



Social Media for Local Businesses

Ellen Rohr and [Lena West](#)

Ellen: Hey, welcome to Business Makeover 2014. Another day, another expert and we're expecting 2014 to be our breakout year, our turnaround year, our quantum leap year, our best year yet. It takes 21 days to adopt a new habit and these experts are helping us every step of the way. Do you know what I didn't expect when I started this journey, was how much I would get out of these interviews. It's been so inspiring. I'm so happy to spend time with the experts and with you.

Here we go. Be present for this hour we have together with one my best friends forever, Ms. Lena West. I want to introduce to Lena by giving you some background information first. Lena is the leading expert on how small businesses can monetize social media. She's also the Founder of InfluenceExpansion.com, the home of the Influence Expansion Academy, the only social media mastermind program created specifically for the small business community.

Lena also created the social media liberation system, Smiles, that liberates business owners from the day-to-day social media nonsense and connects them with real business results. So you can tell why I asked Lena to be with us today. It's one thing to waste all day on Facebook and another to make things happen through social media. Lena, welcome to the interview.

Lena: Hey, Ellen and everyone listening how are you?

Ellen: We just love each other. Lena is another friend of Melinda Emerson's. Melinda is my Yentl; she's introducing me to all my latest best friends forever.

Lena: I love Melinda. Hey Melinda.

Ellen: Shout out, we're so happy you're here in spirit with us today. This is fun for me too because we are new friends. I know a little bit about your story but I want to learn more about you today. I know that you have been in business for 15 years, but as I'm adding it up, social media hasn't been around that long or at least it seems newer than that to me.

When you started in business what was it that you did?

Lena: It is all about the reinvention, Ellen, I have to say. We started out as a web design company, so let me rewind for a second. I have a background in corporate IT. I used to put together networks for Phillips-Magnavox and do operating system rollouts for them. I've worked for Pitney-Bowes and Master Card, etc. as a consultant. When I started my business full-time officially, we started a web design company and we were horrible.

Ellen: I didn't expect you to say that.

Lena: We totally stunk. We were bad. I realized quickly that there is a huge difference between being able to create and make good design and recognizing good design, just like for a lot of your listeners, there's a big difference between being able to build a beautiful home and knowing what a beautiful home looks like, complete difference.

Ellen: I hear you.

Lena: We were just really bad and I knew that I loved technology and working with entrepreneurs and small business owners, but web design wasn't it. I had to figure out really quickly how I was going to be relevant in this space and how am I going to keep the lights on.

Ellen: Let me interrupt you for a second. I think this is what's so important about this breakthrough year. A lot of times we keep dragging around the luggage that no longer serves us, because we're committed. We don't want to be a quitter and I applaud that you were willing to say I don't like it I'm not good at it so I better figure out something else.

Lena: Well you know what, your market is going to tell you everything and here's the thing, as an entrepreneur the thing you must protect at all times is your confidence, because you can't do one single solitary thing without confidence. When you book estimates and you have to go out, that takes confidence to get in your vehicle and go there. It takes confidence to get that bid out the door. It takes confidence to say this is how much its going to cost us, to mean it and stand behind your pricing.

All of that comes from a place of confidence and when you're not doing a really great job as they say in *Good To Great*, when you are not the best in the world at what you do it shows. You can't stand behind your work, so you better find a new line of work fast, and that's exactly what I did.

Ellen: Love it. **Where did you go from that?**

Lena: I said what do I know? I know IT and you'll love this, because of what you do and how you help business owners. I said I'm going to talk about the value of IT and how to leverage IT as a difference maker in someone's business. That was great, except I didn't know anything about marketing then. I knew what I knew but I didn't know how to market it and because I didn't know how to market it people couldn't understand what I was selling, so even that went flat.

So on my path to educating myself about marketing, I fell in love with marketing and I started to get questions from my clients about, what about this Internet stuff is that for me? Can I do it? What's required? How do we get online? How do we really make sure people pay attention to us?

Ellen: So you came to your next career move somewhat sideways, because I do relate that there's a sexiness factor about IT that's on par with learning accounting. I've spent my whole life not learning accounting, if I do what I love won't the money just follow. It was like not always an easy sell.

Lena: It's like watching paint dry.

Ellen: Right, so if you can sell and market IT then you can probably market other things is what you were discovering, and you really liked it.

Lena: Yes. So I said to myself, could I use this new found knowledge to market my IT strategy company? Absolutely. Then I thought isn't it more powerful, instead of showing businesses how to reduce costs and streamline, isn't it more powerful to show them how to make more money?

Ellen: That's sexy and will get someone's attention.

Lena: Exactly, so that's what I did. Right around the same time the Internet became very popular so we started working on email newsletters, Google ad campaigns, SEO and copywriting for the web. It just took off and then something happened with social media about seven years ago and it was like, oh my gosh, what is going on! Talk about a game changer, because now everyone is an expert, which is dangerous yet also a good thing.

Everyone has the tools and potential. What we had a handful of years ago was a perfect storm. The technology caught up to us because now everyone has bandwidth, we're all on broadband. The technology has also caught up to us because now everyone has a cell phone so we're all mobile, moving around, and we have laptops. The next thing that happened was it became free and easy. Many of these services introduced the freemium model so people could participate and now what we have is a perfect storm for businesses to be as visible as they want to be.

Let me tell you, once I realized that's what was going on, I was like all right this is for us, we're taking over.

Ellen: Oh how fun. This really is a world flattener, the website and the experience of looking at a web page no matter what size your company is we have the same real estate. We all have the same square footage of the online store.

Lena: I'm a speaker and I also write, as well as doing consulting and coaching, so I'm a true student of Ellen's. I have multiple revenue streams and one of those is speaking. How in the world without the Internet would I have ever spoken in London? How in the world, without the Internet and social media, would I have ever spoken in Saskatchewan? It just would happen.

Ellen: Isn't that cool? I had an experience, one of our speakers is a fellow from Copenhagen, Denmark and I met him on Facebook. We worked out a deal and I went to Copenhagen to speak and even as I'm getting on the plane my husband is going, is this real? Is there a person at the other end? I'm like I don't know. This is so exciting. I did meet Rasmus, there was a legitimate gig on the other end, but it blows my 50+ year old mind that we're playing like this.

Lena: Yes, it's a game changer when people can move in from out of town and they already know about your business because you're visible online. How much of a game changer is that if someone doesn't have to find a local plumber because they already know about them because they've educated themselves about you and your business online before they even get to the new town. That's what happens when you're visible online. That's what happens when you're active in social media and that's what we're digging into on this call.

Ellen: So as we progress today, our focus is going to be on social media for local businesses and I have to tell you, I have heard the argument that social media is a great idea if you're an Internet based business or if you're a national or regional business and you have a lot of exposure in different countries, different towns and there's an argument that for a local business it's not as relevant. **How do you feel about that?**

Lena: I'm so glad and grateful that you asked this question, because I want to put this argument to bed once and for all. I'm going to give you the two-prong dancer, the Lena smack down answer, like the Suze Orman smack down. Afterwards I'll give you the thinking behind it. The smack down is this... if you aren't growing you're dying!

So if you're not growing into the social media revolution, where are you? What are you doing? How are you getting found? The answer is you aren't.

Ellen: So you're on the fence about this.

Lena: Exactly. Why don't you ask me what I really think? There's no more oh, if we think it's worth it or not. If we find there's a business case where that doesn't exist anymore, the business case is there, it's been there so you have to be in it to win it. It is like expecting to win the lottery and you haven't bought the first lottery ticket. It won't happen. So the thinking behind it is this... people are just not picking up the yellow pages or calling 4-1-1 anymore, they are only directing themselves to businesses they already know.

The other night I was in the mood for some really good food and there's a new mall development a short ways from me with a restaurant in it called 'Yard House'. I had never eaten there before, but I knew I didn't want Cheesecake Factory, I wanted something takeout not Chinese or pizza, but I wanted something tasty and yummy. I self directed myself. I didn't go to the yellow pages and look up restaurants and leaf through the pages, I went to a place that I had already heard of. Even though I had never done business with them before I had heard of them because they're right next to the Whole Foods where I shop all the time.

So I said I'm going to have a meal here and it's going to be some takeout thing. I got garlic noodles and I loved it. It was delicious. So here's the thing, that's how people today operate. They operate along the lines of what they already know and are already familiar with. So even if someone isn't familiar per se with your town guess what, they are familiar with the Internet and they know how to Google. Most people have been on Google thousands of times in their lifetime, at this point. They know how to go on Google and search for contractor, plumber in Saskatchewan.

Ellen: Let me get straight here, what you're saying you knew because you've been driving around town and you see Whole Foods and see the place next to it, you then Google them? That's your next step, so we aren't going to the yellow pages or dialing 4-1-1. Even if you are locally based and you're gathering that top of mind awareness, at the moment when you go to make the buying decision you're still going to stop and Google them?

Lena: Right, because I don't have their phone number, I just know them in passing. For instance, if this was a service-based business like a contractor or carpenter, maybe I've seen the trucks around town. I don't remember the number. Maybe there's a distinct name I remember. I'm going to Google that.

Ellen: Let me underline that, because one of the things, I work with a partner, Al Levy, who has taught me a lot about this and what Al maintains that you're reinforcing is that on those trucks, don't put a million things just put your unforgettable name, because if I have that then I can go online and search it and I'll find you. So if you have one thing on your truck it's who are those guys, because I can figure the rest out using my phone or tablet.

Lena: Absolutely. You better work that branding and figure out how people are going to remember you and make that name unforgettable and from there I'll Google it. Google is so smart, I may not even be able to spell it correctly but it will find it for me and will help me, which is why you want to be online. People are not taking the secondary step of going to the phonebook or calling 4-1-1, they're going straight to Google on their phones and if you're not there than you are invisible. It doesn't matter how good you are anymore. You can't show someone how good you are if they don't know who you are. It doesn't add up.

Ellen: This is resonating so much with me, because even once upon a time not that long ago, a really cool 800 number or memorable number like Call-Us, but even then we aren't going to bother. We hardly even know our own phone numbers so we aren't going to keep that stuff in our heads we're simply going to get the name and then go to our phones. I love this.

Lena: I don't know even know my bank account number so I'm not going to remember someone's phone number, but I can remember a snazzy name.

Ellen: Right. This is good and I appreciate you being accommodating. I'm the plumber's wife and I have a lot of friends and listeners who are going to be in that field, plumbing, heating, cooling, chimney sweeps, contractors and these tips apply to anyone and I like how you're making it real.

Lena: Even a yoga studio. If I see you and you're next door to the local Starbucks or I see you in Staples and you have on a t-shirt for your local yoga studio that has your name on it, I won't remember your personal name or phone number that's on the shirt, and I may not remember your website address but I will remember the name of the yoga place. Okay they're in Pleasantville, let me Google them.

Ellen: All right, so let's get more specific now, let's talk tactics. I know there is vanilla and then there's the everything sundae when it comes to some social media things, like I know what Facebook and Twitter are, but talk to me about the basics and let's see if we can jazz it up a little.

Lena: Awesome! This is where you want me to tell them about the social square?

Ellen: Let's talk about that.

Lena: This is a great topic. I want you to close your eyes and imagine a square. Then I want you to imagine your business in the middle of that square. I'm saying this fondly, so say you're a local yokel with a local business that's right in the middle of that square. We're going to look at that square as a square block, a square city block and you have four corners all around your business. This visualization process helps people to remember.

What are you going to surround your business with, from a social media perspective? On one corner you want to have Facebook. On another you want to have LinkedIn. On the third corner you want Twitter and on the fourth corner you want to have Yelp. I want to dig you in deep on each of those.

Ellen: Okay, let's do it.

Lena: Let's take on the first corner and Ellen keep me honest about time because as you can tell I'm passionate about this.

Ellen: Me too so that will be my job, to keep an eye on the time. Go deep dish on each of the four corners.

Lena: I'm going to talk to you at a bare minimum of what you need.

Facebook – here bare minimum you need to have a Facebook page for your business. This is not your personal Facebook profile. This is a business page that's devoted to your business where you talk about your business activities and what you do. If you're a contractor I want to see pictures of finished results. I want to see testimonials. When you have a business page people can post on that page. Have your clients go and post to say this was great, it was awesome, they cleaned up after they were done and didn't leave my house a mess, which is a huge thing with contractors and others who work inside homes to help us keep our homes lovely and safe.

Here's where I want you to take it to the next level and I'll give you bare minimum and next level for every social media channel that we have on this square.

The next level for Facebook is where we monetize. I want you to start collecting email addresses. There is an application called WooBox.com. Your online person will be able to connect Woo Box to your Facebook page and they will be able to help you collect email addresses from people who like your Facebook page, and I'll tell you how that works so you understand what I'm saying. What you will do is connect Woo Box to your Facebook page so you can say to your market, potentials customers, clients or anyone who's not already on your mailing list, go to my Facebook page and get a \$10 off coupon for your first service call or on the first project you do with us get 10% off.

Whatever your offer is you want to put that on Facebook, but in order for them to get that coupon code or offer, they have to give you something and that something is their email address. They will go to your Facebook page and through the magic that is Woo Box they'll be able to put in their email address and name and it will connect with whatever you're using for your mailing list, whether it's Mail Chimp, Constant Contact or iContact or AWeber, it doesn't matter it works with all of them.

Ellen: We're going to wrap up Facebook here so we can move forward. Let me share this because what I learned with my page on Facebook is the way it works anymore, even if I post on it, not everyone is going to see it so that's why we need email addresses.

Lena: Exactly. So you'll collect those addresses and that's how you monetize because once you get them on your list you can now sell to them.

The next corner is Twitter. At bare minimum you need your Twitter account and it better be the same name as your Facebook page. You want to keep with the branding so you don't want different names. So you want to have a Twitter account and be active on Twitter. You don't have to be there all day once or twice a day in the beginning is sufficient. You may wonder what you should post. With Twitter you can now post images. Show pictures of your finished work. Show pictures of your vans or trucks that are branded, so people start associating your company name with the vehicles they see. There's a commercial here in New York of the Channel 2 news team and they say there goes the Channel 2 news truck. People will recognize your brand based on your vehicle, so that's bare minimum.

To take it to the next level for Twitter, is to start letting people have preferred pricing based on zip codes or a different type. For example, if you live in an area with one zip code there's not much you can do, but let's say you want to run a service on... Ellen, give me an example.

Ellen: Suppose you want to do a sump pump special.

Lena: Exactly. So you're going to do a sump pump special or septic system tune-up, whatever it is, you can use Twitter and allow your audience or potential customers to communicate with you on Twitter. It's amazing for that. I live in an area where there are actually five zip codes in the same geographic area, so you can break it down. If you want more business in a specific zip code, you can say hey all you people in 10604, this discount is for you, call us.

Ellen: I have a truck in that area right now, no service fee.

Lena: There you go.

Ellen: Love it.

Lena: The next corner then is LinkedIn. You have to be on LinkedIn. They now have business pages. I would say you don't need to be as active on LinkedIn but you do want to have a

presence. You want to have a business page on LinkedIn, again this is not your personal profile it's your business page that you create. It's free on LinkedIn. The reason I say to do that is because when you Google a business, if they have a LinkedIn page those search results will show up and when people click they will be able to see straight from the search results and from that LinkedIn page your phone number, so they can give you a ring to get a service call in for help.

Ellen: That's a good tip, even when I'm searching if the search result comes up as LinkedIn I can get to the phone number without having to search through their site. I didn't know that. I like the deep dish there.

Lena: LinkedIn is going to do the SEO work for you. They're doing the marketing and working with Google for SEO stuff, which is why you want to have a business page on LinkedIn.

Ellen: So that's our basic neighborhood square. Let me talk about Yelp because I know a company with multi-tens of millions of dollars in sales. They don't want anything to do with social media because they have a couple bad reviews and they're avoiding the situation entirely. I think this is a time bomb, what do you think?

Lena: Absolutely! I'll tell you something about Yelp and I get this question often. I don't want to go on Yelp because someone's going to write something negative and there's nothing you can do to get those removed. Let me tell you with another Lena smack down, with love, when you have an active social presence you don't have to worry about the negative reviews eating up the space. When you have an active Yelp and social presence, people are out there posting positive reviews about you, so on the off chance someone isn't happy with your service, it's not going to stay at the top because the positive reviews will overtake them. They're not erased but they are pushed down towards the bottom of the pile.

Ellen: The old fashioned way, I like to hear that someone is upset because then you can fix it. You can call these people because you know who they are.

Lena: It gives you the opportunity to make it right. Don't think of it as them slamming you, think of it as wow, they went online and made this post which they can update, those things are editable. So when you make it right you are well within your rights to ask them by saying, we appreciate you for alerting us of this service condition but can you go back on Yelp and make an update to turn that frown upside down. That's absolutely your right to ask.

Here's what I want to tell you about Yelp as the last corner on our square. When you market by default and do that set it and forget it nonsense, you get default results. You cannot expect specific stellar results when you're marketing by default it won't happen.

Ellen: I really like that and you can see that when somebody... I know it takes a little more time, but maybe we can ask this as a follow up question... hires a company and they're going to put all their videos and posts up there and they just look generic. You can tell that. You have to make this real. This is my follow up question. **How do we fit it in?** I don't like anyone to post for me, so how do you keep up with it or do you get someone who's going to help you, like a 15-year old who's going to be your assistant on this. Give me some tips on how you keep up.

Lena: How you keep up, again with another Lena smack down, is that I want you to be a hard grader on this and understand that there is stuff you know you're wasting your time with. We all do it. It doesn't matter who you are it's not a judgment call it's a reality check. There are things you do that don't amount to a hill of beans in a day and you can take that time and reallocate it. Whether it's watching the news, going on Facebook and aimlessly doing stuff or texting with people or whatever it is, there's stuff you do.

Spending too much time in the local hardware store chatting it up, whatever it is there are ways if we're all honest with ourselves that we can cut, trim and curb in order to reallocate time.

Ellen: I think it was yesterday Lena, when I was scrolling mindlessly on Facebook and ran across someone's post that said, you've got to take charge of mindless activities and I am doing a mindless activity as I ran across that, so it caught me. It was a surreal moment but that really hit me between the eyes because that takes some discipline. I like the way you put it back on me, come on girlfriend, are you really spending your time wisely or are you just wasting a lot of time that you could spend in better ways?

Lena: Yes, what are you doing? Are you watching YouTube videos of cats?

Ellen: Maybe I am.

Lena: Exactly. Here's the thing, you can't tell me that you don't have time if you're watching videos of people that think the snowmen in their town are stationary but the snowman moves. We all find time. I just believe that people do what they want to do.

Ellen: I'm looking at the clock, that one hit and I'm taking it, I have two more things on my list that I want to ask you about. You decide which order you want to do this in.

- First, I know that you have helped companies, I want a case study of a local company that you helped lay claim to social media in a productive monetized way.
- Second, what are some cooler apps when it comes to social media, for folks who have Facebook, Yelp, Twitter, LinkedIn fairly dialed in, maybe we could entice them with some cool apps that they may not be as familiar with.

Lena: Let's end with the cool apps and start with the case study.

I worked with a local business that is in competition with one of the big box hardware stores or local retailer. One of the things we did was to use Twitter effectively paired with Instagram. What we did was this. This company had these specially wrapped Volkswagen beetles and it would be like a celebrity spotting where you take a picture of the celebrity and post it. This was a car spotting, so when you saw one of these particular beetles, take a picture and upload it to Instagram or Twitter, tag the company on Twitter and then they would DM you back a coupon code that you could use for further services.

Can I tell you, it went like crazy because people were taking pictures of those little bugs all over town and sending them in and this company got so much business it was like where did you spot us? Did you see us moving around in the shrink-wrapped beetles? Take a picture, even if we're on the move we know what they look like. Even if it's just a streak take a picture and send them in. People were photographing, uploading them, tweeting and tagging like crazy.

Ellen: I know so many companies with great tracks like Lisa Carter, my plumber could do this. They have those little bugs that are tricked out and branded. Let me share this because this is what I know about my people. I'll add this. When you tweet back and setup that automatic response that you're going to give them a coupon off, no small print it's \$10. If they find another picture they can use up to one per service call. Don't make it too hard. Make it \$10 on their next service, easy.

Lena: Right, don't say \$10 off as long as your order is \$200 and over. Just give them \$10 off and let people play with you. Let them release their inner child. Once people start playing the game with you they trust you and when people are in a crisis situation and I'll keep it real, because that's my thing. We all recognize that crisis situations are the moneymakers for us, guess who they call when they're in crisis for the big bucks? You.

Ellen: Yes, they like and trust you they're your friend now.

Lena: Right. They're your online pal now so they'll call you when they need help. I'm going to call those people with the bug cars right now.

Ellen: I love this. We have a few minutes left, so do you have time to answer this question. Suppose a big event is coming to town. **What about timing of social media intense campaign with an event?**

Lena: Absolutely. Some people may know that I was involved with an event that happened last month around the Super Bowl. The Super Bowl is going to be in the New York/New Jersey area in 2014. I was single-handedly responsible for helping local businesses to figure out what they're going to do when millions of people descend upon these towns. How are you going to translate all that foot traffic into continued business once the Super Bowl rolls up its red carpet and goes home?

Ellen: How many months ahead of time should you be paying attention to something like this?

Lena: This was four months ahead.

Ellen: Good to know.

Lena: You have to put the time in to get the results. Again, don't expect specific stellar results if you're marketing by default because that's not going to happen. Look at what you can do. What are the cool things you can do? Can you put up signage? Can you add your Twitter handle or Facebook page to business cards? Can you do drawings? What can you do that will entice people to remember who you are and use your services while they're in town?

Ellen: Even if they leave town, a lot of local businesses have a website presence. I love Johnson's Popcorn on Ocean City's boardwalk in New Jersey and you can get that online. I met them when I was there, so you can leverage those out of town relationships for an event if they're now part of your social media family.

Lena: Can I tell you one quick story about a plumbing situation?

Ellen: My favorite.

Lena: Local real true, and not just because Ellen is the plumber's wife, story. My uncle was in North Carolina and he needed some help with a plumbing issue. The only person he knew that knew about plumbing was a plumber he had done business with when he lived in New York. He called that plumber in New York, gave him his credit card over the phone and that plumber talked to him for nearly an hour on the phone at his rate and educated my uncle about what to ask for from his local plumber, whom he did not know, to make sure the local plumber was treating him right and he wasn't going to get ripped off or that he was asking for the right things.

Even if people don't stay locally with you, what's the saying... they don't remember what you say but they remember how you made them feel... they will call you back so you can make money from afar.

Ellen: It's all about the love. Social media is just one more form. It can be isolating and alienating or it can be a game. I love the word game which you've used here. Any other last tips for an event, something specific your clients did to capitalize on this Super Bowl?

Lena: I would say think outside the box and engage as many people in your company as possible. You'd be surprised where the ideas come from. Don't discount Jake just because he's a technician. Don't discount someone just because they are in dispatch. These are the people who are in the nitty-gritty of your business, so ask them, if we were going to be more active on social media or if we were going to take advantage of the fact that it's Mardi Gras, what do you think we could do? Ask what they think, you will be surprised at the responses you get?

Ellen: Of course, especially with kids because they're already participating and they could say I participated in this thing that was really cool where we did this, so they can tell you what's trending or happening on social media and you can jump on the bandwagon.

Lena: Absolutely! You don't have to reinvent the wheel. Success leaves clues.

Ellen: Engage your team to help come up with ideas for leveraging local events. Let's get cool and talk about some of the not so popular apps and social media outlets. **What do you think is hot and is going to stick around?**

Lena: I want to talk quickly about Pinterest, YouTube and Vine.

Ellen: Isn't Pinterest just for women, do men go on Pinterest?

Lena: No! Pinterest is for anyone who wants to show their work or to show a final product. If you're a contractor, interior designer or even a yoga studio it doesn't matter. How nice... if you're a spa, I can't tell you how many times I go to spa websites and want to see what it looks like and there are no pictures. I want to see what your business looks like. If you're a local business I want to see the team members that may come to my door.

If you're a chimney sweep and you have a team, let's put their faces up on a board on Pinterest. Look at our crew anytime you make a service call you can expect one of these five people to show up at your door.

Ellen: You could do a link, infographic about each member.

Lena: Yeah.

Ellen: One of our experts, Jeffrey Gitomer, all of his people have baseball cards and names. There's the super hero of customer service, wonder woman of... it's cute so you see these baseball-like cards and you could do something that with Pinterest with an infographic.

Lena: So Pinterest is not just for women who are posting pictures of shoes and cakes. This is a way for you to showcase the final product and all its glory, while celebrating how great you are and the great work you do.

Now, talking about YouTube. Everybody knows there is a certain big box chain that delivers classes on various home interior things you may do, whether it's dealing with plumbing, electrical

or whatever. They have classes you can take on Saturdays and even throughout the week. You can go there for an hour and they teach you something very simple. They empower people to manage and care for their homes.

Ellen: But you do have to go to the store.

Lena: Hello...! I'm in New York and it's snowing, it's icy out and it's cold, you don't want to go to the store. How awesome is it if you empower your audience and say you know what, if I'm a plumber I'm going to do a quick five minute YouTube video showing people on my iPhone or Android, it doesn't have to be a huge NBC production. You can do this on your smart phone or Flip camera and show people how to replace the ball cock on their toilets. It's very easy.

You may say Lena why would I want to do that that's putting myself out of business. No way, because one of two things is going to happen. First, you'll empower them and people do business with people who make them feel good. When you teach someone how to fish they're going to come to you when they can't fish on their own.

Ellen: When they see what's involved... I always say that, you know my mother, you could give her the ball cock and the video and pay her \$1000 and she's still going to call the plumber. Sometimes just watching it is enough for you to go I do not want to do that.

Lena: That's what I was just going to say. The first thing that will happen is they're going to call you for the bigger stuff that you haven't taught them how to do. The next thing is they're going to take one look at that ball cock video and say I can't do this let me call these people right away, because if they're making the video they can come in lickety-split and do it and be done with it.

Ellen: Legitimately, there's a bunch of stuff that plumber's hate going out to do on a call, like if the disposal is brand new and it's just jammed and you can get that Allen wrench under it and reset the button, it's going to save you that service call. Plumbers, if it's an appliance repairman and you have your dryer on fluff instead of dry, or can you turn the whole house water supply off because that will turn an emergency into just a service call.

There are a lot of things we could do that aren't even as complicated as a toilet repair. I'm all fired up now, this is a great idea.

Lena: Start doing some quick how -to videos. If you're a contractor you don't want to go to someone's house to fix a squeaky floorboard. Show them how to do it, it's easy. I know how to do it because I learned on HGTV. Show them.

Ellen: Kids do that too. John, who works with me, a lot of what he knows as far as being a great computer and IT guy, he goes on YouTube and searches for the answer. He tells me to do it too. He says you don't need me to do this just search it on YouTube, there are tons of help there and if you're the guy who does something fun and interesting. I try to find a guy whose delivery is snappy and fun and the videos are short and I'll keep going back to that guy's page.

Lena: For sure.

Ellen: I totally hear you. I know Vine is video, but what's the difference between Vine and YouTube?

Lena: Vine is short video, 15 seconds and you may say what can you show in 15 seconds? Here's what I love about Vine, you can also stop the video in the middle. So you can if you are someone, let's say you're a handyman, and you are tired of going out for what I call the Ikea special, helping people put together these bookcases. Let's say there's a particular bookcase that

gives people a problem and they always call you for the same bookcase and it's the same problem with them doing it wrong.

A quick 15 second video on Vine showing what it looks like before, showing you doing it and where to plug the correct peg into the right hole and show them the final product. That's it.

Ellen: When you said you might be thinking what can I do in 15 seconds? I was thinking I would love a 15 second video because I have the attention span of a gnat, so that would appeal to me so I love that. Does Vine connect better with Twitter?

Lena: Yes. Vine is owned by Twitter so it goes hand-in-hand with it. You can show someone how to hang a level painting in 15 seconds on Vine, easy.

Ellen: Lena, our time is up. I am so excited. With each expert the assignment has been it's only going to be \$97 to keep things simple for the Business Makeover 2014 event. What could you share with us that will help us leverage the information you presented today? Lena, you came up with a rock star program here.

Lena: When Ellen asked me to do this I said what am I going to do? I created this product specifically for you all, because I know we went fast. We're speeding through and talking about all these things and throwing things at you, so I've created a product that will help you make all of this real. I am the queen of real. I like keeping it real, so I'm going to show you how to bring all the things we talked about happen and make them real for your business.

It's a multimedia product, which means you'll get a workbook that will help you develop your own local social media strategy. You print it out and fill in the blanks and you have an actual working document that you can hand to a marketing team or that you yourself can execute from. You are also going to get a video that steps you through everything we talked about today, so you can see these tools and I can show you examples. The other thing you're going to get and this is where we're driving it home is that I have reached out to a few local businesses who have allowed me to do interviews and case studies with them.

This isn't just theory this is you hearing from other business owners who are successful in knocking the walls down on local social.

Ellen: You're going to video that?

Lena: That will be an audio thing for them to listen to the interview and then I'll video an audit of their social presence so you can see what they're doing right. You won't just hear about it but you will see it. Look, remember when they talked about this, look at what that looks like on their Twitter profile or Facebook. Remember when I said collect email addresses? Look at what that looks like. So people can see it or listen to it when they're out on the road. This is part of your mobile library.

Ellen: It's focused on local social media. We're leveraging local business an opportunity to be social media rock stars.

Lena: Absolutely. This is created specifically for this program. Again, it's multimedia with the workbook, audio, video. You will learn so much and do such a deep dive on this at your own pace you won't believe it. It's all prerecorded so if you miss something you can rewind and listen to it again.

Ellen: I love that you can see examples on the screen as you're doing screen capture of what people are really doing. That's so great.

Lena: You'll hear from other businesses like you. Where do you find the time? I'll ask these folks, where'd you find the time? How do you keep it going?

Ellen: You are such a peach. Lena, I love you more than ever. I didn't think it was possible and I do.

Lena: Yay! I love you back.

Ellen: This has been so much fun. I'm glad you're in my life. I know we'll be working together on all sorts of exciting projects. Thank you for participating in Business Makeover 2014.

Lena: Thank you everyone. Have a good New Year.

Ellen: Do you have one more nugget of wisdom that you can take us home on to wrap up?

Lena: I will say this. Social media can be overwhelming. I know Ellen and I spent a lot of time, we're both high energy and passionate about this, but let me say this... take it one step at a time. You don't have to be local social genius right now tomorrow. Do it one thing, get really good at that one thing and once that becomes a well-oiled machine move on to the next thing. It's okay and you'll be just fine.

Ellen: That's so great. Go to the website and check out Lena's amazing product. If you're listening/reading, go to BusinessMakeover2014.com/west.

Thank so much.

Lena: I'll let you go.

Ellen: Goodbye everyone.