

**Great article below for you to read which will help you make some sense of the “social media” that is available today and make good use of it but in an ethical manner!**



## **Are You Destroying Your Company’s Image On Facebook?**

### **What NOT to Do When Building Your Business On-Line!**

I received an interesting message last week from a Facebook contact of mine, someone who knows I coach/speak within the network marketing profession and that I’ve worked very closely with the top leaders in ONE particular company for almost 10 years.

She shared that she had been “friended” on Facebook by a few different consultants from this particular company. Once they were part of her network – **these individuals promptly added her personal info to their email lists (without her permission)** and proceeded to bombard her with promotions related to their products and business.

**Not only is this practice a big on-line “no-no”** (known as spamming) but these consultants also **neglected to include an “opt-out” link or any easy way for my friend to get OFF their email list** (another big no-no) - which of course, only compounded my friend’s frustration. She reached out to ask if I knew whether reps were being “encouraged” to use these tactics by the leaders in the organization, as it appeared several of them were doing so.

**Knowing the company in question** (and both the corporate and field leaders to be total professionals with the utmost integrity) I assured her **I was certain this was NOT a policy encouraged within the organization**, but rather the result of some overly enthusiastic (and likely under-educated) consultants excited to make some new sales. I shared there were undoubtedly reps from numerous other network marketing/direct sales companies making the same mistake, and encouraged her to not let this experience reflect badly on the organization as a whole.

Nevertheless – **the damage was done**. My friend removed these reps from her network and confided in me she would never do business with them or the company. Frankly, I can’t say I blame her.

Although a relatively “minor incident”, it does make me wonder just **how frequently is this kind of business-building behavior happening on sites like Facebook, and how costly it is to a network marketing company’s image overall?**

I’m sure we all agree that the internet (and social media sites) provide ENORMOUS power. You can spread a positive message about the value of your products and business opportunity to thousands of people (who might never hear of your business in any other way).

When your prospects and **customers have a wonderful experience – the resulting “good press” can spread like wildfire, boosting a company’s image and attracting new sales and business for everyone.**

On the flip side, when someone has a crummy experience (as did my friend) the compounding effects of bad press on the internet can cause exponential damage. Bad news seems to travel faster and be repeated more on the internet – **so even a few instances of “poor business practices” by even a handful of consultants can rapidly tarnish your company’s image– costing EVERYONE in the process.**

**The internet provides a massive magnifying glass – accentuating the positives (or the negative) aspects of any organization to the world.**

For that reason – I strongly encourage ALL network marketers to get educated about “best practices” on-line. You can **create enormous value for your prospects, build positive PR for your company AND still make lot of sales and money** if you truly understand some fundamental keys of “on-line marketing”.

*Here are a few important keys to know when networking on Facebook and growing your business on-line.*

## **1. Gathering People’s Email Addresses and Blasting Them With Unsolicited Information is ILLEGAL**

Otherwise known as “spamming” this practice is illegal and monitored closely on-line. The CAN-SPAM Act is enforced by the United States Federal Trade Commission (FTC), and the Department of Justice has authority to enforce criminal sanctions **(and fines up to \$11,000) for each instance**. Ouch!

One of the most common spamming violations involves “harvesting email addresses from websites or web services” and then using these to contact individuals for commercial purposes (which is exactly what you are doing if you are taking people’s email addresses off their Facebook profile, website or business card – and then adding them to your own email list without their permission)!

Besides the obvious legal issues – **you also risk having your own email address or system being “shut down” by your provider**. Both internet providers (like your local cable or dsl service) AND email systems (like Constant Contact, Aweber, etc) carefully monitor spam reports and complaints, and if there are too many associated with your email account, they will shut you down **making it impossible for you to send and receive ANY email (even legitimate ones) to your contacts, customers and team**.

Considering how much time and hassle it is to set up a new email address and notify all your contacts (not to mention the leads and business you’ll lose in the process) this situation is just too costly to your reputation, bottom line and business growth. Don’t do it!

## **2. Blasting People With Emails They Haven’t Asked to Receive Is HIGHLY INEFFECTIVE**

**How do you feel when you scan your inbox and see a handful of spam messages?** Most of us feel a sense of annoyance, quickly delete them (or mark them as “spam”) and move on. You can be sure your contacts will do the same. If you are blasting your contacts with email promotions and messages they didn’t ask to receive, you can be sure they will ultimately ignore and delete your messages (but not without first connecting some of those same negative feelings to you and your company in the process).

A smarter (and much more profitable) approach is to **create an “Opt-in” or “permission based” email list, consisting of qualified leads which have WILLINGLY given you their emails and**

**contact info.** This is the PROVEN way to build a network of prospects on-line that actually convert into paying customers (and even business builders).

These contacts WANT to receive information from you – and generally respond very positively to product offers, etc. A small list of these kinds of prospects will generate many more sales and higher returns than a LARGE list of “spammed” contacts every time.

### **3. How to Create a Permission – Based “Opt In List” That Builds Good Will And Generates Sales and Business Opportunities**

**My own “opt-in” email list** of targeted prospects (which has been the foundation of all my marketing efforts over the years) **has generated hundreds of thousands of dollars in sales** for me, this is a system you can create too! In one of my current coaching programs, I’m helping network marketers to implement some of the same strategies I’ve used to build a qualified email list and set up a system to generate new sales and income.

There are TWO cardinal rules to keep in mind when using this approach:

#### **~Invest in Building Strong, Personal Relationships With the People On Your List.**

People do business with people, so make it your #1 goal to build strong personal relationships with the contacts on your list. Engage them, share about yourself, be authentic and always operate with integrity. Do this well and your contacts will learn to know, like and trust you in a way that leads to long term sales and business opportunities for you and your company!

#### **~Create Value First!**

The most effective way to sell products and find new business partners is to CREATE ENORMOUS VALUE for your contacts in the process. This approach doesn’t only “feel good” – it **builds a very positive image about yourself and your company while drawing many more leads to you** (who, in time WILL buy from you and become more interested in your business opportunity).

The fastest and **most effective way to attract qualified leads to opt-in to your email list is to give them something of value (for free!) in exchange for their contact info.**

*My students do this in a variety of ways, including offering:*

**a) Samples of free products.** You don’t want to break your bank account obviously, but people love to get free (or great deals on) cool products! If you can afford to give away some “juicy offer” (a simple sample or great discount on products) you can use this kind of offer to attract qualified leads to join your email list (where you can continue to build a relationship with them, add more value, etc)

**b) A FREE subscription to your a monthly newsletter (or ezine).** This is a proven tool many network marketers are now using to build strong relationships and provide on-going value to the contacts on their list of contact. In each edition, you can share some brief personal news, include some useful and relevant tips AND generate some new sales with additional promotions related to your business.

**c) Give away valuable and relevant content.** People are constantly surfing the internet looking for great “how to” information. One of the **most effective methods to build a targeted list of ideal prospects is to offer valuable free content on a certain subject.**

You can compile a simple report such as ...

*“3 Common Mistakes Women Make That Age Their Skin Prematurely” ...or*

*“3 Weight Loss Myths That Keep People From Getting Fit and Being Healthy” ...*

– tips and resources that would be of interest to your ideal prospects AND give you an opportunity to educate them on the value of what you have to offer too.

**You can then create a simple “opt in” form on your website where your leads can join your list to receive the report.** Once on your list, you can continue to build a relationship, add more value (such as providing additional tips, your monthly newsletter, special discounts and offers, etc) all while continuing to educate your contacts on the value of your products and business.

**Several network marketing/direct selling professionals are already using strategies like these to build a large email list of qualified leads** (people who actually WANT to receive your information!) and set up a system that converts them into new customers and business builders.

**I’ll be sharing another article soon with more detailed ways you can craft your own “Irresistible Offer”.** When done properly, this approach will attract people to your list like bees to honey.

**If you’d like to learn more ways to build your own list of qualified and interested leads, be sure to click [“Follow This Blog” button](#) in the column to the right to get the update automatically.**

I hope this info has been helpful. Facebook and the internet provide amazing ways to connect with new prospects and grow your business, and when done effectively, will continue to build a positive image for your company and greater sales and business growth for all.