen often because a person is putting on the brakes, setting up limitations, or is afraid to be *that* visible. In fact, if reading this is striking a chord with you, it's a 'head's up' that you may be standing in your own way.

When there is a lack of alignment you're creativity doesn't flow, your awareness and knowledge of the challenge and the know-how in dealing with it, is blocked. If you feel this may be the case with you, take a good look to see how you're creating limitations. Awareness of how you're feeling and what you're doing to hold yourself back, is often enough to get a clearer view and move you in the direction you need to be more successful.

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