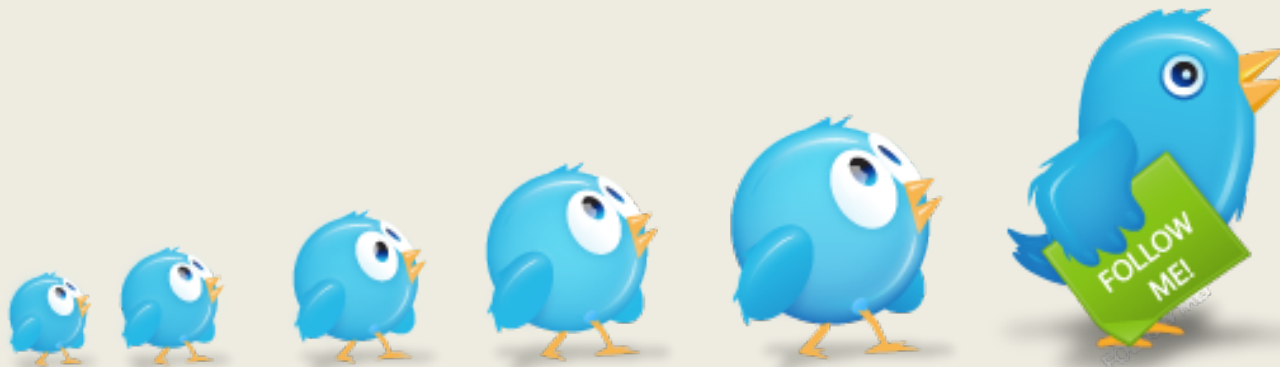


# Get A Life!

## Twitter and Facebook Success Strategies



# What's coming up...

- 6 reasons why social media is good for your biz
- Twitter: 4 big barriers to success and how to overcome them
- Facebook: the key elements to surviving Facebook

# Why Social Media?

- Low cost
- Accessibility
- Your customers are there!
- Personality
- What is your biz?
- Not just a marketing tool



# Twitter

- One long party
- Everyone's invited
- Real time conversations
- No VIP area



# 4 Biggest Barriers to Success

(and how to overcome them)

- I don't have time
- I don't know what to say!
- I might do something wrong
- I don't understand the weird language

# 4 Biggest Barriers to Success (and how to overcome them)



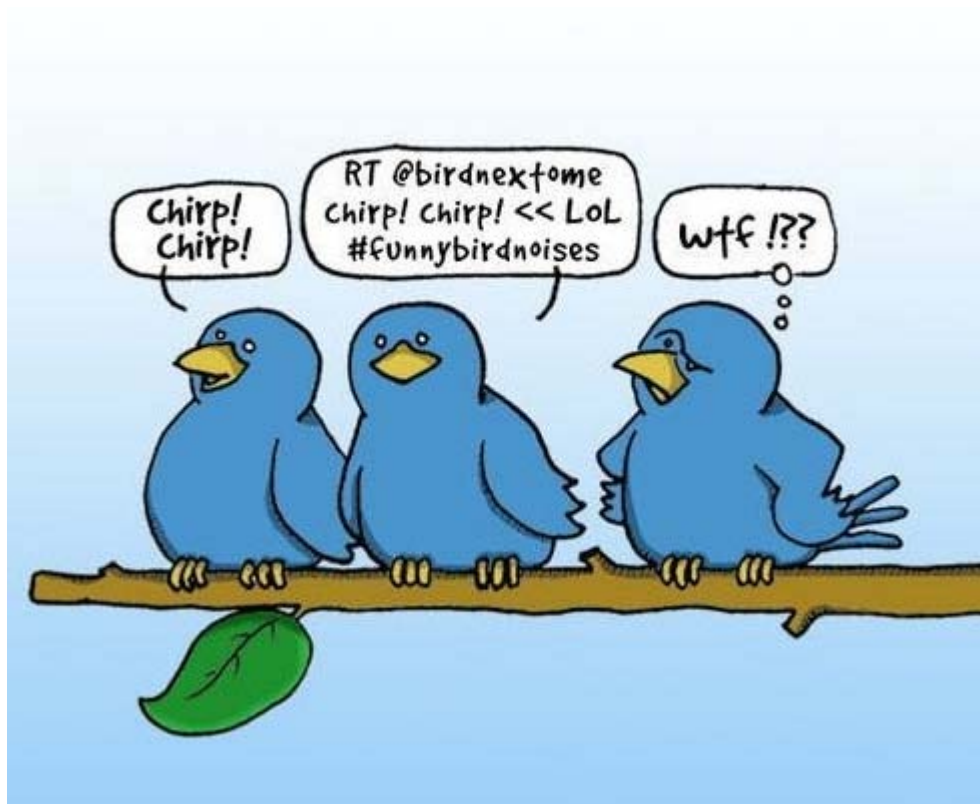
# 4 Biggest Barriers to Success (and how to overcome them)



# 4 Biggest Barriers to Success (and how to overcome them)



# 4 Biggest Barriers to Success (and how to overcome them)



# Facebook

- A guest in someone's home
- Be professional
- Become your business



# Surviving Facebook

- If you build it they will come
- I don't understand how it works
- I don't know what to write
- I don't have the time



# Surviving Facebook



# Surviving Facebook



# Surviving Facebook



# Thank you!

Free bite-size social media marketing  
tips at  
**AliciaCowan.com**

**@AbsoluteAlicia**