



TWYD Office Hours | Mar 8, 2017

Jana_NJ (to Everyone): 6:59 PM: hi

Jana_NJ (to Everyone): 7:01 PM: do you know how many people a facebook page should have to be able to do facebook live?

Patricia phbrowne (to Everyone): 7:03 PM: LOVE the photo!

Patricia phbrowne (to Everyone): 7:04 PM: And the catch phrase

ddtop (to Everyone): 7:05 PM: lindsay padilla rebel professor

Sudie (to Everyone): 7:08 PM: hey y'all

Patricia phbrowne (to Everyone): 7:08 PM: YES! that't the circle that everyone (including me) gets stuck in

Jana_NJ (to Everyone): 7:10 PM: im really frustrated I had a class to promote and my facebook page cant go live yet I did a video imported there but than their closed captions didnt work

Patricia phbrowne (to Everyone): 7:11 PM: and for every piece of content you create, repurpose it 4-5 different ways

Patricia phbrowne (to Everyone): 7:12 PM: I like the one-off idea

Sudie (to Everyone): 7:12 PM: what does one off work mean?

Patricia phbrowne (to Everyone): 7:12 PM: meaning that you work one on one with clients and get success and figure out what you don't know yet

Patricia phbrowne (to Everyone): 7:13 PM: it can also be doing one thing, small thing, and trying it out rather than the 25 module encyclopedia

Kim , (to Everyone): 7:14 PM: Hi, everyone. Hi, Debbie. Sorry I'm late!

Jennifer Kellogg (to Everyone): 7:15 PM: Hi!

Jennifer Kellogg (to Everyone): 7:15 PM: cooking dinner on mute

Patricia phbrowne (to Everyone): 7:16 PM: LOL my husband was surprised when he came home to a cooked dinner since he assumed that I would participate in the "Day Without Women" and refuse to do any women's stuff - like cooking

Jennifer Kellogg (to Everyone): 7:18 PM: WOW - good thing I was too busy to look at the calculator

Jana_NJ (to Everyone): 7:18 PM: im confused about her stuff in her blog there are a lot of people commeting saying her stuff is not working but you never know from total how many had problems with her stuff

Patricia phbrowne (to Everyone): 7:19 PM: yes

Patricia phbrowne (to Everyone): 7:19 PM: grape flavored!

Sudie (to Everyone): 7:22 PM: no

Patricia phbrowne (to Everyone): 7:24 PM: here is Amy Poterfield's 90-day pre-launch blueprint

Patricia phbrowne (to Everyone): 7:24 PM:

https://s3.amazonaws.com/freecontent15/149/149.pdf?inf_contact_key=3fa09be8514888e41ad157e1826053dd43fc7a61ac63b96ed13b8fc5666f6967

Sudie (to Everyone): 7:27 PM: no me either

Jennifer Kellogg (to Everyone): 7:29 PM: I have people like my page but don't get any subscribers

Kim , (to Everyone): 7:31 PM: I've published two Facebook Lives to my Page. I didn't know some people couldn't do it yet.

Patricia phbrowne (to Everyone): 7:31 PM: <https://www.facebook.com/facebookmedia/get-started/live>

Patricia phbrowne (to Everyone): 7:31 PM: here are instructions

Jana_NJ (to Everyone): 7:33 PM: thanks Patricia

Jana_NJ (to Everyone): 7:35 PM: I actually boosted my video from my class

Jana_NJ (to Everyone): 7:35 PM: and I think that helped me with subscribers

Kim , (to Everyone): 7:35 PM: My Facebook Lives were not related to course material - just for practice. They turned out better than I'd imagined they would. Yippeel!

Patricia phbrowne (to Everyone): 7:35 PM: wow...your cpc is really low! go you

Jennifer Kellogg (to Everyone): 7:36 PM: is it just me or is Debbie's screen fuzzy?

Jana_NJ (to Everyone): 7:36 PM: yeah Patricia that page shows exactly what I see in pages I do facebook live but my page doesnt have +Live button

Patricia phbrowne (to Everyone): 7:37 PM: so...how much of this audience (and the cheap CPC) is based on retargeting?

Jana_NJ (to Everyone): 7:39 PM: its really good

Jennifer Kellogg (to Everyone): 7:39 PM: Q - should i just skip blog posts and go straight to FB lives?

Jana_NJ (to Everyone): 7:41 PM: I still believe in blogs

Jana_NJ (to Everyone): 7:41 PM: but facebook live does help I see that in the pages I do

Jana_NJ (to Everyone): 7:41 PM: instagram stories and live also helps

Jana_NJ (to Everyone): 7:43 PM: you content im printing them they have been so good debbie

Patricia phbrowne (to Everyone): 7:44 PM: seth godin

Jana_NJ (to Everyone): 7:44 PM: pro blogger also

Jana_NJ (to Everyone): 7:44 PM: has good short blog posts

Patricia phbrowne (to Everyone): 7:46 PM: what specifically are you speaking on?

Patricia phbrowne (to Everyone): 7:47 PM: Can you create a special web page JUST FOR ATTENDEES that gives them a copy of your checklist and notes?

Jana_NJ (to Everyone): 7:47 PM: but can you put your website

Patricia phbrowne (to Everyone): 7:47 PM: Then you can offer an additional something to signe up

Patricia phbrowne (to Everyone): 7:49 PM: and make the webpage name easy to remember, such as CONFNAME2017

Patricia phbrowne (to Everyone): 7:50 PM: offer a FREE 5-day property manager course

Sudie (to Everyone): 7:51 PM: shoot. dropped off or got kicked out.

Sudie (to Everyone): 7:51 PM: sorry to have missed it

Patricia phbrowne (to Everyone): 7:53 PM: how about putting something right on the main page of your website directing conference attendees to your notes

Patricia phbrowne (to Everyone): 7:53 PM: and then send them to a landing page

Patricia phbrowne (to Everyone): 7:55 PM: I'm great at giving everyone else ideas....not so much in getting my own stuff done

Sudie (to Everyone): 7:56 PM: aw shucks

Patricia phbrowne (to Everyone): 7:57 PM: have a bio page with your website address as one of your first slides

Sudie (to Everyone): 7:57 PM: good luck!!!

Patricia phbrowne (to Everyone): 7:57 PM: it establishes your credibility and why you were invited to speak

Sudie (to Everyone): 7:58 PM: if no questions. I can share about my 5 day challenge.

Patricia phbrowne (to Everyone): 8:00 PM: but I don't understand what you do

Patricia phbrowne (to Everyone): 8:00 PM: two worlds is pretty broad

Patricia phbrowne (to Everyone): 8:01 PM: even with the education and creative skills, still pretty broad

Patricia phbrowne (to Everyone): 8:02 PM: to be honest with you, when I saw the logo, I thought you were doing something with either family or women's empowerment - not scrapbooking

Jennifer Kellogg (to Everyone): 8:03 PM: What should I use for my "title" on linked in. Owner at Better Landlord sounds dull

Jennifer Kellogg (to Everyone): 8:04 PM: is "Educator" ok? but then it doesn't sound like i own the company

Patricia phbrowne (to Everyone): 8:05 PM: Jennifer -can you describe exactly what you in 4-5 words?

Patricia phbrowne (to Everyone): 8:06 PM: a Tweet version of an elevator pitch?

Jennifer Kellogg (to Everyone): 8:06 PM: I offer courses & services to improve business efficiency for property managers.

Jennifer Kellogg (to Everyone): 8:06 PM: :P

Patricia phbrowne (to Everyone): 8:07 PM: Business Efficiency Expert for Property Managers

Jennifer Kellogg (to Everyone): 8:07 PM: love you!

Patricia phbrowne (to Everyone): 8:08 PM: awwww.....

Patricia phbrowne (to Everyone): 8:08 PM: what keyword titles would your target audience serach for?

Sudie (to Everyone): 8:08 PM: ♥

Jennifer Kellogg (to Everyone): 8:08 PM: might look for a differnt word for efficiency

Jana_NJ (to Everyone): 8:08 PM: i'm trying :)

Sudie (to Everyone): 8:09 PM: what's the benefit?

Sudie (to Everyone): 8:09 PM: productivity

Patricia phbrowne (to Everyone): 8:09 PM: going rogue!

Jana_NJ (to Everyone): 8:10 PM: by the way elegante themes did some really nice posts about google analytics and SEO

Patricia phbrowne (to Everyone): 8:10 PM: what is the keyword titles that your audience would search for

Sudie (to Everyone): 8:10 PM: words. ah!

Jennifer Kellogg (to Everyone): 8:10 PM: i have two taglines

Jennifer Kellogg (to Everyone): 8:10 PM: Tame the Property Management Chaos

Sudie (to Everyone): 8:10 PM: yes love

Jennifer Kellogg (to Everyone): 8:10 PM: Better Systems = More Profit and Less Stress

Jana_NJ (to Everyone): 8:11 PM: I like the Tame ... one

Jennifer Kellogg (to Everyone): 8:11 PM: thanks

Jana_NJ (to Everyone): 8:11 PM: I would fall for that lord knows I need chaos control

Jana_NJ (to Everyone): 8:12 PM: Debbie I will post a screen shot at my facebook at the group to show the difference pages that have live and my page

Jennifer Kellogg (to Everyone): 8:12 PM: do you think Business System Expert is too vague?

Jana_NJ (to Everyone): 8:15 PM: yes I 'm dooing so many things for others not having time for my stuff

Jana_NJ (to Everyone): 8:16 PM: but at the same time this is spreading my name feeling trapped

Jana_NJ (to Everyone): 8:17 PM: it wa a good live

Sudie (to Everyone): 8:17 PM: yes

Jana_NJ (to Everyone): 8:17 PM: the good thing about facebook live you can save

Jana_NJ (to Everyone): 8:17 PM: and post at your webiste and create a library there

Jana_NJ (to Everyone): 8:18 PM: that would be good debbie

Sudie (to Everyone): 8:18 PM: Jana. you seem to have enough likes I'm not sure why you can't do the live. your smart phone FB app is latest update

Sudie (to Everyone): 8:18 PM: ?

Jana_NJ (to Everyone): 8:19 PM: im going to check my business account maybe i need to change something will work on that after my son goes to sleep

Sudie (to Everyone): 8:19 PM: ok. good luck

Jana_NJ (to Everyone): 8:19 PM: yes i was talking about desktop

Jana_NJ (to Everyone): 8:20 PM: maybe as debbie said something on my business pge

Jana_NJ (to Everyone): 8:20 PM: page

Sudie (to Everyone): 8:20 PM: yes. I think so. hope we can figure out

Kim , (to Everyone): 8:21 PM: I need to set up Member Press for affiliate relationships.

Jana_NJ (to Everyone): 8:22 PM: yeah im looking into that'

Jana_NJ (to Everyone): 8:22 PM: sudie do you use convert kit?

Sudie (to Everyone): 8:22 PM: sounds good Kim

Patricia phbrowne (to Everyone): 8:23 PM: LOL!!!!

Sudie (to Everyone): 8:23 PM: active campaign

Patricia phbrowne (to Everyone): 8:24 PM: can you do one post and repurpose it four ways

Jana_NJ (to Everyone): 8:26 PM: I FOUND IT !! OK Just went to my ads manager updated some info went back and the button is there !!!

Patricia phbrowne (to Everyone): 8:26 PM: yeah!!

Jana_NJ (to Everyone): 8:26 PM: what did i do i have no idea

Jana_NJ (to Everyone): 8:26 PM: i just decided to upadte some personal info

Sudie (to Everyone): 8:26 PM: great news!!!!

Jana_NJ (to Everyone): 8:26 PM: i guess i will have to do a new promo

Jana_NJ (to Everyone): 8:26 PM: im so happy now

Sudie (to Everyone): 8:26 PM: either way, great news

Patricia phbrowne (to Everyone): 8:27 PM: how do people get to your sewing site? There is nothing compelling in the header that sells the idea of the courses

Jana_NJ (to Everyone): 8:27 PM: i was so sad i had so many plans for that

Sudie (to Everyone): 8:27 PM: Jana. I know.

Patricia phbrowne (to Everyone): 8:27 PM: what pain point are you solving for whoever takes your sewing course?

Jana_NJ (to Everyone): 8:28 PM: I'm excited again Sudie :)

Jana_NJ (to Everyone): 8:29 PM: did you have some videos around? like vimeo or youtube?

Jana_NJ (to Everyone): 8:30 PM: Faebook is weird and change all the time

Patricia phbrowne (to Everyone): 8:32 PM: sounds like two different audiences

Patricia phbrowne (to Everyone): 8:34 PM: what about Pinterest? Sounds like a great fit

Jana_NJ (to Everyone): 8:35 PM: its a lot fo work to put your name out there

Patricia phbrowne (to Everyone): 8:35 PM: blasphemy! marketing is fun!

Jana_NJ (to Everyone): 8:35 PM: does she use pinterest?

Jana_NJ (to Everyone): 8:37 PM: i boosted and got newsletter

Jana_NJ (to Everyone): 8:37 PM: subs

Sudie (to Everyone): 8:37 PM: perfect

Patricia phbrowne (to Everyone): 8:37 PM: good on you! Jana

Jana_NJ (to Everyone): 8:38 PM: I need that

Jana_NJ (to Everyone): 8:38 PM: Debbie need a good audience for scrappers

Patricia phbrowne (to Everyone): 8:38 PM: repurpose those on Pinterest, Intstagram,
Patricia phbrowne (to Everyone): 8:39 PM: wow...each one of those could be a separate pin on Pinterest
Patricia phbrowne (to Everyone): 8:40 PM: exactly!!
Julie (to Everyone): 8:41 PM: hello !!!!!!!
Sudie (to Everyone): 8:42 PM: xoxo Kim
Sudie (to Everyone): 8:42 PM: Julie!!! welcome. glad you came over
Julie (to Everyone): 8:43 PM: thank you Susie, for letting me know everyone is still here. 😊
Julie (to Everyone): 8:43 PM: Sudie, sorry. flipping autocorrect
Sudie (to Everyone): 8:43 PM: Kim it's like hopping on the scales every day
Sudie (to Everyone): 8:44 PM: I'm glad you made it
Patricia phbrowne (to Everyone): 8:45 PM: did you find your files on Dropbox?
Kim , (to Everyone): 8:45 PM: Yes, Pins are huge! Also got active on Instagram, and my sewing posts are pretty popular there. :-)
Patricia phbrowne (to Everyone): 8:48 PM: Kim - are you driving your traffic to a landing page to grab emails?
Jana_NJ (to Everyone): 8:54 PM: Thank you debbie
Kim , (to Everyone): 8:55 PM: Thanks so much, Debbie!
Patricia phbrowne (to Everyone): 8:55 PM: thanks...nighty nite
Julie (to Everyone): 8:55 PM: bye