
ZnaTrainer RT **@SmallBizLady**: My first book- Become Your Own Boss in 12 Months came out yesterday! Amazon <http://bit.ly/6SteEn> **#SmallBizChat**

-9:20 PM Mar 10th, 2010

CathyWebSavvyPR **@CEOToday**: Join me live for an In-Depth Interview w/ **@smallbizlady** tomorrow 10 PT/ 1ET <http://bit.ly/cx07aM>

#SmallBizChat -9:18 PM Mar 10th, 2010

bizsavvymom **@troygparker** Those are the types of pitches!

#smallbizchat -9:18 PM Mar 10th, 2010

Jay2daBee RT **@JDEbberly**: **@Jay2daBee** Welcome to SmallBizChat! We're glad you've joined us tonight! **#SmallBizChat** thx! -9:18 PM Mar 10th, 2010

CathyWebSavvyPR **@pamperry** thanks for joining the chat!

#SmallBizChat -9:18 PM Mar 10th, 2010

JDEbberly **@bizsavvymom** THANK YOU for your educational input!!! :) :) Please visit us again sometime! :) Loved having you! :) **#SmallBizChat** -9:17

PM Mar 10th, 2010

pamperry RT **@JDEbberly**: RT **@bizsavvymom**: Congrats to you **@smallbizlady** on your book dropping yesterday!!! WoOt! (I SECOND THAT WOOT!!) **#SmallBizChat** -9:17 PM Mar 10th, 2010

troygparker RT **@bizsavvymom**: Congrats to you **@smallbizlady** on your book dropping yesterday!!! WoOt! **#smallbizchat** -9:16 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady** **#SmallBizChat** Next Week **@Colleendebaise** Small Biz Editor, WSJ Starting a **#SmallBiz** in this Economy -9:16 PM Mar 10th, 2010

pamperry **@JDEbberly** Thanks for the RT **#smallbizchat** (this is cool) Love your avatar! PR 2.0 Rocks **#socialmediapr** -9:16 PM Mar 10th, 2010

troygparker RT **@CEOToday**: Join me live for an In-Depth Interview w/ **@smallbizlady** tomorrow 10 PT/ 1ET **http://bit.ly/cx07aM**
#smallbizchat **#business** -9:15 PM Mar 10th, 2010

CathyWebSavvyPR RT **@TachelleDaniels**: Join me live for an In-Depth Interview w/ **@smallbizlady** tomorrow 12CST **http://bit.ly/cx07aM**
#SmallBizChat -9:15 PM Mar 10th, 2010

CathyWebSavvyPR I always enjoy helping to create the **#SmallBiz** community here. Thanks 2 newbies & our regulars, participants & listeners
#SmallBizChat -9:14 PM Mar 10th, 2010

bizsavvymom RT **@troygparker**: Pitch: Set up your business right....we've done it for 40 years. DM me. **#smallbizchat** -9:14 PM Mar 10th, 2010

bizsavvymom **@JDEbberly** Thank you for your participation!
#smallbizchat -9:13 PM Mar 10th, 2010

lakeshawomack RT **@TachelleDaniels**: Join me live for an In-Depth Interview w/ **@smallbizlady** tomorrow 12CST **http://bit.ly/cx07aM**
#smallbizchat **#business** -9:13 PM Mar 10th, 2010

JDEbberly RT **@pamperry**: **@prexpert** Excited about the Ultimate Author PR Boot Camp Online **http://twurl.nl/x5z0oc** **#fb** **#socialmediapr**
#SmallBizChat -9:10 PM Mar 10th, 2010

JDEbberly Thanks to you also, **@CathyWebSavvyPR** for all you do for this and numerous other chats! :) **#SmallBizChat** -9:10 PM Mar 10th, 2010

JDEbberly THANK YOU so much **@smallbizlady** and **@bizsavvymom** for this WONDERFULLY Informative chat tonight! **#SmallBizChat** -9:09 PM Mar 10th, 2010

pamperry **@prexpert** Excited about the Ultimate Author PR Boot Camp Online **http://twurl.nl/x5z0oc** **#smallbizchat** **#fb** **#socialmediapr** -9:09 PM Mar 10th, 2010

troygparker Pitch: Set up your business right....we've done it for 40 years. DM me. **#smallbizchat** -9:09 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: Congrats to you **@smallbizlady** on your book dropping yesterday!!! WoOt! (I SECOND THAT WOOT!!) **#SmallBizChat**
-9:08 PM Mar 10th, 2010

wvpmc RT **@smallbizlady** **#SmallBizChat** Next Week **@Colleendebaise** Small Business Editor, WSJ Starting a Small Biz in this Economy
#smallbizchat -9:08 PM Mar 10th, 2010

JDEbberly RT **@CathyWebSavvyPR**: **#Pitch** 20 years pr exper + passion 4 Social media = I mak getting the word out about what your do...easy!
#SmallBizChat -9:08 PM Mar 10th, 2010

JDEbberly RT **@CEOToday**: Join me live for an In-Depth Interview w/ **@smallbizlady** tomorrow 10 PT/ 1ET <http://bit.ly/cx07aM> **#business**
#SmallBizChat -9:07 PM Mar 10th, 2010

smallbizlady RT **@CEOToday**: Join me live for an In-Depth Interview w/ **@smallbizlady** tomorrow 10a PT/ 1ET <http://bit.ly/cx07aM> **#business**
#SmallBizChat -9:07 PM Mar 10th, 2010

JDEbberly I strongly urge all tweeps in business to regularly attend SmallBizChat! TREMENDOUS Biz Talent we can learn from! **#SmallBizChat** -
9:07 PM Mar 10th, 2010

bizsavvymom **@TIDOB!** Glad to know I could get! **#smallbizchat** -9:06 PM Mar 10th, 2010

Qworky **@timtech** thx for RTing our **#smallbizchat** 140 character advertisement! -9:06 PM Mar 10th, 2010

tachelledaniels Join me live for an In-Depth Interview w/ **@smallbizlady** tomorrow 10 PT/ 1ET <http://bit.ly/cx07aM> **#smallbizchat** **#business** -
9:06 PM Mar 10th, 2010

CEOToday Join me live for an In-Depth Interview w/ **@smallbizlady** tomorrow 10 PT/ 1ET <http://bit.ly/cx07aM> **#smallbizchat** **#business** -
9:06 PM Mar 10th, 2010

Oworky RT **@CathyWebSavvyPR**: **#Pitch** 20 years pr exper + passion 4 Social media = I mak getting the word out about what your do...easy!
#SmallBizChat -9:06 PM Mar 10th, 2010

JDEbberly Check out Malika Duke's **@BizSavvyMom**'s blog, Effective Social Media Selling <http://www.savvybusinessmom.com> **#SmallBizChat** -9:06 PM Mar 10th, 2010

yourjobmyoffice RT **@smallbizlady** **#SmallBizChat** Next Week **@Colleendebaise** Small Business Editor, WSJ Starting a Small Biz in this Economy **#smallbizchat** -9:06 PM Mar 10th, 2010

smallbizlady Do you need help making the transition from Job to Small Business Owner? <http://bit.ly/aOtMn6> **#SmallBizChat** -9:06 PM Mar 10th, 2010

CathyWebSavvyPR RT **@JDEbberly**: Pitch: Please attend SmallBizChat Wed nights 8-9p ET! It'll enhance your career!!This chat ROCKS! **#SmallBizChat** -9:05 PM Mar 10th, 2010

bizsavvymom Congrats to you **@smallbizlady** on your book dropping yesterday!!! WoOt! **#smallbizchat** -9:05 PM Mar 10th, 2010

troygparker Be sure to touch base when you legally set ur biz up RT **@TIDOB1**: This was very informative! Thanks everyone! **#smallbizchat** -9:05 PM Mar 10th, 2010

smallbizlady On **#SmallBizChat** Next Week **@Colleendebaise** Small Business Editor, Wall Street Journal Starting a Small Biz in this Economy -9:05 PM Mar 10th, 2010

turtlelady81 Thanks to all. Great information as usual! **#smallbizchat** -9:05 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Thanks again to our **#SmallBizChat** guest **@bizsavvymom** Malika Duke on Effective Social Media Selling -9:05 PM Mar 10th, 2010

bizsavvymom **@lakeshawomack** hank you hun! **#smallbizchat** -9:04 PM Mar 10th, 2010

CathyWebSavvyPR #Pitch 20 years pr exper + passion 4 Social media = I mak getting the word out about what your do...easy! **#SmallBizChat** -9:04 PM Mar 10th, 2010

troygparker RT **@GetResult's** 'thx 4 leadership' to **#smallbizchat** organizers & guest: **@smallbizlady @cathywebsavvypr @bizsavvymom @yourjobmyoffice** -9:04 PM Mar 10th, 2010

JDEbberly RT **@lakeshawomack**: Personal, Professional & Spiritual Development: You can have it all! **<http://ow.ly/1gQP6> #SmallBizChat** -9:04 PM Mar 10th, 2010

JDEbberly Pitch: Please attend SmallBizChat every Wed night from 8pm to 9pm ET! It'll greatly enhance your career!! :) This chat ROCKS!! **#SmallBizChat** -9:04 PM Mar 10th, 2010

smallbizlady Thanks again to our **#SmallBizChat** guest **@bizsavvymom** Malika Duke on Effective Social Media Selling www.savvybusinessmom.com -9:04 PM Mar 10th, 2010

smallbizlady For tips on **#smallbiz** success subscribe to Melinda Emerson's blog at **<http://bit.ly/3x5Gm2>** **<http://www.succeedasyourownboss.com> #SmallBizChat** -9:03 PM Mar 10th, 2010

lakeshawomack Personal, Professional & Spiritual Development: You can have it all! **<http://ow.ly/1gQP6> #smallbizchat** -9:03 PM Mar 10th, 2010

TIDOB! This was very informative! Thanks everyone! **#smallbizchat** -9:03 PM Mar 10th, 2010

JDEbberly RT **@wvpmc**: in and out tonight - would love your insights, suggestions: **<http://www.wvpmc.com/facebook.php> #SmallBizChat** -9:03 PM Mar 10th, 2010

CathyWebSavvyPR RT **@Qworky**: A Seattle-based small Biz building software 2 help teams have better meetings. Ramping up 4 1st product launch! **#SmallBizChat** -9:03 PM Mar 10th, 2010

smallbizlady Thank you to virtual assistant Sonia **@YourJobMyOffice**, she'll get a link to the transcript out shortly on **@smallbizchat**
#SmallBizChat -9:03 PM Mar 10th, 2010

JDEbberly RT **@yourjobmyoffice**: **#pitch**: Sonia, here. I'm a VA who shows smbiz, nonprofits + member orgs how productively use office tech
#SmallBizChat -9:03 PM Mar 10th, 2010

wvpmc in and out tonight - would love your insights, suggestions:
http://www.wvpmc.com/facebook.php **#smallbizchat** -9:03 PM Mar 10th, 2010

smallbizlady Thank you to **@CathyWebSavvyPR** my co-host and social media PR pal. **#SmallBizChat** -9:02 PM Mar 10th, 2010

tachelledaniels **@SmallBizLady** Great **#smallbizchat** as usual. Thank you.
-9:02 PM Mar 10th, 2010

smallbizlady My first book- Become Your Own Boss in 12 Months came out yesterday! Amazon **http://bit.ly/6SteEn** **#SmallBizChat** -9:02 PM Mar 10th, 2010

Oworky Second **@GetResult**'s 'thx 4 leadership' to **#smallbizchat** organizers & guest: **@smallbizlady** **@cathywebsavvypr** **@bizsavvymom**
@yourjobmyoffice -9:02 PM Mar 10th, 2010

JDEbberly RT **@lhkellett**: Anyone needing good contract help with product management, marketing strategy - **http://ow.ly/1gQN2** **#SmallBizChat** -
9:02 PM Mar 10th, 2010

yourjobmyoffice **#pitch**: Sonia, here. I'm a VA who shows smbiz, nonprofits + member orgs how to productively use office technology
#smallbizchat -9:02 PM Mar 10th, 2010

AngelaAtHp RT **@SmallBizLady**: Next Week on **#SmallBizChat**
@Colleendebaise Small Business Editor, Wall Street Journal Starting a Small Biz in this Economy -9:02 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Next Week on **#SmallBizChat**
@Colleendebaise Small Business Editor, Wall Street Journal Starting a Small Biz in this Economy -9:02 PM Mar 10th, 2010

smallbizlady If you found this interview helpful, join us on Wednesdays 8-9pm ET follow **@SmallBizChat** on Twitter for info. **#SmallBizChat** -9:02 PM Mar 10th, 2010

troygparker Learn how to set your biz up 2 protect what you work for, don't just do legalzoom, we educate 1st, you make decision, DM me.
#SmallBizChat -9:01 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: A big thanks to our guest **@bizsavvymom** Malika Duke: Effective Social Media Selling www.savvybusinessmom.com
#SmallBizChat -9:01 PM Mar 10th, 2010

lakeshawomack She was awesome! RT **@SmallBizLady** A big thanks to our guest **@bizsavvymom** Malika Duke on Effective Social Media Selling
#SmallBizChat... -9:01 PM Mar 10th, 2010

smallbizlady 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 -9:01 PM Mar 10th, 2010

Oworky Oworky is a Seattle-based small business building software 2 help teams have better meetings. Ramping up 4 1st product launch!
#smallbizchat -9:01 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Roll call, who's on **@Smallbizchat** tonight? Give me your best 140 character commercial **#SmallBizChat** -9:01 PM Mar 10th, 2010

yourjobmyoffice RT **@smallbizlady**: Do you need help making the transition from Job to Small Business Owner? <http://bit.ly/a0tMn6>
#smallbizchat -9:01 PM Mar 10th, 2010

lhkellett Anyone needing good contract help with product management, marketing strategy - <http://ow.ly/1gQN2> Nice chatting with you all
#SmallBizChat -9:01 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Get a free chapter of my new book: Become Your Own Boss in 12 Months <http://bit.ly/asEgeR> **#SmallBizChat**
-9:01 PM Mar 10th, 2010

smallbizlady RT **@CathyWebSavvyPR**: A12: mix selling & educating from the beginning - so you don;t surprise yourprospects down the line **#SmallBizChat** -9:01 PM Mar 10th, 2010

smallbizlady Roll call, who's on **@Smallbizchat** tonight? Give me your best 140 character commercial. **#SmallBizChat** -9:00 PM Mar 10th, 2010

bizsavvymom **@smallbizlady** ur welcome! thanks for having me!
#smallbizchat -9:00 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: A big thanks to our guest **@bizsavvymom** Malika Duke: Effective Social Media Selling www.savvybusinessmom.com **#SmallBizChat** -9:00 PM Mar 10th, 2010

tachelledaniels **@CathyWebSavvyPR** That was a nice one! Love it!
#smallbizchat -9:00 PM Mar 10th, 2010

CathyWebSavvyPR A12: mix selling & educating from the beginning - so you don;t surprise yourprospects down the line **#SmallBizChat** -9:00 PM Mar 10th, 2010

troygparker Good example! RT **@smallbizlady**: Get a free chapter of my new book: Become Your Own Boss in 12 Months <http://bit.ly/asEgeR> **#SmallBizChat** -9:00 PM Mar 10th, 2010

smallbizlady Do you need help making the transition from Job to Small Business Owner? <http://bit.ly/aOtMn6> **#SmallBizChat** -9:00 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Next Week **@Colleendebaise** Small Business Editor, Wall Street Journal Starting a Small Biz in this Economy **#SmallBizChat** -8:59 PM Mar 10th, 2010

smallbizlady A big thanks to our guest **@bizsavvymom** Malika Duke on Effective Social Media Selling www.savvybusinessmom.com **#SmallBizChat** -8:59 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Get a free chapter of my new book: Become Your Own Boss in 12 Months <http://bit.ly/asEgeR> **#SmallBizChat** -8:59 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Q12: How can this be implemented in your business immediately? **#SmallBizChat** -8:59 PM Mar 10th, 2010

kathysykes **#smallbizchat** **#littleremedies** **#beblogalicious**.....so little time!! -8:59 PM Mar 10th, 2010

smallbizlady How To Transition From Job to Small Biz Owner – FREE teleclass with Melinda Emerson <http://ow.ly/1qvrc> **#SmallBizChat** -8:59 PM Mar 10th, 2010

smallbizlady Get a free chapter of my new book: Become Your Own Boss in 12 Months <http://bit.ly/asEgeR> **#SmallBizChat** -8:58 PM Mar 10th, 2010

CathyWebSavvyPR **@troygparker** I agree - know where your audience hangs out - know their needs **#SmallBizChat** -8:58 PM Mar 10th, 2010

lhkellett RT **@troygparker**: A11 know your target, help answer a question or learn more..did I mention, know your target? **#SmallBizChat** And talk to ppl -8:58 PM Mar 10th, 2010

bizsavvymom 12b:Create content that helps those who still hv a qualified interest 2 "connect the dots" ur product/srvic as the solution **#smallbizchat** -8:57 PM Mar 10th, 2010

CathyWebSavvyPR RT **@troygparker**: A11 know your target, help answer a question or learn more..did I mention, know your target? **#SmallBizChat** -8:57 PM Mar 10th, 2010

troygparker **@tachelledaniels** was trying to say it, but you said it so much better...:) **#SmallBizChat** -8:57 PM Mar 10th, 2010

CathyWebSavvyPR **@tachelledaniels** I think that was me **#SmallBizChat** -8:57 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A12: Start by brainstorming ur prospects hot button issues 2day! **#SmallBizChat** -8:57 PM Mar 10th, 2010

smallbizlady Next Week on **#SmallBizChat** **@Colleendebaise** Small Business Editor, Wall Street Journal Starting a Small Biz in this Economy -8:57 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Q12: How can this be implemented in your business immediately? **#SmallBizChat** -8:57 PM Mar 10th, 2010

CathyWebSavvyPR **@bizsavvymom** I agree in part, but think it's best to go 1st where ever Your Audience hangs out - not just anyplace **#SmallBizChat** -8:57 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom** A11 (2) Use any medium u have @ your disposal & start educating while selling **#SmallBizChat** -8:57 PM Mar 10th, 2010

troygparker A11 know your target, help answer a question or learn more..did I mention, know your target? **#SmallBizChat** -8:56 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom** A11 (1) U can use ur website/blog/other social media as well. (Cont) **#SmallBizChat** -8:56 PM Mar 10th, 2010

bizsavvymom A12: Start by brainstorming ur prospects hot button issues 2day! **#smallbizchat** -8:56 PM Mar 10th, 2010

tachelledaniels Don't know who said it, but THIS is an Awesome Point! A9 - if social media is too automated then it isn't social anymore **#SmallBizChat** -8:56 PM Mar 10th, 2010

CathyWebSavvyPR RT **@bizsavvymom**: A11: U can use ur website/blog/other social media. Use any medium u have & start educating & selling **#SmallBizChat** -8:56 PM Mar 10th, 2010

smallbizlady RT **@bizsavvymom**: A11: U can use ur website/blog/other social media as well. Use any medium u hv & start educating while selling **#SmallBizChat** -8:56 PM Mar 10th, 2010

smallbizlady Q12: How can this be implemented in your business immediately? **#SmallBizChat** -8:55 PM Mar 10th, 2010

CathyWebSavvyPR RT **@bizsavvymom**: A10b1: Grab attn of your ideal ppl quickly/State problem/Offer solution (cont) **#SmallBizChat** -8:55 PM Mar 10th, 2010

Oworky **@markalves** like **@CathyWebSavvyPR**'s A9 point as well -- agree that if **#socialmedia** is too automated then it isnt social anymore **#SmallBizChat** -8:55 PM Mar 10th, 2010

CathyWebSavvyPR A11: Find where your customers hang out (online or off); provide your useful content in those places. do yr research
#SmallBizChat -8:54 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: A11: What are the best mediums to attract your prospects and leads with this process? **#SmallBizChat** -8:54 PM Mar 10th, 2010

bizsavvymom A11: U can use ur website/blog/other social media as well. Use any medium u hv @ ur disposal & start educating while selling
#smallbizchat -8:54 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A10b2 Show proof w/ a demo/testimonials then tell u how u can order! **#SmallBizChat** -8:54 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A10b1: Grab attn of your ideal ppl quickly/State problem/Offer solution (cont) **#SmallBizChat** -8:53 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: A11: What are the best mediums to attract your prospects and leads with this process? **#SmallBizChat** -8:53 PM Mar 10th, 2010

lakeshawomack **@bizsavvymom** - infomercials is a great example, tried and true **#smallbizchat** -8:53 PM Mar 10th, 2010

CathyWebSavvyPR **@markalves** To me it is all about balance and consistency **#SmallBizChat** -8:53 PM Mar 10th, 2010

smallbizlady A11: What are the best mediums to attract your prospects and leads with this process? **#SmallBizChat** -8:53 PM Mar 10th, 2010

THEAUX01 **@smallbizlady** enjoyed participating in the **#SmallBizChat** i.e. reading next week I will interact thanks for the opportunity need those trans -8:53 PM Mar 10th, 2010

smallbizlady RT **@troygparker**: A10 you can attend a webinar on almost anything w/out obligation **#SmallBizChat** -8:53 PM Mar 10th, 2010

TIDOB! That's a really good point! RT **@bizsavvymom**: A10: Dont laugh but, Infomercials use the same formula... **#smallbizchat** -8:53 PM Mar 10th, 2010

CathyWebSavvyPR A10 - blogs accompanying websites that target sales = sell-ucation in a simple mode **#SmallBizChat** -8:52 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom** A10 Don't laugh, Infomercials do this. There's reason they fillw the same formula & sell like crazy! **#SmallBizChat** -8:52 PM Mar 10th, 2010

markalves **@CathyWebSavvyPR** Like your point on A9 -- if social media is too automated then it isn't social anymore **#SmallBizChat** -8:52 PM Mar 10th, 2010

troygparker A10 you can attend a webinar on almost anything w/out obligation **#SmallBizChat** -8:52 PM Mar 10th, 2010

lhkellett A10 Intel started a 'sell-ucation' when they started marketing an internal component of a computer - who did that before them? **#SmallBizChat** -8:52 PM Mar 10th, 2010

bizsavvymom A10b: grab attn ur ideal ppl quickly/state problem/offer solution/shw proof w/ a demo/testimonials then tell u hw u can order! **#smallbizchat** -8:52 PM Mar 10th, 2010

JDEbberly RT **@markalves**: A9 Automation? Email autoresponder w/links. Livechat/webinar w backup transcript/recording &/or podcasts&videos **#SmallBizChat** -8:51 PM Mar 10th, 2010

CathyWebSavvyPR RT **@markalves** A9 Automation? Email autoresponder w/links. Live chat/webinar w backup transcript/recording &/or podcasts/videos **#SmallBizChat** -8:51 PM Mar 10th, 2010

bizsavvymom A10: Don't laugh but, Infomercials are set up to exactly do this. There's a reason they fillw the same formula & sell like crazy! **#smallbizchat** -8:50 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Q10: Some examples of sell-ucation in use today in mainstream media? **#SmallBizChat** -8:50 PM Mar 10th, 2010

lakeshawomack A9 some automation of systems is necessary so u have time to do the work **#smallbizchat** -8:50 PM Mar 10th, 2010

markalves A9 Automation? Email autoresponder w/links. Live chat/webinar with backup transcript/recording and/or podcasts & videos [#smallbizchat](#) - 8:49 PM Mar 10th, 2010

TIDOBI Useful! RT [@smallbizlady](#) [@CathyWebSavvyPR](#): A8 build a presence BEFORE you launch. Build a blog, be where yr audience plays [#smallbizchat](#) -8:49 PM Mar 10th, 2010

JDEbberly RT [@smallbizlady](#): Q10: Some examples of sell-ucation in use today in mainstream media? [#SmallBizChat](#) -8:49 PM Mar 10th, 2010

troygparker [@smallbizlady](#) A9 agreed but it can't take over the relationship part...i see that all the time [#SmallBizChat](#) -8:49 PM Mar 10th, 2010

JDEbberly RT [@bizsavvymom](#): A9b:create maximum value for your buyers and would-be buyers with that content [#SmallBizChat](#) -8:49 PM Mar 10th, 2010

JDEbberly RT [@CathyWebSavvyPR](#) A9 Automatic Soc media selling is not usually a good mix. Need to have balance - more live than automated! [#SmallBizChat](#) -8:49 PM Mar 10th, 2010

smallbizlady Q10: Some examples of sell-ucation in use today in mainstream media? [#SmallBizChat](#) -8:49 PM Mar 10th, 2010

smallbizlady [#Smallbizchat](#) has a Facebook fan page <http://facebook.com/smallbizchat> Are you a fan yet? [#SmallBizChat](#) - 8:48 PM Mar 10th, 2010

CathyWebSavvyPR RT [@bizsavvymom](#): A9b:create maximum value for your buyers and would-be buyers with that content [#smallbizchat](#) [#SmallBizChat](#) -8:48 PM Mar 10th, 2010

CathyWebSavvyPR [#ChatTip #2](#): mark people as favorites (star) to go back & follow or add 2 twitter lists to keep in touch [#SmallBizChat](#) -8:48 PM Mar 10th, 2010

smallbizlady If you have some expertise to share here's how to be a guest on [#smallbizchat](#) <http://bit.ly/4r5KEZ> [#SmallBizChat](#) -8:48 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom** A9 You can & shld use a combo live 1 time events & prerecorded/written content 2 get most out of sales funnel
#SmallBizChat -8:48 PM Mar 10th, 2010

smallbizlady **@troygparker** A9 automation is how you maintain your consistency. **#SmallBizChat** -8:48 PM Mar 10th, 2010

CathyWebSavvyPR A9: Automatic Social media selling is not usually a good mix. You need to have bance - more live than automated!
#SmallBizChat -8:47 PM Mar 10th, 2010

bizsavvymom A9b:create maximum value for your buyers and would-be buyers with that content **#smallbizchat** -8:47 PM Mar 10th, 2010

JDEbberly RT **@CathyWebSavvyPR**: A8: Begin to build presence BEFORE u launch sales campaign. Build blog, build list, be where yr aud plays
#SmallBizChat -8:47 PM Mar 10th, 2010

smallbizlady RT **@CathyWebSavvyPR**: A8: Begin to build a presence BEFORE you launch. Build a blog, build a list, be where yr audience plays
#SmallBizChat -8:46 PM Mar 10th, 2010

troygparker Q9 the systems behind it all...but automation can not build the necessary trust for SM efforts **#SmallBizChat** -8:46 PM Mar 10th, 2010

bizsavvymom A9: You can and should use a combo of live 1 time events & prerecorded/written content 2 get the most out of ur sales funnel
#smallbizchat -8:46 PM Mar 10th, 2010

JDEbberly A9 if email could be used to automate the selling process then **<http://www.aweber.com/>** would be invaluable **#SmallBizChat** -8:46 PM Mar 10th, 2010

lhkellett **@PJonesInc** A8 but without a clear story - none of these things can be done properly **#SmallBizChat** -8:46 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Q9: Can you automate this selling campaign? **#SmallBizChat** -8:46 PM Mar 10th, 2010

CathyWebSavvyPR A8: Begin to build a presence BEFORE you launch any sales campaign. Build a blog, build a list, be where yr audience plays
#SmallBizChat -8:45 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Q9: Can you automate this selling campaign?
#SmallBizChat -8:45 PM Mar 10th, 2010

smallbizlady Q9: Can you automate this selling campaign? **#SmallBizChat** -
8:45 PM Mar 10th, 2010

JDEbberly RT **@troygparker**: A8 Process and systems must be in place...or at least a plan for them :) **#SmallBizChat** -8:44 PM Mar 10th, 2010

PJonesInc Q8 Collateral materials, website, selling points and lots of research! **#smallbizchat** -8:44 PM Mar 10th, 2010

lakeshawomack A8: knowledge of product/service & target market, must connect the 2 w/out overkill - good mix of prod knowledge & benefit
#smallbizchat -8:44 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A8b:but there must be a "what next" element inside the rest of your sales funnel **#SmallBizChat** -8:44 PM Mar 10th, 2010

JDEbberly A8 Brian Clark **@copyblogger** has some really illustrative articles about Q8 on his blog **#SmallBizChat** -8:44 PM Mar 10th, 2010

lhkellett A8 A clear definition of your value proposition **#SmallBizChat** -8:44 PM Mar 10th, 2010

troygparker A8 Process and systems must be in place...or at least a plan for them :) **#SmallBizChat** -8:44 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A8:You need to have a well-organized sales process or sales funnel in place **#SmallBizChat** -8:43 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Q8: What needs to be in place before you create your selling campaign? **#SmallBizChat** -8:43 PM Mar 10th, 2010

bizsavvymom A8b:but there must be a "what next" element inside the rest of your sales funnel **#smallbizchat** -8:43 PM Mar 10th, 2010

CathyWebSavvyPR A7: yes - helping your customers learn about your expertise in a way that helps them solve problem - should work for all biz **#SmallBizChat** -8:43 PM Mar 10th, 2010

bizsavvymom A8:You need to have a well-organized sales process or sales funnel in place. **#smallbizchat** -8:42 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Q8: What needs to be in place before you create your selling campaign? **#SmallBizChat** -8:42 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom** A7b2 Retail biz benefit 2 including jewelers/car washes/restaurants etc **#SmallBizChat** -8:42 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom** A7b1 Professional service cos, lawyers, coaches, network marketers, etc. **#SmallBizChat** -8:41 PM Mar 10th, 2010

smallbizlady Q8: What needs to be in place before you create your selling campaign? **#SmallBizChat** -8:41 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Q7: Can any small business use sell-ucation selling method? **#SmallBizChat** -8:41 PM Mar 10th, 2010

smallbizlady **@Qworky** We are talking about sell-ucation the method that our guest is famous for developing **#SmallBizChat** -8:41 PM Mar 10th, 2010

lakeshawomack A7: Edu is essential 2 sales & referrals, clients must understand the value of purchase and be able to relay it to others **#smallbizchat** -8:41 PM Mar 10th, 2010

PJonesInc RT **@bradfordshimp**: A7 - Small businesses are crazy not to bring an education element into their sales. **#smallbizchat** -8:40 PM Mar 10th, 2010

bizsavvymom A7b:Prfsnl srvc companies:lawyers/coaches/netwrk mrktrs etc.Retail biz benefit 2 including jewelers/car washes/restaurants etc **#smallbizchat** -8:40 PM Mar 10th, 2010

Qworky Afford to avoid using **#socialmedia** 2 learn about your customers?
RT **@smallbizlady**: Can any small biz use this selling method?
#SmallBizChat -8:39 PM Mar 10th, 2010

CathyWebSavvyPR RT **@bradfordshimp**: A7 - Small businesses are crazy not to bring an education element into their sales **#SmallBizChat** -8:38 PM Mar 10th, 2010

lhkellett RT **@bradfordshimp**: A7 - Small businesses are crazy not to bring an education element into their sales. **#smallbizchat** Absolutely! -8:38 PM Mar 10th, 2010

CathyWebSavvyPR **@jdp23** Yes let's catch up tomorrow; I have a 1:30 pm ET meeting **#SmallBizChat** -8:38 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A7:All kinds of businesses will benefit from taking the time 2 put education materials together **#SmallBizChat** -8:37 PM Mar 10th, 2010

smallbizlady RT **@bradfordshimp**: A7 - Small businesses are crazy not to bring an education element into their sales. **#smallbizchat** **#SmallBizChat** -8:37 PM Mar 10th, 2010

smallbizlady RT **@lhkellett**: **#SmallBizChat** What's in it for me - WIIFM -8:37 PM Mar 10th, 2010

JDEbberly RT **@bradfordshimp**: A7 - Small businesses are crazy not to bring an education element into their sales **#SmallBizChat** -8:37 PM Mar 10th, 2010

bizsavvymom A7:All kinds of businesses will benefit from taking the time 2 put education materials together **#smallbizchat** -8:37 PM Mar 10th, 2010

lhkellett **#SmallBizChat** What's in it for me - WIIFM -8:37 PM Mar 10th, 2010

bradfordshimp A7 - Small businesses are crazy not to bring an education element into their sales. **#smallbizchat** -8:36 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Q7: Can any small business use this selling method? **#SmallBizChat** -8:36 PM Mar 10th, 2010

JDEbberly RT **@GetResults**: **@troygparker** In pitching new customers, remember it's all about them - show them WIIFM & they will respond **#SmallBizChat** -8:36 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A6: Businesses who don't educate buyers will continue 2 c decl as competitors impl simple systems/strategies **#SmallBizChat** -8:36 PM Mar 10th, 2010

smallbizlady Q7: Can any small business use this selling method? **#SmallBizChat** -8:36 PM Mar 10th, 2010

CathyWebSavvyPR **@GetResults** can you translate WIIFM for those who don't know the term **#SmallBizChat** -8:35 PM Mar 10th, 2010

CathyWebSavvyPR RT **@GetResults**: **@troygparker** In pitching new customers, remember it's all about them - show them WIIFM & they will respond **#SmallBizChat** -8:34 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A6b: They will find it harder to bring in new customers and generate repeat business for years 2 come **#SmallBizChat** - 8:34 PM Mar 10th, 2010

lhkellett **@bizsavvymom** Agree with that! **#SmallBizChat** -8:34 PM Mar 10th, 2010

jdp23 **@CathyWebSavvyPR** oops sorry forgot **#smallbizchat** was going on NOW :-) -8:34 PM Mar 10th, 2010

troygparker RT **@CathyWebSavvyPR**: A6: If you don't educate yor customers online - they may just buy from a competitor who is doing it. **#SmallBizChat** -8:34 PM Mar 10th, 2010

CathyWebSavvyPR RT **@lhkellett**: A6 If they target an older market - not too bad. If target is younger & more social media savvy - bigger issues **#SmallBizChat** -8:34 PM Mar 10th, 2010

smallbizlady **@the write one** We do commercials at the end. No links unless your are answering a direct questions. Okay! **#SmallBizChat** -8:34 PM Mar 10th, 2010

GetResults **@troygparker** In pitching new customers, remember it's all about them - show them WIIFM & they will respond **#smallbizchat** -8:34 PM Mar 10th, 2010

bizsavvymom A6b: They will find it harder to bring in new customers and generate repeat business for years 2 come **#smallbizchat** -8:33 PM Mar 10th, 2010

Oworky RT **@smallbizlady**: if u know a **#smallbiz** owner who could use some advice tell them 2 follow **@SmallBizChat** & join us Weds 8-9 ET **#SmallBizChat** -8:33 PM Mar 10th, 2010

lhkellett A6 If they target an older market - not too bad. If target is younger and more social media savvy - bigger issues. **#SmallBizChat** -8:33 PM Mar 10th, 2010

CathyWebSavvyPR A6: If you don't educate yor customers online - they may just buy from a competitor who is doing it. **#SmallBizChat** -8:33 PM Mar 10th, 2010

smallbizlady Coming up in March on **#smallbizchat** <http://bit.ly/92fcRN>
Peter Shankman**@skydiver** **@TPEntrepreneur** **@colleendebaise**
#SmallBizChat -8:33 PM Mar 10th, 2010

bizsavvymom A6: Businesses who don't educate buyers will continue 2 c steady decline as ur competitors implement simple systems/strategies
#smallbizchat -8:32 PM Mar 10th, 2010

troygparker linkedin and FB **@TIDOB!**: I am starting from scratch. What is the best way to begin the pitch for new customers? **#smallbizchat**
#SmallBizChat -8:32 PM Mar 10th, 2010

typeamom RT **@smallbizlady**: If you know a small business owner who could use some advice tell them to follow **@SmallBizChat** and join us on Wed 8-9 ET **#SmallBizChat** -8:32 PM Mar 10th, 2010

JDEbberly RT **@TIDOB!**: I am starting from scratch. What is the best way to begin the pitch for new customers? **#SmallBizChat** -8:32 PM Mar 10th, 2010

smallbizlady If you know a small business owner who could use some advice tell them to follow **@SmallBizChat** and join us on Wed 8-9 ET **#SmallBizChat** -8:32 PM Mar 10th, 2010

lhkellett A6 It's easy to say they will fail - but that may or may not be the case. They will certainly be at a disadvantage **#SmallBizChat** -8:31 PM Mar 10th, 2010

smallbizlady For more tips on small biz success subscribe to Melinda Emerson's blog at **http://bit.ly/3x5Gm2** **#SmallBizChat** -8:31 PM Mar 10th, 2010

the_write_one Getting Started As An **#Entrepreneur**, Part II: Get a Web Presence!: **http://bit.ly/aeLXQh** **#smallbizchat** -8:31 PM Mar 10th, 2010

TIDOBI I am starting from scratch. What is the best way to begin the pitch for new customers? **#smallbizchat** -8:31 PM Mar 10th, 2010

smallbizlady My Latest blog post: The right way to make sales calls for your small business **http://bit.ly/cMLI7L** **#SmallBizChat** -8:31 PM Mar 10th, 2010

troygparker A6 the rest of cyber space will do it for them **#SmallBizChat** -8:31 PM Mar 10th, 2010

bizsavvymom **@Qworky** Absolutely! **#smallbizchat** -8:30 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Q6: What happens to small businesses that do not educate their online customers? **#SmallBizChat** -8:30 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Q6: What happens to small businesses that do not educate their online customers? **#SmallBizChat** -8:30 PM Mar 10th, 2010

jessienuez RT **@SmallBizLady**: Q6: What happens to small businesses that do not educate their online customers? **#SmallBizChat** -8:30 PM Mar 10th, 2010

JDEbberly **@PJonesInc** Glad to have you onboard tonight, Patricia! :) **#SmallBizChat** -8:30 PM Mar 10th, 2010

Qworky @bizsavvymom like focus on preparing 4 community feedback preemptively. **#socialmedia** focused=customer focused if done right.
#smallbizchat -8:30 PM Mar 10th, 2010

smallbizlady Q6: What happens to small businesses that do not educate their online customers? **#SmallBizChat** -8:30 PM Mar 10th, 2010

smallbizlady @PJonesInc welcome! **#SmallBizChat** -8:29 PM Mar 10th, 2010

JDEbberly @PJonesInc Welcome to SmallBizChat, P Jones! Happy to have you join us tonight! :) **#SmallBizChat** -8:29 PM Mar 10th, 2010

Qworky RT **@bizsavvymom** A5b Put the time in2 creating systems & they will always need tweaking based on feedback from ur prosp clients
#SmallBizChat -8:29 PM Mar 10th, 2010

JDEbberly @Jay2daBee Welcome to SmallBizChat! We're glad you've joined us tonight! **#SmallBizChat** -8:28 PM Mar 10th, 2010

Qworky RT **@CathyWebsavvyPR** becoming the GO TO person for ur niche/market makes you credible - if yr info matched needs of yr clients
#SmallBizChat -8:28 PM Mar 10th, 2010

PJonesInc Hi, this is my first **#smallbizchat**. -8:28 PM Mar 10th, 2010

bradfordshimp @troygparker Ha ha, tweeples are people too!
#smallbizchat -8:28 PM Mar 10th, 2010

CathyWebSavvyPR @bizsavvymom very true - there are lots of prospects who want "you to do it for them" social media won't work that way
#SmallBizChat -8:27 PM Mar 10th, 2010

troygparker A5 and that "feel" is different for everyone...so you're have to get to know people...or tweeples in this case **#SmallBizChat** -8:27 PM Mar 10th, 2010

smallbizlady @Jay2daBee welcome **#SmallBizChat** -8:27 PM Mar 10th, 2010

bradfordshimp @wvpmc Yes, but knowing your customer can help you. When selling, bring out the obvious pain points and then your answer.
#smallbizchat -8:27 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom** A5b Put the time in2 creating systems & they will always need tweaking based on feedback from ur prosp clients
#SmallBizChat -8:27 PM Mar 10th, 2010

CathyWebSavvyPR RT **@bizsavvymom**: A5: If you are the type of business person that just wants people to show up and buy this is not for u
#SmallBizChat -8:26 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Q5 Are their any drawbacks from using this method of selling online? **#SmallBizChat** -8:26 PM Mar 10th, 2010

Jay2daBee RT **@lakeshawomack**: participating in my first twitter chat
#smallbizchat - pretty cool>good luck -8:26 PM Mar 10th, 2010

CathyWebSavvyPR RT **@bradfordshimp**: A4 - Education also helps raise pain points so customers see why they need your services or products
#SmallBizChat -8:26 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A5: If you are the type of business person that just wants people to show up and buy this is not for u **#SmallBizChat** -
8:26 PM Mar 10th, 2010

bizsavvymom A5b: Put the time in2 creating systems & they will always need tweaking based on the feedback from ur prospective clients
#smallbizchat -8:26 PM Mar 10th, 2010

troygparker A5...i think it is really knowing when to close the sale...to ask for the money...it takes some "feel" **#SmallBizChat** -8:26 PM Mar 10th, 2010

JDEbberly RT **@CathyWebSavvyPR**: A4: Becoming the GO TO person 4 ur niche/market makes u credible - if yr info matched needs of yr clients
#SmallBizChat -8:25 PM Mar 10th, 2010

CathyWebSavvyPR A4: I've had success w/ Sell-cation - connect dots via social media - post to LinkedIn, got 2 blog, like what I say = hire me
#SmallBizChat -8:25 PM Mar 10th, 2010

wvpmc **@bradfordshimp** really hearing what those pain ponts are is key - online it's harder to show you're listening (soc med helps) **#smallbizchat** -
8:25 PM Mar 10th, 2010

bizsavvymom A5: if you are the type of business person that just wants people to show up and buy this is not for u **#smallbizchat** -8:25 PM Mar 10th, 2010

troygparker A4 not to mention it is a blast to teach! **#SmallBizChat** -8:25 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Q5 Are their any drawbacks from using this method of selling online? **#SmallBizChat** -8:25 PM Mar 10th, 2010

lakeshawomack RT **@smallbizlady**: How to participate in **#SmallBizChat**: **http://bit.ly/S797e** -8:25 PM Mar 10th, 2010

JDEbberly RT **@bradfordshimp**: A4 - Education also helps raise pain points so customers see why they need your services or products **#SmallBizChat** -8:24 PM Mar 10th, 2010

tachelledaniels **@lakeshawomack** Good to see you here ;) **#smallbizchat**. -8:24 PM Mar 10th, 2010

smallbizlady Q5 Are their any drawbacks from using this method of selling online? **#SmallBizChat** -8:24 PM Mar 10th, 2010

bizsavvymom **@Qworky** Thanks! **#smallbizchat** -8:24 PM Mar 10th, 2010

JDEbberly A4 On an online store you can response block some of your prospective customers' questions on a FAQ **#SmallBizChat** -8:24 PM Mar 10th, 2010

JamaraWilson RT **@lakeshawomack**: A3: Develop relationships rather than just trying to make the sale... takes longer to close but you are more authentic **#smallbizchat** -8:24 PM Mar 10th, 2010

CathyWebSavvyPR A4: becoming the GO TO person for your niche/market makes you credible - if yr info matched needs of yr clients **#SmallBizChat** -8:23 PM Mar 10th, 2010

bradfordshimp A4 - Education also helps raise pain points so customers see why they need your services or products. **#smallbizchat** -8:23 PM Mar 10th, 2010

Qworky @bizsavvymom absolutly agree about focus on provding value!
Can use **#socialmedia** 2 let them know value cld b available 2 them.
#smallbizchat -8:23 PM Mar 10th, 2010

turtlelady81 @troygparker thank you, Troy **#smallbizchat** -8:23 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A4b: This process answers objections succinctly so sales come easier & refunds drop dramatically **#SmallBizChat** -8:23 PM Mar 10th, 2010

troygparker A3 a lot of patience and resisting the temptation to go for the "kill" too early is important in SM **#SmallBizChat** -8:23 PM Mar 10th, 2010

lakeshawomack participating in my first twitter chat **#smallbizchat** - pretty cool -8:22 PM Mar 10th, 2010

bizsavvymom A4b: This process answers objections succinctly so sales come easier & refunds drop dramatically **#smallbizchat** -8:22 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Q4: What are some of the benefits of using sell-ucation? **#SmallBizChat** -8:22 PM Mar 10th, 2010

troygparker A3 not just feel like you're trying to sell them something **#SmallBizChat** -8:22 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A4: If done well, you can generate sales easier, because there's less buyer confusion **#SmallBizChat** -8:22 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady** My 1st book Become Yr Own Boss in 12 Months out yesterday! Amazon **http://bit.ly/6SteEn** or stores nationwide **#SmallBizChat** -8:22 PM Mar 10th, 2010

tachelledaniels RT **@bizsavvymom**: A3:Regardless of what ur sell'g, prospects bombarded w/buy this now msgs, scratch their head think'g "WHY?" **#smallbizchat** -8:21 PM Mar 10th, 2010

smallbizlady How to participate in **#SmallBizChat**: **http://bit.ly/S797e** -8:21 PM Mar 10th, 2010

troygparker @turtlelady81 if those around know you care as much about their needs and wants, from their point of view, they will trust you
#SmallBizChat -8:21 PM Mar 10th, 2010

JDEbberly RT **@wvpmc** awareness - information - preference - purchase... meet prospect where they are, give them what they need **#SmallBizChat** -
8:21 PM Mar 10th, 2010

bizsavvymom A4: If done well, you can generate sales easier, because there's less buyer confusion **#smallbizchat** -8:21 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Q4: What are some of the benefits of using sell-ucation? **#SmallBizChat** -8:21 PM Mar 10th, 2010

smallbizlady If you know a small business owner who could use some advice tell them to follow **@SmallBizChat** and join us on Wed 8-9 ET
#SmallBizChat -8:21 PM Mar 10th, 2010

wvpmc awareness - information - preference - purchase... meet prospect where they are, give them what they need **#smallbizchat** -8:21 PM Mar 10th, 2010

Oworky Listen 2 potential customers & provide product they desire. RT **@smallbizlady**: Q3 How do u stand-out from noise selling online?
#SmallBizChat -8:20 PM Mar 10th, 2010

smallbizlady Q4: What are some of the benefits of using sell-ucation?
#SmallBizChat -8:20 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Welcome again 2 tonight's guest **@bizsavvymom** on Effective Social Media Selling **@Tweetgrid**
http://is.gd/9XvR7 **#SmallBizChat** -8:20 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: A3b: buyers want to be smart with where they invest their money so you've got to earn it by giving value
#SmallBizChat -8:20 PM Mar 10th, 2010

lhkellett A3 Also, talk to your customers and prospects - what do they really want. What can you do better? **#SmallBizChat** -8:20 PM Mar 10th, 2010

smallbizlady My first book: Become Your Own Boss in 12 Months came out yesterday! Amazon <http://bit.ly/6SteEn>, or in stores nationwide
#SmallBizChat -8:20 PM Mar 10th, 2010

smallbizlady My first book: Become Your Own Boss in 12 Months came out yesterday! Amazon <http://bit.ly/6SteEn>, or in stores nationwide
#SmallBizChat -8:20 PM Mar 10th, 2010

turtlelady81 Explain? RT **@troygparker**: a3 a sense of urgency on behalf of the needs of those around...potential clients **#smallbizchat** -8:20 PM Mar 10th, 2010

CathyWebSavvyPR A3: Stand out when selling online by building trust in your brand - know & answer the pin points of your audience **#SmallBizChat** -
8:20 PM Mar 10th, 2010

smallbizlady For even more great content join the **#Smallbizchat** LinkedIn group! <http://bit.ly/smallbizchatonlinkedin> **#SmallBizChat** -8:20 PM Mar 10th, 2010

lhkellett A3 Look at the competition and find that niche that they are missing - then make that your focus **#SmallBizChat** -8:19 PM Mar 10th, 2010

smallbizlady Welcome again to tonight's guest **@bizsavvymom** on Effective Social Media Selling **@Tweetgrid** link <http://is.gd/9XvR7> **#SmallBizChat**
-8:19 PM Mar 10th, 2010

JDEbberly RT **@lakeshawomack** A3 Dev relationships rather than just trying to make sale..takes longer to close but you're more authentic
#SmallBizChat -8:19 PM Mar 10th, 2010

TIDOBI Thinking I might take you up on that! RT **@smallbizlady**:
@TIDOBI I think I can help you with your new biz--Just ask. **#smallbizchat**
-8:19 PM Mar 10th, 2010

troygparker a3 a sense of urgency on behalf of the needs of those around...potential clients **#SmallBizChat** -8:19 PM Mar 10th, 2010

bizsavvymom A3b: buyers want to be smart with where they invest their money so you've got to earn it by giving value **#smallbizchat** -8:18 PM Mar 10th, 2010

lakeshawomack A3: Develop relationships rather than just trying to make the sale... takes longer to close but you are more authentic **#smallbizchat** - 8:18 PM Mar 10th, 2010

smallbizlady @TIDOB1 I think I can help you with your new biz--Just ask. **#SmallBizChat** -8:18 PM Mar 10th, 2010

tachelledaniels GOOD Question RT **@smallbizlady**: Q3 How do you stand-out from the noise selling online? **#SmallBizChat** -8:18 PM Mar 10th, 2010

troygparker RT **@smallbizlady**: Q3 How do you stand-out from the noise selling online? **#SmallBizChat** -8:18 PM Mar 10th, 2010

bizsavvymom A3: Regardless of what u r selling, prospects r bombarded w/ buy this now msgs & they r scratching their heads thinking, "Y?" **#smallbizchat** -8:18 PM Mar 10th, 2010

bradfordshimp A3 - Consistency. **#smallbizchat** -8:18 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Q3 How do you stand-out from the noise selling online? **#SmallBizChat** -8:17 PM Mar 10th, 2010

CathyWebSavvyPR RT **@smallbizlady**: Q3 How do you stand-out from the noise selling online? **#SmallBizChat** -8:17 PM Mar 10th, 2010

troygparker A1 i love it when someone give me all the info and then allows me to use my agency..most of the time i'll buy from them **#SmallBizChat** - 8:17 PM Mar 10th, 2010

CathyWebSavvyPR Sorry - center colun of tweetgird is misbehaving - I may have another idea to fry for next week **#SmallBizChat** -8:17 PM Mar 10th, 2010

Oworky Just jumping into **#SmallBizChat** with **@bizsavvymom** Malika Duke on Effective **#socialmedia** selling. **@Tweetgridlink**: **http://is.gd/9XvR7** -8:17 PM Mar 10th, 2010

TIDOB1 @bizsavvymom Thank you all, nice to be here **#smallbizchat** -8:17 PM Mar 10th, 2010

smallbizlady Q3 How do you stand-out from the noise selling online?
#SmallBizChat -8:17 PM Mar 10th, 2010

CathyWebSavvyPR **#SmallBizChat** 8-9pm ET **@bizsavvymom** Malika Duke on Effective Social Media Selling **@Tweetgrid** **http://is.gd/9XvR7** -
8:17 PM Mar 10th, 2010

CathyWebSavvyPR Welcome back **@turtlelady81welcome** to the chat
@tachelledaniels **#SmallBizChat** -8:16 PM Mar 10th, 2010

lakeshawomack More client satisfaction also RT **@bradfordshimp** I am a big believer in education based selling. Makes sales fun and enriching.
#smallbizchat -8:16 PM Mar 10th, 2010

bizsavvymom **@TIDOB!** welcome! **#smallbizchat** -8:16 PM Mar 10th, 2010

turtlelady81 **@bizsavvymom** A1 Thanks. **#smallbizchat** -8:16 PM Mar 10th, 2010

wvpmc **@CathyWebSavvyPR** great to see you Cathy! **#smallbizchat** -8:16
PM Mar 10th, 2010

lhkellett A1 Best selling comes when u build trust - in your product, knowledge and integrity. That can be done many ways online and off
#SmallBizChat -8:15 PM Mar 10th, 2010

bizsavvymom **@turtlelady81** What they may want to consider before they buy are options **#smallbizchat** -8:15 PM Mar 10th, 2010

JDEbberly **@CathyWebSavvyPR** I know what you mean - My comp loves to hang during chats, especially Journchat **#SmallBizChat** -8:15 PM Mar 10th, 2010

CathyWebSavvyPR Welcome to the chat **@wvpmc** **@troygparker**
@bradfordshimp **@yourjobmyoffice** **@JDEbberly** **@lakeshawomack**
@TIDOB! **@CherryEA** **#SmallBizChat** -8:15 PM Mar 10th, 2010

smallbizlady RT **@wvpmc**: Q1 in any sales process there are different buyer stages that need 2 be met-online no diff-direct visitor each time
#SmallBizChat -8:15 PM Mar 10th, 2010

JDEbberly A2 Education-based selling would help your customers make better informed decisions about your offerings **#SmallBizChat** -8:14 PM Mar 10th, 2010

troygparker well said RT **@bradfordshimp**: I am a big believer in education based selling. Makes sales fun and enriching. **#smallbizchat**
#SmallBizChat -8:14 PM Mar 10th, 2010

turtlelady81 **@CathyWebSavvyPR** Hello Cathy! **#smallbizchat** -8:14 PM Mar 10th, 2010

turtlelady81 RT **@wvpmc**: Q1 in any sales process there are diff. buyer stages that need 2b met - online no diff - direct visitor each time
#smallbizchat -8:14 PM Mar 10th, 2010

CathyWebSavvyPR Sorry - computer glitch had me delayed - your co-host is here! **#SmallBizChat** -8:13 PM Mar 10th, 2010

wvpmc Q1 in any sales process there are different buyer stages that need to be met - online no diff - direct visitor each time **#smallbizchat** -8:13 PM Mar 10th, 2010

troygparker hello **@TIDOB!** welcome to the party **#SmallBizChat** -8:13 PM Mar 10th, 2010

bradfordshimp I am a big believer in education based selling. Makes sales fun and enriching. **#smallbizchat** -8:13 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom** A2b Prosp clients are always looking 2 make informed buying decision & law reciproc compels them 2 buy from u
#SmallBizChat -8:12 PM Mar 10th, 2010

troygparker i've always looked at it like a neighborhood barbaque...eventually the op to talk about what we do will come up
#SmallBizChat -8:12 PM Mar 10th, 2010

yourjobmyoffice RT **@TIDOB!**: Hello all... Im a 1st timer. Thinking of starting my own biz. **#smallbizchat** -8:12 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Hey folk Please put A1, A2, A3 in front of your answers please. **#SmallBizChat** -8:12 PM Mar 10th, 2010

bizsavvymom A2b: Prospective clients are always looking 2 make informed buying decision & the law of reciprocity compels them 2 buy from u
#smallbizchat -8:11 PM Mar 10th, 2010

lakeshawomack RT **@smallbizlady**: Q2 What is sell-ucation?
#SmallBizChat -8:11 PM Mar 10th, 2010

smallbizlady Hey folk please put A1, A2, A3 in front of your answers please.
#SmallBizChat -8:11 PM Mar 10th, 2010

TIDOB! Hello all... I'm a 1st timer. Thinking of starting my own biz.
#smallbizchat -8:11 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom** A2 Objective is 2 create education systems where cust learn who u are, what u have, who it is 4 & hw u can help
#SmallBizChat -8:11 PM Mar 10th, 2010

CherryEA RT **@troygparker**: i don't think it's about impressions...it's about relevant connections **#SmallBizChat** -8:11 PM Mar 10th, 2010

wvpmc @JDEbberly looks like my keyboard gremlins are joining the chat again tonight :) **#smallbizchat** -8:11 PM Mar 10th, 2010

turtelady81 @bizsavvymom What do you mean by "options"?
#smallbizchat -8:10 PM Mar 10th, 2010

troygparker i don't think it's about impressions...it's about relevant connections **#SmallBizChat** -8:10 PM Mar 10th, 2010

lhkellett Absolutely - selling is about relationships. building those takes skill and is somewhat dependent on what you are selling **#SmallBizChat** -8:10 PM Mar 10th, 2010

bizsavvymom A2: The objective is 2 create education systems where customers learn who u are, want u have, who it is 4 & hw u can help
#smallbizchat -8:10 PM Mar 10th, 2010

yourjobmyoffice RT **@bradfordshimp**: Building trust is really important.
#smallbizchat -8:10 PM Mar 10th, 2010

JDEbberly RT **@bradfordshimp**: Building trust is really important.
(STRONGLY AGREE) **#SmallBizChat** -8:09 PM Mar 10th, 2010

turtlelady81 RT **@wvpmc**: Q1 are we talking about xclusively online - or a coOmbination of on/off? **#smallbizchat** -8:09 PM Mar 10th, 2010

JDEbberly RT **@smallbizlady**: Q2 What is sell-ucation? **#SmallBizChat** -8:09 PM Mar 10th, 2010

bradfordshimp Building trust is really important. **#smallbizchat** -8:09 PM Mar 10th, 2010

JDEbberly RT **@troygparker**: In my experience, is more about a relationship first (BINGO!) **#SmallBizChat** -8:09 PM Mar 10th, 2010

wvpmc Q1 are we talking about xclusively online - or a coOmbination of on/off? **#smallbizchat** -8:08 PM Mar 10th, 2010

smallbizlady Q2 What is sell-ucation? **#SmallBizChat** -8:08 PM Mar 10th, 2010

JDEbberly Q1 Best way to sell online is serve the customer every way you can, Know their needs and help them **#SmallBizChat** -8:08 PM Mar 10th, 2010

troygparker in my experience, is more about a relationship first
#SmallBizChat -8:08 PM Mar 10th, 2010

JDEbberly RT **@bizsavvymom**: By not trying 2 impress your prospect through hype w/ your prdct or srvc Instead u r informing of options
#SmallBizChat -8:07 PM Mar 10th, 2010

bizsavvymom A1b: & only looking 4 mutually beneficial relatnship
#smallbizchat -8:07 PM Mar 10th, 2010

bizsavvymom By not trying 2 impress ur prspect thrgh hype w/ ur prdct or srvc Instead u r infirming of options **#smallbizchat** -8:06 PM Mar 10th, 2010

Ihkellett A1 - Are you selling services or products or both? **#SmallBizChat** -
8:06 PM Mar 10th, 2010

troygparker RT **@smallbizlady**: Q1 What is the best way to sell online?
#SmallBizChat -8:05 PM Mar 10th, 2010

Ihkellett Q1 depends on what you are selling! **#SmallBizChat** -8:05 PM Mar 10th,
2010

JDEbberly RT **@smallbizlady**: Q1 What is the best way to sell online?
#SmallBizChat -8:05 PM Mar 10th, 2010

tachelledaniels RT **@smallbizlady**: Q1 What is the best way to sell online?
#SmallBizChat -8:04 PM Mar 10th, 2010

troygparker Entering the **#smallbizchat** so excuse the wave of posts
#SmallBizChat -8:04 PM Mar 10th, 2010

smallbizlady Q1 What is the best way to sell online? **#SmallBizChat** -8:04 PM
Mar 10th, 2010

Ihkellett Hi to all - happy to join again tonight **#SmallBizChat** -8:04 PM Mar 10th,
2010

smallbizlady **.@bizzsavvymom**, founder of
http://www.savvybusinessmom.com coaches her clients on how to
master the web as a marketing tool **#SmallBizChat** -8:03 PM Mar 10th, 2010

yourjobmyoffice Hi everyone! Nice to see you on the chat. **#smallbizchat** -
8:03 PM Mar 10th, 2010

smallbizlady Welcome to tonight's guest **@bizzsavvymom** on Effective
Social Media Selling **@Tweetgrid** link **http://is.gd/9XvR7** **#SmallBizChat**
-8:03 PM Mar 10th, 2010

tachelledaniels RT **@smallbizlady**: Are you a of **#Smallbizchat**'s
Facebook fan page yet? **http://facebook.com/smallbizchat**
#SmallBizChat -8:02 PM Mar 10th, 2010

smallbizlady 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 -8:02 PM Mar 10th, 2010

smallbizlady We put out a link to the transcript on **@smallbizchat** tonight after the show, so don't worry if you miss a tweet or two. **#SmallBizChat** -
8:02 PM Mar 10th, 2010

smallbizlady Last 5 minutes will be available for pitches AKA your 140 character commercials. So be ready. **#SmallBizChat** -8:01 PM Mar 10th, 2010

smallbizlady A: The goal of **#smallbizchat** is to end small business failure by helping you succeed as your own boss. **#SmallBizChat** -8:01 PM Mar 10th, 2010

smallbizlady Q: What is the focus of **#smallbizchat**? **#SmallBizChat** -8:01
PM Mar 10th, 2010

smallbizlady Welcome to my co-host and social media PR pal **@CathyWebSavvyPR** and my virtual assistant Sonia **@YourJobMyOffice**
#SmallBizChat -8:00 PM Mar 10th, 2010

JDEbberly Welcome to SmallBizChat, **@bizsavvymom** !!!! :) :)
#SmallBizChat -8:00 PM Mar 10th, 2010

smallbizlady Are you a of **#Smallbizchat**'s Facebook fan page yet?
http://facebook.com/smallbizchat **#SmallBizChat** -8:00 PM Mar 10th, 2010

smallbizlady On **#SmallBizChat** Now 8-9p ET: **@bizsavvymom** Malika Duke on Effective Social Media Selling **@Tweetgrid** link
http://is.gd/9XvR7 -8:00 PM Mar 10th, 2010

JDEbberly CONGRATULATIONS! RT **@smallbizchat** My book: Become Your Own Boss in 12 Months came out yesterday! Amazon **http://bit.ly/6SteEn**
#SmallBizChat -8:00 PM Mar 10th, 2010

smallbizlady **#SmallBizChat** is hosted by **@SmallBizLady** Melinda Emerson, a veteran entrepreneur and smallbiz coach & author based in Philly.
-7:59 PM Mar 10th, 2010

MYOBTrainer RT **@SmallBizLady**: How to participate in **#SmallBizChat**:
http://bit.ly/S797e -7:59 PM Mar 10th, 2010

JDEbberly Apologies to all my followers for many extra tweets between 8pm and 9pm tonight as I join SmallBizChat!!! **#SmallBizChat** -7:58 PM Mar 10th, 2010

smallbizlady Welcome to **#SmallBizChat**, a weekly conversation where emerging small business owners can get answers to their questions. -7:58 PM Mar 10th, 2010

bizsavvymom I'm getting real-time search results at TweetGrid
http://tweetgrid.com/ #smallbizchat -7:58 PM Mar 10th, 2010

smallbizlady How to participate in **#SmallBizChat**: **http://bit.ly/S797e** -7:58 PM Mar 10th, 2010

smallbizlady Tonight's **#SmallBizChat** Guest: **@bizsavvymom** Malika Duke on Effective Social Media Selling **@Tweetgrid** link
http://is.gd/9XvR7 -7:57 PM Mar 10th, 2010

tachelledaniels Getting ready for **#smallbizchat** 8 ET -7:54 PM Mar 10th, 2010

smallbizlady How to participate in **#SmallBizChat**: Wed 8-9pm ET
http://bit.ly/S797e -7:50 PM Mar 10th, 2010

deniseoberry RT **@smallbizlady**: In 10 min join **#SmallBizChat** 8-9pm ET **@bizsavvymom** Malika Duke on Effective Social Media Selling **@Tweetgrid**
http://is.gd/9XvR7 -7:48 PM Mar 10th, 2010

smallbizlady In 10 min join **#SmallBizChat** 8-9pm ET **@bizsavvymom** Malika Duke on Effective Social Media Selling **@Tweetgrid**
http://is.gd/9XvR7 -7:45 PM Mar 10th, 2010

JamaraWilson Via **@lakeshawomack**: RT **@SmallBizLady**: Tonight on **#smallbizchat** 8-9 pm ET **@bizsavvymom** Internet Marketing expert (cont)
http://tl.gd/fe3a9 -7:41 PM Mar 10th, 2010

in_your_shoes RT **@smallbizlady**: Hello Tweeps...getting ready for the **@bizsavvymom** to drop serious knowledge about selling online.
#SmallBizChat -7:32 PM Mar 10th, 2010

lhkellett Have a little time to join **#SmallBizChat** tonight - but have gymnastics carpool duty, so need to leave around 8:30 - boo hoo. -7:30 PM Mar 10th, 2010

smallbizchat In 30 min join **#SmallBizChat** 8-9pm ET **@bizsavvymom** Malika Duke on Effective Social Media Selling **@Tweetgrid** **http://is.gd/9XvR7** -7:30 PM Mar 10th, 2010

smallbizlady Hello Tweeps...getting ready for the **@bizsavvymom** to drop serious knowledge about selling online. **#SmallBizChat** -7:21 PM Mar 10th, 2010

smallbizlady In 1hr join **#SmallBizChat** 8-9pm ET **@bizsavvymom** Malika Duke on Effective Social Media Selling **@Tweetgrid** **http://is.gd/9XvR7** -7:00 PM Mar 10th, 2010