

Mari Smith Interview

Brigit: Hi Mari. Welcome to the call today. It is so great to have you.

I wanted to get started and ask you; how did you get started in this and do you consider yourself an internet marketer?

Mari: I sure do. If I were to go way back, I used to play around with computers when I was 12 years old, writing programs for my Dad's music. I always had a fascination and a great deal of competency around computers, and so in 1999 I started internet marketing and building websites and email lists. I got training as a copywriter and I traded quite a few information products and I offered a lot of virtual programs through the internet, in addition I have always had a fascination with relationships and people. I have studied personality assessments and psychometric tests and whatnot to really understand human psychology and motivation.

I actually for many, many years I wore two hats. I was doing internet marketing and in addition I was selling information products and in addition I was a relationship coach and I used to work quite a bit with singles and couples predominantly in the personal relationship field. I then I migrated over into more professional relationships and merging those two roles together; professional relationships and internet marketing and professional networking and I was fortunate enough to be a coach T. Harv Ecker for a couple of years. I know you have done some of his programs, and it was in July of 2007 that I first got involved with Facebook. I was familiar with social networks and I was on MySpace and LinkedIn and places like that, but not really that active at all, but it was as if this perfect opening for my personality type in particular and my skills and passions was having the two halves of internet marketing and the relationship coaching; professional relationships as well as personal, and that is where I got started being a Facebook expert.

Very, very quickly I became such an enthusiast and I really, really understood it and I rolled up my sleeves and go into the trenches and understood all of the mechanics of the system, the technical how-to, but also the strategic aspect of it, because the emphasis on social networks, and we will probably get into this in a little more detail, is really on relationships. We have to think social first. If you go in there and you try to do the traditional internet marketing, people will actually be turned off and so really the emphasis is on; a lot of appears perhaps to the

outsiders...it could appear that I don't chit-chat, but that chit-chat results in very profitable relationships ultimately. So that is really what I teach in my different classes and programs. Very quickly many of my peers were saying to me, "What is Facebook? I don't understand. It's MySpace for adults? How do I use it?" A lot of my services grew out of those questions from my peers and professional colleagues and community.

Brigit: So that is how you got going in Social Media Marketing?

Mari: That is right. It was just like the perfect marriage between my skills and passions, which I always felt like two disparate hats and all of the sudden I could combine those two hats into one.

Brigit: What is Facebook exactly? Can you explain it to us in simple terms?

Mari: Facebook themselves; they call their platform "A social utility" or "A social networking platform." But even sometimes that doesn't fully answer the question and sometimes people say that one of the words is redundant because networking by its very nature is social, but there is professional networking, there is more social networking and the way that I like to describe Facebook is I really just fill it down into simple terms, and if we think of a face being a place where you can interact and sustain relationships you already have, whether it is with personal friends, family members, extended family, people you might have gone to school with and your clients; potential clients and things like that; people that you actually know. The other category is people you do not know YET.

Facebook allows this unprecedented opportunity to reach out and build a significant community that are targeted; essentially people that would make good clients for you or good JV partners and strategic alliances and things like that. Because of the vast amount of information that people share on their profiles and their different activities and you can observe and you can be like a fly on the wall and observe people's behaviors and actions that they take, then you get a much better sense of who they are and if you want to reach out and connect to them on a deeper basis. That is really how I boil it down. It is these two arenas where you get to sustain and maintain relationships you already have in a very efficient manner, and also to reach out and connect with new people that you don't know yet in a very targeted fashion.

Brigit: Why is it growing so fast? It seems to be experiencing so much growth.

Mari: You are absolutely right, and I think the founder and CEO, Mark Zuckerberg, he started it back in 2004 right out of Harvard with a couple of colleagues and they dropped out of Harvard to go and run the business full-time because it became so successful. Initially it was only available to Harvard students and then from there they went out to many other Ivy League colleges and whatnot, and there they expanded to schools and different universities and from there it expanded to work places. You had to be an employee of a large organization. Then it was only a couple of years ago when they actually; about 18 months ago now, they opened their doors to the general public. They already had a great proven model and a nice clean platform; a lot of white space and easy interface ___ and they were pretty vigilant about their terms of use. Like when you sign up, you can only have 1 account and no fake or duplicate and it has to be in your own personal name and not a company name or a pen name or anything like that; these are all terms of use that they are pretty firm about enforcing. ‘

Then what really became the latest gold rush, which is just incredible, is that they opened up their platform, their API, their developer’s platform to allow these programmers or developers to come in and create widgets or gadgets, essentially applications. The easiest way to think about that is if you have an operating system if you are on a PC it would be Windows XP or Windows Vista and then the operating system like Facebook is the platform and then on top of that you have like Outlook and PowerPoint and Word and Excel; those are all like your applications that run on top. That is the easiest way to describe. So now there are actually tens of thousands of these third party applications, and it became very quickly like the latest gold rush; there is just this incredible momentum. Everybody is talking about it and everybody is rushing to see if they can make some money by creating an application and getting a lot of people on Facebook to install that application.

And by the way, there are very, very few applications in my experience that have actually been proven to be valuable; that they add value to your business. Most of them are really quite frivolous. People can throw sheep at you and give you a vampire bite, send you a cupcake; just frivolous things like that, which is fun for certain people who are on Facebook for more personal reasons. Those that are on there for business reasons or professional reasons, you pretty much want to make best friends with a button in there that is called “ignore all”; you just hit that... you can glance

through your different invitations and accept friend requests and then just ignore all application invitations.

Another aspect to consider is, because Facebook grew out of the college arena, the most people are professionals and more people have college degrees on Facebook than like MySpace; the better educated average age is 25 and above and some studies have shown show 35 and above, but we do have a lot of 20 somethings on there, right up to your baby boomers. In fact I saw a report the other day that the oldest person on Facebook is like 102 years old. And a lot of people have money that are on Facebook. It just became... they reached critical mass pretty fast and all of these components tied together have made it just very, very popular.

Brigit: Why do you think it is important for business owners and professionals to participate in social networking?

Mari: Well you know really the market place has changed significantly. It used to be... We had Web 1.0 back in the days when you had to have a website and usually it could be just a page with some content information; very flat and very one-way and no way to interact with outsiders; kind of like sitting and watching TV. Then Web 2.0 comes along and it changes that forever. It is now more two-way; it is conversational and there is dialogue going on. Blogs are a great example of that. You can have a blog and people can come and interact with you in the way of writing comments. Then you also have social networks and there are many that have been around for many years like LinkedIn and MySpace, Arise and all others; there are just a lot of networks, and there are more and more and more springing up, and what we are actually going to see, and it has already started quite significantly, is niche social networks...for specific industries, for specific demographics; but still Facebook just seems to be the granddaddy of them all.

Social networks is really the ultimate platform medium through which you can create that interaction; you can listen, you can observe, you can be a fly on the wall, you can tap into trends and watch what your customers are saying and monitor what they are saying about our products and services. You can see where their pains and their problems are and develop new products and services specifically to meet their needs. So all of this is, in the Web 2.0 world, and really what I would say that you either get involved or you are going to be left behind; it is just as simple as that.

Substantially is it like; back in the day the 80's if you didn't have a fax machine you were kind of the odd one out. If you didn't have a computer or an email address or a cell phone; all of these things have come in to be a part of our daily lives and I believe that social networks will become an integral part of most businesses, in particular Facebook is just becoming more a part of the regular business conversation and I like to say that it is not absolute 100% for everyone. You do have to have a willingness to be a little more transparent than you might be and sharing a little bit more of your personal life and such that people can get a more holistic stance of who you are. When I say "personal life", that might be just putting up pictures of a vacation you took with your kids or some travel that you do. At the same time you can still maintain a private life for sure. I call it "Strategic transparency"; you are very strategic with what you share such that your marketplace is getting a better sense of who you are as a person, but you can still close the door at night and know that you are protected. There are ways in Facebook that you can actually set and tweak your privacy settings and even be invisible if you want. I helped my own mother when she joined Facebook to be pretty much invisible. She is only on there to be able to connect with her daughters. That is fine for people who want to do that.

Brigit: For a business, how do they use Facebook to make money? Where does the money come from?

Mari: I am glad you are asking me this question because it is a question that comes quite a lot to me by most of my new clients and new students. I usually say to people; OK; let's press the pause button on that question because what I want to do first is find out a little more about your business. What is your revenue model right now; your profit model? What projects and services do you offer that could actually be marketed or even just talked about and presented in a more organic and natural fashion on Facebook?

Facebook, if you think of it more as one of the many mediums or tools in your toolbox through which you can market, included might be radio interviews and buying ads; Google AdWords, tele-classes, writing articles... And so Facebook is just another aspect or another piece of the bigger pie.

For people who are a little more in a hurry or that they are starting with not a whole lot to move further; they are just getting into internet marketing let's say; in fact you don't even have to be an internet marketer. Let's say

you are a local restaurant and you want to drive more patrons to your business. You can actually use Facebook for that as a terrific medium. Again; with this aspect of being able to engage your customers and be in conversation with them, you can set up a Facebook group, you can have what we call a “Fan” page and you could actually choose to have your personal profile very much for your private life and use the “groups” feature and the “events” feature and what they call the “fan” pages...

Brigit: What is a “fan” page? What do you collect on there?

Mari: You collect fans. At the time of this interview here today, Barack Obama has THE most fans; you can only have 5000 friends on your personal profile; they limit that, but with your fan page, you can have unlimited fans and right now Barack Obama is leading the way with about 1.4 million fans and then you can go on there... Michael Phelps the Olympic swimmer; he is the second most popular Facebook page; it is really quite fun to go in there and look at some of the activities that go on. It is all just part of the free service and it is really quite powerful.

Just to complete this; on the money part of it there, you were saying if someone comes along and they are just new, you could always be an affiliate. You can actually have affiliate products that you might want to build out your friend list or start a group or start a page as well, and create a personal following that... what I mean by that is that the information that you share, you get known as someone who adds value; someone who is willing to help and give tips and advice and share resources and things like that. I appreciate that this does take time, but nonetheless I actually share with my clients that they can effectively use Facebook and in about 5 minutes a day, you can get some good mileage out of it; good presence; build their lists and get paying clients and perhaps delegate some of the management over to a Virtual Assistant or staff member and some of those things might be in a group. You can have someone moderating your group and make sure that everything that is posted is appropriate and things like that. You could also run a free event or a tele-class and drive people to that. You can buy social ads, which is very similar to Google AdWords and you can drive people to a specific event. It is a great way to build your list.

Brigit: What do you use the “event” page for?

Mari: Yes; that would be if you are doing any kind of JV or an interview or a tele-class or a live in-person event; if you think of anything from the whole

broad range of a virtual event or a webinar or tele-class or tele-summit, right through to a physical multi-day seminar; literally, or a social event. I think initially the event feature application is one of the default Facebook applications and it was designed a little more for social because some of the categories that they had was more like birthday parties and things like that, but now it has really expanded and it is one of the most powerful features in my opinion, because one of the unique features about Facebook is that they have this feed; they call it a newsfeed which is an aggregate of all of the activities that your friends are up to. So one of the keys is to have a lot of visibility in that news feed, and if you are doing an event, every time someone ads a photo or a video or writes on your wall, or adds a link to your event page, that gets pushed out into the feed of their friends, and so you are creating what I call "Viral visibility". All of the sudden people say, "Oh my gosh!" That is like the 3rd time today that I have seen this event. I better go and check out what it is." that is what I am talking about with the strategy behind it.

Brigit: Another question that I have for you is; how do you decide whether to accept a friend or not?

Mari: This is an interesting area, because at the time of our chat here today, we basically have just crossed the 100,000,000 member mark, and what I would recommend to people is that is an awful lot of people and you know what? It is a microcosm of the _____. There are some people on Facebook that are a little nuts and you probably want to avoid them, there are spammers and people that are inappropriate and there are people that just don't resonate with you, and so I really recommend to people that they are quite careful about who they decide to add as a friend.

Some of my criteria are; I am very vigilant about having a picture and that was one of my blog posts recently was that... It is called "Facebook" for a reason and I really like to make friends with people who have a picture of their face and not a picture of their car or their business logo or; just some really inappropriate photograph. That is just an instant no-no for me. I like to see that we have a certain number of mutual friends and unless they are really quite new to Facebook and I know them already or they have connected through Twitter or my blog or some way they have met me, then that is OK if we don't have that many mutual friends yet.

I do particularly like it when they include a personal message. There is a place that you can add a personal message when you are reaching out to friend someone and it just really makes a big difference if someone takes

a minute to say, “Hey I saw you on your blog...” or “I am following you on Twitter...” or “I have met you at such and such event and I would like to connect with you on Facebook.” I pretty much accept about 95% of my incoming friend requests, and then what you can then do is, if someone writes something inappropriate on your wall or they have something in their status update that just seems a little weird or they send you an email that is sent to multiple other recipients; you can only send emails to up to 20 people at a time, fortunately, so the spam is kept under control. What I am saying is that if someone just misbehaves in your opinion, you can simply go and remove them as a friend. They don’t actually get notification like “Burgess just removed you as a friend.” They are not going to know. You can just kind of discretely let them go. Most people won’t notice that you slipped them out of your network.

Brigit: That is great. At least we know a little bit more about how Facebook works. I am really curious too; for you – what do you do every day? Where do you spend your time as an internet marketer and in creating income in your life?

Mari: The bulk of my income comes from a couple of different sources. One is actually delivering a private training that I do for my clients and we do that in my webinar room. I also have group trainings where I do small gatherings and we do it through the internet and through webinars. Right now I live a completely mobile lifestyle traveling around the country in a mobile home and so this works well for me in my lifestyle to do everything virtual. I will be doing some more in-person events at some point later this year or early next year.

I have a Facebook master class it is called and I have about 12 students in there with the webinar, and then the other source is JVs. That is where I have found that Facebook has been extremely powerful for, because it is being able to reach out and connect with highly successful internet marketers, authors, speakers, trainers, coaches and even celebrities and actors and singers; you name it. They are all on Facebook or at least they are getting set to come on Facebook; they are coming in droves. It has given us this unprecedented opportunity to reach out and connect with these people that we might never have been able to reach before. In fact I conducted a whole bunch of interviews myself last Fall and one was a multi-million dollar marketer and he was saying to me, “We would not be having this conversation if you tried to reach me any other way.” All of his emails and voicemails are all filtered through his assistants and he just only gets to see a tiny small portion. That was a huge testament to me,

and what I found is that I have my email list, but typically my social network community through Facebook and through Twitter which I use pretty much in harmony and concert with each other, they are very, very responsive.

If I am doing an event and I am promoting someone else, let's say... I recently did a huge JV that yielded multiple thousands of dollars and it was really very, very exciting, because there is this interesting thing that happens. I was saying about how social media and Web 2.0 was really changing the way we do business and the way we do marketing and you know how we always talk about how people do business with people that they know, like and trust? So with social networks; Facebook and then you add into that Twitter which is almost like public instant messaging that is also called micro-blogging and you can push out your small bits of information about what you are doing, but very strategically, and so people start to build up this knowing, liking and trusting of you, such that when you go to promote something, it is very organic and natural... I wouldn't do something like, "Oh come on; sign up for this event now..." and be commanding. That is not necessarily my style, but I would be excited. I would use all of these little fun icons and expressions of enthusiasm and I will be talking about a certain individual that I highly recommend and low and behold people will sign up for the call and sign up for the program and things like that that I am offering with my JV partners. That has proven extremely lucrative in that way.

Brigit: I was just sitting here thinking; If I wanted to learn how to create a strategic plan for my business like a marketing plan on how to use Facebook or even Twitter and the other things, how would I go about that? You teach that in your classes; right?

Mari: Yes I do. It just really depends. I have several different ways that people can get the information and one would be "sales buddy". I have a program called "Facebook for Professional" and we will be changing that to "Social Marketing for Professionals" because there is more to it than Facebook.

Brigit: Is there a website for that?

Mari: Yes; that one is socialmarketing4professionals.com. That is a multi-media, self-study course. There are 250-page e-books, there are video tutorials, audio mp3's of interviews I have conducted and things like that, and then there is a forum and they get lifetime updates and it is just a very

powerful medium through which people can get the information at a much lower price point than if they were to work with me directly.

The next level is that they could do a couple of things; to work with me directly they can go to Facebookcoach.com. There I outline the different packages that I have and usually we tailor that and customize it and most people do 3 90-minute sessions and that is a wonderful crash course and we include the whole social media marketing plan and strategy and how to roll that out and implement it and it is really customized to the individual in whatever industry they are in and how to build out their network and their following and to monetize it of course, most importantly.

Then I do have my master class that I have several times a year. That is a small group training with a webinar format and that is at Facebookmasterclass.com.

Brigit: How do you manage those websites or they are offering information and when someone goes there they can just read about it and then contact you or do you have to be constantly maintaining them?

Mari: There is not a whole lot of maintenance. I actually have chosen to use a platform called "Podclass.com" and they are also a Facebook application. All of my materials are on there; essentially it is like a membership program and so all of the materials are there and I simply have my socialmarketingforprofessionals.com and that forwards to the sign-up page for that particular program.

Then I use like a Oneshoppingcart.com; it is a terrific platform that allows you to have and take credit cards online and have autoresponders do email broadcasts and you might be familiar with it. I use the kick-start card because I like that particular version. It is a private label.

I have on my blog; I write a blog about Facebook and it is called "Whyfacebook.com" and people can go there and get a 7-day e-course and it has 7 specific marketing tips for Facebook and that is through my One Shopping Cart. It is totally automated. People go in and they sign-up for it and then they go into my system and it triggers every day on email with the tips.

Then I also use that same system; the kick-start cart so if someone was to place an order with me then I would get notification about that.

With the Facebook for Professionals or Social Marketing for Professionals; along with all of the materials, I actually offer a free strategy session and during that strategy session I discuss the different needs and goals of my potential client and then we work out to see if there is a good fit for how we might work together.

Brigit: So it sounds like you don't even have a lot of team members; meaning people who work for you or outsource your material. It sounds like you pretty much do it yourself, or do you have a lot of other people that work with you?

Mari: That is really actually music to my ears when I actually thought to get my business to the half million to 2 million dollar mark that I would probably have to be hiring employees and stuff like that, but much to my delight what I found out about a year ago now is that; I can grow my business significantly by offering big ticket items; by raising my prices dramatically and raising my hourly rates; actually I don't tend to sell my time by the hour but I do the three-pack of the private training or I will go and fly out to the customer and do some high-end consulting with them, but the big ticket item we talked about was the Facebook Master Class and I limit the numbers intentionally; we are only working with 10-12 people at a bigger price point because they get so much value for one hands-on support for their business.

I do have staff members, but they are all independent contractors and self employed and I have a virtual assistant that she primarily manages my email on Facebook because I get those. I am getting very close to that 5000 limit; I have well over 4000 friends and it is just one of the natures of Facebook; it is the more friends you have, the more emails you are going to get, and so I have her managing that for me the best she can. I have someone who does all of my graphics. MariSmith.com is actually another site that I have; my primary site, and I have that all completely professionally designed and I have someone that does my membership. I have a membership program that I am getting set up too and then she handles all of that. .

Brigit: Like a membership site where we would pay a monthly fee and be able to have access to all different information; like that?

Mari: Exactly. In fact, that is what I am moving my Social Marketing for Professionals more into a monthly membership. There is just so much material that it can actually be overwhelming when you first come in, but

what I am moving towards right now is one fee for a lifetime membership and then they never pay me again and you get all grandfathered in with all of the updates, or if it is just easier on the pocketbook and easier for people that just study at a more paced fashion and then they can have the monthly modules and access to classes for a monthly fee.

What I tend to do is when I have specific projects, I will reach out to my community and I have some terrific marketing and administrative professionals that are on my team and they will just take on a project; in that way if you are an internet marketer, you can grow a significant business by not necessarily doing everything yourself. I don't recommend that unless you are specifically talented in all of those areas, but even so, you should just really be focusing on where to make the most money. As I mentioned earlier, I design websites and I know Dream Weaver and I know how to set up all of the programming; HTML, but that doesn't mean that is a good use of my time. My time is much better used delivering my services and speaking and training and things like that.

Brigit: Do you have an opinion on how fast..If I started online how fast I could make money? Do you think there is a timeframe? I will add onto that; do you have a way that someone can move from making \$50,000 to \$100,000 or to \$1,000,000/year?

Mari: The first part of the question is how fast someone can make money; it really depends on how much of an action taker they are and how much of an implementer, how well they are going to follow a proven system... I think people go out and try to reinvent the wheel and go off and create their own social network or something like that or their own products and there isn't such a great need for it. The thing is that most people will pay more money to learn how to run their business and make more money. It is as simple as that, whereas it is a little bit tougher to sell products and services where there isn't such a great need and that is an area where people may want to do a little bit of work on and how to position and market themselves well and tap into where the greatest need is; the greatest problems are that they can provide solutions for.

You are saying 6 months; seriously if someone has some information products or even physical products or they do speaking engagements or let's say that they have a significant expertise already established offline; maybe they are in the National Speaker's Association and they have been doing speaking engagements and they have products; they could come onto Facebook and Twitter and have a blog and in a very short period of

time I'll bet you in more a matter of weeks than months, if they really knew what they were doing, especially if they were working with me.

People will come to me and say, "Mari I am ready, I am eager, let's do it!" We will actually then do a fast-track which is like a 90-minute session once a week for three weeks in a row and they will absolutely just hit the ground running. If someone wants to go more paced and just at a more moderate pace and then it could be more like 3 months or 6 months and that is the thing that Facebook are really rigorous about not what they call growing too fast; they have limitations. You can't really go onto Facebook and all of the sudden you have 2000 friends overnight. They will unfortunately deactivate your account if you try to do that.

It is a great area, to be perfectly frank; it just depends. There is a wonderful internet marketer, John Reese and he actually had 5000 friends within 5 days and what he did is he had a huge email list and he wrote out to his email list and he connected with a few other big influencers and low and behold he got up to that 5000 friend limit within 5 days. Facebook didn't bat an eyelash and it may well be that he had forewarned them that he was going to do that, and/or because what he was doing essentially is bringing in a lot of new members; he wasn't going in and trying to get 5000 who were already on Facebook to become his friend. I think that is really a strategy there. If you already have a list, I would say go ahead and send an email to your list and say, "come and be my friend on Facebook and follow me on Twitter," and you can actually do that and people have a chance to build up more intimacy. They build intimacy with you and you build intimacy with them and you find out a lot more about them and find out when their birthdays are and you can acknowledge their birthday; things like that. You could probably build up quite a following within like 3-4 weeks and you can build up quite a following much quicker on Twitter and then migrate some of those over to Facebook.

Now the second part of your question; how to move from making \$50,000 to \$100,000+... If someone is in a holding pattern where their income is pretty much in the \$50,000-\$100,000 and they want to get up to \$1,000,000; one of the most powerful ways to do that is to start offering what is called "big-ticket items" and that would be small group trainings with a high price-point; \$3000-\$5000 or even \$10,000 and/or to do high-end consulting and training. That was a big shift that I made myself that made a big difference to my lifestyle and also to my income. I used to do a vast amount of service delivery; I would actually manage things for my clients. I would be the one getting in there and helping them build their

lists and set up their carts and autoresponders and finding JV partners for them and just essentially doing all of the management and the micro-management and no matter how high I raised my rates, there was not enough time in the day to service clients like that. I could only take on so many.

So shifting to more of a training and consulting role where you are empowering your clients to do their own work or to build up their own team to do the work because your time is just too valuable. That is what I do. I will do the high-end consulting by phone and for a certain fee I will fly out to my clients and sit by their side for a couple of days and basically download my brain to theirs.

Brigit: Well you are enabling them for a lifetime. You are being a fantastic mentor and the thing that I really hear is that you are an expert at this and you have the knowledge about all of this social media, so it makes it worthwhile for someone to pay the money to get your expertise and have you as a mentor instead of stumbling around trying to figure it all out themselves for... it would take them 5 times as long or 10 times as long I am sure because you know all of the details behind it and you have done it so many times.

Mari: That is exactly right. That is really what I help my clients to see is that they can waste quite a bit of time and energy and even money doing it themselves or doing it the slow way, or we can just simply set up the whole system and strategy where as soon as I finish working with them, whether it is 3 or 5 sessions or a 2-day straight stint, they are absolutely empowered to continue on and grow significant revenue.

Brigit: Mari do you still use email; send out emails periodically to a list or use a blog or have you put that aside and basically just using Facebook?

Mari: I am glad this is coming out because this is very important to know that Facebook is another medium. I use email, I have an opt-in list, I have multiple places that people sign into that list and I mentioned about the 7-day e-course of Facebook Marketing tips over on WhyFacebook.com and MariSmith.com site. I have a new e-course there; it is 21 days to Profitable Relationships so people can go ahead and pick up a copy of that...

Brigit: What kind of relationships do you mean? Husband and wife or...?

Mari: No; profitable relationships, so it is really how to build and maintain your relationships with your clients and your potential JVs and strategic alliances; how to really to take social marketing and profit from it. That is at Marismith.com.

What they all feed into is that kick-start cart system; my main email system. I don't actually write a regular Ezine, but I do write 3 blogs; I have my WhyFacebook.com, Marismith.com, I write predominantly about relationship marketing, and then with my travels that I do, I actually have a site where I write about my travels and put up pictures and tales and that is on befreegomobile.com.

Brigit: I love watching your pictures of all the different places you were at and even earlier in this call we heard the train going by in the background.

Do you think all of the money is in the list and that is what really matters?

Mari: That is another powerful question and it is something that has really been hammered home by a lot of big internet marketers. It is partially true; the list is extremely important. What is just as important or even more important is your relationship with that list, how you interact with them, the response rate that you get from them, so it is not necessarily the size. I have done JVs in the past where someone with a list of 500 has yielded more profits and more response and more conversions and more sign-ups than someone with a list of 10,000, because that person with the list of 10,000; they keep hammering their list and they are always doing offers and they are not even looking at their matrix; it might be that half of the people are not even getting the emails. They are going into the spam box or they are not opening them they are just deleting them and not bothering to unsubscribe. So it is really important to grow your list, but also to nurture it and to observe and monitor your matrix to see how many people are opening up and how many people are clicking through and you can do that click-tracking and link-tracking. That is just as important.

Now when we add on the social networking aspect through both Facebook and Twitter, one of your objectives is to have your community migrate over into your email list and ways to do that are in your little mini bio you can talk about where people can go and get free gifts from you and ___ with my Facebook marketing tips and then they are in my list. So now not only are they in my list but they can also continue to interact with me through Facebook and Twitter. It is actually a really powerful way to build out that list is just to continue to strategically add friends and find interesting

people to follow and Twitter is one of the best ways to actually get more followers and that for you to follow more people and then the vast majority of people will follow you back. Ideally you want people that are within your target market who may well fit your profile of an ideal client, and/or someone who is willing to become your evangelist and will refer people to you.

On that note; I have heard it said that we are moving from the information age into the age of recommendation. So how do you get recommended? One of the ways obviously is to deliver stellar customer service and to have good quality products and services, but also to be out there and to be seen and having that authentic voice; that congruent and consistent voice that is really clear about who you are and what you stand for and your message and to also be transparent to a certain degree; strategic transparency where you are sharing enough of your life that people really get a sense of who you are.

One of the powerful side benefits of that, is that when you do meet people in person at the seminars or conventions or events, that you often find that you have also created what I call “virtual rapport” such that, they really are like your long lost friends and the only thing that remains to be done is to meet them in person.

Brigit: I met you at a seminar and I am so thrilled because if you wouldn't have talked to me even just a little bit, I would never have even bothered even to sign up on Facebook and see how powerful that it could be and even on Twitter; I have signed up for that, and so it has been a whole introduction to a new life but an exciting one and a very interesting one and I really value all of the information that you have and you keep passing along too through your Twitter or Facebook you really do pass along a lot of free information that can help people and I really appreciate that.

Mari: My pleasure. I am very, very happy to do that. In fact I had written up in Fast Company at fastcompany.com in their blog and they dubbed me “The Pied Piper of Facebook” which I find kind of amusing because I am known in the offline world to turn people into converts. “Are you on Facebook?” They ask me “Why should I be on Facebook?” and the next thing you know they are on and they are using it well, but not only that, that is the whole piece about having a great following in Facebook and Twitter is that when you are ___ to things and when you do have something to promote or a message to get out there, that people do actually follow it; that is part of

what I teach my clients and students, is you create that similar Pied Piper-ness.

Brigit: That is great.

Why do you think that some people online make a lot of money and some people don't? Do you think that there is a particular reason for that?

Mari: I do. The one absolute key component to online success and you can take this offline as well, is persistence. I think that people tend to give up too easily and I also think another aspect is focus. I think people lose their focus and they try something for a little while and their list is kind of sort of growing and they may have made a few sales and they get disillusioned and then they go off and try something else. You really have to stick with something that lights you up and that is your passion...

On that note, what I really enjoy is Jim Collins; he wrote "Good to Great" and in it there is a model that he talks about called, "The Hedgehog Principle". It is three circles where they overlap and meet in the middle; that is your "Hedgehog Principle" and the very nature of the hedgehog is that he is slow and persistent and methodical and he goes forward very deliberately in the right direction. What those three circles represent; the first one is something you absolutely love; you are super passionate about it. The second thing is something that you can be good at. You don't have to be super-skilled right now, but it might be a new skill that you are learning and you can go get training and you can be really good at it. The third component is that you have to be able to make some good money with it. You marry those three components; something you love, something you are good at and something you can make money at, and then be persistent and patient and keep at it and do something every day to move towards your goals for your business. I think that is really the key determining factor with people that make just a little bit of money or hardly any money and people that make some serious money on the internet.

Brigit: That is perfect – persistence and taking action.

I am just going to change the topic. I started this project because when I was going around to the internet conferences, I didn't really see many women there. Do you think that there is a reason why women are not represented on the stage or maybe they just don't participate and do very much internet marketing or possibly more of them are doing social media than the internet marketing per say by doing email lists...? Do you have some thoughts on that?

Mari: Yes I do. We are right in the midst of a change and they are exciting. It is exciting for women and for men too. I think that the internet marketing world has been very much male dominated or even we could say “masculine” dominated because it has typically been a little more aggressive. People put up a sales page and there are all kinds of methodologies that people use and limitations and “buy now or you will lose forever...” and those kinds of tactics and the thing is that they do work for a certain cross-section of the marketplace.

But the shift we are in right now is a little bit more towards the feminine side if you will; the relationship side and I think that is why with social media you are seeing a lot more women starting to step up to the plate and really to be known as experts in this area, because even the consumers themselves, and we are consumers as well, but consumers and the marketplace are getting smarter and getting sharper. They know that they don't have to buy right now this minute if they don't want to. They can go and do a little more research. They can go and find out a little more information about; we were talking this whole piece about intimacy and bonding and having more rapport and they might go and find someone that they resonate with better. There is this shift actually and what I call it is; if you can imagine there is traditional internet marketing, which both men and women are in, and it is a little bit more male dominated or masculine energy if you will, and there is a social media marketing and the emphasis is really on relationships and on listening and on delivering value and giving information away for free and things like that and being available. It does take a little bit more time, but just being available to your marketplace.

There are certain individuals, both men and women who play what I call; they have a foot in both camps. They are able to be good internet marketers and good social media marketers. If you do too much socializing on those social networks, you won't make much money. If you do too much traditional internet marketing, you may make some money, but you might alienate a whole cross-section of the marketplace who are looking to really have more of a relationship with you. It is important to do both. I think we are starting to see more men embrace the social media technology and be more available and be more relational and conversational and then we are also starting to see more and more women actually stepping up on the platform too. I am very fortunate to be doing quite a number of speaking engagements myself this Fall including with Alexandria Brown, formerly the Ezine queen and she has been one of

my mentors for years and I am very, very blessed to be one her guest speakers at her upcoming workshop.

Brigit: I am sure that our listeners would love to get in touch with you; where would you recommend that they get a hold of you or find out more about you? How would you tell us where to start?

Mari: There are many different ways that you can reach me. My contact information is all on Marismith.com and I am also at Whyfacebook.com. My services are at Facebookcoach.com, and they can find me on Facebook; it is at Mari Smith and/or at Twitter. Where to get started; if people don't yet have a Facebook account, I highly recommend going to Facebook.com and signing up for an account and adding some information and putting in some links; there is a way to import your blog feed and things like that, and then start to add friends. Facebook is really insistent. They have a wizard that they want you to add lots and lots of friends or at least import your address book, but don't be adding too many at once. When you first get started they want you do upload their address book, and I usually recommend about 45 minutes and upload some content; fill out your "about me" and your information and your web links and then you can go ahead and upload your address book. That is not necessarily your list. You might want to email your list; your regular opt-in list and say, "OK now I am on Facebook. Come over and send a friend request. Here is my link."

I also do recommend too if you know how is to go ahead and set up a redirect like, "To find me on Facebook, my site is Marismith.com/Facebook, and that just redirects to my actual Facebook profile and people are welcome to connect with me there and then I have my page. We talked about a fan page and that is at MariSmith.com/fanpage and those are just simple ways, but there are many different ways that you can reach me and I do have a lot of information about my products and services on my main site at Marismith.com.

Brigit: I really want to thank you for coming and speaking with us and teaching us so much. I'm sure that for many of us this was a whole new area and something that we can explore and you would be the perfect mentor to work with. I am sure you will get lots of people who will be contacting you and I just know that you are going to help them out the best you can because you are so good at that and such a friendly, lively, energetic

person. It is just so much fun and it brings me a lot of joy to be around you and I am so glad we met.