



## TWYD Office Hours | Apr 4, 2017

**Jana\_NJ (to Everyone):** 7:06 PM: also if they get good feedback they can buy a new class

**Jennifer Kellogg (to Everyone):** 7:08 PM: exactly what my sister said!

**Jana\_NJ (to Everyone):** 7:09 PM: did you get the update DEbbie the camtasia? it's so much faster now

**Kim , (to Everyone):** 7:10 PM: Hi, everyone! Sorry I'm late.

**Jana\_NJ (to Everyone):** 7:10 PM: Video is a lot of work

**Jennifer Kellogg (to Everyone):** 7:10 PM: it is!

**Kim , (to Everyone):** 7:11 PM: So, and, umm...

**Jana\_NJ (to Everyone):** 7:15 PM: who is that?

**Jana\_NJ (to Everyone):** 7:15 PM: people don't realize it is work they see successful people and think it came in one day

**Jana\_NJ (to Everyone):** 7:17 PM: I would post pictures of the class look and modules

**Jana\_NJ (to Everyone):** 7:19 PM: congrats

**Jennifer Kellogg (to Everyone):** 7:19 PM: TY!

**Kim , (to Everyone):** 7:19 PM: Ditto here with the work all day and watch a movie.

**Kim , (to Everyone):** 7:19 PM: I guess I should ask you something.

**Jana\_NJ (to Everyone):** 7:20 PM: I'm literally chaging my website as we speak in small chunks

**Jennifer Kellogg (to Everyone):** 7:21 PM: I just sold another class with add-on!!

**Debbie Hodge (to Everyone):** 7:21 PM: whoohoo Jennifer!

**Jennifer Kellogg (to Everyone):** 7:27 PM: i have to write soe articles. I want to run ads to articles.

**Jana\_NJ (to Everyone):** 7:29 PM: that would be great

**Jennifer Kellogg (to Everyone):** 7:30 PM: me too - I get likes on posts - but not likes on my PAGE

**Jana\_NJ (to Everyone):** 7:30 PM: I know Jennifer same here

**Jana\_NJ (to Everyone):** 7:30 PM: no

**Jennifer Kellogg (to Everyone):** 7:30 PM: no

**Jana\_NJ (to Everyone):** 7:32 PM: but my facebook has no many people to run a ad just for them

**Kim , (to Everyone):** 7:34 PM: Yes! I had a pinterest post that went viral. How can I target that audience from Facebook and throw ads to them on FB and Pinterest both?

**Kim , (to Everyone):** 7:36 PM: That's awesome.

**Teri Fode (to Everyone):** 7:37 PM: Off topic but can I use Go To Meeting without a screen share program to do an office hours with my group (meaning, does it already have screen share like you're doing on this office call?) :)

**Teri Fode (to Everyone):** 7:37 PM: Awesome thank you

**Jennifer Kellogg (to Everyone):** 7:38 PM: I use zoom.us. it's much cheaper than Go to Mtg

**Jana\_NJ (to Everyone):** 7:40 PM: yes they are thinkific webinar was with zoom.us

**Jana\_NJ (to Everyone):** 7:43 PM: yes how do you keep all these audiences organized

**Jana\_NJ (to Everyone):** 7:43 PM: so the small audiences gave more return?

**Jana\_NJ (to Everyone):** 7:45 PM: ok

**Meg (to Everyone):** 7:55 PM: Thanks, I'm so new it's all a bit over my head, so just listening in

**Jana\_NJ (to Everyone):** 7:55 PM: thats ok are you thinking to do one webinar a month for new audience?

**Teri Fode (to Everyone):** 7:55 PM: No just listening in tonight!! Thank you!!!

**Jana\_NJ (to Everyone):** 7:56 PM: I see a huge difference

**Jana\_NJ (to Everyone):** 7:56 PM: I do both live has more tracking

**Teri Fode (to Everyone):** 7:56 PM: FB Live is given better weight in the Algorithms!

**Jana\_NJ (to Everyone):** 7:58 PM: not always you have people live

**Jana\_NJ (to Everyone):** 7:59 PM: also if you add closed caption FB spreads more

**Jana\_NJ (to Everyone):** 7:59 PM: they want to reach audiences that can't hear

**Jennifer Kellogg (to Everyone):** 8:00 PM: Sara is ROCKING IT!

**Jennifer Kellogg (to Everyone):** 8:02 PM: Amy Porterfield's last podcast talks about NOT doing a huge launch

**Jana\_NJ (to Everyone):** 8:03 PM: but in the thinkific webinar they say for us to do a landing page before you even have

content to have people sign up to newsletter to get interest

**Debbie Hodge (to Everyone):** 8:03 PM: really jennifer?

**Jana\_NJ (to Everyone):** 8:05 PM: I dont know more I invest more i get afraid not putting the right message

**Jennifer Kellogg (to Everyone):** 8:06 PM: i think that's a good strategy

**Jana\_NJ (to Everyone):** 8:06 PM: I dont have how to invest in the program for that

**Jana\_NJ (to Everyone):** 8:07 PM: FAcebook live algorithm dont like long videos

**Teri Fode (to Everyone):** 8:08 PM: (I don't have a mic tonight!) But my question is that I need a way to teach live with screen share and I don't think I can do that in a FB live...but is GoToMeeting better than Zoom???

**Kim , (to Everyone):** 8:08 PM: I do have a question about using Pinterest audiences for Facebook.

**Meg (to Everyone):** 8:08 PM: Thanks

**Jana\_NJ (to Everyone):** 8:08 PM: Teri you can use OBS

**Jana\_NJ (to Everyone):** 8:09 PM: you have rich pins

**Jana\_NJ (to Everyone):** 8:09 PM: you have to do rich pins

**Jana\_NJ (to Everyone):** 8:11 PM: this is a good video explaining rich pins

**Jana\_NJ (to Everyone):** 8:11 PM: <https://www.youtube.com/watch?v=XcN1tWMI3Cc&t=5s>

**Jennifer Kellogg (to Everyone):** 8:12 PM: Debbie - do you have different FB pixels for GIS and TWYD?

**Jana\_NJ (to Everyone):** 8:14 PM: Its the graphic

**Debbie Hodge (to Everyone):** 8:14 PM: Jennifer no

**Jana\_NJ (to Everyone):** 8:21 PM: I like something about her but I dont like some other things about her

**Jennifer Kellogg (to Everyone):** 8:27 PM: I've got to run. Nite all!! Thanks so much!

**Debbie Hodge (to Everyone):** 8:28 PM: bye Jen! congrats

**Jana\_NJ (to Everyone):** 8:29 PM: but also gis has a lot of content stored for them

**Kim , (to Everyone):** 8:31 PM: Thanks so much, Debbie!

**Jana\_NJ (to Everyone):** 8:31 PM: i will email you debbie with some more personal questions