

CathyWebSavvyPR:	Now: Using Facebook 2 Grow Yr Biz on #smallbizchat guest: @NuSparkMktg 10/13 8p ET join us: http://is.gd/fXcjl (I'm hosting 2 nite)
CathyWebSavvyPR:	@mentormarketing welcome to the chat - good to see you here; same here franchisehelp #smallbizchat
alexmeansbiz:	@smallbizladygood evening all..... #smallbizchat
BenitaTyler:	Looking forward to great dialogue. #smallbizchat
CathyWebSavvyPR:	Hello Folks - I'm hosting tonight - @SmallBizLady is out in Pittsburgh finishing up a booksigning - so I'm hosting #smallbizchat
JimJosephExp:	RT @smallbizlady: Tonight: Using Facebook 2 Grow Yr Biz (FB ads 2) on #smallbizchat guest: @NuSparkMktg 10/13 8p ET join us: http://is.gd/fXcjl
CathyWebSavvyPR:	@alexmeansbiz I'm hosting (that would be Pittsburgh) #smallbizchat
alexmeansbiz:	Hi. #smallbizchat
CathyWebSavvyPR:	NOW on #smallbizchat @NuSparkMktg 10/13 8p ET on Using Facebook to Grow Your Business http://is.gd/fXcjl (@CathyWebSavvyPR)
Sweettootherapy:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #smallbizchat
CathyWebSavvyPR:	Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions. #smallbizchat
Sweettootherapy:	Am I in the meeting? What do I do? #smallbizchat
smallbizlady:	Now Using Facebook 2 Grow Yr Biz on #smallbizchat guest: @NuSparkMktg 10/13 8p ET join us: http://is.gd/fXcjl @CathyWebSavvyPR is hosting
smallbizchat:	Now: Using Facebook 2 Grow Yr Biz (FB ads 2) on #smallbizchat guest: @NuSparkMktg 10/13 8p ET join us: http://is.gd/fXcjl
CathyWebSavvyPR:	Welcome to my our virtual assistant @SoniaSchenker #smallbizchat
mentormarketing:	MUST read How To Use TweetGrid.com #SmallBizChat http://bit.ly/cjbv6N
CathyWebSavvyPR:	Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss #smallbizchat
CathyWebSavvyPR:	RT @mentormarketing: MUST read How To Use TweetGrid.com #SmallBizChat http://bit.ly/cjbv6N #smallbizchat
CathyWebSavvyPR:	We put out a link to the transcript on @SmallBizChat tomorrow a.m.; so don't worry if you miss a tweet or two. #smallbizchat
CTChrisAdams:	@alexmeansbiz Hi Alex & everyone else in #smallbizchat looking forward to the chat.
yourjobmyoffice:	@Sweettootherapy Welcome to the chat. You may listen by following along, or contribute with answers you may want to share. #smallbizchat
CathyWebSavvyPR:	The Last 5 minutes of the chat will be available for pitches or your 140 character commercials. So be ready #smallbizchat
AuthorTCrenshaw:	RT @SmallBizLady: Now Using Facebook 2 Grow Yr Biz on #smallbizchat guest: @NuSparkMktg 10/13 8p ET join us: (cont) http://tl.gd/6fgbrp
CathyWebSavvyPR:	A more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady?s blog: http://bit.ly/3x5Gm2 #smallbizchat

yourjobmyoffice:	I'm here - multitasking tonight. RT @CathyWebSavvyPR: Welcome to my our virtual assistant @SoniaSchenker #smallbizchat
alexmeansbiz:	@CTChrisAdams ...Hi #smallbizchat
naultsnook:	Can I join in? I'm looking into starting my own business #smallbizchat
CathyWebSavvyPR:	Welcoem to the chat: @AuthorTCrenshaw @CTChrisAdams: @mentormarketing @Sweetootherapy @alexmeansbiz @BenitaTyler #smallbizchat
CathyWebSavvyPR:	Welcome to Paul Mosenson @NuSparkMktg http://nusparkmarketing.com/ a 25-year B2B & consumer advertising & marketing veteran #smallbizchat
mentormarketing:	Evening Cathy et al #SmallBizChat
mentormarketing:	evening Benita Good to run into you again #SmallBizChat
BenitaTyler:	@VzFriend Hello, my friend. Great to see you here tonight. #smallbizchat
JulieDiazAsper:	RT @AuthorTCrenshaw: RT @SmallBizLady: Now Using Facebook 2 Grow Yr Biz on #smallbizchat guest: @NuSparkMktg 10/13 8p ET http://tl.gd/6fgbrp
CathyWebSavvyPR:	@naultsnook welcome - feel free to listen in - or to chime in as well! #smallbizchat
AngelBiz:	Hi everyone at SmallBizChat #smallbizchat
Sweetootherapy:	Thank you. #smallbizchat
BenitaTyler:	@mentormarketing Hey there. This is going to be a good topic. #smallbizchat
CathyWebSavvyPR:	@mentormarketing thanks - I'm filling in for @Smallbizlady tonight - she's finishing up a book signing in Pittsburgh #smallbizchat
smallbizlady:	I'm traveling, @CathyWebSavvyPR is hosting Using Facebook 2 Grow Yr Biz on #smallbizchat w/ @NuSparkMktg 10/13 8p ET http://is.gd/fXcjl
NuSparkMktg:	Hey there. Glad to be aboard and ready to talk (or tweet) Facebook #smallbizchat
BenitaTyler:	@CathyWebSavvyPR Thanks, Cathy. #smallbizchat
CathyWebSavvyPR:	Q1: SHOULD EVERY SMALL BUSINESS HAVE FAN PAGE? #smallbizchat
NuSparkMktg:	A1 Not necessarily, it depends on a number of things; if yr biz targets your prospects the answer may be yes: #smallbizchat
mentormarketing:	@naultsnook This is the perfect chat for you, week after week there are valuable topics and we all learn a thing or 10 #SmallBizChat
NuSparkMktg:	A1 If your potential audience is large enough to support the time/ effort to maintain the FB fan page #smallbizchat
NuSparkMktg:	A1 If you have compelling, engaging content or offers to offer yr audience, exclusive from yr website or other channels #smallbizchat
NuSparkMktg:	A1 In essence, with a Facebook Fanpage with good content, you?re creating an alternative database of potential customers. #smallbizchat
mentormarketing:	@NuSparkMktg Exciting Facebook topic #SmallBizChat
BenitaTyler:	Eventually as the personal page grows, a facebook fan page will be needed. #smallbizchat

JDEbberly:	RT Welcome to Paul Mosenon @NuSparkMktg http://nusparkmarketing.com/ a 25-year B2B & consumer advertising & marketing veteran #SmallBizChat
NuSparkMktg:	@JDEbberly Thank u #smallbizchat
JDEbberly:	Heads Up to my followers for many tweets as I join SmallBizChat already in session to 10pm EDT #SmallBizChat
JDEbberly:	RT @CathyWebSavvyPR: Q1: SHOULD EVERY SMALL BUSINESS HAVE FAN PAGE? #SmallBizChat
CathyWebSavvyPR:	RT @NuSparkMktg: A1b If you have compelling, engaging content or offers 2 yr aud, exclusive from yr website or other channels #smallbizchat
CTchrisAdams:	Can convert by friend suggests RT @BenitaTyler: Eventually as the personal page grows, a facebook fan page will be needed. #smallbizchat
JDEbberly:	RT @NuSparkMktg: A1 In essence, with a Facebook Fanpage w good content, you're creating alternative database of potn customers #SmallBizChat
mentormarketing:	@NuSparkMktg So You recommend exclusive FB offers versus a global discount/coupon? #SmallBizChat
AngelBiz:	@NuSparkMktg What kind of exclusive content can you have on FB that is different from web site #smallbizchat
EverydayUplift:	a1 not unless you can master fbml.... what a pain #smallbizchat
CathyWebSavvyPR:	@BenitaTyler I agree plus you aren't really allowed to do biz form a personal page #smallbizchat
NuSparkMktg:	@mentormarketing I always suggest a unique offer- makes fans feel part of club #smallbizchat
JDEbberly:	@NuSparkMktg You're very welcome! :) #SmallBizChat
alexmeansbiz:	I would think ...yes, if your list is large enough.... #smallbizchat
BenitaTyler:	@EverydayUplift a1 Agreed. Managing both pages is time intensive if no strategy is in place. #smallbizchat
JDEbberly:	RT @NuSparkMktg: @mentormarketing I always suggest a unique offer- makes fans feel part of club #SmallBizChat
mentormarketing:	@NuSparkMktg Do you also recomend keeping fb fans in a separate email list? #SmallBizChat
NuSparkMktg:	@AngelBiz Maybe it is an offer, or a special discount different from your other advertising #smallbizchat
JulieDiazAsper:	Q1: I think some companies might be better of starting off on twitter to find their tribe and then go on facebook. #smallbizchat
CTchrisAdams:	If u are going to use a personal page, be careful to follow proper etiquette and do not violate FB terms of service. #smallbizchat
CathyWebSavvyPR:	@EverydayUplift I think you can do an effective page without FBML, not a fancy one - plenty still work #smallbizchat
BenitaTyler:	@CathyWebSavvyPR Is it better to start out with fan page instead? #smallbizchat
Sweetoothery:	How do you recruit people to your fan page without having them join your personal page? #smallbizchat
mentormarketing:	@EverydayUplift I heard that FBML was over with and that they were iframe compatible ? #SmallBizChat
CathyWebSavvyPR:	RT @mentormarketing: @NuSparkMktg Do you also recomend keeping fb fans in a separate email list? #SmallBizChat #smallbizchat
JDEbberly:	RT @NuSparkMktg: @AngelBiz Maybe it is an offer, or a special discount different from your other advertising #SmallBizChat

alexmeansbiz:	I find fb too busy sometimes.... #smallbizchat
AngelBiz:	@CathyWebSavvyPR You are right. Don't need to learn FBML for basic page. #smallbizchat
CTchrisAdams:	Twitter is more open RT @JulieDiazAsper: Q1: I think some companies might be better of starting off on twitter #smallbizchat
NuSparkMktg:	@mentormarketing Certainly if you need to send them a unique message #smallbizchat
CathyWebSavvyPR:	@Sweettootherapy we will get to that n a few minutes #smallbizchat
CathyWebSavvyPR:	Q2: SOMETHING I THINK A LOT OF PEOPLE DO NOT UNDERSTAND: HOW SHOULD YOU SUGGEST THAT PEOPLE LIKE YOUR FAN PAGE? #smallbizchat
NuSparkMktg:	A2a A number of ways. External marketing- ads, email signatures, website plugins, enewsletters, #smallbizchat
NuSparkMktg:	A2b Facebook itself; options to suggest to personal friends or fans, plus targeted Facebook ads #smallbizchat
NuSparkMktg:	A2c Other ways- on premises of your store, networking, etc. All starts with great content- useful and relevant #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg: A2a A number of ways. External marketing- ads, email signatures, website plugins, enewsletters #smallbizchat
BenitaTyler:	rt@mentormarketing I always suggest a unique offer- makes fans feel part of club #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Q2: SOMETHING I THINK A LOT OF PEOPLE DO NOT UNDERSTAND: HOW SHOULD U SUGGEST THAT PPL LIKE UR FAN PAGE? #SmallBizChat
JulieDiazAsper:	@NuSparkMktg I think tangible calls to action are very important for businesses on facebook. unique offers r a gr8 idea! #smallbizchat
AngelBiz:	RT @CathyWebSavvyPR: Q2: HOW SHOULD YOU SUGGEST THAT PEOPLE LIKE YOUR FAN PAGE? #smallbizchat
consultantlaunc:	Not sure it's been said, but develop an online social media strategy first, then determine whether you should be on FB #smallbizchat
JDEbberly:	RT @NuSparkMktg: A2a A number of ways. External marketing- ads, email signatures, website plugins, enewsletters, #SmallBizChat
CTchrisAdams:	FB ads, links frm website RT @Sweettootherapy: How do you recruit people to ur fanpage without having them join ur pers. page? #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg: A2c Other ways- on premises of your store, networking, etc. All starts w/ great content- useful and relevant #smallbizchat
JDEbberly:	RT @NuSparkMktg: A2b Facebook itself; options to suggest to personal friends or fans, plus targeted Facebook ads #SmallBizChat
BenitaTyler:	@JulieDiazAsper Good idea. Find Twitter tribe first then invite to fan page. #smallbizchat
JDEbberly:	RT @NuSparkMktg: A2c Other ways- on premises of your store, networking, etc. All starts with great content- useful & relevant #SmallBizChat
JulieDiazAsper:	@CTchrisAdams its easier to engage and experiment with what works on twitter. then use that for facebook. #smallbizchat

CathyWebSavvyPR:	RT @consultantlaunc: Not sure it's been said, dev an online social media strategy 1st, then determine whether U should be on FB #smallbizchat
FreeRangeMom:	@CathyWebSavvyPR Q2: a direct ask coupled with what's in it for them is the best way to invite "liking" #smallbizchat
JDEbberly:	RT @JulieDiazAsper: @CTChrisAdams its easier to engage and experiment with what works on twitter. then use that for facebook #SmallBizChat
NuSparkMktg:	@consultantlaunc of course! All my clients start with strategy #smallbizchat
mentormarketing:	@consultantlaunc True thing regarding strategy first. We for example are not doing FB first. #SmallBizChat
CathyWebSavvyPR:	@consultantlaunc Good point that some miss - it all starts with stratgy and IDing if your customers are using any site #smallbizchat
yourjobmyoffice:	@naultsnook of course. We're glad you could be here tonight. #smallbizchat
consultantlaunc:	Q2: Be upfront about it and offer something of value that real "fans" would find valuable if they decide to do it #smallbizchat
CathyWebSavvyPR:	RT @FreeRangeMom: Q2: a direct ask coupled with what's in it for them is the best way to invite "liking" #smallbizchat
EverydayUplift:	@mentormarketing as of last wk when i tried fbml was still there but i there ur right its going the way of the typewriter #smallbizchat
FreeRangeMom:	@CathyWebSavvyPR BTW, here's my facebook page link, what's yours? I bet we can learn from each other! http://on.fb.me/aSw794 #smallbizchat
CathyWebSavvyPR:	Q3: SMALLBIZLADY: IT IS BETTER TO HAVE A FACEBOOK FANPAGE OR A GROUP? OR SHOULD YOU HAVE BOTH? #smallbizchat
BenitaTyler:	@consultantlaunc You're right. Strategy helps make sense of it all. #smallbizchat
CTChrisAdams:	If you prefer twitter, you can stay in twitter, reason to go to FB, maybe your customer only uses FB and not twitter, #smallbizchat
NuSparkMktg:	A3a Since the focus is growing business, def Fan page. Opens up to anyone with an interest in your biz #smallbizchat
EverydayUplift:	@cathywebsavvypr true... but with all the uniformity of fb it helps to stand out #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Q3: SMALLBIZLADY: IT IS BETTER TO HAVE A FACEBOOK FANPAGE OR A GROUP? OR SHOULD YOU HAVE BOTH? #SmallBizChat
NuSparkMktg:	A3b Fan pages allow u to use multiple apps, share content easily, and u can advertise for fans #smallbizchat
JDEbberly:	RT @NuSparkMktg: A3a Since the focus is growing business, def Fan page. Opens up to anyone with an interest in your biz #SmallBizChat
CathyWebSavvyPR:	Q2: I see too many people start a fan page & invite people before they have any content - give them something #smallbizchat
NuSparkMktg:	A3cGroups are ?closed? pages to those only with specific interests, like clubs or hobby groups #smallbizchat
EverydayUplift:	@benitatyler ahhh yes strategy and planning is key #smallbizchat
JDEbberly:	RT @NuSparkMktg: A3b Fan pages allow u to use multiple apps, share content easily, and u can advertise for fans #SmallBizChat

FreeRangeMom:	@consultantlaunc you and I are on the same page! http://twitter.com/FreeRangeMom/statuses/27290455434 #smallbizchat #smallbizchat
consultantlaunc:	The problem is, a lot of people mistake tactics for strategy RT @NuSparkMktg: of course! All my clients start with strategy #smallbizchat
JDEbberly:	RT @NuSparkMktg: A3cGroups are ?closed? pages to those only with specific interests, like clubs or hobby groups #SmallBizChat
consultantlaunc:	For example, X number of FB Likes is not a strategy #smallbizchat
alexmeansbiz:	do you suggest closing your personal page and opening only a bus page... #smallbizchat
CathyWebSavvyPR:	Now Using Facebook 2 Grow Yr Biz on #smallbizchat w/ @NuSparkMktg 10/13 8p ET join us: http://is.gd/fXcjl (I'm hosting 2nite)
CTChrisAdams:	@CathyWebSavvyPR Groups r more for topics, i.e. marketing, even tho some companies don't use them that way, a page is 4 ur biz #smallbizchat
NuSparkMktg:	@alexmeansbiz Facebook is a hobby for social. It's good to separate biz and pleasure. Keep both! #smallbizchat
CathyWebSavvyPR:	@alexmeansbiz No - FB requires you to have a personal page, & your fan page activity is enhanced by personal pg activity #smallbizchat
CathyWebSavvyPR:	RT @JDEbberly: RT @NuSparkMktg: A3cGroups are ?closed? pages to those only with specific interests, like clubs or hobby groups #smallbizchat
MHBoys:	#smallbizchat hello, sorry I'm late...
CathyWebSavvyPR:	For even more great content join the #Smallbizchat Linkedin group! http://bit.ly/smallbizchatonlinkedin #smallbizchat
FreeRangeMom:	@alexmeansbiz I have had clients who were businesses using a profile and shut down by FB (violates TOS), so YES to a Page #smallbizchat
CathyWebSavvyPR:	Q4: WHAT ARE SOME GENERAL GUIDELINES FOR FAN PAGE DESIGN? #smallbizchat
NuSparkMktg:	A4a First, focus on the needs of your potential fan. All elements need to bring value. Do research and test #smallbizchat
CathyWebSavvyPR:	RT @FreeRangeMom: I have had clients who were businesses using a profile and shut down by FB (violates TOS), so YES 2 a Page #smallbizchat
NuSparkMktg:	A4b Keep the page clean; too many apps can be a distraction. Photos and videos are important; personalizes your biz #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Q4: WHAT ARE SOME GENERAL GUIDELINES FOR FAN PAGE DESIGN? #SmallBizChat
JDEbberly:	RT @NuSparkMktg: A4a First, focus on the needs of your potential fan. All elements need to bring value. Do research and test #SmallBizChat
CathyWebSavvyPR:	@FreeRangeMom EXACTLY - too many don't realize that Facebook forbids selling from a personal page #smallbizchat
NuSparkMktg:	A4cKeep the content fresh. Page should reflect your personality- ok to have some fun #smallbizchat
CTChrisAdams:	Sending your user to a custom Facebook tab instead of directly to the wall is a nice touch for FB page design, #smallbizchat

NuSparkMktg:	A4d Allow interaction elements- polls, surveys; and engage in conversation #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg: A4a First, focus on needs of yr potential fan. All elements need 2 bring value. Do research and test #smallbizchat
JDEbberly:	RT @NuSparkMktg: A4b Keep the page clean; too many apps can be distraction. Photos/videos are important; personalizes your biz #SmallBizChat
CathyWebSavvyPR:	RT @NuSparkMktg: A4cKeep the content fresh. Page should reflect your personality- ok to have some fun #smallbizchat
NuSparkMktg:	@CTchrisAdams That's right. Go to edit settings- General to choose your landing page #smallbizchat
life_enthusiast:	@CTchrisAdams I use personal pg 4 sharing personal biz story & life info I want to share w/ biz ppl. Fan pg=strictly biz #smallbizchat
BenitaTyler:	@NuSparkMktg Still getting the hang of all the apps but definitely worth learning. #smallbizchat
JDEbberly:	RT @NuSparkMktg: A4cKeep the content fresh. Page should reflect your personality- ok to have some fun #SmallBizChat
JDEbberly:	RT @NuSparkMktg: A4d Allow interaction elements- polls, surveys; and engage in conversation #SmallBizChat
FreeRangeMom:	.@CathyWebSavvyPR the great thing about FB is people who LIKE you there aren't playing the Twitter follower/follow back game. #smallbizchat
JulieDiazAsper:	RT @CathyWebSavvyPR: RT @NuSparkMktg: A4cKeep the content fresh. Page should reflect your personality- ok to have some fun #smallbizchat
alexmeansbiz:	With all the settings you need in place, trying to engage new people can be frustrating.... #smallbizchat
AngelBiz:	Q. Know of any good small business apps I can use on my Biz FB page? #smallbizchat
NuSparkMktg:	@BenitaTyler Yes, and new ones every day #smallbizchat
CathyWebSavvyPR:	@NuSparkMktg yes- I agree yr FB fan/biz page shld reflect who U are/yr biz personality. #smallbizchat
mentormarketing:	Ok FB pages need to be personal, with exclusive content and offers... To be Cont. #SmallBizChat
FreeRangeMom:	.@CathyWebSavvyPR & it's a real bummer to find out the FB actually polices profiles for TOS violations & you've been nabbed! #smallbizchat
CTchrisAdams:	@life_enthusiast I think there is a etiquette u have to keep in mind w/ the personalFB but sharing your business is part of u #smallbizchat
JDEbberly:	RT @alexmeansbiz: With all the settings you need in place, trying to engage new people can be frustrating.... #SmallBizChat
CathyWebSavvyPR:	@AngelBiz we will talk about out aps on FB in a few minutes! #smallbizchat
mentormarketing:	Cont. Then My Question is How Do You keep your Communication HUB centralized to your primary site/blog? #SmallBizChat
CathyWebSavvyPR:	Q5: HOW DO YOU DO FACEBOOK ADVERTISING? #smallbizchat
NuSparkMktg:	A5a First determine goals- and direct to on offsite URL or your fan page as landing page. Or test both methods, #smallbizchat
NuSparkMktg:	A5bWrite a compelling ad- focus on key benefit and offer; include image. Have daily budget in mind to test. #smallbizchat

BenitaTyler:	RT @CathyWebSavvyPR: @AngelBiz we will talk about out aps on FB in a few minutes! #smallbizchat
FreeRangeMom:	. @alexmeansbiz it helps to view FB engagement as a long-term investment not a quick sell #smallbizchat
NuSparkMktg:	A5c Determine pricing strategy- cost-per-thousand impressons or cost-per-click. I prefer CPC campaigns. #smallbizchat
life_enthusiast:	@CTchrisadams Agreed! Need to keep in mind who ur "friends" are before posting, but letting them in on who u r builds trust. #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Q5: HOW DO YOU DO FACEBOOK ADVERTISING? #SmallBizChat
CathyWebSavvyPR:	RT @NuSparkMktg: A5a First determine goals- & direct to on offsite URL or your fan page as landing page. Or test both methods #smallbizchat
karimacatherine:	RT @CathyWebSavvyPR: @NuSparkMktg yes- I agree yr FB fan/biz page shld reflect who U are/yr biz personality. #smallbizchat
JDEbberly:	RT @NuSparkMktg: A5a First determine goals- and direct to on offsite URL or ur fan page as landing page. Or test both methods, #SmallBizChat
JDEbberly:	RT @NuSparkMktg: A5bWrite a compelling ad- focus on key benefit and offer; include image. Have daily budget in mind to test. #SmallBizChat
JulieDiazAsper:	@NuSparkMktg simple questions work well on facebook. I have seen fan pages do well with fill in the blanks or yes/no qs #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg: A5bWrite a compelling ad- focus on key benefit & offer; include image. Have daily budget in mind 2 test #smallbizchat
life_enthusiast:	@CTchrisadams Besides sharing personal side makes it more fun for me! :) #smallbizchat
JDEbberly:	RT @NuSparkMktg: A5c Determine pricing strategy- cost-per-thousand impressons or cost-per-click. I prefer CPC campaigns. #SmallBizChat
NuSparkMktg:	@JulieDiazAsper It's all about engagement and how u interact #smallbizchat
MHBoys:	#smallbizchat before we're done tonight can people put some links to FB pages they consider great examples?
CathyWebSavvyPR:	@karimacatherine I've had several real estate cients show that when they talk about hobbies, golf, fishing, = conctions #smallbizchat
JulieDiazAsper:	Q5: test, scrub and repeat. Try different images, words and targets. #smallbizchat
CTchrisAdams:	Very true! RT @life_enthusiast: @CTchrisadams Besides sharing personal side makes it more fun for me! :) #smallbizchat
CathyWebSavvyPR:	RT @JulieDiazAsper: simple questions work well on facebook. I have seen fanpgs do well with fill in the blanks or yes/no qs #smallbizchat
CTchrisAdams:	RT @life_enthusiast: @CTchrisadams Agreed! Need to keep in mind who ur "friends" are before posting, but letting them in on who u r builds trust. #smallbizchat
JDEbberly:	We're getting Twitter fail whale instances with glitches uh-oh :(#SmallBizChat
mentormarketing:	@NuSparkMktg Cont. Then My Question is How Do You keep your Communication HUB centralized to your primary site/blog? #SmallBizChat

karp0:	RT @CathyWebSavvyPR: RT @JulieDiazAsper: simple questions work well on facebook. I have seen fanpgs do well with fill in the blanks or yes/no qs #smallbizchat
JDEbberly:	RT @JulieDiazAsper: Q5: test, scrub and repeat. Try different images, words and targets. #SmallBizChat
CathyWebSavvyPR:	@MHBoys we can put some links out tomorrow? #smallbizchat
CTchrisAdams:	You have give customers a reason to want to visit your FB page, just because it's there isn't enough, don't set it & forget it #smallbizchat
JDamonBrown:	RT @FreeRangeMom: . @alexmeansbiz it helps to view FB engagement as a long-term investment not a quick sell #smallbizchat
NuSparkMktg:	@CTchrisAdams That's right. Offer value, but promote it. Fans need to feel special #smallbizchat
EverydayUplift:	@CTchrisAdams great concept! u have to b compelling #smallbizchat
CathyWebSavvyPR:	@mentormarketing I call it Connecting Social Media Dots, if yr content/mssges R on target @FB, TW, LI, they WILL go 2 yr log #smallbizchat
CathyWebSavvyPR:	Q6: HOW DO I TARGET WHO?S GOING TO SEE MY FACEBOOK ADS? #smallbizchat
alexmeansbiz:	@JDamonBrown ...thanks, Ive changed my subject matter twice....:) #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Q6: HOW DO I TARGET WHO?S GOING TO SEE MY FACEBOOK ADS? #SmallBizChat
CathyWebSavvyPR:	RT @FreeRangeMom: . @alexmeansbiz it helps to view FB engagement as a long-term investment not a quick sell #smallbizchat
NuSparkMktg:	A6Unlike keyword targeting w Google, FB you can target demographics, geography, and interests (by keywords in user profiles) #smallbizchat
MHBoys:	#smallbizchat @CathyWebSavvyPR that'll work!
NuSparkMktg:	A6b You can also target connections, or even friends of connections. More targeted possibly #smallbizchat
JDEbberly:	RT @NuSparkMktg A6Unlike keyword targeting w Goog, FB u target demographics, geo, and interests (by keywords in user profiles) #SmallBizChat
CTchrisAdams:	The targeting of certain demographics is mind boggling w/ facebook ads, They have some serious data on us #smallbizchat
ChaChanna:	RT @CTchrisAdams: You have give customers a reason to want to visit your FB page, just because it's there isn't enough, don't set it & forget it #smallbizchat
NuSparkMktg:	A6c It?s important to test. To see more, go to http://www.youtube.com/user/nusparkmktg #smallbizchat
JDEbberly:	RT @NuSparkMktg: A6b You can also target connections, or even friends of connections. More targeted possibly #SmallBizChat
mentormarketing:	@CathyWebSavvyPR I struggle with the DOTS sometimes they move... #SmallBizChat
JDEbberly:	@NuSparkMktg This has serious implications for advertising for businesses! #SmallBizChat
JDEbberly:	RT @NuSparkMktg: A6c It?s important to test. To see more, go to http://www.youtube.com/user/nusparkmktg #SmallBizChat

JDEbberly:	RT @CTchrisAdams: The targeting of certain demographics is mind boggling w/ facebook ads, They have some serious data on us #SmallBizChat
mentormarketing:	@NuSparkMktg If testing connections or even their friends, is that similar to testing degrees, nearnes and such measures? #SmallBizChat
NuSparkMktg:	@JDEbberly I used keyword/interests many times- to gain relevant targeting options #smallbizchat
JulieDiazAsper:	A marketers dream! RT @CTchrisAdams: The targeting of certain demos is mind boggling w/ facebook ads, Serious data on us #smallbizchat
JDEbberly:	@CTchrisAdams That is one important reason Facebook is going to be bigger than Google - the MARKETING aspect #SmallBizChat
MHBoys:	RT @JDEbberly: RT @NuSparkMktg: A6c It?s important to test. To see more, go to http://www.youtube.com/user/nusparkmktg #SmallBizChat
CathyWebSavvyPR:	@CTchrisAdams: Agree you can't set it & forget it...- the "if I build it..they will come attitude is too prevelant in biz #smallbizchat
amvandenhurk:	@CathyWebSavvyPR Have we touched on Facebook Promotion Guidelines yet? Really important to read them. #smallbizchat
BenitaTyler:	RT@CTchrisAdams That is one important reason Facebook is going to be bigger than Google - the MARKETING aspect #SmallBizChat #smallbizchat
JDEbberly:	@NuSparkMktg This is going to revolutionize advertising/marketing segmentation applications for small businesses #SmallBizChat
CathyWebSavvyPR:	@mentormarketing is that a typo, shortener or a term I don'e know? nearnes" #smallbizchat
NuSparkMktg:	@BenitaTyler Well, with Google, youre targeting warm leads looking for you #smallbizchat
JDEbberly:	RT @amvandenhurk: @CathyWebSavvyPR Have we touched on Facebook Promotion Guidelines yet? Really important to read them #SmallBizChat
CathyWebSavvyPR:	RT @amvandenhurk: Have we touched on Facebook Promotion Guidelines? Really important 2 read them, Gd point, 2 much 2 cover #smallbizchat
CathyWebSavvyPR:	Q7: SHOULD YOU HAVE A WEEKLY OR MONTHLY BUDGET FOR FB ADVERTISING? HOW MUCH BUDGET IS REASONABLE TO GET RESULTS? #smallbizchat
NuSparkMktg:	A7a There?s really no best practices- but it?s good to budget conservatively. I usually suggest 1 month to start #smallbizchat
BenitaTyler:	@NuSparkMktg Love it. Prequalified leads :^)) #smallbizchat
CTchrisAdams:	Good point! RT @NuSparkMktg: @BenitaTyler Well, with Google, youre targeting warm leads looking for you #smallbizchat
mentormarketing:	After the chat everyone will have a sneak peak link to tomorrow's blog post 3F's of Social Media Follow, Friend, Fan #SmallBizChat

JDEbberly:	RT @CathyWebSavvyPR Q7 SHOULD YOU HAVE A WKLY OR MONTHLY BUDGET FOR FB ADVERTISING? HOW MUCH BUDGET IS REASONABLE FOR RESULTS? #SmallBizChat
NuSparkMktg:	A7b Bottom line- give time to work, build reach and frequency, measure clicks or fan growth-test approaches- tweak ongoing #smallbizchat
mentormarketing:	@CathyWebSavvyPR nearness degree between #SmallBizChat
CathyWebSavvyPR:	@amvandenhurk I agree! to all - Please do read the Facebook promotional guidelines - Impt info - but 2 much 2 cover 2nite #smallbizchat
JDEbberly:	RT @NuSparkMktg A7a There?s really no best practices-but good to budget conservatively. I usually suggest 1 month to start #SmallBizChat
CathyWebSavvyPR:	RT @NuSparkMktg: A7a There?s really no best practices but it?s good 2 budget conservatively. I usually suggest 1 month 2 start #smallbizchat
mentormarketing:	Better Yet have your legal guy read the FB fine print #SmallBizChat
JDEbberly:	RT @NuSparkMktg A7b Bottom line-give time work,build reach/frequency, measure clicks/fan growth-test approaches- tweak ongoing #SmallBizChat
CTChrisAdams:	The gr8t thing about pay per click is u are in charge w/ the max ur willing to put into it. #smallbizchat
JDEbberly:	RT @mentormarketing: Better Yet have your legal guy read the FB fine print #SmallBizChat
DonyChandra:	business - Twitter Search: Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can ... http://ow.ly/19r693
CathyWebSavvyPR:	RT @NuSparkMktg A7b Bottom line- give time wrk, build reach & freq, measure clicks/fan growth/test approaches/tweak ongoing #smallbizchat
DonyChandra:	business - Twitter Search: Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can ... http://ow.ly/19r691
CathyWebSavvyPR:	Q8: WHAT ARE THE STEPS FOR A SUCCESSFUL CAMPAIGN? #smallbizchat
CathyWebSavvyPR:	My post---> Smallbizlady?s 12 Step Program To Cure Work Addiction http://bit.ly/bZYVsD #smallbizchat
CathyWebSavvyPR:	For tips on #smallbiz success subscribe 2 Melinda Emerson?s blog at http://bit.ly/3x5Gm2 http://www.succeedasyourownboss.com/ #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Q8: WHAT ARE THE STEPS FOR A SUCCESSFUL CAMPAIGN? #SmallBizChat
CathyWebSavvyPR:	If you know a small biz owner who could use some advice tell them to follow @ SmallBizChat and join us on Wed 8-9 ET #smallbizchat
mentormarketing:	@NuSparkMktg I think FB ads are best currently for in network promos, trying to take people out of the network is a bust #SmallBizChat
AngelBiz:	RT @CathyWebSavvyPR: My post---> Smallbizlady?s 12 Step Program To Cure Work Addiction http://bit.ly/bZYVsD #smallbizchat

JulieDiazAsper:	Q7: you can get some results with a \$200 ad buy budget. I start off with as little as \$25 to see if it works. then increase. #smallbizchat
BenitaTyler:	RT @NuSparkMktg I think FB ads are best currently for in network promos, trying to take people out of the network is a bust #smallbizchat
jessienuez:	RT @CathyWebSavvyPR: My post---> Smallbizlady?s 12 Step Program To Cure Work Addiction http://bit.ly/bZYVsD #smallbizchat
NuSparkMktg:	A8a First, define your audience. What are their needs? What kind of content are they looking for? #smallbizchat
NuSparkMktg:	A8b Second, determine your goals and objectives. Is it lead generation, branding, customer service #smallbizchat
NuSparkMktg:	A8c Third, Configure your FB landing page. It doesn?t have to be the Wall page. It could be a ?special offer? page #smallbizchat
mentormarketing:	@NuSparkMktg, what do you thing is the best initial use of a Facebook ad? #SmallBizChat
yourjobmyoffice:	RT @CathyWebSavvyPR: If you know a small biz owner who needs advice: follow @SmallBizChat and join us on Wed 8-9 ET #smallbizchat
NuSparkMktg:	A8d Finally, create a compelling page, with good content, photos, videos, and appropriate apps. #smallbizchat
CathyWebSavvyPR:	@DonyChandra here's our link for the last 15 mins of tonight's chat http://is.gd/fXcjl #smallbizchat
CTchrisAdams:	If FB wants Biz & personal to be separate, they need to do a better job about letting businesses keep them separate IMO #smallbizchat
CathyWebSavvyPR:	Q9: WHAT ABOUT FACEBOOK EVENTS? #smallbizchat
yourjobmyoffice:	RT @NuSparkMktg: A8c Third, Configure FB landing page. Doesn?t have to be Wall page. It could be a ?special offer? page #smallbizchat
JDEbberly:	RT @NuSparkMktg: A8a First, define your audience. What are their needs? What kind of content are they looking for? #SmallBizChat
JDEbberly:	RT @NuSparkMktg: A8b Second, determine your goals and objectives. Is it lead generation, branding, customer service #SmallBizChat
yourjobmyoffice:	RT @CathyWebSavvyPR: Q9: WHAT ABOUT FACEBOOK EVENTS? #smallbizchat
JDEbberly:	RT @NuSparkMktg: A8c Third, Configure your FB landing page. It doesn?t have to be Wall page. It could be ?special offer? page #SmallBizChat
CathyWebSavvyPR:	RT @CTchrisAdams If FB wants Biz & personal 2 B separate, they need 2 do a better job about letting biz keep them separate IMO #smallbizchat
JDEbberly:	RT @NuSparkMktg: A8d Finally, create a compelling page, with good content, photos, videos, and appropriate apps #SmallBizChat
JDEbberly:	RT @CathyWebSavvyPR: Q9: WHAT ABOUT FACEBOOK EVENTS? #SmallBizChat
CathyWebSavvyPR:	@CTchrisAdams I SOOOO agree - It would also help if FB would quit changing teh rules so darned often! #smallbizchat

NuSparkMktg:	A9a FB is a great way 2 promote specific events that your business is having, whether it be a sale, open house, or a lecture #smallbizchat
MHBoys:	RT @mentormarketing: Better Yet have your legal guy read the FB fine print #SmallBizChat
CathyWebSavvyPR:	A blog post with a more detailed Q & A with our guest comes out on Thursdays on @ Smallbizlady?s blog: http://bit.ly/3x5Gm2 #smallbizchat
NuSparkMktg:	A9b First, input general info such as name of event, date, time, location, you can even upload photos or videos #smallbizchat
mentormarketing:	I think a social graph has distinct overlaps with both a search graph and a Business network graph. #SmallBizChat
CathyWebSavvyPR:	If you have some expertise to share here?s how to be a guest on #Smallbizchat http://bit.ly/4r5KEZ #smallbizchat
mobienthusiast:	RT @CathyWebSavvyPR: RT @CTchrisAdams If FB wants Biz & personal 2 B separate, they need 2 do a better job about letting biz keep them separate IMO #smallbizchat
alexmeansbiz:	@CathyWebSavvyPREXACTLY !!!! #smallbizchat
NuSparkMktg:	A9c There R options to share your event, export it to a calendar invite, RSVP options, Event type (open, closed, secret), etc. #smallbizchat
mobienthusiast:	RT @CTchrisAdams: You have give customers a reason to want to visit your FB page, just because it's there isn't enough, don't set it & forget it #smallbizchat
JulieDiazAsper:	Q9: Do not trust fb rsvps #s. Need to get folks over to eventbrite & charge at least a small fee to get a realistic #. #SmallBizChat
mobienthusiast:	RT @CathyWebSavvyPR: A blog post with a more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady?s blog: http://bit.ly/3x5Gm2 #smallbizchat
JDEbberly:	RT @NuSparkMktg A9a FB is gr8 way 2 promote spec events that your biz is having, whether its a sale, open house, or a lecture #SmallBizChat
CathyWebSavvyPR:	RT @NuSparkMktg: A8c Third, Configure yr FB landing page. It doesn?t have 2 be Wall page. It could be ?special offer? page #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg: A8d Finally, create a compelling page, w good content, photos, videos, and appropriate apps. #smallbizchat
JDEbberly:	RT @NuSparkMktg: A9b First, input general info such as name of event, date, time, location, you can even upload photos/videos #SmallBizChat
JDEbberly:	RT @NuSparkMktg A9c There R options to share ur event, exp to calendar invite, RSVP options, Event type (open, closed, secret) #SmallBizChat
NuSparkMktg:	@JulieDiazAsper Always thinking aren't you LOL #smallbizchat
CathyWebSavvyPR:	RT @JulieDiazAsper: Q7 Ucan get results w a \$200 ad buy budg. I start off w as little as \$25 to see if it works. then increase #smallbizchat
BenitaTyler:	@JulieDiazAsper Yes. I learned to not to read to much into FB rsvp's. #smallbizchat

CathyWebSavvyPR:	Q10: WHAT ARE THE MOST IMPORTANT METRICS TO TRACK? #smallbizchat
CTchrisAdams:	Its especially smart to not have your landing page as your wall if ur not using your wall, sounds obvious, but wide spread #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Q10: WHAT ARE THE MOST IMPORTANT METRICS TO TRACK? #SmallBizChat
mobienthusiast:	RT @CathyWebSavvyPR: Q10: WHAT ARE THE MOST IMPORTANT METRICS TO TRACK? #smallbizchat
aimfiremktg:	I find it helpful to follow what national brands are doing with their FB pages...some good examples out there. #smallbizchat
NuSparkMktg:	A10 Create spreadsheet and start tracking fan growth per day #smallbizchat
NuSparkMktg:	A10b By clicking on Facebook Insights section on your Wall page, you?ll see a number of variables to measure. #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg A9c There R options 2 share ur event, exp 2 calendar invite, RSVP options, Event type-open, closed, secret #smallbizchat
JDEbberly:	RT @NuSparkMktg: A10 Create spreadsheet and start tracking fan growth per day #SmallBizChat
NuSparkMktg:	A10c Fan growth and page views are the most important as a start #smallbizchat
JDEbberly:	RT @NuSparkMktg: A10b By clicking on Facebook Insights section on your Wall page, you?ll see a number of variables to measure #SmallBizChat
mobienthusiast:	Tracking social media is like tracking Public Relations - it's coverage, not sales unless you use a coupon code or something #smallbizchat
CathyWebSavvyPR:	RT @aimfiremktg: I find it helpful to follow what national brands are doing wtheir FB pages...some good examples out there #smallbizchat
yourjobmyoffice:	@aimfiremktg Right? I do the same. Why reinvent the wheel? #smallbizchat
JulieDiazAsper:	@BenitaTyler so sad the first time when you think you are getting 100s and only 50 folks show up, lol! #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg: A10 Create spreadsheet and start tracking fan growth per day #smallbizchat
JDEbberly:	RT @NuSparkMktg: A10c Fan growth and page views are the most important as a start #SmallBizChat
CathyWebSavvyPR:	RT @NuSparkMktg: A10b By clicking on Facebook Insights section on your Wall page, you?ll see a number of variables to measure #smallbizchat
CTchrisAdams:	RT @aimfiremktg: I find it helpful to follow what national brands are doing with their FB pages..some good examples out there. #smallbizchat
amvandenhurk:	@CathyWebSavvyPR Most biz are unaware of FB promo guidelines. My upcoming column is on the SM legal minefield. Will post to #smallbizchat
CathyWebSavvyPR:	Q11: THERE ARE MANY FACEBOOK APPS CREATED BY THIRD PARTY DEVELOPERS. HOW DO I CHOOSE? #smallbizchat
JDEbberly:	RT @aimfiremktg: I find it helpful to follow what national brands are doing with their FB pages..some good examples out there. #SmallBizChat
Ramon_DeLeon:	#smallbizchat 1st u need a product that is monetizable w/o Social Media. I track Sales, Profits and is this FUN

CathyWebSavvyPR:	RT @amvandenhurk: Most biz are unaware of FB promo guidelines. My upcoming column is on the SM legal minefield. Will post to #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Q11: THERE ARE MANY FACEBOOK APPS CREATED BY THIRD PARTY DEVELOPERS. HOW DO I CHOOSE? #SmallBizChat
NuSparkMktg:	A11aApps for business range from RSS feeds, linking YouTube videos, to surveys even promoting contests/ sweepstakes #smallbizchat
CathyWebSavvyPR:	@amvandenhurk send it along for RTing when you colun is done - FB promo guidelines are impt 4 contests #smallbizchat
JDEbberly:	RT @amvandenhurk: Most biz are unaware of FB promo guidelines. My upcoming column is on the SM legal minefield. Will post #SmallBizChat
NuSparkMktg:	A11bYou can also promote coupons and special offers, and then promote those offers with ads #smallbizchat
JDEbberly:	RT @NuSparkMktg: A11aApps for business range from RSS feeds, linkYouTube videos, to surveys even promo contests/ sweepstakes #SmallBizChat
amvandenhurk:	@CathyWebSavvyPR Folks need to remember that the tradition advertising rules apply in SM. #smallbizchat
JDEbberly:	RT @NuSparkMktg: A11bYou can also promote coupons and special offers, and then promote those offers with ads #SmallBizChat
mobienthusiast:	@NuSparkMktg be careful with contests on Facebook: one misstep can get acct deleted #smallbizchat
snaffiliate:	RT @mentormarketing: I think a social graph has distinct overlaps with both a search graph and a Business network graph. #SmallBizChat
AmyAllStar:	RT @NuSparkMktg: A3b Fan pages allow u to use multiple apps, share content easily, and u can advertise for fans #smallbizchat
BenitaTyler:	@JulieDiazAsper So true. lol... #smallbizchat
NuSparkMktg:	A11cCustom tabs can be created using FBML, or Facebook Markup Language. Coupons and newsletter signups are ideal here #smallbizchat
AmyAllStar:	RT @NuSparkMktg: A4d Allow interaction elements- polls, surveys; and engage in conversation #smallbizchat
NuSparkMktg:	A11dMore info finding apps can be found at my NuSpark Marketing YouTube page: go to http://www.youtube.com/user/nusparkmktg #smallbizchat
AmyAllStar:	RT @NuSparkMktg: A5c Determine pricing strategy- cost-per-thousand impressons or cost-per-click. I prefer CPC campaigns. #smallbizchat
aimfiremktg:	With FB contests, think about what kind of followers you want too - don't just go for the numbers. #smallbizchat
AmyAllStar:	RT @NuSparkMktg: A6c It?s important to test. To see more, go to http://www.youtube.com/user/nusparkmktg #smallbizchat
JDEbberly:	RT @NuSparkMktg: A11cCustom tabs can be created using FBML, or Facebook Markup Language. Coupons/newsletter signups ideal here #SmallBizChat
mobienthusiast:	RT @aimfiremktg: With FB contests, think about what kind of followers you want too - don't just go for the numbers. #smallbizchat

AmyAllStar:	RT @NuSparkMktg: A8b Second, determine your goals and objectives. Is it lead generation, branding, customer service #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg: A11aApps for business range from RSS feeds, linkYouTube videos, 2 surveys & promo contests/sweepstakes #smallbizchat
JDEbberly:	RT @NuSparkMktg A11dMore info finding apps found at my NuSpark Marketing YouTube page: http://www.youtube.com/user/nusparkmktg #SmallBizChat
alexmeansbiz:	RT @aimfiremktg: With FB contests, think about what kind of followers you want too - don't just go for the numbers. #smallbizchat
JDEbberly:	RT @aimfiremktg: With FB contests, think about what kind of followers you want too - don't just go for the numbers #SmallBizChat
CathyWebSavvyPR:	RT @NuSparkMktg: A11bYou can also promote coupons & special offers, and then promote those offers with ads #smallbizchat
JulieDiazAsper:	RT @AmyAllStar: RT @NuSparkMktg: A6c It's important to test. To see more, go to http://www.youtube.com/user/nusparkmktg #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg: A3b Fan pages allow u to use multiple apps, share content easily, and u can advertise for fans #smallbizchat
CTchrisAdams:	FB pages are great for the interaction, but I also think u should still bring them to ur site, have your website on on profile #smallbizchat
CathyWebSavvyPR:	RT @NuSparkmktg A11d More info apps at my NuSpark Marketing YouTube page: go to http://www.youtube.com/user/nusparkmktg #smallbizchat
CathyWebSavvyPR:	Next week on #SmallBizChat 10/20 8-9pm ET Cathy Larkin (@CathyWebSavvyPR & @WhyDoWeBlog) Reinventing Yr Blog #smallbizchat
consultantlaunc:	I help businesses explain what makes them remarkable (e.g., biz plans, elevator speeches, blogging) http://tinyurl.com/2cgczb7 #smallbizchat
CathyWebSavvyPR:	Roll call, who's on @Smallbizchat tonight? Give me your best 140-character commercial. #smallbizchat
NuSparkMktg:	@CTchrisAdams agreed #smallbizchat
NuSparkMktg:	For those interested in a free Facebook marketing evaluation AND OR wish to test Google pay-per-click #smallbizchat
NuSparkMktg:	: Contact me at pмосenson@nusparkmarketing.com with code word ?FBPPC #smallbizchat
NuSparkMktg:	Google Free pay-per-click setup with 3 month contract with me (\$600 value). Mgmt fees only. Details when we speak #smallbizchat
yourjobmyoffice:	Sonia, office ace for hire. Exec level virtual office assistant. Find me @soniaschenker. Happy to be VA to #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Roll call, who's on @Smallbizchat tonight? Give me your best 140-character commercial. #SmallBizChat

CathyWebSavvyPR:	RT @SmallBiztrends Share a "Social Media Do/Don't" & we'll include U in roundup blog post & ebook http://bit.ly/8ZPJw5 #smallbizchat
NuSparkMktg:	I enjoy creating relationships. Again, email me with your contact info and code word ?FBPPC? #smallbizchat
AmyAllStar:	hey #smallbizchat - empire builder reporting for duty - check out my choose your own biz adventure at http://www.amylarimore.com
CathyWebSavvyPR:	RT @NuSparkMktg: 4 those interested in a free Facebook marketing evaluation AND OR wish 2 test Google pay-per-click #smallbizchat
aimfiremktg:	I agree, @CTchrisadams - goal of FB page, like all social media sites, is to eventually drive traffic to your web. #smallbizchat
CathyWebSavvyPR:	RT @NuSparkMktg: : Contact me at pмосenson@nusparkmarketing.com with code word ?FBPPC " #smallbizchat
NuSparkMktg:	Contact me at pмосenson@nusparkmarketing.com with code word ?FBPPC #smallbizchat
AmyAllStar:	and, #smallbizchat - happy birthday Melinda Emerson!
JDEbberly:	PITCH: Don't miss next Wed night with @CathyWebSavvyPR on REINVENTING YR BLOG!!! WooT!!! #SmallBizChat
CTchrisAdams:	I help local business in CT with online marketing. using Free/low cost tools to promote your biz. http://ow.ly/2TbWD #smallbizchat
CathyWebSavvyPR:	Thanks to our guest, Paul Mosenson @NuSparkMktg, Using Facebook to Grow Yr Biz; info: http://nusparkmarketing.com/ #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: RT @NuSparkMktg: : Contact me at pмосenson@nusparkmarketing.com with code word ?FBPPC #SmallBizChat
CathyWebSavvyPR:	Want to Meet our local #SmallBizChat peeps in person? Join us on Nov 12 in Philly: Tweetup details http://www.byob2011.com/ #smallbizchat
BenitaTyler:	Check out http://www.tbsusa.com/ for accounting and tax tools, tips, and advice. #smallbizchat
phillymarketing:	Great #smallbizchat. @NuSparkMktg is a smart, connected person. Glad to be a part of the team.
NuSparkMktg:	It was a pleasure participating in the chat tonight. #smallbizchat
CathyWebSavvyPR:	Get a free chapter of @SmallBizlady's new book: Become Your Own Boss in 12 Months http://bit.ly/asEgeR #smallbizchat
CathyWebSavvyPR:	Thank you to virtual assistant Sonia @YourJobMyOffice, she?ll get a link to the transcript out Thurs am on @SmallBizChat #smallbizchat
aimfiremktg:	Great info tonight @NuSparkMktg #smallbizchat - I enjoyed checking out some of your YouTube videos.
CathyWebSavvyPR:	The focus on #Smallbizchat is to end small business failure by helping you succeed as your own boss. Transcript out soon... #smallbizchat
mentormarketing:	PITCH: We do online mentoring programs for all businesses that need help w/ Online Marketing #SmallBizChat http://bit.ly/emm-blog
lhkellert:	Came late tonight, so just read through the posts while you all finish up. Some good FB advice - thanks. #smallbizchat

mentormarketing:	Sneak Peak at Tomorrow's Post 3 F'S of Social Media Follow, Friend, Fan http://j.mp/dekbhw Read This as a follow up to #SmallBizChat .
mentormarketing:	RT @CathyWebSavvyPR: Thanks to our guest, Paul Mosenson @NuSparkMktg, Using Facebook to Grow http://nusparkmarketing.com/ #smallbizchat
JDEbberly:	RT @yourjobmyoffice Sonia, office ace/hire. Exec level virtual office assist. @soniaschenker. Happy to be VA to #smallbizchat #SmallBizChat
contessagibson:	@CathyWebSavvyPR I'm on, sales/marketing for beauty, fashion, and lifestyle brands #smallbizchat
mentormarketing:	Pitch: Business know-how in one mouse click: Discover, Explore, Develop, Analyze and Implement. http://bit.ly/emm-blog #SmallBizChat
CTChrisAdams:	Great chat everyone, connect with me/follow I would love to connect after the chat as well! Great talk #smallbizchat
BenitaTyler:	@NuSparkMktg Great meeting you tonight! #smallbizchat
CathyWebSavvyPR:	@phillymarketing hello Marilyn - thanks for stopping by #smallbizchat
NuSparkMktg:	@phillymarketing Glad to have ya! #smallbizchat
JDEbberly:	Next Wed night Cathy Larkin will show us how to reinvent our blogs starting at 8pm Oct 20 - Wed night #SmallBizChat
AmyAllStar:	Thank you @NuSparkMarketing - way to cram in the content on #smallbizchat - nicely done
CathyWebSavvyPR:	Next week on #SmallBizChat 10/20 8-9pm ET @CathyWebSavvyPR (me :-) @WhyDoWeBlog Reinventing Your Blog #smallbizchat
JDEbberly:	RT @mentormarketing PITCH: We do online mentoring programs for businesses need help w/ Online Marketing http://bit.ly/emm-blog #SmallBizChat
aimfiremktg:	Actually wrote a post Mon about FB content creation ideas, for anyone interested: http://tinyurl.com/32hqq9m #smallbizchat
AngelBiz:	RT @CathyWebSavvyPR: Next week on #SmallBizChat 10/20 8-9pm ET @CathyWebSavvyPR (me :-) @WhyDoWeBlog Reinventing Your Blog #smallbizchat
NuSparkMktg:	We're a full service eMarketing firm- get leads, convert leads, sell them with a strategy and process #smallbizchat
AmyAllStar:	RT @NuSparkMktg: Contact me at pmosenson@nusparkmarketing.com with code word ?FBPPC #smallbizchat
AmyAllStar:	RT @CathyWebSavvyPR: RT @NuSparkMktg: 4 those interested in a free Facebook marketing evaluation AND OR wish 2 test Google pay-per-click #smallbizchat
CathyWebSavvyPR:	RT @mentormarketing Pitch: Biz know-how in 1mouse click Discover, Explore, Develop, Analyze & Implement http://bit.ly/emm-blog #smallbizchat
JulieDiazAsper:	@NuSparkMktg I like to experiment. Social media is like one big test lab. And we get to be mad scientist, lol! #smallbizchat
JDEbberly:	RT @contessagibson: @CathyWebSavvyPR I'm on, sales/marketing for beauty, fashion, and lifestyle brands #SmallBizChat
JulieDiazAsper:	agree! RT @AmyAllStar: Thank you @NuSparkMarketing - way to cram in the content on #smallbizchat - nicely done
JDEbberly:	RT @mentormarketing Pitch: Biz know-how in 1mouse click: Discover, Explore, Develop, Analyze, Implement http://bit.ly/emm-blog #SmallBizChat

CathyWebSavvyPR:	Feels silly teeting out that I will be a guest next week! #smallbizchat
CathyWebSavvyPR:	BT - Let's say Happy Birthday to @SmallBizLady - it's her night tonight! #smallbizchat
JDEbberly:	RT @NuSparkMktg: It was a pleasure participating in the chat tonight. #SmallBizChat
yourjobmyoffice:	@JulieDiazAsper You forgot the wild mad scientist laugh - muaaaahaa! #smallbizchat
JDEbberly:	THANK YOU, @NuSparkMktg for your insightful input to SmallBizChat tonight! :) #SmallBizChat
CathyWebSavvyPR:	RT @aimfiremktg: Actually wrote a post Mon about FB content creation ideas, for anyone interested: http://tinyurl.com/32hqq9m #smallbizchat
JDEbberly:	RT @BenitaTyler: Check out http://www.tbsusa.com/ for accounting and tax tools, tips, and advice #SmallBizChat
AngelBiz:	Thank you everyone for a great chat. #smallbizchat
CTChrisAdams:	On now RT @AdvisorGary: Upcoming Radio Show 10-13-10 @ 9pm est - Reclaiming the Time You Waste - http://ow.ly/2T7Cy #botbchat #smallbizchat
yourjobmyoffice:	@smallbizlady: Happy Birthday, Melinda! #smallbizchat
JDEbberly:	RT @SmallBiztrends Share a "Social Media Do/Don't" & we'll include U in roundup blog post & ebook http://bit.ly/8ZPJw5 #SmallBizChat
AmyAllStar:	thanks for the RT love on #smallbizchat @JulieDiazAsper
NuSparkMktg:	@JDEbberly My pleasure... #smallbizchat
CathyWebSavvyPR:	RT @CTChrisAdams: Great chat everyone, connect w me/follow I would love 2 connect after the chat as well! Great talk #smallbizchat
phillymarketing:	@CathyWebSavvyPR No problem, Cathy. When I saw @NuSparkMktg was gonna be guest, I just had to stop by. #smallbizchat