

POP! Your Social Media and Monetize Your Blog

By Sam Horn, America's Intrigue Expert and Originator of The POP! Process

"Are you tweeting to the choir?" - Sam Horn

1. The first goal of a blog and social media outreach is to _____ your network, not communicate to your *current* network.
2. The second goal of a blog and social media outreach is to _____.
Be strategic so your efforts are symbiotic and produce multiple pay-offs.
"Entrepreneurs must constantly triage their mind, time and dime." – Sam Horn
3. The third goal of a blog and social media outreach is to produce a valued _____ of _____ that grows visibility & positions you a go-to, respected topic expert.
4. Here are 4 ways to do the above:
 - a. Want good news? You don't have to CREATE how-to content from scratch every time you blog. I'm *not* suggesting you rip-off other people's work, I'm suggesting you _____ current headlines and related topics in the news.
 - b. Don't annoy people by brow-beating them with sales pitches for your products and services. Strike a balance of posts with the TSS approach _____, _____, _____ so people welcome your remarks and eagerly read them.
 - c. Don't have time to write a book? Do you have 10-15 minutes to write a blog? _____ - _____ your posts so they can immediately be turned into monetizable (that is a word, right?) e-products and anthologies.
 - d. You've got 30 seconds MAX to capture and keep people's attention. Use these 3 tips to engage/impress even the most jaded, exhausted reader & potential client.
"I try to leave out the parts people skip." – Elmore Leonard
 - Make 'em _____ *"I learned at an early age that when I made people laugh, they liked me."* – Art Buchwald
 - Make 'em think, "I _____!"
 - Make 'em nod their head and say a mental _____.