

CathyWebSavvyPR: Now #SmallBizChat 5/12 8-9p ET Build Buzz 4Yr Online Content w guest @Therisetothetop Tweetgrid link: <http://is.gd/c5Kx8>

JDEbberly: RT @SmallBizLady: . Marketing isn't an optional expense. It's an investment in the success of your business. #BYOBBook Tip #SmallBizChat

TheRiseToTheTop: @mikestenger haha I love the warnings #SmallBizChat

TheRiseToTheTop: #SmallBizChat

CathyWebSavvyPR: Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions

mikestenger: Hey everyone! Before things get started: Which do u prefer for chats...Tweetgrid or Tweetchat? #SmallBizChat

CathyWebSavvyPR: Are you a of #Smallbizchat's Facebook fan? Join today <http://facebook.com/smallbizchat>. Follow @SmallBizChat on Twitter too! #SmallBizChat

yourjobmyoffice: @mikestenger I wonder - why would it be an issue when the content is so good? #smallbizchat

CathyWebSavvyPR: .@SmallBizLady Had another engagement tonight, so @CathyWebSavvyPR is hosting, thanks to our VA Sonia @YourJobMyOffice #SmallBizChat

llovelyimo: I'm new to this #smallbizchat Hi everyone! #SmallBizChat

smallbiztrends: Starting now: #SmallBizChat "Build Buzz for your Online Content" w/ guest @TheRiseToTheTop Tweetgrid: <http://is.gd/c5Kx8>

KhyatiMehta: RT @smallbizchat: Now! 8-9p ET 5/12 on #SmallBizChat Build Buzz 4Yr Online Content w guest @Therisetothetop Tweetgrid link: <http://is.gd/c5Kx8>

llovelyimo: @mikestenger learning here, so far tweet grid #SmallBizChat

yourjobmyoffice: @llovelyimo Welcome to the chat. Not a shy bunch are we - jump right in. ;-) #smallbizchat

JDEbberly: @llovelyimo Welcome to SmallBizChat! You are gonna LOVE this chat tonight! :) #SmallBizChat

mikestenger: @yourjobmyoffice That's a good question Sonia. Was more of a joke towards @TheRiseToTheTop. #SmallBizChat

llovelyimo: @yourjobmyoffice Thanks! #SmallBizChat

yourjobmyoffice: RT @smallbiztrends now"Build Buzz for your Online Content" w/ guest @TheRiseToTheTop Tweetgrid: <http://is.gd/c5Kx8> #smallbizchat

TheRiseToTheTop: @smallbiztrends Hi Anita great to see you here. Ladies & Gentleman THE Anita Campbell is here #SmallBizChat

CathyWebSavvyPR: Right NOW! 5/12 8p ET #SmallBizChat Guest: @Therisetothetop: Build Buzz 4 Yr Online Content Tweetgrid link: <http://is.gd/c5Kx8>

JDEbberly: RT @TheRiseToTheTop: @smallbiztrends Hi Anita great to see you here. Ladies & Gentleman THE Anita Campbell is here #SmallBizChat

mikestenger: @TheRiseToTheTop Is this chat sponsored by Johnny Londoff Chevrolet? (Ok Mike, enough w/the jokes) #SmallBizChat

IntuitPayroll: RT @smallbiztrends: Starting now: #SmallBizChat "Build Buzz for your Online Content" w/ guest @TheRiseToTheTop Tweetgrid: <http://is.gd/c5Kx8>

loisgeller: I'm going to #smallbizchat for the first time.

CathyWebSavvyPR: Tweetgrid is not showing our guest in ceter - so look on the right or try www.tweetchat.com #SmallBizChat

llovelyimo: @BiZarr84 Youre not alone! #SmallBizChat

JDEbberly: @loisgeller Welcome to SmallBizChat, Lois! This is a SUPERB chat for small biz owners!! #SmallBizChat

yourjobmyoffice: @mikestenger I see "apology" often + don't get why solid biz discn wld be a nuisance. Must be the @smallbizlady kool aid ;) #smallbizchat

CathyWebSavvyPR: @BiZarr84 @loisgeller @llovelyimo welcome to the chat! #SmallBizChat

llovelyimo: Friends, dont be confused if I login in as @aharringtonlimo too, it's still me! #SmallBizChat

CathyWebSavvyPR: Now! 8p ET 5/12 on #SmallBizChat Build Buzz 4Yr Online Content w guest @Therisetothetop Tweetgrid link: <http://is.gd/c5Kx8>

smallbizchat: Now! 8p ET 5/12 on #SmallBizChat Build Buzz 4Yr Online Content w guest @Therisetothetop Tweetgrid link: <http://is.gd/c5Kx8>

loisgeller: @mzayfert No business is behaving as usual these days...of course Staten Island is a different kind of place anyway...#smallbizchat

JDEbberly: @llovelyimo Gotcha. I followed that twitter ID as well ;) #SmallBizChat

MediaCollective: Heading in to Chat: Build Buzz 4Yr Online Content w guest @Therisetothetop Tweetgrid link: <http://is.gd/c5Kx8> #SmallBizChat

smallbiztrends: Hi to everyone joining #Smallbizchat. I always learn a lot from @TheRiseToTheTop and small business leaders like YOU.

CathyWebSavvyPR: Q: What is the focus of #smallbizchat? #SmallBizChat

CathyWebSavvyPR: #SmallBizChat

llovelyimo: @JDEbberly Why thank you!!! #SmallBizChat

CathyWebSavvyPR: A: The goal of #smallbizchat is to end small business failure by helping you succeed as your own boss. #SmallBizChat

loisgeller: RT @JDEbberly: @llovelyimo Gotcha. I followed that twitter ID as well ;) #SmallBizChat

llovelyimo: can i follow someone using tweetgrid? #SmallBizChat

CathyWebSavvyPR: Last 5 minutes will be available for pitches AKA your 140 character commercials. So be ready. #SmallBizChat

CathyWebSavvyPR: 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

yourjobmyoffice: @loisgeller Hope you enjoy #smallbizchat. We're glad you decided to drop in.

mikestenger: I'm ready for #SmallBizChat & so is the dog <http://dailybooth.com/u/2vmox>

JDEbberly: @llovelyimo You're welcome! You're really going to enjoy this chat! :) #SmallBizChat

BiZarr84: @cathywebsavvypr thanks for the welcome #smallbizchat

llovelyimo: My hubby came home today & says he didnt sit at his desk once, anyone else feel like the "gopher" in their own biz? #SmallBizChat

MediaCollective: @llovelyimo you can fav and follow later, use the star #SmallBizChat

CathyWebSavvyPR: Entrepreneur, Speaker & TV host David Garland created @Therisetothetop <http://therisetothetop.com/> 2 help small biz marketing #SmallBizChat

llovelyimo: @MediaCollective thanks! #SmallBizChat

CathyWebSavvyPR: A more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady?s blog: <http://bit.ly/3x5Gm2> #SmallBizChat

yourjobmyoffice: @mikestenger cute! Mine is uncharacteristically quiet <http://www.flickr.com/photos/nodannyfilm/4601514171/> #SmallBizChat

MediaCollective: @llovelyimo your welcome #SmallBizChat

CathyWebSavvyPR: Welcome to our guest David Garland @Therisetothetop: Build Buzz 4 Yr Online Content Tweetgrid link: <http://is.gd/c5Kx8> #SmallBizChat

mumby: @llovelyimo that kinda what I like about my own biz. Better than chained 2desk! #SmallBizChat

the_write_one: RT @CathyWebSavvyPR: Entrepreneur, Speaker & TV host David Garland created <http://therisetothetop.com/> 2 help small biz mktg #SmallBizChat

wileycocoyote: RT @CathyWebSavvyPR: Entrepreneur, Speaker & TV host David Garland created <http://therisetothetop.com/> 2 help small biz mktg #SmallBizChat

TheRiseToTheTop: Thanks for having me. Excited to be here! #SmallBizChat

CathyWebSavvyPR: .@smallbizlady?s new post: Winners of the Become Your Own Boss \$25,000 Entrepreneur's Challenge <http://bit.ly/bOiFGj> #SmallBizChat

AHarringtonLimo: #SmallBizChat

leoraw: Special hello to @llovelyimo - nice to "see" you here on the chat. #smallbizchat

mzayfert: So I think I have buzzworthy content but no buzz? #smallbizchat

loisgeller: @JDEbberly Thank you...couldn't figure out tweetgrid, so I'm on my tweetdeck...nice to see you #smallbizchat

CathyWebSavvyPR: Look Who?s Coming Up in May 2010 on #SmallBizChat <http://bit.ly/cf8lvy>

AHarringtonLimo: Thank you! @leoraw Your a good pal! #SmallBizChat

mikestenger: @yourjobmyoffice Quiet? Is there such thing when it comes to dogs? ;-) #SmallBizChat

CathyWebSavvyPR: Q1: If you want to build an online brand what top three things should you do first? #SmallBizChat

TheRiseToTheTop: A1 1) Quantify your niche & biz model. At end of the day, you have 2 make money. Where is it coming from? What?s your niche? #SmallBizChat

yourjobmyoffice: RT @CathyWebSavvyPR @smallbizlady new post: Winners- Become Your Own Boss \$25,000 Entrepreneurs Challenge <http://bit.ly/bOiFGj> #smallbizchat

TheRiseToTheTop: A1b How broad and specific is yr niche it? Do you need money now or can you moonlight until you make enough \$? #SmallBizChat

DiSnEyTRAVELmum: Epic Tweets tonight folks -- watching hockey game, monitoring why part Disneyland closed and on #smallbizchat #smallbizchat

AHarringtonLimo: 7 year old just stomped by, may need to divert my attention... #SmallBizChat
 MediaCollective: Q1: If you want to build an online brand what top three things should you do first? #SmallBizChat
 JDEbberly: RT @CathyWebSavvyPR: Look Who?s Coming Up in May 2010 on #SmallBizChat <http://bit.ly/cf8lvy>
 loisgeller: @yourjobmyoffice Can you tell us who The Anita Campbell is on #smallbizchat
 DiSnEyTRAVELmum: RT @CathyWebSavvyPR: Q1: If you want to build an online brand what top three things should you do first? #smallbizchat

TheRiseToTheTop: A1c 2) Setup, or have setup for you, an interactive website. You can start with a well-designed, functional wordpress blog #SmallBizChat
 JDEbberly: RT @CathyWebSavvyPR: Q1: If you want to build an online brand what top three things should you do first? #SmallBizChat
 yourjobmyoffice: @mikestenger He's never quiet. The fact that he laid still for a photo is shocking. #smallbizchat
 TheRiseToTheTop: @DiSnEyTRAVELmum I also have the hockey game on... I love an underdog! #SmallBizChat
 AHarringtonLimo: @TheRiseToTheTop VERY specific, we need corporate travelers #SmallBizChat
 MediaCollective: RT @TheRiseToTheTop: A1 1) Quantify your niche & biz model. At end of the day, you have 2 make money. Where is it coming from? What?s your niche? #SmallBizChat
 loisgeller: RT @leoraw: Special hello to @IlovelyLimo - nice to "see" you here on the chat. #smallbizchat
 KevinLyons: Gooood evening! Running in late to #smallbizchat
 JDEbberly: RT @TheRiseToTheTop A1 1) Quantify ur niche& biz model. At end of day, u have 2 make \$. Wheres coming from? What?s your niche? #SmallBizChat
 JDEbberly: RT @TheRiseToTheTop: A1b How broad and specific is yr niche it? Do u need money now or can u moonlight until u make enough \$? #SmallBizChat
 mikestenger: Q1: Find ur niche, develop an action plan/strategy, get started & stop procrastinating. #SmallBizChat
 mikeconaty: Popping in on #SmallBizChat. Hi @leoraw #SmallBizChat
 MHurson: RT @TheRiseToTheTop: A1 1) Quantify your niche & biz model. At end of the day, you have 2 make money. Where is it coming from? What?s your niche? #SmallBizChat
 BlueDelivered: RT @MediaCollective: Q1: If you want to build an online brand what top three things should you do first? #SmallBizChat
 JDEbberly: RT @TheRiseToTheTop A1c 2) Setup, or have setup 4 u, an interactive website. You can start w well-designed, functional WP blog #SmallBizChat
 loisgeller: @JDEbberly We all need a website, and I got rid of my static one and now use a Wordpress blog for my website. #smallbizchat
 AHarringtonLimo: Hi @mikeconaty ! #SmallBizChat
 TheRiseToTheTop: A1D Finally, start trying yr hand at creating content. Key: create content that?s educational, inspirational &/or entertaining #SmallBizChat
 leoraw: @mikeconaty hi, Mike! It's Central New Jersey folks day on #smallbizchat

TheRiseToTheTop: @mikestenger Good point Mike. There are a million excuses not to get started. Pick one reason TO get started #SmallBizChat

loisgeller: @KevinLyons Hi Kevin! #smallbizchat Nice ot see you here.

BlueDelivered: RT @CathyWebSavvyPR: Now! 8-9p ET 5/12 on #SmallBizChat Build Buzz 4Yr Online Content w guest @Therisetothetop
Tweetgrid link: <http://is.gd/c5Kx8>

mikestenger: Q1: Your niche is most important. The clearer u are, the better u can target specific needs. #SmallBizChat

DiSnEyTRAVELmum: Disney says, "Dream, Believe, Dare, Do." #smallbizchat

CathyWebSavvyPR: @lindamachado We are both in teh center o the tweetgrid from:username - both are frozen - oh well #SmallBizChat

mikeconaty: @AHarringtonLimo Heya Jonathan #SmallBizChat

TheRiseToTheTop: @loisgeller Smart, Lois! #SmallBizChat

CarissaRogers: RT @mikestenger: Q1: Your niche is most important. The clearer u are, the better u can target specific needs. #SmallBizChat

leoraw: RT @TheRiseToTheTop: Key: create content that?s educational, inspirational &/or entertaining #smallbizchat

JDEbberly: RT @TheRiseToTheTop A1D Finally, try yr hand at creating content. Key: Content that?s edu, inspirational &/or entertaining #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: @smallbiztrends Hi Anita great to see you here. Ladies & Gentleman THE Anita Campbell is here #SmallBizChat

JDEbberly: RT @mikestenger: Q1: Your niche is most important. The clearer u are, the better u can target specific needs. #SmallBizChat

CathyWebSavvyPR: Q2 If you decide to create online content, what are your options? #SmallBizChat

AHarringtonLimo: @mikeconaty Ha ha tricked ya! It's Jennifer, Jon is "lost" in this world (smirk) #SmallBizChat

TheRiseToTheTop: A2 Creating online content all starts with platform, which is your home on the web; Play to your strengths. #SmallBizChat

MediaCollective: A1 Know what your Brand is 2 Map out your content, imagery and flow - build your site - build links& associations #SmallBizChat

loisgeller: I'm finding that I never re-use my content for blog, Twitter, Facebook, or my own books. Need to multi-purpose content. #smallbizchat

yourjobmyoffice: @mikeconaty Welcome to the chat tonight. =D #smallbizchat

TheRiseToTheTop: A2b Consider how yr community or potential cmnty likes 2 consume info. The big 3: Video? Audio? Text? Choose btwn or mix 'em #SmallBizChat

MediaCollective: Q2 If you decide to create online content, what are your options? #SmallBizChat

JDEbberly: RT @CathyWebSavvyPR: Q2 If you decide to create online content, what are your options? #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: A1 1) Quantify your niche & biz model. At end of the day, you have 2 make money. Where is it coming from? What?s your niche? #SmallBizChat

CarissaRogers: Q1: I got some great advice for the mom bloggers (all over the place topic-wise) are you funny, snarky, religious then ROCK it #smallbizchat

mikeconaty: @yourjobmyoffice Thanks. #SmallBizChat

JDEbberly: A@ Blogging and Interactive Learning Environments #SmallBizChat

TheRiseToTheTop: Fun fact: if you create video...you will automatically have audio and text as well :) #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: A1b How broad and specific is yr niche it? Do you need money now or can you moonlight until you make enough \$? #SmallBizChat

JDEbberly: RT @TheRiseToTheTop: A2 Creating online content all starts with platform, which is your home on the web; Play to ur strengths #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: A1c 2) Setup, or have setup for you, an interactive website. You can start with a well-designed, functional wordpress blog #SmallBizChat

CarissaRogers: RT @TheRiseToTheTop: Fun fact: if you create video...you will automatically have audio and text as well :) #SmallBizChat #smallbizchat

TheRiseToTheTop: From there, it goes into researching, implementing and promoting. #SmallBizChat

AHarringtonLimo: I'm lost! #SmallBizChat

SocialWebEditor: Diff kinds of media appeal to diff kinds of ppl. WP blog best environment for accomodating many. #SmallBizChat

BlueDelivered: @TheRiseToTheTop Any idea when wordpress will be compatable for ecommerce? #SmallBizChat

mmooney7: RT @TheRiseToTheTop: Fun fact: if you create video...you will automatically have audio and text as well :) #SmallBizChat

styledo: RT @TheRiseToTheTop: Fun fact: if you create video...you will automatically have audio and text as well :) #SmallBizChat

DiSnEyTRAVELmum: I'm approved to use Disney content plus I write a blog and for others. #smallbizchat

JDEbberly: RT @TheRiseToTheTop A2b Consid how commtly or potn cmmtly likes 2 cons info. Big 3: Video? Audio? Text? Choose btwn or mix 'em #SmallBizChat

CarissaRogers: @AHarringtonLimo are you on tweetgrid? #smallbizchat

mikestenger: Q1: Selling dog food 2 dog owners, no. Selling 2 those worried abt dog's weight, better. #SmallBizChat

loisgeller: I focus on using strategies each week to keep my clients and work on new business. This week the focus : Twitter, 2 prospects. #smallbizchat

JDEbberly: @AHarringtonLimo This chat moves pretty fast #SmallBizChat

BlueDelivered: RT @CathyWebSavvyPR: Q2 If you decide to create online content, what are your options? #SmallBizChat

AHarringtonLimo: @CarissaRogers yes, i am. 1st timer here. #SmallBizChat

CathyWebSavvyPR: RT @TheRiseToTheTop: Fun fact: if you create video...you will automatically have audio and text as well :) #SmallBizChat

MediaCollective: A2 if ? is where to build content, endless options, Twitter is now aggregated, its content, Facebook, Posterous, wordpress.com #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: A2 Creating online content all starts with platform, which is your home on the web; Play to your strengths. #SmallBizChat

SocialWebEditor: @BlueDelivered what sort of ecommerce? there's already shopping cart plugins, etc. #smallbizchat

BlueDelivered: RT @MediaCollective: A1 Know what your Brand is 2 Map out your content, imagery and flow - build your site - build links& associations #SmallBizChat

CarissaRogers: @AHarringtonLimo you can slow the tweetgrid on left column by changing blue settings to 90 seconds... #smallbizchat

CathyWebSavvyPR: Q3: What is the easiest way to create online content? #SmallBizChat

mikeconaty: @AHarringtonLimo :-) OK, you got me Hi Jennifer #SmallBizChat

KevinLyons: Q1: 1. ID passion/outline content/test concept 2. ID & prove monetization strategy 3. Adapt/be dynamic/add value/persist #smallbizchat

CarissaRogers: RT @CathyWebSavvyPR: Q3: What is the easiest way to create online content? #SmallBizChat #smallbizchat

AHarringtonLimo: @leoraw Having a hard time following the conversation. Like I missed a course? #SmallBizChat

JDEbberly: @CathyWebSavvyPR http://wthashtag.com/Campuschat #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: Fun fact: if you create video...you will automatically have audio and text as well :) #SmallBizChat

TheRiseToTheTop: A3 No magic formula, but certain content types do well online: How To?s, Unique Interviews, Tips, Tricks, Lessons, Stories. #SmallBizChat

CarissaRogers: Q3: What is the easiest way to create online content? (besides blogs?? :) #smallbizchat

AHarringtonLimo: Thank you all!! #SmallBizChat

mikestenger: Q2: Video, audio, text. I'm sure @TheRiseToTheTop can agree, video rocks. Audio & text is good too. #SmallBizChat

wileyccoyote: Easy, just talk about what you know. RT @CathyWebSavvyPR: Q3: What is the easiest way to create online content? #SmallBizChat

MediaCollective: Q3: What is the easiest way to create online content? #SmallBizChat

JDEbberly: @KevinLyons Hello there Kevin L!!!! :) #SmallBizChat

JDEbberly: RT @CathyWebSavvyPR: Q3: What is the easiest way to create online content? #SmallBizChat

AHarringtonLimo: Where were you when I was changing diapers? THEN I could of used a tweetup! #SmallBizChat

JDEbberly: A3 Blogs #SmallBizChat

TheRiseToTheTop: If you start with a passion it is hard not to lose #SmallBizChat

AHarringtonLimo: RT @MediaCollective: Q3: What is the easiest way to create online content? #SmallBizChat

TheRiseToTheTop: A3b Try something; Text is just a computer & the net. Add in a microphone for audio. Add a pocket camera & you have video #SmallBizChat

DiSnEyTRAVELmum: @CarissaRogers I write articles for magazines and ezines. #smallbizchat

wileyc Coyote: I use an open source blogging platform for my personal blog. Group posts by subject #smallbizchat

smallbiztrends: Q3 in #SmallBizChat is: What is the easiest way to create online content?

KevinLyons: @JDEbberly Good evening! #smallbizchat

JDEbberly: RT @TheRiseToTheTop A3 No magic formula, but cert content types do well How To?s, Uniq Interv, Tips, Tricks, Lessons, Stories #SmallBizChat

mikestenger: Q3: Get inspired. Keep ur mind pumped up from other GR8 content & u'll start creating more. #SmallBizChat

BlueDelivered: @SocialWebEditor My biz is all shopping with over 300 products. Was told couldn't do a WP site yet? Is that true? #smallbizchat

wileyc Coyote: Also, I'd suggest getting guest bloggers. A win-win. RT @MediaCollective: Q3:What is the easiest way to create online content? #SmallBizChat

MediaCollective: RT @TheRiseToTheTop: A3 (edited) certain content types do well : How 2?s, Unique Interviews, Tips, Tricks, Lessons, Stories. #SmallBizChat

BlueDelivered: RT @CathyWebSavvyPR: Q3: What is the easiest way to create online content? #SmallBizChat

TinaHui: RT @TheRiseToTheTop: How does yr community or potential cmnty likes 2 consume info. Video? Audio? Text? Choose btwn or mix 'em #SmallBizChat

CarissaRogers: @DiSnEyTRAVELmum So place content outside of your own website/blog yes?? how do you do that?? #smallbizchat

TheRiseToTheTop: If you can't get excited about your content...how can you expect anyone else to? #SmallBizChat

JDEbberly: RT @TheRiseToTheTop A3b Try something; Text just a computer & the net. Add microphone \$ audio. Add pocket camera & u have vid #SmallBizChat

collegevisit: @CathyWebSavvyPR #campuschat 9pm,ET. Topic:When & How of college admissions- for parents w/middle & high schoolers #SmallBizChat #campuschat

CathyWebSavvyPR: Now #SmallBizChat 5/12 8-9p ET Build Buzz 4Yr Online Content w guest @Therisetothetop Tweetgrid link: <http://is.gd/c5Kx8>

mikeconaty: Q2: no matter what the final online content, it should all start with the written word, whether it's a plan, outline or script #SmallBizChat

aganguzza: Also in #voiceover! RT @mikestenger: Ur niche is most important. The clearer u are, the better u can target specific needs. #SmallBizChat

EricBennion: RT @TheRiseToTheTop Fun fact: if you create video...you will automatically have audio and text as well :) #SmallBizChat

JDEbberly: RT @TheRiseToTheTop: If you can't get excited about your content...how can you expect anyone else to? #SmallBizChat

MediaCollective: RT @wileyc Coyote: Also, I'd suggest getting guest bloggers. A win-win. RT @MediaCollective: Q3:.way to create online content? #SmallBizChat

mikestenger: @wileyc Coyote GR8 point about guest bloggers, however, I'd make sure to create some too :-) #SmallBizChat

SocialWebEditor: @BlueDelivered <http://bit.ly/arM8U2> not sure the product limits, but it's definitely shop capable #smallbizchat
DiSnEyTRAVELmum: I have a blogtalkradio show. #smallbizchat

mikestenger: Passion for the content at hand means others will have more of a connection & interest in it. #SmallBizChat
BlueDelivered: RT @mikestenger: @wileyccoyote GR8 point about guest bloggers, however, I'd make sure to create some too :-)
#SmallBizChat
JDEbberly: RT @wileyccoyote: Also, I'd suggest getting guest bloggers. A win-win. RT @MediaCollective: Q3:..way to create online content? #SmallBizChat
MediaCollective: A3 You can also create content out of rss news feeds, from industry leaders, opinion pieces #SmallBizChat
wileyccoyote: @mikestenger ha! definitely. ;) #smallbizchat
MattWilsonTV: RT @TheRiseToTheTop: If you can't get excited about your content...how can you expect anyone else to? #SmallBizChat
JDEbberly: RT @MediaCollective: A3 You can also create content out of rss news feeds, from industry leaders, opinion pieces #SmallBizChat
loisgeller: @DiSnEyTRAVELmum How do you monetize blogtalkradio? Are advertisers coming to you? #smallbizchat
BlueDelivered: @SocialWebEditor THANK YOU for that link. Will def check it out!! #smallbizchat
yourjobmyoffice: RT @MediaCollective: A3 You can also create content out of rss news feeds, from industry leaders, opinion pieces #smallbizchat
mikestenger: Also, don't force content out. It tends to not be near as good & u don't want crappy content. #SmallBizChat
CathyWebSavvyPR: RT @TheRiseToTheTop: A3b Try something; Text is just a computer & the net. Add a mic 4 audio. + a pocket camera & U have video #SmallBizChat
MediaCollective: A3: I have a client that does have guest bloggers: they are from complementary biz + useful to her audience = well rounded info #SmallBizChat
wileyccoyote: @MediaCollective gr8 point. i've seen this done, & it makes the site a library of news of sorts. always gets folks coming back #smallbizchat
BlueDelivered: @SocialWebEditor Would u say that a WP site is most desirable for searchability regardless of the biz type? #smallbizchat

JulieDiazAsper: RT @MattWilsonTV: RT @TheRiseToTheTop: If you can't get excited about your content...how can you expect anyone else to? #SmallBizChat
JDEbberly: RT @SocialWebEditor: @BlueDelivered <http://bit.ly/arM8U2> not sure the product limits, but it's definitely shop capable #SmallBizChat
CathyWebSavvyPR: Q4: When should you start developing your online content? #SmallBizChat
yourjobmyoffice: RT @mikestenger: Also, dont force content out. It tends to not be near as good & u dont want crappy content. #smallbizchat
TheRiseToTheTop: A4 Now! But, first make sure you have somewhere to post it. Your home base. #SmallBizChat

colderICE: @loisgeller I am late to the chat, what does UGC stand for? #smallbizchat
 DiSnEyTRAVELmum: @loisgeller It's content like my blog and articles. #smallbizchat

JDEbberly: RT @CathyWebSavvyPR: Q4: When should you start developing your online content? #SmallBizChat
 mikestenger: To run further w/what @TheRiseToTheTop said: U can pick up a mic & a decent cam for super cheap. #SmallBizChat
 CathyWebSavvyPR: @smallbizlady?s book: Become Your Own Boss in 12 Months is out! Grab it on Amazon <http://bit.ly/6SteEn> & in stores nationwide #SmallBizChat

JDEbberly: RT @TheRiseToTheTop: A4 Now! But, first make sure you have somewhere to post it. Your home base #SmallBizChat
 MediaCollective: @wileyc coyote we would not want them to look else-where right :) #SmallBizChat
 TheRiseToTheTop: A4b We f essentially leasing free space on social media sites We don?t own them. But we do own our site; it?s our real estate #SmallBizChat

CathyWebSavvyPR: If you know a small business owner who could use some advice tell them to follow @SmallBizChat & join us on Wed 8-9 ET #SmallBizChat

yourjobmyoffice: @colderICE I'm guessing UGC = User Generated Content. Anyone? #smallbizchat
 smallbiztrends: Answers to "easiest way to create online content?": Blogtalkradio; RSS news feeds; user generated content; guest posts #Smallbizchat

TheRiseToTheTop: @wileyc coyote Thanks for coming :) #SmallBizChat
 MediaCollective: Q4: When should you start developing your online content? #SmallBizChat
 elenaverlee: LOL, so true RT @TheRiseToTheTop: If you can't get excited about your content...how can you expect anyone else to? #SmallBizChat

wileyc coyote: Whenever clients implement your strategy & see results.RT @CathyWebSavvyPR: Q4: When should U start developing online content? #SmallBizChat

mikestenger: Q4: What do u mean when? How can I say this w/out being mean...Get off ur butt & just do it! #SmallBizChat
 collegevisit: Agree. Love my content! RT @TheRiseToTheTop: If you can't get excited about your content...how can you expect anyone else to? #SmallBizChat

BlueDelivered: RT @CathyWebSavvyPR: Q4: When should you start developing your online content? #SmallBizChat
 loisgeller: RT @TheRiseToTheTop: @wileyc coyote Thanks for coming :) #SmallBizChat
 yourjobmyoffice: @colderICE ... and welcome. We'll tweet transcript link later. You can catch up. #smallbizchat
 colderICE: @yourjobmyoffice yeah ur right...duh thanks! #smallbizchat

SocialWebEditor: @BlueDelivered not equipped to answer for any biz type, but w/ tags, categories, search strings, etc. it's not shy of options #smallbizchat

mikestenger: Q4: Make sure u have a good blog/site setup 1st but don't get caught up in "making it perfect". #SmallBizChat
 MediaCollective: A4 You should start developing your content or at least have a plan outline before you launch your site, or begin posting #SmallBizChat

colderICE: @smallbiztrends someone should have said Virtual Assistant, LMAO #smallbizchat

DiSnEyTRAVELmum: RT @mikestenger: Q4: What do u mean when? How can I say this w/out being mean...Get off ur butt & just do it! #smallbizchat

TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #SmallBizChat

BlueDelivered: RT @MediaCollective: @wileycocoyote we would not want them to look else-where right :) #SmallBizChat

DeborahShane: RT @smallbiztrends: "easiest way to create online content?": Blogtalkradio; RSS feeds; user generated content; guest posts #Smallbizchat

sueyoungmedia: RT @TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #SmallBizChat #GIFB

BlueDelivered: RT @TheRiseToTheTop: A4b We f essentially leasing free space on social media sites We don?t own them. But we do own our site; it?s our real estate #SmallBizChat

JDEbberly: RT @TheRiseToTheTop A4b We r essen leasing free space on socmed sites, don?t ownem. We do own our site; it?s our real estate #SmallBizChat

MediaCollective: RT @TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #SmallBizChat

yourjobmyoffice: @colderICE Duh? I thought I was so smart. ;-Z #smallbizchat

mikestenger: @TheRiseToTheTop I like that! Haven't heard of the "website is your throne" before. #SmallBizChat

BlueDelivered: RT @KevinLyons: Q3: Way to create content: Use great idea collection tools like Evernote to capture inspired figments & content ideas. #smallbizchat

JDEbberly: RT @TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #SmallBizChat

leoraw: RT @mikestenger: Q4: Make sure u have a good site setup 1st but dont get caught up in making it perfect <-never feels perfect! #smallbizchat

MediaCollective: @TheRiseToTheTop ooh I like that line, #SmallBizChat

BlueDelivered: @KevinLyons Excellent point about idea coll tools #smallbizchat

DiSnEyTRAVELmum: Content created as a part of my business plan. #smallbizchat

KevinLyons: Q4: When to start content: The moment the inspiration comes. Start with small pieces, (key)words, sentences, details. #smallbizchat

macangel: RT @TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #SmallBizChat

SocialWebEditor: @BlueDelivered reckon you set pages up as depts, brands, whatever and you're off to the races. #smallbizchat

yourjobmyoffice: Wish it had been me! RT @colderICE: @smallbiztrends someone should have said Virtual Assistant, LMAO #smallbizchat

BlueDelivered: @mikestenger LOL gett off ur butt and just do it! #SmallBizChat

CASUDI: A4: When you first imagine your nu biz you should start thinking HOW & WHAT to present online #smallbizchat

loisgeller: If our website is our throne, I think our voice really resonates on our blogs! #smallbizchat

BlueDelivered: @SocialWebEditor Thnx for the input. Appreciate it!! #smallbizchat

yourjobmyoffice: RT @KevinLyons: Q4: When to start content: The moment inspiration comes. Start w/ small pieces,(key)words, sentences, details #smallbizchat

KevinLyons: @loisgeller Nice to see you as well!! #smallbizchat

mikestenger: Q4: Ur site doesn't have 2 be perfect for u to start posting content, ur just slacking. #SmallBizChat

BlueDelivered: RT @mikestenger: Q4: Make sure u have a good blog/site setup 1st but don't get caught up in "making it perfect". #SmallBizChat

JDEbberly: RT @KevinLyons Q4 When to start content: The moment the inspiration comes. Start w small pcs, (key)words, sentences, details #SmallBizChat

BlueDelivered: @mikestenger Ahhhh, we're all guilty of trying to make it perfect! As u said- just do it!! #SmallBizChat

CathyWebSavvyPR: RT @TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #SmallBizChat

TheRiseToTheTop: @loisgeller Yup website = blog in that example :) I use 'em interchangeably #SmallBizChat

MediaCollective: If Content is king. Marketing is the queen. Your website is your throne - Then Are you Master Of Your Own Domain? #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #SmallBizChat

yourjobmyoffice: @loisgeller UGC is a great idea. Get 'em engaged, they keep coming back, no? #smallbizchat

mikestenger: In going w/my last tweet, there is no such thing as perfect so forget trying to make things that. #SmallBizChat

BlueDelivered: @TheRiseToTheTop What does that make me? LOL #SmallBizChat

DiSnEyTRAVELmum: RT @BlueDelivered: RT @TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #smallbizchat

colderICE: @BlueDelivered Perfection is the enemy of progress #smallbizchat

loisgeller: Agree with @mikestenger...be like Nike and "just do it"...many clients of ours pick away..and never get the darn thing done. #smallbizchat

KevinLyons: RT @CathyWebSavvyPR: RT @TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #smallbizchat

JDEbberly: RT @colderICE: @BlueDelivered Perfection is the enemy of progress #SmallBizChat

CathyWebSavvyPR: A5b Absolutely and this is one of the fundamental concepts that will lead small biz owners to success in the future #SmallBizChat

SocialWebEditor: RT @MediaCollective: If Content is king. Marketing is the queen. Your website is your throne - Then Are you Master Of Your Own Domain? #SmallBizChat

leoraw: @mikestenger I sometimes spend 1week thinking about a post and next week writing it - too slow bc I'm trying to be "perfect" #smallbizchat

mikestenger: @loisgeller Yep, yep! Just don't pull a Tiger LOL #SmallBizChat

TheRiseToTheTop: A5 Yes, brands think like media sources & publishers, it?s a fundamental concept that leads small biz owners to future success #SmallBizChat

TheRiseToTheTop: A5b #SmallBizChat

michellegust: RT @TheRiseToTheTop: A4b We essentially leasing free space on social media sites We do own our site; it's our real estate #SmallBizChat

JulieDiazAsper: Q4: Content creation is harder than it looks. Nothing like starting a blog to get that. Just start, tweak & refine as you go #smallbizchat

MediaCollective: Keep a note book handy, snap pictures from phone, to jot ideas & thoughts on the fly & idea book #SmallBizChat

BlueDelivered: RT @CathyWebSavvyPR: A5b Absolutely and this is one of the fundamental concepts that will lead small biz owners to success in the future #SmallBizChat

jeannettekaplun: RT @JulieDiazAsper: Q4: Content creation is harder than it looks. Nothing like starting a blog to get that. Just start, tweak & refine as you go #smallbizchat

TheRiseToTheTop: A5b: Businesses of the future = part media source & part business #SmallBizChat

AlbertHallado: RT @smallbiztrends: Answers to "easiest way to create online content?": Blogtalkradio; RSS news feeds; user generated content; guest posts #Smallbizchat

BlueDelivered: @colderICE So true! I've learned that it will forever be a work in progress... #smallbizchat

loisgeller: We set goals every day at my agency...and have fun along the way. I think clients like to be around that. #smallbizchat

mikestenger: Um, where did Q5 come from? I don't see it anywhere. @ reply would help, thanks :-) #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: A5b: Businesses of the future = part media source & part business #SmallBizChat

ImAfterdotcom: On Twitter: A5b: Businesses of the future = part media source & part business #SmallBizChat <http://bit.ly/d9Hvhx>

TheRiseToTheTop: A5c: Who would you trust more? A product pusher or someone that creates interesting content? #SmallBizChat

JDEbberly: What was Q5? #SmallBizChat

MediaCollective: RT @TheRiseToTheTop: A5c: Who would you trust more? A product pusher or someone that creates interesting content? #SmallBizChat

BlueDelivered: @mikestenger i thought i was the only one that missed Q5 ;0 #SmallBizChat

loisgeller: My Success Secrets of my small business are on my website. #smallbizchat

mikestenger: @leoraw It's ok Leora, we all do it at some time. Comes down to accepting there is no perfect. #SmallBizChat

JDEbberly: RT @TheRiseToTheTop A5 Yes, brands think like media srces & publs, it's fund concept that leads smbiz owners to future success #SmallBizChat

JDEbberly: RT @TheRiseToTheTop: A5b: Businesses of the future = part media source & part business #SmallBizChat

mikestenger: Hmm @BlueDelivered & @JDEbberly didn't get Q5 either. It's a conspiracy I tell ya! #SmallBizChat

collegevisit: RT @smallbiztrends: ..."easiest way to create online content?" Blogtalkradio; RSS feeds; user generated content; guest posts #Smallbizchat

CASUDI: RT@loisgeller My Success Secrets of my small business are on my website. #smallbizchat

MediaCollective: A 5 A Content of course #SmallBizChat

TheRiseToTheTop: @KevinLyons Well said. It is all about Content & People. PERIOD. #SmallBizChat

CathyWebSavvyPR: @mikestenger @BlueDelivered: Q5: Should brands think like media sources and publishers? Why is that? #SmallBizChat

JDEbberly: RT @TheRiseToTheTop: A5c: Trust more? A product pusher or someone that creates interesting content? #SmallBizChat

loisgeller: Thhe problem with my small biz success secrets is that we were large agency on Madison Avenue..now we're small in Hollywood. #smallbizchat

BlueDelivered: @mikestenger LOL conspiracy #SmallBizChat

JDEbberly: RT @CASUDI: RT@loisgeller My Success Secrets of my small business are on my website #SmallBizChat

JDEbberly: RT @TheRiseToTheTop: @KevinLyons Well said. It is all about Content & People. PERIOD. #SmallBizChat

BlueDelivered: RT @CathyWebSavvyPR: @mikestenger @BlueDelivered: Q5: Should brands think like media sources and publishers? Why is that? #SmallBizChat

CarissaRogers: @TCreativeBlogs Great idea... hey small bloggers business ppl!! Do you know what BlogFrog.com is?? #smallbizchat

BlueDelivered: @CathyWebSavvyPR Ahhh, good question! #SmallBizChat

mikestenger: @leoraw Well that's good! Last thought: Better 2 get something good published then nothing at all. #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: @KevinLyons Well said. It is all about Content & People. PERIOD. #SmallBizChat

CathyWebSavvyPR: Q6: How soon should U start trying 2 monetize yr content? Should U have a revenue model in mind? Any revenue suggestions? #SmallBizChat

mikestenger: @DiSnEyTRAVELmum Q5: Should brands think like media sources and publishers? Why is that? #SmallBizChat

CathyWebSavvyPR: RT @TheRiseToTheTop: A5c: Who would you trust more? A product pusher or someone that creates interesting content? #SmallBizChat

TheRiseToTheTop: A6: There is an illusion of size online. Meaning, you have to be really, really big to make money from your content. Not true. #SmallBizChat

BlueDelivered: RT @mikestenger: @leoraw Well that's good! Last thought: Better 2 get something good published then nothing at all. #SmallBizChat

CarissaRogers: @littlebytesnews What types of article sites? How do you get content on them? #smallbizchat

CathyWebSavvyPR: .@smallbizlady?s new post: Winners of the Become Your Own Boss \$25,000 Entrepreneur's Challenge <http://bit.ly/bOiFGj> #SmallBizChat

JDEbberly: RT @CathyWebSavvyPR Q6 How soon shld U start trying 2 monetize yr content? Should U have rev model in mind? Any rev suggests? #SmallBizChat

mikestenger: @loisgeller LOL Yeah. He "just did it" a few too many times ;-) #SmallBizChat

TheRiseToTheTop: A6b You don?t need hundreds of thousands of people to view your content for you to be successful. #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: A6: There is an illusion of size online. Meaning, you have to be really, really big to make money from your content. Not true. #SmallBizChat

CathyWebSavvyPR: For Philly peeps: SCORE sponsors @Smallbizlady LIVE at the philly Free Library 5/18, 6:30p MUST RSVP 215-686-5394 talk/signing #SmallBizChat

TheRiseToTheTop: A6c: Imagine if 1 person engaged with it and that person was the key to millions of dollars and connections. Would u b happy? #SmallBizChat

JDEbberly: RT @TheRiseToTheTop A Theres an illusion of size online. Meaning, u have to be really big to make \$ from ur content. Not true #SmallBizChat

TheRiseToTheTop: so....here are some ways you can make \$\$ #SmallBizChat

CarissaRogers: RT @MediaCollective: Keep a note book handy, snap pictures from phone, to jot ideas & thoughts on the fly & idea book #SmallBizChat

JDEbberly: RT @TheRiseToTheTop A6b You don?t need hundreds of thousands of people to view your content for you to be successful #SmallBizChat

MediaCollective: Q6 How soon shld U start trying 2 monetize yr content? Should U have rev model in mind? Any rev suggests? #SmallBizChat

DryerBuzz: watching #SmallBizChat

TheRiseToTheTop: a6d: 1. Sell your own product/service #SmallBizChat

resultsrev: RT @TheRiseToTheTop: Content is king. Marketing is the queen. Your website is your throne. #smallbizchat

bradfordshimp: Coming in late after a hike. This one is worth catching up on. #smallbizchat

MediaCollective: RT @TheRiseToTheTop: A6b You don?t need hundreds of thousands of people to view your content for you to be successful #SmallBizChat

mikestenger: Q6: I'd wait until u have a decent audience built 1st. Sell ur own stuff or affiliate products. #SmallBizChat

CarissaRogers: @MediaCollective I use my phone's microphone and record ideas.. sometimes I record the kids when THEY have ideas! #smallbizchat

CarissaRogers: RT @TheRiseToTheTop: so....here are some ways you can make \$\$ #SmallBizChat

TheRiseToTheTop: a6e: 2. Affiliate Marketing #SmallBizChat

JDEbberly: RT @TheRiseToTheTop A6c Imagine if 1 person engaged w it & that person was key to millions of \$, connections. Would u b happy? #SmallBizChat

KevinLyons: RT @TheRiseToTheTop: A6: There's an illusion of size. Meaning, you have to be big to make money from ur content. Not true. #smallbizchat

resultsrev: RT @colderICE: @BlueDelivered Perfection is the enemy of progress #smallbizchat

JDEbberly: RT @TheRiseToTheTop: a6d: 1. Sell your own product/service #SmallBizChat

yourjobmyoffice: RT @CathyWebSavvyPR: Philly peeps SCORE sponsrs @Smallbizlady @ Free Library 5/18, 6:30p MUST RSVP 215-686-5394 talk/signing #smallbizchat

DryerBuzz: RT @JDEbberly: RT @TheRiseToTheTop A6b You don?t need hundreds of thousands of people to view your content to be successful #SmallBizChat

TheRiseToTheTop: a6f: 3. Selling yourself (umm not as prostitute) speaking, consulting, services, etc. #SmallBizChat
 SocialWebEditor: You need only a niche and to be honest, informative, and / or entertaining. #smallbizchat
 MediaCollective: RT @TheRiseToTheTop: a6f: 3. Selling yourself (umm not as prostitute) speaking, consulting, services, etc. #SmallBizChat

JDEbberly: RT @TheRiseToTheTop: a6e: 2. Affiliate Marketing #SmallBizChat
 TheRiseToTheTop: a6g: 4. Sponsorships #SmallBizChat
 LauraMattis: RT @CarissaRogers: RT @MediaCollective: Keep notebook handy, snap pics from phone, jot ideas & thoughts on the fly & idea book #smallbizchat
 JDEbberly: RT @TheRiseToTheTop: a6f: 3. Selling yourself (umm not as prostitute) speaking, consulting, services, etc. #SmallBizChat

CarissaRogers: @CutestKidEver Hey got a second: we're talking about great ways to get content, and create buzz on sites etc.. :) #smallbizchat
 BlueDelivered: RT @MediaCollective: RT @TheRiseToTheTop: a6f: 3. Selling yourself (umm not as prostitute) speaking, consulting, services, etc. #SmallBizChat
 JDEbberly: RT @SocialWebEditor: You need only a niche and to be honest, informative, and / or entertaining #SmallBizChat
 MediaCollective: @CarissaRogers amazing how that happens huh? #SmallBizChat
 CarissaRogers: @misslori HEY gorgeous! I havent' seen you in a while! how's thangs?? :) #smallbizchat
 TheRiseToTheTop: a6h: 5. Content marketing #SmallBizChat
 mikestenger: Q6: Ppl buy from those they know, like & trust. Making money out of the gate can be difficult. #SmallBizChat
 CathyWebSavvyPR: RT @TheRiseToTheTop: so....here are some ways you can make \$\$ #SmallBizChat
 CathyWebSavvyPR: RT @MediaCollective: Keep a note book handy, snap pictures from phone, to jot ideas & thoughts on the fly & idea book #SmallBizChat
 JDEbberly: RT @CarissaRogers: @CutestKidEver Hey got a second: we're talking abt great ways to get content, create buzz on sites etc.. :) #SmallBizChat
 loisgeller: Phone ringing, bye all #smallbizchat Nice meeting you tonight and thank you!
 CarissaRogers: @MediaCollective I swear half of any ideas I have come straight from an 8yroid's mouth first! :0 #smallbizchat
 cutestkidever: @CarissaRogers Sure thing! Let me firr up TweetGrid. #smallbizchat
 DiSnEyTRAVELmum: RT @JDEbberly: RT @SocialWebEditor: You need only a niche and to be honest, informative, and / or entertaining #smallbizchat
 TheRiseToTheTop: a6i: 6: Traditional advertising (ugh) #SmallBizChat
 CathyWebSavvyPR: RT @TheRiseToTheTop: a6d: 1. Sell your own product/service #SmallBizChat
 JDEbberly: RT @mikestenger: Q6: Ppl buy from those they know, like & trust. Making money out of the gate can be difficult. #SmallBizChat
 collegevisit: @TheRiseToTheTop re:a6g: 4. Sponsorships #SmallBizChat --as in sell sponsorships for posts or series?

CarissaRogers: @ResourcefulMom CAN I TELL you how happy I am to NOT need diapers!! (well not yet anyway wink!) #diapersdotcom #smallbizchat

JDEbberly: RT @TheRiseToTheTop: a6i: 6: Traditional advertising (ugh) #SmallBizChat

olagherej: RT @TheRiseToTheTop: A6: There is an illusion of size online. Meaning, you have to be really, really big to make money from your content. Not true. #SmallBizChat

cutestkidever: Of course, then I misspelled fire when I hope on to talk about creating content. Oops! #smallbizchat

CarissaRogers: @cutestkidever Looking for a tweetgrid for ya.. hold on.. #smallbizchat

DryerBuzz: RT @JDEbberly: RT @TheRiseToTheTop: a6d: 1. Sell your own product/service #SmallBizChat #thebuzzclub

DiSnEyTRAVELmum: I missed Q6 #smallbizchat

JDEbberly: RT @CathyWebSavvyPR @smallbizlady new post: Winners- Become Your Own Boss \$25,000 Entrepreneurs Challenge <http://bit.ly/bOiFGj> #SmallBizChat

CathyWebSavvyPR: Q7: How do you bring in viewers/readers online? #SmallBizChat

JDEbberly: @DiSnEyTRAVELmum Q6 How soon shld U start trying 2 monetize yr content? Should U have rev model in mind? Any rev suggests? #SmallBizChat

CarissaRogers: @misslori Shutup... you look exactly 25!!! :) We are talking about great content and how to get it, diffrent ways etc.help? #smallbizchat

KevinLyons: @cutestkidever @CarissaRogers I enjoy TweetChat.com <http://tweetchat.com/room/smallbizchat> #smallbizchat

JDEbberly: RT @CathyWebSavvyPR: Q7: How do you bring in viewers/readers online? #SmallBizChat

TheRiseToTheTop: A7: Bring readers/viewers: leverage what you already have. #SmallBizChat

MediaCollective: RT @CathyWebSavvyPR: Q7: How do you bring in viewers/readers online? #SmallBizChat

TheRiseToTheTop: A7b: Tell yr customers via email, in person, on receipts, store signs. Tell Mom & Dad #SmallBizChat

mikestenger: Q6: The relationship w/the audience is what matters most. U can have 100 ppl & still make money. #SmallBizChat

JDEbberly: A7 Guest posting will bring in new readers and viewers #SmallBizChat

CarissaRogers: @momspark What are your fave inspirations for amazing content... ?? help the folks at --> #smallbizchat

JDEbberly: RT @TheRiseToTheTop: A7: Bring readers/viewers: leverage what you already have #SmallBizChat

leoraw: @KevinLyons I'm also using TweetChat <http://tweetchat.com/room/smallbizchat> #smallbizchat

JDEbberly: RT @TheRiseToTheTop: A7b: Tell yr customers via email, in person, on receipts, store signs. Tell Mom & Dad #SmallBizChat

cutestkidever: @KevinLyons I like TweetGrid better because I can see my @replies in a separate column. :-) #smallbizchat

CathyWebSavvyPR: @DiSnEyTRAVELmum Q6 How soon should U start trying 2 monetize yr content-Should U have a revenue model in mind? Revenue ideas? #SmallBizChat

TheRiseToTheTop: A7c 2nd make sure yr site is setup like peanut butter: easily spreadable. A rt button, FB share, RSS feed, email subscriptions #SmallBizChat

CarissaRogers: @KevinLyons Yay perfect! Tweetgrid can be a bit much, so go with that!! :) #smallbizchat

bradfordshimp: @TheRiseToTheTop Funny, my mom and dad only started checking out my blog after I had been writing it for a year.
#smallbizchat

KevinLyons: Q7: Bring in readers: Become a contributing "reader" in communities you want to reach. Add value & they will reciprocate.
#smallbizchat

mikestenger: Q7: Doing guest posts, being social with those who'd enjoy ur content, make it easily shareable. #SmallBizChat

cutestkidever: @CarissaRogers Is there a specific question you had in mind for me to answer? Or just in general? #smallbizchat

yourjobmyoffice: @loisgeller Thanks - hope you'll come back next week. #smallbizchat

CathyWebSavvyPR: RT @leoraw: @KevinLyons I'm also using TweetChat <http://tweetchat.com/room/smallbizchat> #SmallBizChat

cutestkidever: @mikestenger Yes, guest posts add a lot of visibility. #smallbizchat

MediaCollective: A7 from Zero - post references in your social spaces, ask friends to bookmark and review, comment on other relevant blogs #SmallBizChat

bradfordshimp: @TheRiseToTheTop Love the line about peanut butter!! May steal that. #smallbizchat

BlueDelivered: RT @mikestenger: Q6: The relationship w/the audience is what matters most. U can have 100 ppl & still make money.
#SmallBizChat

KevinLyons: @mikestenger Same wavelength tonight? Where's my pink fuzzy hat? #smallbizchat

CarissaRogers: @cutestkidever search the last few Q3 etc... along with hashtag and answer em all!! :) #smallbizchat

BlueDelivered: RT @TheRiseToTheTop: A7c 2nd make sure yr site is setup like peanut butter: easily spreadable. A rt button, FB share, RSS feed, email subscriptions #SmallBizChat

JDEbberly: RT @TheRiseToTheTop A7c 2nd setup site like peanut butter: easily spread, rt button, FB share, RSS feed, email subsc
#SmallBizChat

leoraw: @KevinLyons How does one find those communities? My clients stay focused in own areas - don't venture into socialmedia
much #smallbizchat

CarissaRogers: @sthrnfairytale Amen. Glad for the calm eh? #smallbizchat

bradfordshimp: Consistency and Twitter brought in most of my readers, but there are so many great ways to do that. #smallbizchat

BlueDelivered: @TheRiseToTheTop LOL like peanut butter. nice analogy #SmallBizChat

mikestenger: Q7: I see this a lot - Making it hard to find ur subscribe button. What the heck are ya thinkin'?! #SmallBizChat

TheRiseToTheTop: A7d SM is a relationship build tool, not just a way to shove yr message. Interact w. others; Give people a REASON to follow #SmallBizChat

BlueDelivered: RT @KevinLyons: Q7: Bring in readers: Become a contributing "reader" in communities you want to reach. Add value & they will reciprocate. #smallbizchat

misslori: RT @CarissaRogers: @misslori We are talking about great content and how to get it #smallbizchat ~Always a gr8 topic.
How can I help?

BlueDelivered: @KevinLyons excellent point! #smallbizchat

BlueDelivered: RT @mikestenger: Q7: Doing guest posts, being social with those who'd enjoy ur content, make it easily shareable. #SmallBizChat

mikestenger: @KevinLyons What do u mean where it's at? This hat here is an original, no copies in existence! ;-) #SmallBizChat

MichelleDamico: I'm searching for smalbizchat live on TweetGrid Search - <http://tweetgrid.com/search?q=smalbizchat> #smallbizchat

TheRiseToTheTop: A7e Guest blogging, guest posts, interviews all organically spread the word. #SmallBizChat

cutestkidever: Q7: It always helps to have friendly, easy to read graphics to show readers where to subscribe, fan, tweet, etc. #smallbizchat

TheRiseToTheTop: @BlueDelivered :) #SmallBizChat

CarissaRogers: @misslori how do you get inspired and where else do you place your content?? #smallbizchat

collegevisit: JDEbberly: RT @TheRiseToTheTop A7c 2nd setup site like peanutbutter: easily spread, rt button, FB share, RSS feed, email subsc #SmallBizChat

ActiveIngreds: sorry im so late - just joining #smallbizchat

CarissaRogers: @sthrnfairytale Hugs.. I have those days WAY too often.. :) Today's been calm oddly enough! #smallbizchat

JDEbberly: RT @TheRiseToTheTop A7d SM is r'ship build tool, not just way to shove yr msge. Interact w. others; Give ppl REASON to follow #SmallBizChat

BlueDelivered: RT @TheRiseToTheTop: A7e Guest blogging, guest posts, interviews all organically spread the word. #SmallBizChat

yourjobmyoffice: Hungry! RT @RiseToTheTop A7c site s/b setup like peanut butter: easily spreadable. Rt button, FB share, RSS feed, email subscr #smallbizchat

cutestkidever: I think I may switch to my business account for this chat. I'll be tweeting as @ChristinaGayle #smallbizchat

JDEbberly: RT @TheRiseToTheTop A7e Guest blogging, guest posts, interviews all organically spread the word. #SmallBizChat

TheRiseToTheTop: @ActiveIngreds Never too late :) #SmallBizChat

MediaCollective: RT @TheRiseToTheTop A7c 2nd setup site like peanutbutter: easily spread, rt button, FB share, RSS feed, email subsc #SmallBizChat

CarissaRogers: RT @CutestKidEver: Q7: It always helps to have friendly, easy to read graphics to show readers where subscribe, fan, tweet, #smallbizchat

mikestenger: Q7: Yes yes @TheRiseToTheTop, interviews! Done a couple but could stand to do more! #SmallBizChat

ChristinaGayle: Q7: I still get traffic from an interview I did on another site over a year ago. #smallbizchat

ActiveIngreds: @TheRiseToTheTop aaaaaww thanks! #smallbizchat

giffordwatkins: good stuff/reminders. ACK !! RT @TheRiseToTheTop: A7e Guest blogging, guest posts, interviews all organically spread the word. #SmallBizChat

misslori: RT @CarissaRogers: @misslori how do you get inspired #smallbizchat ~I'm inspired by newstories & what my kids r paying attention

BodyBlingOnline: I'm searching for smalbizchat live on TweetGrid Search - <http://tweetgrid.com/search?q=smalbizchat> #smallbizchat

BlueDelivered: RT @mikestenger: Q7: Yes yes @TheRiseToTheTop, interviews! Done a couple but could stand to do more!
#SmallBizChat

mikestenger: Speaking of guest posting, who accepts them & what is ur site about? #SmallBizChat

CathyWebSavvyPR: Q8 What if U don?t want to create but want 2 get involved w/ other content creators as advertisers/sponsors/partners?
#SmallBizChat

SocialWebEditor: @TheRiseToTheTop - Setup like peanut butter, easily spreadable. I like that. :) #smallbizchat

CarissaRogers: @misslori No kidding... and that means I'm all over the place... following the kiddos around!! #smallbizchat

BlueDelivered: RT @CathyWebSavvyPR: Q8 What if U don?t want to create but want 2 get involved w/ other content creators as
advertisers/sponsors/partners? #SmallBizChat

TheRiseToTheTop: A81 Become a content DJ. Find the best/most unique/funniest stuff in yr niche online & bring it together in a unique way
#SmallBizChat

SocialWebEditor: RT @TheRiseToTheTop: A7c 2nd make sure yr site is setup like peanut butter: easily spreadable. A rt button, FB share,
RSS feed, email subscriptions #SmallBizChat

JDEbberly: RT @CathyWebSavvyPR Q8 What if U don?t want create but want 2get involv w/ oth cont creators as
advertisers/sponsors/partners? #SmallBizChat

ChristinaGayle: @CathyWebSavvyPR Q8: We content creators would love to hear from you if you want to advertise/sponsors/partner!
#smallbizchat

bradfordshimp: @mikestenger I am open for posts geared toward small business owners. #smallbizchat

leoraw: @mikestenger I am looking for guest bloggers on my site Websites for Small Biz - can be a tech, social media or biz topic.
#smallbizchat

TheRiseToTheTop: A8b there is a new trend in content marketing. It is a blend of sponsorship + advertising + PR #SmallBizChat

JDEbberly: RT @TheRiseToTheTop A81 Bec a cont DJ. Find best/most unique/funniest stuff in yr niche online & bring it together
uniquely #SmallBizChat

CathyWebSavvyPR: For even more great content join the #Smallbizchat Linkedin group! <http://bit.ly/smallbizchatonlinkedin> #SmallBizChat

ActiveIngrede: RT @CathyWebSavvyPR Q8 What if U don?t want 2 create but want 2 get involved w/other content creatrs as
adverts/spnsrs/prtnrs? #smallbizchat

misslori: . @CarissaRogers I post different topics on specific sites-keeps me organized #smallbizchat

JDEbberly: RT @TheRiseToTheTop A8b theres new trend in content marketing. It is a blend of sponsorship + advertising + PR
#SmallBizChat

ChristinaGayle: Q8: As a writer, marketing and promotion is actually not my strong suit. I do work with a lot of marketers. :-) #smallbizchat

CathyWebSavvyPR: Next Week 5/19 on #SmallBizChat @HankWasiak. Topic: How 2 effectively mix trad?l marketing techniques & social media
marktg

TheRiseToTheTop: A8c: Next time you see someone that doesn't want to create content, tell them to sponsor a blogger :) #SmallBizChat

MediaCollective: RT @TheRiseToTheTop: A8b there is a new trend in content marketing. It is a blend of sponsorship + advertising + PR #SmallBizChat

ChristinaGayle: @misslori I do the same thing. I have a number of different sites I use to contribute on different topics. #smallbizchat

ChristinaGayle: YES RT @TheRiseToTheTop: A8c: Next time you see someone that doesn't want to create content, tell them to sponsor a blogger :) #smallbizchat

JDEbberly: RT @TheRiseToTheTop A8c Next time u see someone that doesn't want to create content, tell them to sponsor a blogger :) #SmallBizChat

kidsroomdecor: I love it! RT @TheRiseToTheTop: A8b there is a new trend in content marketing. It is a blend of sponsorship + advertising + PR #SmallBizChat

mikeconaty: @leoraw We should talk about a post exchange Leora. :-) #SmallBizChat

ActiveIngreDs: RT @cutestkidever Q7 It always helps to have friendly,easy to read graphics to show readers where to subscribe,fan,tweet,etc. #smallbizchat

CathyWebSavvyPR: Q9 Do you have any additional tips on how entrepreneurs can benefit from developing online content? #SmallBizChat

BodyBlingOnline: where can I find the Q? #smallbizchat

misslori: RT @ChristinaGayle: @misslori I do the same thing. I've a number of dif sites I use 2 contribute diff topics. #smallbizchat ~helps my tribe

JDEbberly: RT @CathyWebSavvyPR Q9 Do u have any addit tips on how entrepreneurs can benefit from developing online content? #SmallBizChat

CathyWebSavvyPR: RT @TheRiseToTheTop: A8c: Next time you see someone that doesn't want to create content, tell them to sponsor a blogger :) #SmallBizChat

BlueDelivered: RT @CathyWebSavvyPR: Q9 Do you have any additional tips on how entrepreneurs can benefit from developing online content? #SmallBizChat

MediaCollective: RT @TheRiseToTheTop: A81 B a content DJ. Find best/most unique/funniest stuff in niche & bring it together in a unique way #SmallBizChat

TheRiseToTheTop: A13: The value is there if you put in the time, energy & at some points \$. The biggest thing is patience. It is all a process. #SmallBizChat

leoraw: @mikeconaty Yes! I'd love to have you write a guest post. A design topic of your choice would be great. #smallbizchat

ActiveIngreDs: RT @CathyWebSavvyPR: Q9 Do you have any additional tips on how entrepreneurs can benefit from developing online content? #smallbizchat

DiSnEyTRAVELmum: RT : Q7: Bring in readers: Become a contributing "reader" in communities you want to reach. Add value & they will reciprocate. #smallbizchat

ChristinaGayle: @CathyWebSavvyPR Q9: There's always the SEO value of content. Your content helps new people find you while searching. #smallbizchat

MediaCollective: @TheRiseToTheTop is not that trend called paid placement? How does it differ? #SmallBizChat

KevinLyons: @leoraw Search for SM leaders in the clients space (Google/Search.twitter.com) and drill down from there. What industry?
#smallbizchat

TheRiseToTheTop: A9b: Also, stay in the loop on the latest trends, tricks & resources. Things are getting smarter, faster and cheaper.
#SmallBizChat

MichelleDamico: Q9 Entreprs can benefit by partnering on content and posting on each others FB, blogs, etc. #smallbizchat #smallbizchat
misslori: RT @CarissaRogers: @misslori means I'm all over the place-follwing kiddos around #smallbizchat ~They always have gr8 content ideas

JDEbberly: RT @TheRiseToTheTop A13 The value is there if you put in time, energy at some pts \$. Biggest thing is patience. Its a process #SmallBizChat

TheRiseToTheTop: @MediaCollective Sorry in what way? #SmallBizChat

MediaCollective: @mikeconaty now theres an idea welcome to the Trading Post.... #SmallBizChat

ChristinaGayle: Q9: But at the same time, make sure that your content is made for the readers, NOT for the search engine bots.
#smallbizchat

iChristina2010: Q9 Blogging/Owning a website = Personal Branding = Entrepreneurship #smallbizchat
leoraw: @KevinLyons I build websites - somehow I need to differentiate myself from all the other techies out there. #smallbizchat

JDEbberly: RT @TheRiseToTheTop A9b Also, stay in the loop on the latest trends, tricks & resrces. Things r getting smarter/faster/cheaper #SmallBizChat

TheRiseToTheTop: A9c: Good content positions you and your company not just as a business but as a thought leader/expert #SmallBizChat

ActiveIngreds: A9 web benefits are not always instant nor are they free; have a sound strategy and continuously learn & build over time.
#smallbizchat

JulieDiazAsper: RT @DiSnEyTRAVELmum: Q7: ..Become a contributing "reader" in communities u want to reach. Add value & they will reciprocate. #smallbizchat

ChristinaGayle: RT @TheRiseToTheTop: A9c: Good content positions you and your company not just as a business but as a thought leader/expert #smallbizchat

MichelePiskol: RT @TheRiseToTheTop: A81 Become a content DJ. Find the best/most unique/funniest stuff in yr niche online & bring it together in a unique way #SmallBizChat

misslori: RT @MichelleDamico: Q9 Entreprs can benefit by partnering on content & posting on each others FB, blogs #smallbizchat ~YES!

mikestenger: Q9: Be you, create around ur passion & ROCK ur medium, whether it's video, audio, or text. #SmallBizChat

JDEbberly: A9 Technology is developing more and more rapidly - keeping up with THAT is a niche all its own #SmallBizChat

CathyWebSavvyPR: Folks - there are 4 more questions and more answers in tomorrow's blog post from @smallbizlady w @TheRiseToTheTop #SmallBizChat

JDEbberly: RT @TheRiseToTheTop: A9c: Good content positions you and your company not just as a business but as a thought leader/expert #SmallBizChat

TheRiseToTheTop: A9D: you build a community to spread the word for you. Nothing better than word-of-mouth on steroids. #SmallBizChat

MichelleDamico: Q9 Cohost webinars, plan editorial calendar, ask customers 2 comment. Get media coverage? Leave comments.
#smallbizchat #smallbizchat

MichelePiskol: RT @TheRiseToTheTop: A7c 2nd make sure yr site is setup like peanut butter: easily spreadable. A rt button, FB share, RSS feed, email subscriptions #SmallBizChat

TheRiseToTheTop: @CathyWebSavvyPR Thanks for having me on :) #SmallBizChat

yourjobmyoffice: RT @TheRiseToTheTop: A9c: Good content positions you and your company not just as a business but as a thought leader/expert #SmallBizChat

JDEbberly: RT @MichelleDamico: Q9 Entreprs can benefit by partnering on content & posting on each others FB, blogs #SmallBizChat

ActiveIngreds: RT @TheRiseToTheTop A8 Become a content DJ. Find best/most unique/funniest stuff in niche online & bring it in unique way #smallbizchat

AngEngland: RT @TheRiseToTheTop: A8c: Next time you see someone that doesn't want to create content, tell them to sponsor a blogger :) #smallbizchat

KevinLyons: RT @JDEbberly: @TheRiseToTheTop: A9c: Good content positions you & your company not just as a biz but a thought leader/expert #smallbizchat

CathyWebSavvyPR: Thanks 2 our guest Entrepreneur, Speaker & TV Host David Garland @Therisetothetop <http://therisetothetop.com/> Small biz marketg #SmallBizChat

JDEbberly: RT @TheRiseToTheTop: A9D: you build a community to spread the word for you. Nothing better than word-of-mouth on steroids #SmallBizChat

MediaCollective: @TheRiseToTheTop paid-sponsored-pr articles = paid placement is mention method different? #SmallBizChat

annschroe: those strategies that play 2gether, stay 2gether! @TheRiseToTheTop :new trend in content marketing-blend of sponsorship+adv+PR #SmallBizChat

misslori: Consistency in your branding is key. be memorable. Make sure ppl can pick you out of a lineup #smallbizchat

AngEngland: @ChristinaGayle Or HIRE a blogger. or freelance writer. #smallbizchat @TheRiseToTheTop

MediaCollective: RT @misslori: RT @MichelleDamico: Q9 Entreprs can benefit by partnering on content & posting on each others FB, blogs ~YES! #SmallBizChat

KevinLyons: @TheRiseToTheTop Great having you on tonight. Thanks for the insights! #smallbizchat

CathyWebSavvyPR: Next Week 5/19 on #SmallBizChat @HankWasiak. Topic: How 2 effectively mix trad?l mrktng techniques & social media marketg

CathyWebSavvyPR: Roll call, who?s on @Smallbizchat tonight? Give me your best 140 character commercial. #SmallBizChat

JDEbberly: WOW tonight's SmallBizChat is just LOADED to the rafters with great information #SmallBizChat

TheRiseToTheTop: @MediaCollective Ahh gotcha. Similar to the advertorial. Difference is it is created by blogger/not scripted #SmallBizChat

mikeconaty: @MediaCollective Twitter is perfect for establishing relationships between bloggers, why not trade guest posts? #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

ActiveIngreds: RT @MichelePiskol @TheRiseToTheTop A7c 2nd setup like peanut butter: easily spreadable-rt button,FB share, SS feed,email subs #smallbizchat

leoraw: RT @CathyWebSavvyPR: Next Week 5/19 @HankWasiak. Topic: How 2 effectively mix trad?l mrktng techniques & social media marktng #smallbizchat

MichelleDamico: Q9 my client & customers mutually agree how 1 hand'll wash the other! Great karma! #smallbizchat #smallbizchat

ChristinaGayle: @AngEngland Yes! Those of us who write or blog are available to help those who don't. #smallbizchat

JDEbberly: RT @KevinLyons: @TheRiseToTheTop Great having you on tonight. Thanks for the insights! (That's a BIG 10-4, good buddy!) #SmallBizChat

loisgeller: RT @misslori: Consistency in your branding is key. be memorable. Make sure ppl can pick you out of a lineup #smallbizchat

mikestenger: Ok, I'm starving. Was GR8 chatting w/u all! If u liked what I had to say, follow me & let's connect! #SmallBizChat

TheRiseToTheTop: RT @CathyWebSavvyPR: Next Week 5/19 @HankWasiak. Topic: How 2 effectively mix trad?l mrktng techniques & social media marktng #SmallBizChat

JDEbberly: RT @misslori: Consistency in your branding is key. be memorable. Make sure ppl can pick you out of a lineup #SmallBizChat

DiSnEyTRAVELmum: RT @CathyWebSavvyPR: Roll call, who?s on @Smallbizchat tonight? Give me your best 140 character commercial. #smallbizchat

bradfordshimp: I write advice for the savvy small business owner at <http://allbizanswers.com/> - be sure to stop by for a visit. #smallbizchat

leoraw: @mikestenger fun chatting with you! Hope to do so again. #smallbizchat

KevinLyons: @leoraw That's close to home. :) Is there a theme/niche trending in your client's industries? #smallbizchat

ChristinaGayle: Need great content for your biz site? We do copywriting, blogging, and press releases: <http://phenomenalcontent.com/> #smallbizchat

yourjobmyoffice: #pitch Sonia =Skilled eyes, ears, hands help harried entrepreneurs. Expert office + tech support. Novice blogger @yiddishology #smallbizchat

CathyWebSavvyPR: If you found this interview helpful, join us on Wednesdays 8-9p ET follow @SmallBizChat on Twitter for info #SmallBizChat

alexisgrant: Wow. Three chats popping up in my feed: #wjchat, #localgovchat and #SmallBizChat. All tempting!

DiSnEyTRAVELmum: Roll Call: www.clickTHEMOUSE.ca Disney travel specialist. Free personalized itinerary. Sandra #smallbizchat

JDEbberly: RT @alexisgrant: Wow. Three chats popping up in my feed: #wjchat, #localgovchat and #SmallBizChat. All tempting!

CathyWebSavvyPR: Your hostess with the mostess, entrepreneur and author @SmallBizLady ,will be back next week, and I'll be back to co-hosting! #SmallBizChat

TheRiseToTheTop: @MediaCollective We should talk sometime. Very interested in your thoughts on paid content. #SmallBizChat

leoraw: Would love to have discussions with any of you about blogs or websites at <http://facebook.com/websitesforsmallbiz> #smallbizchat

JDEbberly: RT @CathyWebSavvyPR: If you found this interview helpful, join us Wednesdays 8-9p ET follow @SmallBizChat on Twitter for info #SmallBizChat

MichelleDamico: Most small biz lack a clear message. Go to michelledamico.com if your customers don't know what you do! #smallbizchat #smallbizchat

CathyWebSavvyPR: Thank you to virtual assistant Sonia @YourJobMyOffice, she'll get a link to the transcript out shortly on @smallbizchat #SmallBizChat

SocialWebEditor: Gotta run. Great as usual. Hope to see some of you at @VickyCooks and @alagadinc :) #SmallBizChat

mikestenger: Social media consulting, minus the BS & self proclaimed expert status - <http://www.mikestenger.com/> #SmallBizChat