



smallbizlady:	We are hosting our first guest from Australia tonight! WooHoo #smallbizchat
smallbizlady:	Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions. #smallbizchat
smallbizlady:	Welcome to my co-host & online business manager @TaiGoodwin & our virtual assistant @SoniaSchenker #smallbizchat
smallbizlady:	Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss #smallbizchat
yourjobmyoffice:	@TRethore But of course we'll have a transcript of the chat tonight and every week! #smallbizchat
smallbizlady:	NOW on #Smallbizchat 8-9p ET Guest @funnelguy Hugh MacFarlane on Creating Your Sales Funnel http://bit.ly/hPgBzo #smallbizchat
yourjobmyoffice:	Hi y'all - @soniaschenker, here - greetings from Ft. Lauderdale, FL #smallbizchat
smallbizlady:	Welcome @funnelguy Hugh MacFarlane author of The Leaky Funnel & expert on improving sales effectiveness http://bit.ly/hPgBzo #smallbizchat
tricia_o:	First time joining this tweetchat. Glad to be here. #smallbizchat
TaiGoodwin:	RT @smallbizlady: Welcome to my co-host & online business manager @TaiGoodwin & our virtual assistant @SoniaSchenker #smallbizchat
prepforschool:	RT @TaiGoodwin: RT @smallbizlady: Welcome to my co-host & online business manager @TaiGoodwin & our virtual assistant @SoniaSchenker #smallbizchat
TaiGoodwin:	RT @smallbizlady: NOW on #Smallbizchat 8-9p ET Guest @funnelguy on Creating Your Sales Funnel http://bit.ly/hPgBzo #smallbizchat
TaiGoodwin:	@tricia_o Welcome to the chat! #smallbizchat
DorethiaConner:	RT @TaiGoodwin: RT @smallbizlady: NOW on #Smallbizchat 8-9p ET Guest @funnelguy on Creating Your Sales Funnel http://bit.ly/hPgBzo #smallbizchat
funnelguy:	Thanks @smallbizlady it's great to be here, a big hello from Down Under!! #smallbizchat
tricia_o:	@TaiGoodwin Thank you! #smallbizchat
AlfredEdmondJr:	RT @smallbizlady: Welcome @funnelguy Hugh MacFarlane author of The Leaky Funnel & expert on improving sales effectiveness http://bit.ly/hPgBzo #smallbizchat
yourjobmyoffice:	Hello from Up Over(?) =D RT @funnelguy: Thanks @smallbizlady its great to be here, a big hello from Down Under!! #smallbizchat
AlfredEdmondJr:	RT @smallbizlady: Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss #smallbizchat



1000Girlfriends:	@SmallBizLady: We are hosting our first guest from Australia tonight! WooHoo #smallbizchat > We love Australians @amazingwomen
smallbizlady:	@Oprah is not the only show with an Aussie guest this week! #smallbizchat
smallbizlady:	Q1: YOUR BOOK, THE LEAKY FUNNEL, IS BASED ON WHAT YOU CALL ? FUNNEL LOGIC. CAN YOU BRIEFLY DESCRIBE IT? #smallbizchat
TaiGoodwin:	RT @funnelguy: For everything Sales Funnel related check out the MathMarketing website http://bit.ly/bvSk65 #smallbizchat
TaiGoodwin:	RT @smallbizlady: @Oprah is not the only show with an Aussie guest this week! #smallbizchat
funnelguy:	A1: Funnel Logic is a sales and marketing management and planning system #smallbizchat
yourjobmyoffice:	;-) RT @smallbizlady: @Oprah is not the only show with an Aussie guest this week! #smallbizchat
TaiGoodwin:	@1000Girlfriends Welcome to the chat! #smallbizchat
funnelguy:	A1b: It's used to increase prospect progression through the sales funnel, and to improve sales and marketing effectiveness #smallbizchat
learntech:	One eye on #smallbizchat while I work out (a little).
TaiGoodwin:	RT @smallbizlady: Q1: YOUR BOOK, THE LEAKY FUNNEL, IS BASED ON WHAT YOU CALL ? FUNNEL LOGIC. CAN YOU BRIEFLY DESCRIBE IT? #smallbizchat
doggdaze:	Hello everyone. Glad to be on another session of #smallbizchat
funnelguy:	A1c: In sales, we think about what WE want to do, and not about the buyer. Sales should all be about moving the buyer forward #smallbizchat
TaiGoodwin:	RT @funnelguy: A1: Funnel Logic is a sales and marketing management and planning system #smallbizchat
funnelguy:	A1d: Funnel Logic is a framework to get people thinking about the buyer's journey rather than the sales process #smallbizchat
smallbizlady:	@AlfredEdmondJr Hi Alfred #smallbizchat
TaiGoodwin:	@learntech Welcome to the chat - well to your one eye anyway! #smallbizchat
TaiGoodwin:	@doggdaze Hello - Food to see you again! #smallbizchat
doggdaze:	RT @funnelguy: In sales, we think abt what WE want 2 do, & not about the buyer. Sales should b abt moving the buyer forward #smallbizchat
smallbizlady:	Q2: WHAT IS THE ?BUYER'S JOURNEY.? WHAT DO YOU MEAN BY THAT? #smallbizchat
funnelguy:	@doggdaze Thanks for joining! #smallbizchat
smallbizlady:	@learntech hi there welcome #smallbizchat
TaiGoodwin:	RT @funnelguy: A1d: Funnel Logic is a framework to get people thinking about the buyer's journey rather than the sales process #smallbizchat



funnelguy:	A2: Businesses follow a process when buying. They are unaware of the problem you solve, and unaware that you want to solve it #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q2: WHAT IS THE ?BUYER?S JOURNEY.? WHAT DO YOU MEAN BY THAT? #smallbizchat
learntech:	@taigoodwin Funny! All 4 of my eyes w/be on #smallbizchat when I'm done exercising :-)
smallbizlady:	@1000Girlfriends welcome glad to have you. #smallbizchat
funnelguy:	A2b: Then they realize something they?re doing is less than ideal. Then they work out what they need, find options & choose #smallbizchat
learntech:	Hi @smallbizlady - great to be here #smallbizchat
funnelguy:	A2c: And acknowledging that they have a problem turns out to be the most important progression in B2B #smallbizchat
doggdaze:	RT @funnelguy: Funnel Logic is a framework 2 get pple thinking abt the buyer?s journey rather than the sales process #smallbizchat
funnelguy:	@learntech Hope you find the chat useful. #smallbizchat
funnelguy:	A2d: Our job in sales and marketing is to help buyers to move forward in that process; we call it the buyer?s journey #smallbizchat
msceofx:	Excited to join my first chat tonight! #smallbizchat
doggdaze:	@TaiGoodwin @funnelguy Thanks..happy to be here and gather the infomration #smallbizchat
TaiGoodwin:	RT @funnelguy: A2: Businesses follow a process when buying. They are unaware of the problem you solve... #smallbizchat
DorethiaConner:	RT @funnelguy: A2d: Our job in sales/marketing = helping buyers move forward in that process-we call it the buyer?s journey #smallbizchat
TaiGoodwin:	@msceofx Welcome to the chat! We've got a great topic tonight! #smallbizchat
JDEbberly:	My apologies for being 12 minutes late to smallbizchat - But it DOES look as if I will be able to attend tonight #SmallBizChat
TaiGoodwin:	@DorethiaConner Hi - nice to meet you on #smallbizchat
funnelguy:	@msceofx Welcome! Hope you find it useful. #smallbizchat
JDEbberly:	NOW - Let's see if I can catch up lol #SmallBizChat
smallbizlady:	Q3: WHAT ARE THE STAGES OF THE BUYER?S JOURNEY? #smallbizchat
marshaegan:	How to Participate in #Smallbizchat http://bit.ly/c0cegw
JDEbberly:	Q1: YOUR BOOK, THE LEAKY FUNNEL, IS BASED ON WHAT YOU CALL ? FUNNEL LOGIC. CAN YOU BRIEFLY DESCRIBE IT? #SmallBizChat
DorethiaConner:	@TaiGoodwin hi Tai - same here! #smallbizchat
funnelguy:	@JDEbberly Welcome! Hope you find it useful. #smallbizchat



JDEbberly:	RT @funnelguy: For everything Sales Funnel related check out the MathMarketing website http://bit.ly/bvSk65 #SmallBizChat
TaiGoodwin:	@JDEbberly Yay ! Hope you are feeling better and got some fresh air today! #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Q3: WHAT ARE THE STAGES OF THE BUYER'S JOURNEY? #smallbizchat
learntech:	@funnelguy I am positive I will - can't have a business w/o sales! I look forward to learning from yr expertise. #smallbizchat
DorethiaConner:	RT @smallbizlady: Q3: WHAT ARE THE STAGES OF THE BUYER'S JOURNEY? #smallbizchat
JDEbberly:	RT @funnelguy: A1: Funnel Logic is a sales and marketing management and planning system #SmallBizChat
doggdaze:	RT @smallbizlady: Q3: WHAT ARE THE STAGES OF THE BUYER'S JOURNEY? #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q3: WHAT ARE THE STAGES OF THE BUYER'S JOURNEY? #smallbizchat
msceofx:	Thanks @funnelguy! I'm already taking notes. #smallbizchat
funnelguy:	A3: It starts with Positioned in Category - buyer knows U are 1 of the businesses who sells a particular product or service #smallbizchat
JDEbberly:	RT @funnelguy A1b It's used to increase prospect progression thru sales funnel, & to improve sales and marketing effectiveness #SmallBizChat
funnelguy:	A3b: Then Interest Established: The buyer has done something (called, clicked etc.) to show they are interested #smallbizchat
smallbizlady:	How to participate in #SmallBizChat http://bit.ly/S797e ; join in via tonight's tweetgrid: http://bit.ly/hPgBzo #smallbizchat
JDEbberly:	RT @funnelguy A1c In sales, we think about what WE want to do, & not about the buyer. Sales should be abt moving buyer forward #SmallBizChat
smallbizlady:	Right now on #Smallbizchat 8-9p ET Guest @funnelguy Hugh MacFarlane on Creating Your Sales Funnel http://bit.ly/hPgBzo #smallbizchat
funnelguy:	A3c: Gap Acknowledged: The buyer will acknowledge that a problem exists #smallbizchat
JDEbberly:	RT @funnelguy: A1d: Funnel Logic is a framework to get people thinking about the buyer's journey rather than the sales process #SmallBizChat
JDEbberly:	RT @smallbizlady: Q2: WHAT IS THE ?BUYER'S JOURNEY.? WHAT DO YOU MEAN BY THAT? #SmallBizChat
smallbizlady:	For even more great content join the #Smallbizchat LinkedIn group! http://bit.ly/smallbizchatonlinkedin #smallbizchat
funnelguy:	A3d: Need Agreed: The buyer agrees what they need, even if they are not sure who to choose #smallbizchat
funnelguy:	RT @smallbizlady: How to participate in #SmallBizChat http://bit.ly/S797e #smallbizchat
TaiGoodwin:	RT @funnelguy: A2d: Our job in sales and marketing is to help buyers to move forward in that process; the buyer's journey #smallbizchat



doggdaze:	RT @funnelguy: It starts w/ Positioned in Category -buyer knows U r 1 of the businesses who sells a particular product or srvc #smallbizchat
smallbizlady:	My latest blog post ---> How to Write a Business Plan ? Part 1 http://bit.ly/h0Cse2 #smallbizchat
funnelguy:	A3e: Offer Understood: The buyer knows what we are proposing to do to meet that need #smallbizchat
JDEbberly:	Way to GO, @TaiGoodwin !!! You're one heck of an EXCELLENT assistant!! :) #SmallBizChat
DorethiaConner:	RT @funnelguy:A3: starts with Positioned in Category - buyer knows U are 1 of the businesses who sellsp artic. product/srvc #smallbizchat
TaiGoodwin:	RT @smallbizlady: For even more great content join the #Smallbizchat Linkedin group! http://bit.ly/smallbizchatonlinkedin #smallbizchat
ebonieflynn:	Aw shucks! I'm missing #smallbizchat
funnelguy:	A3f: Preference Formed: The buyer prefers our solution #smallbizchat
funnelguy:	A3g: Decision Made: The buyer moves to contract #smallbizchat
JDEbberly:	RT @funnelguy A2 Bizzes follow process when buying. They're unaware of problem you solve, & unaware that you want to solve it #SmallBizChat
doggdaze:	RT @funnelguy: Then Interest Established: The buyer has done something to show they are interested #smallbizchat
TaiGoodwin:	@ebonieflynn Come on over! We're just on question #3 #smallbizchat
funnelguy:	@ebonieflynn Not to worry - you get more insights like those being shared today at http://bit.ly/9OSsFw #smallbizchat
lesliefineint:	@funnelguy So interesting to look at it from the buyer's perspective #smallbizchat
doggdaze:	RT @funnelguy: Gap Acknowledged: The buyer will acknowledge that a problem exists #smallbizchat
smallbizlady:	Q4: SO, THE PROBLEM YOU SOLVE FOR BUYERS IS KEY. HOW DO YOU CHOOSE WHICH PROBLEMS TO FOCUS ON? #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Now on #Smallbizchat 8p ET Guest @funnelguy Hugh MacFarlane on Creating Yr Sales Funnel http://bit.ly/hPgBzo #smallbizchat
JDEbberly:	RT @funnelguy A2b Then they realize something they're doing less than ideal.Then work out what they need, find options, choose #SmallBizChat
JDEbberly:	RT @funnelguy: A2c: And acknowledging that they have a problem turns out to be the most important progression in B2B #SmallBizChat
TaiGoodwin:	A3: You'll be able to see the full cycle in tomorrow's blog post - and the transcript! #smallbizchat
doggdaze:	RT @funnelguy: Need Agreed: The buyer agrees what they need, even if they are not sure who to choose #smallbizchat
funnelguy:	A4: If you have a problem that I can solve, but others can just as well, I have no advantage and may have to discount #smallbizchat



funnelguy:	@lesliefineint Yes - turning your strategy inside-out around your buyer changes EVERYTHING. #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q4: SO, THE PROBLEM YOU SOLVE FOR BUYERS IS KEY. HOW DO YOU CHOOSE WHICH PROBLEMS TO FOCUS ON? #smallbizchat
JDEbberly:	RT @funnelguy A2d Our job in sales and marketing is to help buyers to move forward in that process; we call it buyer?s journey #SmallBizChat
funnelguy:	A4b: But if you have a different problem that I can solve better than others, then the chances are I?ll win your business #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Q3: WHAT ARE THE STAGES OF THE BUYER?S JOURNEY? #smallbizchat
JDEbberly:	VERY VERY challenging tonight - But I am caught up #SmallBizChat
smallbizlady:	A4 You must6 focus on the pain point that is most urgent to the client, the one that is like a root canal. #smallbizchat
TaiGoodwin:	RT @funnelguy: @lesliefineint Yes - turning your strategy inside-out around your buyer changes EVERYTHING. #smallbizchat
TaiGoodwin:	RT @funnelguy: A4: If you have a problem that I can solve, but others can just as well, I have no advantage #smallbizchat
funnelguy:	@JDEbberly If you have any questions, please feel free to send them through. #smallbizchat
smallbizlady:	Hi Cathy @CathyWebSavvyPR #smallbizchat
anniesgoathill:	RT @TaiGoodwin: RT @funnelguy: A4: If you have a problem that I can solve, but others can just as well, I have no advantage #smallbizchat
JDEbberly:	Heads Up to my followers for more tweets than usual as I join smallbizchat already in progress, from 8pm to 9pm ET #SmallBizChat
JDEbberly:	RT @smallbizlady: Q3: WHAT ARE THE STAGES OF THE BUYER?S JOURNEY? #SmallBizChat
TaiGoodwin:	A4 - So differentiation rally makes a big difference #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: A3: It starts with Positioned in Category, buyer knows U are 1 of the biz who sells a product/service #smallbizchat
CathyWebSavvyPR:	@smallbizlady heloo there - running late tonight - just set up another new edeavor - related to chats - coming soon! #smallbizchat
JDEbberly:	@TaiGoodwin THX for the nice words - But in reality I am still very much under the weather #SmallBizChat
JoshSPeters:	@CathyWebSavvyPR @smallbizlady Problem recognition, Info search, Alt evaluation, Decision, & Post-purchase behavior #smallbizchat
marshaegan:	RT @doggdaze: RT @funnelguy: A3d: Need Agreed: The buyer agrees what they need, even if they are not sure who to choose #smallbizchat
funnelguy:	A4c: The challenge is to identify a buyer problem that you solve better than your competitors #smallbizchat



DorethiaConner:	RT @smallbizlady: A4 You must focus on the pain point that is most urgent to the client, the one that is like a root canal #smallbizchat
doggdaze:	RT @funnelguy: Preference Formed: The buyer prefers our solution #smallbizchat
hyermish:	@SmallBizLady & @TaiGoodwin Hey there! Sorry I'm arriving late tonight to #SmallBizChat
smallbizlady:	A4b Its all about your secret sauce. What is your moonwalk? why should the client choose u over the competition Have 3 reasons #smallbizchat
doggdaze:	RT @funnelguy: Decision Made: The buyer moves to contract #smallbizchat
TaiGoodwin:	RT @funnelguy: A4c: The challenge is to identify a buyer problem that you solve better than your competitors - KEY POINT #smallbizchat
JDEbberly:	RT @funnelguy A3 It starts w Positioned in Category - buyer knows U are 1 of businesses who sells particular product/service #SmallBizChat
JDEbberly:	RT @funnelguy: A3b: Then Interest Established: The buyer has done something (called, clicked etc.) to show they are interested #SmallBizChat
TaiGoodwin:	@hyermish So glad you could join us! #smallbizchat
hyermish:	RT @funnelguy A4c: The challenge is to identify a buyer problem that you solve better than your competitors #smallbizchat
smallbizlady:	@hyermish hi Howard nice to see you. #smallbizchat
JDEbberly:	RT @funnelguy: A3c: Gap Acknowledged: The buyer will acknowledge that a problem exists #SmallBizChat
JDEbberly:	RT @funnelguy: A3d: Need Agreed: The buyer agrees what they need, even if they are not sure who to choose #SmallBizChat
LindaSherman:	@TaiGoodwin @Smallbizlady Please forgive me but today's topic seems more suited to a pitch than a chat. Maybe a webinar? #smallbizchat
giftedassistant:	RT @smallbizlady: A4b Its all about your secret sauce. What is your moonwalk? why should the client choose u over the competition Have 3 reasons #smallbizchat
lesliefineint:	Assuming buyer speaks to multiple ppl, how do you stay in B's journey if you are not first on his/her mind?#smallbizchat
JDEbberly:	RT @smallbizlady: My latest blog post ---> How to Write a Business Plan ? Part 1 http://bit.ly/h0Cse2 #SmallBizChat
funnelguy:	For Sales and Marketing Tips sent straight to your inbox, check out MathMarketing?s Funnel Vision - http://bit.ly/9OSsFw #smallbizchat
TaiGoodwin:	I'm going to work on my "moonwalk" - great way to put that @funnelguy #smallbizchat
doggdaze:	Hey @hyermish ..good to se you again #smallbizchat
JDEbberly:	RT @funnelguy: @ebonieflynn Not to worry - you get more insights like those being shared today at http://bit.ly/9OSsFw #SmallBizChat



JoshSPeters:	@CathyWebSavvyPR @smallbizlady Decision can be heavily influenced by Friends & family & Unanticipated situational factors #smallbizchat
RedBaronUSA:	Good evening, arriving late from the office to #smallbizchat. Hello from Charleston, South Carolina!
JDEbberly:	RT @smallbizlady: Q4: SO, THE PROBLEM YOU SOLVE FOR BUYERS IS KEY. HOW DO YOU CHOOSE WHICH PROBLEMS TO FOCUS ON? #SmallBizChat
hyermish:	RT @smallbizlady A4b Its all about your secret sauce. What is your moonwalk? why should client choose u over competition #smallbizchat
smallbizlady:	Australia is in the house tonight. It's almost 12:30p Thursday afternoon there. Isn't social media great. #smallbizchat
TaiGoodwin:	@giftedassistant Welcome to the chat! #smallbizchat
ellenlange:	do you have to give a buyer exclusivity #smallbizchat
DorethiaConner:	RT @smallbizlady: A4b Its all about your secret sauce. Why s/client choose u over competition Have 3 reasons #smallbizchat
TaiGoodwin:	RT @lesliefineint: Assuming buyer speaks to multiple ppl, how do you stay in B's journey if you are not first on his/her mind? #smallbizchat
JDEbberly:	RT @funnelguy A4 If you have problem that I can solve, but others can just as well, I have no advantage & may have to discount #SmallBizChat
funnelguy:	@RedBaronUSA Welcome! Hope you find it useful. #smallbizchat
smallbizlady:	@LindaSherman hi Linda have you been to #smallbizchat before?
msceofx:	@funnelguy What is the best way to communicate being able to solve the problem better? #smallbizchat
JDEbberly:	RT @funnelguy: A4b: But if you have a different problem that I can solve better than others,then chances are I'll win your biz #SmallBizChat
LindaSherman:	How to Get Local PR for Small Business video interview w @prsarahevans http://bit.ly/localPR #SmallBizChat
lesliefineint:	RT @SmallBizLady Its about your secret sauce.What is your moonwalk? why should client choose u over competition Have 3 reasons #smallbizchat
JDEbberly:	@funnelguy I'll be glad to if I have any :) #SmallBizChat
TaiGoodwin:	@LindaSherman - good recommendation - tomorrow's blog post should help too #smallbizchat
JDEbberly:	RT @TaiGoodwin: A4 - So differentiation rally makes a big difference #SmallBizChat
JDEbberly:	RT @funnelguy: A4c: The challenge is to identify a buyer problem that you solve better than your competitors #SmallBizChat
CathyWebSavvyPR:	RT @funnelguy: Found in Category; Interest Establishd; Gap Acknowldgd; Need Agreed; Offer Undrstd, Prefnce Formed; Decn Made #smallbizchat
hyermish:	@doggdaze Hey again, trying to make sure that I participate in #SmallBizChat whenever I can.



TheAfter5Edge:	A4: Ask potential clients which problems are the most important to them. Then see if your solution satisfies that need #smallbizchat
funnelguy:	@TaiGoodwin It's all about positioning tactics - keep your business front of mind with a rhythmic e-newsletter, for example. #smallbizchat
CathyWebSavvyPR:	RT @JoshSPeters: Decision can be heavily influenced by Friends & family & Unanticipated situational factors #smallbizchat
smallbizlady:	RT @ellenlange: do you have to give a buyer exclusivity #smallbizchat
learntech:	RT @funnelguy: A4c: The challenge is to identify a buyer problem that you solve better than your competitors - KEY POINT #smallbizchat
JDEbberly:	RT @funnelguy For Sales & Marketing Tips sent straight to your inbox, check MathMarketing?s Funnel Vision http://bit.ly/9OSsFw #SmallBizChat
RedBaronUSA:	RT @learntech: RT @funnelguy: A4c: The challenge is to identify a buyer problem that you solve better than your competitors KEY POINT #smallbizchat
TaiGoodwin:	Lots of great questions tonight on #smallbizchat
SKIEConsulting:	RT @funnelguy: @TaiGoodwin It's all about positioning tactics - keep your business front of mind with a rhythmic e-newsletter, for example. #smallbizchat
smallbizlady:	@Patrysha good stuff #smallbizchat
smallbizlady:	#smallbizchat
funnelguy:	@TaiGoodwin Certainly is! Keep them coming! #smallbizchat
smallbizlady:	@SKIEConsulting welcome! #smallbizchat
CathyWebSavvyPR:	Q4: If U know/ID yr customer, research their needs, desires, what keeps them up at night (surveys, ask research) #smallbizchat
JDEbberly:	RT @smallbizlady: Australia is in the house tonight. It's almost 12:30p Thursday afternoon there. Isn't social media great. #SmallBizChat
TaiGoodwin:	RT @funnelguy: @TaiGoodwin It's about positioning tactics - keep your biz front of mind w/rhythmic e-newsletter,Great advice #smallbizchat
learntech:	RT @smallbizlady: Its all about yr secret sauce. What is yr moonwalk? why should a client choose u ... Have 3 reasons #smallbizchat *great!*
CathyWebSavvyPR:	RT @funnelguy: A4: If U have a problem that I can solve, but others can just as well, I have no advantage & may have 2discount #smallbizchat



doggdaze:	RT @funnelguy: @TaiGoodwin It's all abt positioning tactics-keep your business front of mind with a rhythmic i.e. e-newsletter #smallbizchat
TaiGoodwin:	RT @msceofx: @funnelguy What is the best way to communicate being able to solve the problem better? #smallbizchat
JoshSPeters:	@CathyWebSavvyPR @smallbizlady However, the B2B sales cycle can have even more steps, and international even more. #Q3 #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: A4c: The challenge is to identify a buyer problem that you solve better than your competitors #smallbizchat
RedBaronUSA:	We recommend sending a few dozen hand-written notes, letters, or samples w/ a hand-written explanation each week/month to 25+ #smallbizchat
funnelguy:	@TaiGoodwin You need tactics that prove your concept. Eg. Write a case study that proves you've delivered successfully before. #smallbizchat
TaiGoodwin:	@JoshSPeters Hey there - glad to have on the chat tonight! #smallbizchat
CathyWebSavvyPR:	@funnelguy A4 - And to ID a customer prob U can solve as well as the competition, but promote it better #smallbizchat
funnelguy:	@RedBaronUSA Good tactic. Keep is that the content has to be USEFUL - not a sales pitch. #smallbizchat
RedBaronUSA:	RT @funnelguy: @TaiGoodwin You need tactics that prove your concept. Eg. Write a case study that proves you've delivered successfully before. #smallbizchat
CathyWebSavvyPR:	RT @JoshSPeters: However, the B2B sales cycle can have even more steps, & international even more. #Q3 [True] #smallbizchat
JoshSPeters:	@CathyWebSavvyPR Thanks for the RT, saw the Q come through and I just happened to be reading about consumer behavior earlier #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: @RedBaronUSA Good tactic. Keep is that the content has to be USEFUL - not a sales pitch. #smallbizchat
MagneticSilvia:	RT @funnelguy: @RedBaronUSA Good tactic. Keep is that the content has to be USEFUL - not a sales pitch. #smallbizchat
smallbizlady:	@ellenlange: Exclusively is expensive, only for a premium fee, but 1 customer should never b more than 20% of client base #smallbizchat
JDEbberly:	RT @funnelguy: @RedBaronUSA Good tactic. Keep is that the content has to be USEFUL - not a sales pitch. #SmallBizChat
doggdaze:	@hyermish Me too. I get some good info and connect with folks I wouldn't normally have #smallbizchat
MagneticSilvia:	RT @funnelguy: @TaiGoodwin You need tactics that prove your concept. Eg. Write a case study that proves you've delivered successfully before. #smallbizchat
smallbizlady:	Q5: ONCE YOU'VE PICKED A SINGLE PROBLEM, SHOULD THAT INFLUENCE YOUR SALES AND MARKETING STRATEGY? #smallbizchat



TaiGoodwin:	RT @funnelguy: @msceofx: You need tactics that prove ur concept.- Write a case study that proves you've delivered successfully #smallbizchat
JDEbberly:	RT @smallbizlady: Q5: ONCE YOU?VE PICKED A SINGLE PROBLEM, SHOULD THAT INFLUENCE YOUR SALES AND MARKETING STRATEGY? #SmallBizChat
funnelguy:	A5: Simply yes, in indentifying your buyer?s problem, you are able to clearly define three key aspects of your strategy... #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q5: ONCE YOU?VE PICKED A SINGLE PROBLEM, SHOULD THAT INFLUENCE YOUR SALES AND MARKETING STRATEGY? #smallbizchat
smallbizlady:	@LindaSherman I am happy to talk offline to add any more insight. #smallbizchat
funnelguy:	A5b:...Your business is now selling a clear solution to a problem #smallbizchat
JoshSPeters:	@TaiGoodwin Thanks. I was reading about that exact thing (Q3) just 30 minutes before. I couldn't stop the urge to answer :) #smallbizchat
CathyWebSavvyPR:	Q4 A solid series of blog posts on your main customer problems - can go al ong way as a differentiator #smallbizchat
funnelguy:	A5c:...Who you are selling to, becomes who has the problem? #smallbizchat
JDEbberly:	RT @funnelguy A5 Simply yes, in identifying your buyer?s problem,you are able to clearly define 3 key aspects of your strategy #SmallBizChat
barrymoltz:	RT @RedBaronUSA: We rec sending a few dozen hand-written notes or samples w/ a hand-written explanation each week/month to 25+ #smallbizchat
learntech:	Very true - otherwise you just have a job RT @smallbizlady: ... 1 customer should never b more than 20% of client base #smallbizchat
RedBaronUSA:	Exactly, wonderful insights from @funnelguy + @TaiGoodwin #smallbizchat > case studies, not sales pitches-in writing + via blog posts-work!
JDEbberly:	RT @funnelguy: A5b:...Your business is now selling a clear solution to a problem #SmallBizChat
funnelguy:	A5d:...How you will reach your buyers, becomes, what is the channel that uncovers the problem? #smallbizchat
funnelguy:	@CathyWebSavvyPR Totally agree. #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: Q4 A solid series of blog posts on your main customer problems - can go a long way as a differentiator #SmallBizChat
TaiGoodwin:	RT @funnelguy: A5: Yes, in indentifying your buyer?s problem, UR able to clearly define three key aspects of your strategy #smallbizchat
JDEbberly:	RT @funnelguy: A5c:...Who you are selling to, becomes who has the problem? #SmallBizChat
florabrown:	#smallbizchat



TaiGoodwin:	RT @funnelguy: A5b:...Your business is now selling a clear solution to a problem #smallbizchat
JDEbberly:	RT @funnelguy: A5d:...How you will reach your buyers, becomes, what is the channel that uncovers the problem? #SmallBizChat
funnelguy:	RT @RedBaronUSA: Exactly, wonderful insights from @funnelguy + @TaiGoodwin #smallbizchat
doggdaze:	RT @funnelguy: Who you are selling to, becomes who has the problem? #smallbizchat
TaiGoodwin:	RT @CathyWebSavvyPR: Q4 A solid series of blog posts on your main customer problems - can go al ong way as a differentiator #smallbizchat
smallbizlady:	RT @CathyWebSavvyPR: Q4 A solid series of blog posts on your main customer problems - can go al ong way as a differentiator #smallbizchat
marshaegan:	Q4 A solid series of blog posts on your main customer problems - can go a long way as a differentiator #SmallBizChat #smallbizchat
TaiGoodwin:	RT @funnelguy: A5c:...Who you are selling to, becomes who has the problem? Good question for finding your niche #smallbizchat
doggdaze:	RT @funnelguy: Simply yes, in indentifying your buyer?s problem, U r able 2 clearly define three key aspects of your strategy. #smallbizchat
RedBaronUSA:	We've been commenting on @barrymoltz these last weeks: the video he recorded of himself is honest, to the point & engaging > #smallbizchat
learntech:	@cathywebsavvypr True - helped a client brainstorm blog topics, and 50% communicated he knows how to solve client problems #smallbizchat
TaiGoodwin:	@marshaegan Hi - nice to see you here #smallbizchat
funnelguy:	@learntech Great result! #smallbizchat
CathyWebSavvyPR:	@funnelguy I've had sev clients say they liked the way I talk about social media & PR on my blog, factor in hiring decision #smallbizchat
doggdaze:	Actually evaluating the problem of a client rather than simply selling them a product will ultimately yeild higher returns. #smallbizchat
learntech:	RT @funnelguy: A5: in indentifying your buyer?s problem, you are able to clearly define three key aspects of your strategy... #smallbizchat
marshaegan:	@TaiGoodwin Back atcha! C U in a few weeks #smallbizchat
CathyWebSavvyPR:	RT @learntech: True - helped a client brainstorm blog topics, & 50% communicated he knows how 2 solve client problems #smallbizchat



TaiGoodwin:	RT @RedBaronUSA: Exactly, wonderful insights from @funnelguy + @TaiGoodwin > case studies + via blog posts-work! #smallbizchat
smallbizlady:	Q6: ONCE YOU?VE FORMULATED YOUR STRATEGY, HOW DO YOU DEVELOP AN ACTION PLAN? #smallbizchat
RedBaronUSA:	#smallbizchat The more you focus on the right customers you want/need, the more it becomes clear the customers you don't want/need.
JoshSPeters:	#SmallBizChat a blog allows you to share in your customers woes and triumphs. Builds connections and gathers information.
AndreW486:	RT @CathyWebSavvyPR: RT @learntech: True - helped a client brainstorm blog topics, & 50% communicated he knows how 2 solve client problems #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: A5: yes, in indentifying your buyer?s problem, you are able to clearly define three key aspects of yr strategy #smallbizchat
JDEbberly:	RT @smallbizlady: Q6: ONCE YOU?VE FORMULATED YOUR STRATEGY, HOW DO YOU DEVELOP AN ACTION PLAN? #SmallBizChat
funnelguy:	A6: To do this effectively you must select tactics to help these potential buyers recognize that they have this problem #smallbizchat
learntech:	Great Question! RT @smallbizlady: Q6: ONCE YOU?VE FORMULATED YOUR STRATEGY, HOW DO YOU DEVELOP AN ACTION PLAN? #smallbizchat
doggdaze:	RT @smallbizlady: Q6: ONCE YOU?VE FORMULATED YOUR STRATEGY, HOW DO YOU DEVELOP AN ACTION PLAN? #smallbizchat
ellenlange:	do you think buyers are on twitter #smallbizchat
TaiGoodwin:	RT @JoshSPeters: a blog allows you to share in your customers woes and triumphs. Builds connections and gathers information. #smallbizchat
funnelguy:	@RedBaronUSA Totally agree - and you work that out by ID'ing the problem you solve for buyers. #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Q6: ONCE YOU?VE FORMULATED YR STRATEGY, HOW DO YOU DEVELOP AN ACTION PLAN? #smallbizchat
funnelguy:	A6b: Be careful, tactics are often arbitrary, chosen because they worked last year, or they seem to work for our competitors #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q6: ONCE YOU?VE FORMULATED YOUR STRATEGY, HOW DO YOU DEVELOP AN ACTION PLAN? #smallbizchat
JDEbberly:	RT @funnelguy A6 To do this effectively you select tactics to help these potn buyers recognize that they have this problem #SmallBizChat



smallbizlady:	@ellenlange Of course #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: and you work that out by ID'ing the problem you solve for buyers. #smallbizchat
yourjobmyoffice:	Depends on your target market, no? RT @ellenlange: do you think buyers are on twitter #smallbizchat
JDEbberly:	RT @JoshSPeters: a blog allows you to share in your customers woes and triumphs. Builds connections and gathers information #SmallBizChat
funnelguy:	A6c: Remembering the buyer?s journey, U must select tactics that will progress buyers through that journey; through each stage #smallbizchat
giftedassistant:	RT @smallbizlady: Q6: ONCE YOU?VE FORMULATED YOUR STRATEGY, HOW DO YOU DEVELOP AN ACTION PLAN? #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: A6: To do this effectively U must select tactics 2 help potential buyers recognize that they have this problem #smallbizchat
TaiGoodwin:	RT @funnelguy: A6: ...select tactics to help these potential buyers recognize that they have this problem #smallbizchat
funnelguy:	@ellenlange Social media (incl twit) is a valid way to find new buyers. Look for buyers troubled about the prob you solve. #smallbizchat
JDEbberly:	RT @funnelguy A6b Be careful, tactics often arbitrary, chosen because they worked last yr, or seem to work for our competitors #SmallBizChat
smallbizlady:	@ellenlange where are your customers hanging out online? Be there. Twitter is a great way to target a specific demo #smallbizchat
JoshSPeters:	#SmallBizChat A6 By starting with what will take the longest or most time sensitive actions. Then plan out logically & systematically
JDEbberly:	RT @funnelguy A6c Remembering buyer?s journey,U must select tactics that'll progress buyers thru that journey; thru each stage #SmallBizChat
TaiGoodwin:	@yourjobmyoffice I agree - is your target prospect looking for answers or relationships on twitter #smallbizchat
RedBaronUSA:	Q6 #smallbizchat Develop and action plan w/ your accounting/legal council 1st, then engage your "good cop/bad cop" policy admin to enforce.
doggdaze:	RT @funnelguy: 2 do this effectively u must select tactics 2 help these potential buyers recognize that they have this problem #smallbizchat
smallbizlady:	Q7: WHAT ABOUT VOLUME? HOW DO YOU WORK OUT THE NUMBER OF BUYERS YOU ACTUALLY NEED TO PROGRESS? #smallbizchat
JDEbberly:	RT @smallbizlady: Q7: WHAT ABOUT VOLUME? HOW DO YOU WORK OUT THE NUMBER OF BUYERS YOU ACTUALLY NEED TO PROGRESS? #SmallBizChat



funnelguy:	A7: When trying to calculate the number of buyers you actually need, you must keep two things in mind... #smallbizchat
smallbizlady:	RT @RedBaronUSA: #smallbizchat The more you focus on the right customers you want/need, the more it becomes clear the customers you don't want/need.
TaiGoodwin:	RT @funnelguy: @ellenlange Social media (incl twit) is a valid way to find new buyers - troubled about the prob you solve. #smallbizchat
funnelguy:	RT @smallbizlady: @ellenlange where are your customers hanging out online? Be there. #smallbizchat
JDEbberly:	RT @funnelguy: A7: When trying to calculate the number of buyers you actually need, you must keep two things in mind. #SmallBizChat
TaiGoodwin:	RT @smallbizlady: Q7: WHAT ABOUT VOLUME? HOW DO YOU WORK OUT THE NUMBER OF BUYERS YOU ACTUALLY NEED TO PROGRESS? #smallbizchat
GeniusDeferred:	I wonder how #smallbizchat is fairing during american idol?
funnelguy:	A7b:...buyers need time to progress (take their journey)... #smallbizchat
hyermish:	@funnelguy So the sales process is as much of a user experience process, regardless of whether it is online, phone, in person? #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q7: WHAT ABOUT VOLUME? HOW DO YOU WORK OUT THE NUMBER OF BUYERS YOU ACTUALLY NEED TO PROGRESS? #smallbizchat
JDEbberly:	RT @funnelguy: RT @smallbizlady: @ellenlange where are your customers hanging out online? Be there. #SmallBizChat
ellenlange:	do u think brick & mortar business is still essentail to validate a brand? #smallbizchat
funnelguy:	A7c:...your tactics need to be repeated several times to have an effect (?one-hit-wonders? rarely do the job) #smallbizchat
doggdaze:	I have found that my blog posts and informative links posted via facebook help potential buyers identify a problem #smallbizchat
JDEbberly:	RT @funnelguy: A7b:...buyers need time to progress (take their journey)... #SmallBizChat
florabrown:	Join me for a #smallbizchat TweetChat at: http://tweetchat.com/room/smallbizchat #smallbizchat
funnelguy:	A7d: Allowing for leakage at each stage, a simple model showing prospective buyers progressing is key i.e http://bit.ly/ffle3a #smallbizchat
yourjobmyoffice:	@TaiGoodwin It's the old "fish where the fish are" strategy! #smallbizchat
TaiGoodwin:	RT @smallbizlady: @ellenlange where are your customers hanging out online? Be there. #smallbizchat
JDEbberly:	RT @funnelguy: A7c:...your tactics need to be repeated several times to have an effect (?one-hit-wonders? rarely do the job) #SmallBizChat
smallbizlady:	RT @hyermish: @funnelguy So the sales process is as much of a user experience process, regardless of online, phone, in person? #smallbizchat



CathyWebSavvyPR:	RT @hyermish: @funnelguy So sales process is as much a user exper process, regardless of whether it is online/phone/in person? #smallbizchat
doggdaze:	RT @funnelguy: A7c:...your tactics need to be repeated several times to have an effect (?one-hit-wonders? rarely do the job) #smallbizchat
TaiGoodwin:	RT @funnelguy: A7c:...your tactics need to be repeated several times to have an effect (?one-hit-wonders? rarely do the job) #smallbizchat
CathyWebSavvyPR:	RT @doggdaze: I have found that my blog posts & informative links posted via facebook help potential buyers identify a problem #smallbizchat
smallbizlady:	If you know a small biz owner who could use some advice tell them to follow @SmallBizChat and join us every Wed 8-9 ET #smallbizchat
giftedassistant:	RT @funnelguy: A7c:...your tactics need to be repeated several times to have an effect (?one-hit-wonders? rarely do the job) #smallbizchat
doggdaze:	RT @TaiGoodwin: RT @smallbizlady: @ellenlange where are your customers hanging out online? Be there. #smallbizchat
smallbizlady:	For tips on #smallbiz success subscribe to Melinda Emerson?s blog at http://bit.ly/3x5Gm2 http://www.succeedasyourownboss.com/ #smallbizchat
JDEbberly:	RT @funnelguy A7d Allowing for leakage each stage, simple model showing prosp buyers progressing is key http://bit.ly/ffle3a #SmallBizChat
smallbizlady:	My book: Become Your Own Boss was profiled by Wash Post columnist Michelle Singletary http://wapo.st/i7cwLa #smallbizchat
TaiGoodwin:	RT @GeniusDeferred: I wonder how #smallbizchat is fairing during american idol? Can u listen and tweet at the same time?
CathyWebSavvyPR:	@doggdaze that tactic works well on LinkedIn too - along with answering questions in their answers section #smallbizchat
RedBaronUSA:	#smallbizchat We see more small biz's flail n' suffer because their policies are weak w/ accounting blinders on. Strategy = profit 24/7/365
funnelguy:	@smallbizlady Yes. Sales person needs align their selling to the buyer. Where is the buyer up to? How you help them progress? #smallbizchat
hyermish:	RT @funnelguy A7b:...buyers need time to progress (take their journey)... #smallbizchat
florabrown:	@smallbizlady @SmallBizChat will do. #smallbizchat
JDEbberly:	RT @smallbizlady: My book: Become Your Own Boss was profiled by Wash Post columnist Michelle Singletary http://wapo.st/i7cwLa #SmallBizChat
ellenlange:	Wish I knew were all my customers are hanging out?? #smallbizchat



smallbizlady:	Q8: AND ONCE YOU KNOW HOW MANY BUYERS YOU NEED TO PROGRESS, HOW DO YOU ACTUALLY GET THEM MOVING? #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: A7b:...buyers need time to progress (take their journey)... #smallbizchat
TaiGoodwin:	RT @yourjobmyoffice: @TaiGoodwin It's the old "fish where the fish are" strategy! #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: A7c:...your tactics need to be repeated several times to have an effect (?one-hit-wonders? rarely do the job) #smallbizchat
florabrown:	@funnelguy @smallbizlady --Makes sense #smallbizchat
DorethiaConner:	@funnelguy re: one hit wonders - so true - ppl give up expecting overnight results #smallbizchat
GeniusDeferred:	@TaiGoodwin That's nearly asking too much, 'cause I'm talking on the phone too! LOL. #smallbizchat
funnelguy:	A8: You need tactics that will nurture your buyers through your funnel, from stage to stage #smallbizchat
JDEbberly:	RT @smallbizlady: Q8: AND ONCE YOU KNOW HOW MANY BUYERS YOU NEED TO PROGRESS, HOW DO YOU ACTUALLY GET THEM MOVING? #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: My book: Become Your Own Boss was profiled by Wash Post columnist Michelle Singletary http://wapo.st/i7cwLa #smallbizchat
JDEbberly:	RT @funnelguy: A8: You need tactics that will nurture your buyers through your funnel, from stage to stage #SmallBizChat
TaiGoodwin:	RT @funnelguy: Yes. Sales person needs align their selling to the buyer. Where is the buyer up to? How you help them progress? #smallbizchat
funnelguy:	@ellenlange Ask some of your current customers - they might be able to shed some light on what similar companies are doing. #smallbizchat
smallbizlady:	@hyermish Yes. Sales person needs align their selling to the buyer. Where is the buyer up to? How you help them progress? #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: A8: You need tactics that will nurture your buyers through your funnel, from stage to stage #smallbizchat
florabrown:	@ellenlange -- My challenge too, Ellen. #smallbizchat
doggdaze:	@CathyWebSavvyPR I haven't leveraged LinkedIn as much but I do have all my soc media feeds and blog streaming to LinkedIn #smallbizchat
funnelguy:	A8b: U must initially identify buyers who meet your target profile, position your brand on their list and get their attention #smallbizchat
CathyWebSavvyPR:	@funnelguy A8 connection via Socal media & blogging can really help keep moving ppl along the sales funnel #smallbizchat
JDEbberly:	Some of these concepts are sorta similar to Brian Clark @copyblogger However this is a whole new ball 'o wax #SmallBizChat



learntech:	@ellenlange If prospects are on twitter, use a search tools to find them discussing a problem and reach out to them #smallbizchat
KyBedard:	@funnelguy what kind of tactics? #smallbizchat
RedBaronUSA:	RT @funnelguy: @ellenlange Ask some of your current customers - they might be able to shed some light on what similar companies are doing. #smallbizchat
funnelguy:	A8c: Show these businesses they have the problem you solve best, gain acceptance of ur own solution and then move to contract #smallbizchat
TaiGoodwin:	@ellenlange Do you know where they are offline? Hang out there and then ask them where they are on line? #smallbizchat
JDEbberly:	RT @funnelguy: Yes. Sales person needs align their selling to the buyer. Where is the buyer up to? How you help them progress? #SmallBizChat
learntech:	RT @funnelguy: A7c:...your tactics need to be repeated several times to have an effect (?one-hit-wonders? rarely do the job) #smallbizchat
funnelguy:	RT @CathyWebSavvyPR: @funnelguy A8 connection via Socal media & blogging can really help keep moving ppl along the sales funel #smallbizchat
funnelguy:	@learntech Great advice. #smallbizchat
smallbizlady:	Q9: WHAT ARE SOME EXAMPLES OF PROGRESSION TACTICS THAT ARE SUITABLE FOR SMALL BUSINESSES? #smallbizchat
TaiGoodwin:	@GeniusDeferred What no multitasking? #smallbizchat
KyBedard:	@funnelguy what would be the main objective in getting their attention? sell? getting time scheduled? #smallbizchat
florabrown:	@TaiGoodwin --Still figuring that out. #smallbizchat
JoshSPeters:	Off to work out, thanks everyone at the #SmallBizChat for some wonderful discussion
JDEbberly:	In other words @funnelguy has the basis for one heck of a successful Interactive Learning Environment :) #SmallBizChat
JDEbberly:	RT @smallbizlady: Q9: WHAT ARE SOME EXAMPLES OF PROGRESSION TACTICS THAT ARE SUITABLE FOR SMALL BUSINESSES? #SmallBizChat
funnelguy:	A9: Get known by making sure all the key bloggers mention you and the problem you solve #smallbizchat
JoshSPeters:	@TaiGoodwin @JDEbberly Thank you for the #SmallBizChat RT's, I'm happy to have contributed tonight. Take care
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
TaiGoodwin:	RT @CathyWebSavvyPR: A8 connect via Socal media & blogging can really help keep moving ppl along the sales funel #smallbizchat



RaisingCEOKids:	RT @smallbizlady: Q9: WHAT ARE SOME EXAMPLES OF PROGRESSION TACTICS THAT ARE SUITABLE FOR SMALL BUSINESSES? #smallbizchat
GeniusDeferred:	@TaiGoodwin Studies show that you actually get LESS done with multitasking. Of course that rings true for being on Twitter too #smallbizchat
funnelguy:	@KyBedard Get a F2F meeting. Then work out - do they have the problem that we solve? No prob, no sale. #smallbizchat
doggdaze:	RT @funnelguy: U must initially identify buyers who meet ur target profile, position ur brnd on their list & get noticed #smallbizchat
funnelguy:	A9b: Trouble buyers by asking tough questions on your website and in meetings #smallbizchat
hyermish:	RT @smallbizlady My book: Become Your Own Boss was profiled by Wash Post columnist Michelle Singletary http://wapo.st/i7cwLa #smallbizchat
smallbizlady:	If you have some expertise to share here?s how to be a guest on #Smallbizchat http://bit.ly/4r5KEZ #smallbizchat
TaiGoodwin:	@florabrown Do you know where they are offline? Hang out there and then ask them where they are on line? #smallbizchat
marshaegan:	RT @funnelguy: A9: Get known by making sure all the key bloggers mention you and the problem you solve #smallbizchat
JDEbberly:	@JoshSPeters You're welcome Josh! :) Have an excellent night!! :) #SmallBizChat
funnelguy:	@JoshSPeters Thanks Josh. Hope you enjoyed it. #smallbizchat
funnelguy:	A9c: For all buyers who leak (at any stage) recycle and nurture using regular email and thought leadership #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q9: WHAT ARE SOME EXAMPLES OF PROGRESSION TACTICS THAT ARE SUITABLE FOR SMALL BUSINESSES? #smallbizchat
TheMogulista:	RT @smallbizlady: Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss #smallbizchat
smallbizlady:	Upcoming Events: To see @Smallbizlady's live events visit: http://bit.ly/fvckjj #smallbizchat
JDEbberly:	RT @funnelguy: A9: Get known by making sure all the key bloggers mention you and the problem you solve #SmallBizChat
DorethiaConner:	RT @marshaegan: RT @funnelguy: A9: Get known by making sure all the key bloggers mention you and the problem you solve #smallbizchat
RaisingCEOKids:	RT @smallbizlady: A blog post w/ detail Q & A w/ our guest comes out on Thurs on @Smallbizlady?s blog: http://bit.ly/3x5Gm2 #smallbizchat
TaiGoodwin:	RT @funnelguy: A9: Get known by making sure all the key bloggers mention you and the problem you solve #smallbizchat
GeniusDeferred:	RippDemUp @UrbanGem You guys should check out #smallbizchat on Wednesdays at 8PM ET. It's something positive & meaningful on Twitter.
BetinasSpWorks:	RT @TheAfter5Edge: A4: Ask potential clients which problems are the most important to them. Then see if your solution satisfies that need #smallbizchat



JDEbberly:	RT @funnelguy: A9b: Trouble buyers by asking tough questions on your website and in meetings #SmallBizChat
smallbizlady:	Q10: WHAT ABOUT BUYERS WHO FAIL TO PROGRESS? #smallbizchat
TaiGoodwin:	RT @funnelguy: A9b: Trouble buyers by asking tough questions on your website and in meetings #smallbizchat
JDEbberly:	RT @funnelguy: A9c: For all buyers who leak (at any stage) recycle and nurture using regular email and thought leadership #SmallBizChat
RaisingCEOKids:	RT @smallbizlady: If you have some expertise to share here?s how to be a guest on #Smallbizchat http://bit.ly/4r5KEZ #smallbizchat
funnelguy:	Keep the questions coming! #smallbizchat
KyBedard:	@funnelguy so pain should be expressed right off the bat? what about getting BI that might be leveraged for future use? #smallbizchat
CathyWebSavvyPR:	@doggdaze Having Twitter Streaming 2LinkedIn is not best tactic; folks on LI, are often not Twitter savvy - can be confusing #smallbizchat
funnelguy:	A10: The small number of leads we convert often gets all our attention, while the number that leaked gets forgotten #smallbizchat
JDEbberly:	RT @smallbizlady: Q10: WHAT ABOUT BUYERS WHO FAIL TO PROGRESS? #SmallBizChat
TaiGoodwin:	@TheMogulista Hey there - gald to have you with us tonight. #smallbizchat
RaisingCEOKids:	RT @funnelguy: A9c: For all buyers who leak (at any stage) recycle and nurture using regular email and thought leadership #smallbizchat
funnelguy:	A10b: Adopting tactics that recycle those who have already leaked can turn neglected prospects into future customers #smallbizchat
smallbizlady:	@GeniusDeferred thank you for the shoutout. #smallbizchat
CathyWebSavvyPR:	@doggdaze blogs - yes - Twitter feeds not s much - IMHO #smallbizchat
TaiGoodwin:	RT @smallbizlady: Upcoming Events: To see @Smallbizlady's live events visit: http://bit.ly/fvckjj #smallbizchat
funnelguy:	@KyBedard Yes. If there there's no pain, there's no point getting BI. That comes later. #smallbizchat
funnelguy:	A10c: Rhythmic eDM, Tele-nurturing and RSS updates will keep your name and your solution at the front of the buyer?s mind #smallbizchat
florabrown:	@RaisingCEOKids @smallbizlady Thanks for this info #smallbizchat
JDEbberly:	RT @funnelguy A10 The small no of leads we convert often gets all our attention, while the number that leaked gets forgotten #SmallBizChat
Patrysha:	@SmallBizLady: Q10: They drive me crazy while helping me invent new product lines, different methods of service, etc :-) #smallbizchat



TaiGoodwin:	RT @smallbizlady: Q10: WHAT ABOUT BUYERS WHO FAIL TO PROGRESS? #smallbizchat
hyermish:	RT @funnelguy A10: The small number of leads we convert often gets our attention, while the number that leaked gets forgotten #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: A10b: Adopting tactics that recycle those who have leaked can turn neglected prospects into future customers #smallbizchat
RaisingCEOKids:	RT @smallbizlady: Upcoming Events: To see @Smallbizladys live events visit: http://bit.ly/fvckj #smallbizchat
JDEbberly:	RT @funnelguy A10b Adopting tactics that recycle those who have already leaked can turn neglected prospects into future custs #SmallBizChat
TaiGoodwin:	RT @funnelguy: A10: The small # of leads we convert often gets all our attention, while the number that leaked gets forgotten #smallbizchat
RedBaronUSA:	Q9: One progression tactic: Run your #smallbizchat as if it's for sale. Sales discipline/strategy become clear > http://tinyurl.com/27nf7bx
funnelguy:	For more marketing tips sent straight to your inbox, check out MathMarketing?s Funnel Vision - http://bit.ly/9OSsFw #smallbizchat
RaisingCEOKids:	@funnelguy What kind of tactics do you recommend for recycling? #smallbizchat
smallbizlady:	funnelguy: @KyBedard Yes. If there there's no pain, there's no point getting Buying Influence. That comes later. #smallbizchat
KyBedard:	@funnelguy So dont even keep it in the funnel? #smallbizchat
JDEbberly:	RT @funnelguy A10c Rhythmic eDM, Tele-nurturing & RSS updates'll keep your name & your solution at front of the buyer?s mind #SmallBizChat
doggdaze:	@funnelguy Is there a way this method can work offline in an 1-on-1 face to face setting? #smallbizchat
DorethiaConner:	RT @funnelguy: For more marketing tips sent straight to ur inbox --> MathMarketing?s Funnel Vision - http://bit.ly/9OSsFw #smallbizchat
TaiGoodwin:	RT @RaisingCEOKids: @funnelguy What kind of tactics do you recommend for recycling? #smallbizchat
JDEbberly:	RT @doggdaze: @funnelguy Is there a way this method can work offline in an 1-on-1 face to face setting? #SmallBizChat
DorethiaConner:	@funnelguy great tips tonight! #smallbizchat
funnelguy:	A11: So, start by reading my book, The Leaky Funnel. It?s on Amazon and is written as a novel ? so it?s an easy read #smallbizchat
funnelguy:	@RaisingCEOKids The most popular among our clients - a rhythmic, USEFUL e-newsletter to keep you front of mind. #smallbizchat



JDEbberly:	RT @funnelguy: A11: So, start by reading my book, The Leaky Funnel. It's on Amazon and is a novel ? so it's an easy read #SmallBizChat
smallbizlady:	Q11: WHAT WOULD YOU SAY IS KEY TO SUCCESSFULLY EXECUTING TACTICS? #smallbizchat
CathyWebSavvyPR:	@doggdaze Sure - I've met folks offline at conferences that I'd only met online B4. B4 attending an event - C if ppl are on SM #smallbizchat
tricia_o:	@funnelguy Turning neglected prospects into future customers is a whole other process in itself. #smallbizchat
funnelguy:	Other recycling tactics - a boardroom breakfast to trouble potential buyers & get them back in the funnel. #smallbizchat
DorethiaConner:	RT @funnelguy: @RaisingCEOKids The most popular among clients - a rhythmic, USEFUL e-newsletter to keep you front of mind. #smallbizchat
msceof:	Thanks so much for the great chat! #smallbizchat
JDEbberly:	RT @smallbizlady: Q11: WHAT WOULD YOU SAY IS KEY TO SUCCESSFULLY EXECUTING TACTICS? #SmallBizChat
florabrown:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q11: WHAT WOULD YOU SAY IS KEY TO SUCCESSFULLY EXECUTING TACTICS? #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: The most popular among our clients - a rhythmic, USEFUL e-newsletter 2 keep you front of mind #smallbizchat
JDEbberly:	RT @funnelguy: @RaisingCEOKids The most popular among our clients - a rhythmic, USEFUL e-newsletter to keep you front of mind #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q11: WHAT WOULD YOU SAY IS KEY TO SUCCESSFULLY EXECUTING TACTICS? #smallbizchat
funnelguy:	Other recycling tactics - schedule a quarterly phone call in your CRM to see if the prob you solve is now on their A-list. #smallbizchat
smallbizlady:	RT @RaisingCEOKids: @funnelguy What kind of tactics do you recommend for recycling sales prospects? #smallbizchat
JDEbberly:	RT @funnelguy: Other recycling tactics - a boardroom breakfast to trouble potential buyers & get them back in the funnel #SmallBizChat
florabrown:	Thanks for great tips #smallbizchat
JDEbberly:	RT @tricia_o: @funnelguy Turning neglected prospects into future customers is a whole other process in itself. #SmallBizChat
JDEbberly:	RT @funnelguy: Other recycling tactics - schedule a quarterly phone call in your CRM to see if prob u solve is on their A-list #SmallBizChat
KyBedard:	@funnelguy ReMarket them. Find ways to re-engage w content or conversation. #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: Other recycling tactics, schedule quarterly phone call in yr list 2 see if prob U solve is now on their A-list #smallbizchat



doggdaze:	RT @tricia_o: @funnelguy Turning neglected prospects into future customers is a whole other process in itself. #smallbizchat
RedBaronUSA:	A11: So, start by reading the @funnelguy book "The Leaky Funnel" via Amazon - written as a novel ? so it?s an easy read #smallbizchat #biz
TaiGoodwin:	RT @florabrown: Thanks for great tips #smallbizchat - Thanks for participating!
smallbizlady:	RT @funnelguy Other recycling tactics schedule a quarterly ph call in yr CRM to see if the prob u solve is now on their A-list #smallbizchat
JDEbberly:	RT @KyBedard: @funnelguy ReMarket them. Find ways to re-engage w content or conversation. #SmallBizChat
funnelguy:	@JDEbberly Agree. You need to think about nurturing AND recycling. Sometimes these campaigns are different, sometimes not. #smallbizchat
smallbizlady:	RT @funnelguy: Other recycling tactics - a boardroom breakfast to trouble potential buyers & get them back in the funnel. #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: A11: So, start by reading my book, The Leaky Funnel. It?s on Amazon & is written as a novel, it?s an easy read #smallbizchat
TaiGoodwin:	RT @funnelguy: Other recycling tactics - a boardroom breakfast to trouble potential buyers & get them back in the funnel. #smallbizchat
ellenlange:	thanks for all the info #smallbizchat
smallbizlady:	RT @funnelguy: @RaisingCEOKids The most popular among our clients - a rhythmic, USEFUL e-newsletter to keep you front of mind. #smallbizchat
CathyWebSavvyPR:	RT @funnelguy: @JDEbberly yes. U need 2 think about nurturing & recycling. Sometimes 2 campaigns are different, sometimes not #smallbizchat
smallbizlady:	Next week on #Smallbizchat Pierre DeBois @Zimana_ on how to use your google analytics data to grow your small business #smallbizchat
funnelguy:	@ellenlange You're welcome! Hope you get a chance to read my book - The Leaky Funnel on amazon. #smallbizchat
TaiGoodwin:	RT @ellenlange: thanks for all the info #smallbizchat - Thanks for participating!
smallbizlady:	Thanks to our guest, my Aussie pal @funnelguy for helping us create a profitable sales funnel www.mathmarketing.com #smallbizchat
DorethiaConner:	@funnelguy a. quarterly phone call w/each client? b. how often s/e-newsletter go out? #smallbizchat
smallbizlady:	Roll call, who?s on @Smallbizchat tonight? Give me your best 140-character commercial. #smallbizchat
RaisingCEOKids:	RT @funnelguy: @RaisingCEOKids The most popular among our clients - a rhythmic, USEFUL e-newsletter to keep you front of mind. #smallbizchat



funnelguy:	A11b: Then go to funnelcalculator.com and work out what velocity you need in your sales funnel. It's free #smallbizchat
florabrown:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #SmallBizChat
JDEbberly:	RT @smallbizlady Next wk #Smallbizchat Pierre DeBois @Zimana_ on how to use your google analytics data to grow your small biz #SmallBizChat
TaiGoodwin:	RT @smallbizlady: Next week on #Smallbizchat Pierre DeBois @Zimana_ use your google analytics data to grow your small biz #smallbizchat
funnelguy:	A11c: Go to LinkedIn.com & ask how to move buyers through each stage - one at a time. Let the experts there recommend tactics #smallbizchat
smallbizlady:	Get a free chapter of @SmallBizlady's new book: Become Your Own Boss in 12 Months http://bit.ly/asEgeR #smallbizchat
JDEbberly:	RT @smallbizlady: Roll call, who's on @Smallbizchat tonight? Give me your best 140-character commercial. #SmallBizChat
wordyless:	RT @smallbizlady: Roll call, who's on @Smallbizchat tonight? Give me your best 140-character commercial. #smallbizchat
funnelguy:	A11d: Finally, go to funnel-vision.com and sign up to get the free articles on funnel management #smallbizchat
smallbizlady:	If you found this interview helpful, join us on Wednesdays 8-9p ET follow @SmallBizChat on Twitter for info. #smallbizchat
tricia_o:	Re: Q11-Executing tactics will depend a lot on the size of the comp and demand for your service/product. 2vs10-big difference! #smallbizchat
RaisingCEOKids:	I am here Creating Excellent Opportunities for raising successful cash savvy business minded kids! #smallbizchat
TaiGoodwin:	RT @smallbizlady: Thanks to our guest @funnelguy for helping us create a profitable sales funnel www.mathmarketing.com #smallbizchat
smallbizlady:	Thank you to online business manager @TaiGoodwin our co-host and social media pal. #smallbizchat
marshaegan:	RT @DorethiaConner: The most popular among clients - a rhythmic, USEFUL e-newsletter to keep you front of mind. #smallbizchat
yourjobmyoffice:	#pitch Sonia, office ace for hire. Exec virtual office assistant, non-traditional college student, good daughter. VA to #smallbizchat
doggdaze:	@smallbizlady @funnelguy @TaiGoodwin Thank you all for another great chat #smallbizchat
florabrown:	Thanks for great tips #SmallBizChat
JDEbberly:	Thank you so much @funnelguy for your input on SmallBizChat tonight (in your case, in the land down under) tomorrow afternoon #SmallBizChat
smallbizlady:	Thank you to virtual assistant Sonia @YourJobMyOffice, she'll get a link to the transcript out Thurs am on @SmallBizChat #smallbizchat
smallbizlady:	The mission of #Smallbizchat is to end small business failure by helping you succeed as your own boss. #smallbizchat



CathyWebSavvyPR:	RT @tricia_o: Re: Q11-Executing tactics depends a lot on the size of comptn & demand 4 yr service/product. 2vs10-big diff! #smallbizchat
TaiGoodwin:	Free Social Media Marketing Toolkit - http://www.taigoodwin.com/ #smallbizchat
RedBaronUSA:	Here are two articles I've authored via @SmartBriefScoop helpful to #smallbizchat > http://tinyurl.com/3342z8t + http://tinyurl.com/2aqceng
JDEbberly:	@TaiGoodwin is a priceless addition to the fine staff here on SmallBizChat :) #SmallBizChat
giftedassistant:	RT @smallbizlady: The mission of #Smallbizchat is to end small business failure by helping you succeed as your own boss. #smallbizchat
smallbizlady:	Next week on #Smallbizchat how to use your google analytics data to grow your small business w/ Pierre DeBois @Zimana_ #smallbizchat
funnelguy:	@JDEbberly Thanks! Had a blast! #smallbizchat
RaisingCEOKids:	@yourjobmyoffice What do you use to create the transcript? #smallbizchat
CathyWebSavvyPR:	20 year PR Pro who coaches/consults Small Biz 2 help them creatively use new & trad'l tools 2 promote their biz #smallbizchat
TaiGoodwin:	RT @smallbizlady: Thank you to virtual assistant Sonia @YourJobMyOffice #smallbizchat
JDEbberly:	RT @RedBaronUSA: 2 articles I've authored via @SmartBriefScoop helpful http://tinyurl.com/3342z8t + http://tinyurl.com/2aqceng #SmallBizChat
TaiGoodwin:	Link to the transcript out Thurs am on @SmallBizChat #smallbizchat
DorethiaConner:	http://www.connercoaching.com/ no nonsense Personal Finance & Business Coaching tailored to your goals! #smallbizchat
funnelguy:	Thanks everyone for tuning in. It's been a very engaging session. A great experience. Thanks @smallbizlady #smallbizchat
collectivesavvy:	RT @SmallBizLady: Next week on #Smallbizchat how to use your google analytics data to grow your small buz w/ Pierre DeBois #smallbizchat
TaiGoodwin:	RT @JDEbberly: @TaiGoodwin is a priceless addition to the fine staff here on SmallBizChat :) AWWW THX #smallbizchat
doggdaze:	Small business branding, web and grapahic design services available at http://yourvisionyourimage.com/ #smallbizchat
JDEbberly:	@funnelguy So did I - and I am sure everyone had a great time. Have an excellent afternoon! :) #SmallBizChat
funnelguy:	@DorethiaConner Only prospects who made it a certain way down the funnel. On e-newsletter, we find approx every 3 weeks works. #smallbizchat
RedBaronUSA:	Tai was one of our 1st followers this summer :) RT @TaiGoodwin Free #SocialMedia Marketing Toolkit> http://www.taigoodwin.com/ #smallbizchat
TaiGoodwin:	RT @CathyWebSavvyPR: 20 year PR Pro who coaches Small Biz 2 help them creatively use new & trad'l tools 2 promote their biz #smallbizchat



JDEbberly:	RT @doggdaze: Small business branding, web and grapahic design services available at http://yourvisionyourimage.com/ #SmallBizChat
CathyWebSavvyPR:	RT @yourjobmyoffice: #pitch Sonia, office ace 4 hire. Exec virtual office asst, non-trad'l college student, gd daughter. VA 2 #smallbizchat
smallbizlady:	Thank you all for hanging with us. If you enjoy this chat please give a recommendation on Linkedin. See ya'll next week! #smallbizchat
funnelguy:	Thanks everyone! Be sure to sign up for more sales and marketing tips at http://bit.ly/9OSsFw #smallbizchat
TaiGoodwin:	RT @DorethiaConner: http://www.connercoaching.com/ no nonsense Personal Finance & Business Coaching tailored to your goals! #smallbizchat
JDEbberly:	RT @DorethiaConner: http://www.connercoaching.com/ no nonsense Personal Finance & Business Coaching tailored to your goals! #SmallBizChat
CathyWebSavvyPR:	RT @doggdaze: Small business branding, web and grapahic design services available at http://yourvisionyourimage.com/ #smallbizchat
hyermish:	#pitch Internet strategy, user experience design, helping customers use the Internet in human ways to build business - #SmallBizChat
JDEbberly:	RT @CathyWebSavvyPR: 20 year PR Pro who coaches/consults Sm Biz 2 help'em creatively use new & trad'l tools 2 promo their biz #SmallBizChat
CathyWebSavvyPR:	RT @TaiGoodwin: Free Social Media Marketing Toolkit - http://www.taigoodwin.com/ #smallbizchat
CathyWebSavvyPR:	RT @TaiGoodwin: RT @smallbizlady: Next week on #Smallbizchat Pierre DeBois @Zimana_ use your google analytics data to grow your small biz #smallbizchat
JDEbberly:	RT @TaiGoodwin: Free Social Media Marketing Toolkit - http://www.taigoodwin.com/ #SmallBizChat
TaiGoodwin:	@RedBaronUSA - Glad to connect with you here - It's a small Twitter workd after all! #smallbizchat
doggdaze:	RT @TaiGoodwin: Link to the transcript out Thurs am on @SmallBizChat #smallbizchat
TaiGoodwin:	RT @doggdaze: Small business branding, web and grapahic design services available at http://yourvisionyourimage.com/ #smallbizchat
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JDEbberly:	RT @doggdaze: Small business branding, web and graphic design services available at http://yourvisionyourimage.com/ #SmallBizChat
JDEbberly:	RT @DorethiaConner @funnelguy wonderful - thanks! I'll definitely check out your book 'The Leaky Funnel' http://amzn.to/gm3Arg #SmallBizChat
DorethiaConner:	RT @RT @doggdaze: Small business branding, web & graphic design services- http://yourvisionyourimage.com/ #SmallBizChat #smallbizchat
learntech:	Thanks to @funnelguy @taigoodwin @smallbizlady @yourjobmyoffice - learned a lot from tonight's #smallbizchat
TaiGoodwin:	Awesome chat tonight! With @funnelguy - Great questions - great answers - great tweeps! #smallbizchat
tricia_o:	@CathyWebSavvyPR Thanks for the retweet. See you next week at #smallbizchat!
DorethiaConner:	RT @yourjobmyoffice: #pitch Sonia, office ace 4 hire. Exec virtual office asst, non-trad'l college student, gd daughter #smallbizchat
funnelguy:	RT @learntech: Thanks to @funnelguy @taigoodwin @smallbizlady @yourjobmyoffice - learned a lot from tonight's #smallbizchat
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doggdaze:	RT @CathyWebSavvyPR: 20yr PR Pro who coaches/consults SmallBiz 2 help them creatively use new/trad'l tools 2 promo their biz #smallbizchat
learntech:	#smallbizchat #pitch - Helping professionals use technology to increase productivity & profitability #MSSoftware trainer, etc.