



## Four Smart Social Secrets to Get All the Customers You Need

**SMART  
SOCIAL**  
*Secrets*

[smartsocialsecrets.com](http://smartsocialsecrets.com)

zoetica



I was sure this social media thing would never work!

I was at my computer for the 100th time that day searching for mentions of my new post and there wasn't much to see. No likes, no comments or mentions. Nothing!

I was frustrated.

I had just quit my job of 8 years and moved with my new husband from Washington D.C. to Texas, leaving everything and everyone I knew behind. When I got there, I opened my first PR consulting agency. I had always dreamed of owning my own business and raising my kids from home – Maybe I could have it all!

This was me at the public library, trying to work while my toddler looked on.



But there was a tiny problem. I had no clients or prospects. My only coworker that spring was a barn swallow who had nested just outside of my apartment window.

I felt...

- Like my dreams were just out of reach
- Like I would never figure this social media thing out
- Like I would never get my business off the ground

But I wasn't willing to give up.

I came up with a simple plan. Every day I commented on two PR and marketing-focused blog posts, and I connected with two new people. My goal was to add value without trying to "sell" anything.



I'd been doing this for about a month or two when it finally happened! People started to leave comments and share my ideas in their posts. From there it snowballed and before long, I was interacting with influencers from across the globe. I found myself part of a community of my peers - and my influence grew.

I had inadvertently stumbled on a universal principal:

**“The More  
You Give,  
the More  
You Get in  
Return.”**



**The more I gave to my community, the more I got in return.**

Over the next few years, I took my past experience working as a national spokesperson and communications expert, and applied it to social media, spending thousands of hours and dollars studying how to get the best possible results so I could come share some of my secrets with you.



Today my company, Zoetica Media, has been fortunate to work in the trenches with some the biggest brands out there, including SeaWorld, Google for Nonprofits, the American Red Cross, Houston Methodist, LiftFund, and so many more, building their social media presence from scratch.



But what I really love is teaching small companies to use the same proven system we use with big brands and how to keep up with the rapidly changing social media environment. I've now helped 100s of companies use social media to build a community of raving fans and customers. And we continue to help them stay on the cutting edge of what is working now to reach their ideal customer.

And guess what? Because I made my focus to help others to succeed at social media...

- I now have the life of my dreams, still working from home
- I have figured out a repeatable system for social media success
- And I now have a multiple 6-figure business, a great team, and a consistent stream of customers

I believe that no matter where you are right now: unknown in your market, like I was; just starting to build a brand; or as an established brand you can use the same system I did to get the clients you need to build a business you love.



### [Upside down house in the Russian Exhibition Center](#)

Over the next 30 minutes or so I am going to share with you three counterintuitive secrets that will help you get started getting results with social media. If you implement even ONE of these secrets you will see better results.

Are you ready for Secret No. 1?



You must obsessively focus on the people that your message or product can help. You must **CLARIFY** who your ideal audience or customer is and what unique system, or secret sauce, you bring to the table. It can be challenging, but when you nail it, the results can be dramatic.

## The Journey Starts with ONE Person



Talk to one person when you communicate on social media. Some people create an avatar or persona. I like to call them your Ideal Community Member because I believe community building is at the heart of a social media program that works. You want to have a very clear picture of who this person might be, their age, gender, personality and problems. Many people resist doing this because they fear it will exclude people. The truth is that you will attract MORE people, not less. For instance, my ideal community member is a woman, 35-50, who is a communicator or a small agency owner. But in my current Smart Social Secrets course, I have about 25% men, and my students come from a range of companies from carpet cleaners to engineers to PR agencies to healthcare and wellness. But still I talk to ONE person as I

make videos, write blog posts or create captions.



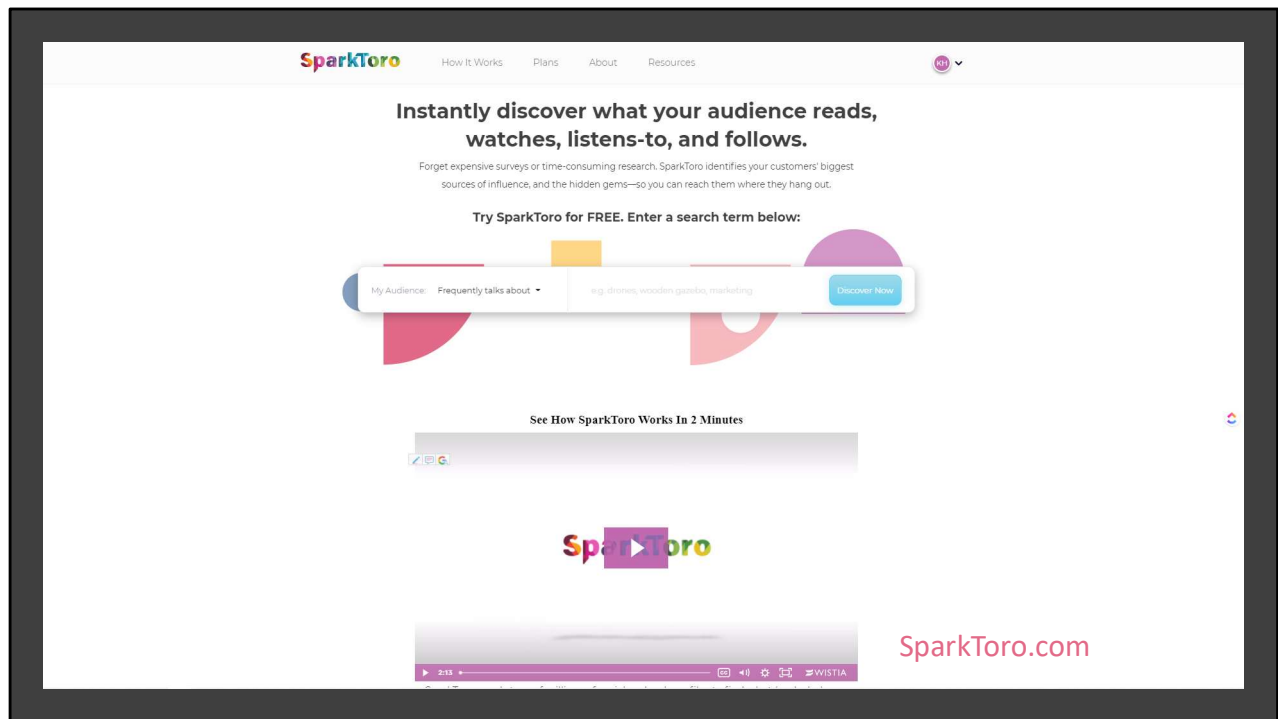
You need to solve a specific problem and you will attract the right people who have the problem you help to solve. For instance, I help solve the problem of helping businesses learn how to get results from social media. You need to define the problem you solve. BUT, I don't help people who are wanting to build a personal brand and become an influencer or entertainer. In other words, you want Repel the wrong people and Attract the right people.

Like I did, it helps to think of who you DON'T want to attract to your products or services. I also attract action takers. I reward people who take action and get things done and I repel people who want an easy win, like buying followers or chasing the latest tactic to get more attention.

What about you? Take a sheet or paper, draw a line down the middle of it, and write down the qualities of people you want to attract, and on the other side, the qualities of people you want to repel. Extra credit if you send it to me on one of my social media platforms or via email. You can get all that info at the end of the presentation.

One my students, Venus, was having a hard time choosing between two audiences to start her outreach in social media, one of up-and-coming artists, whom she loved to work with but usually didn't have much money, and older patrons, who loved to consume her art but weren't all that interested in creating their own. She didn't know which platform to use in social media or whom to focus on. When she worked out she needed to attract her patrons with outstanding art, she started to see how she could include the up-and-coming artists to create a streaming show on YouTube and Facebook using Streamyard, a platform that allowed her to stream to both places simultaneously. It was a true win-win and ended her

confusion.



<https://sparktoro.com/>

Once you have an idea of who your ideal community member is, get to know more about them, where they hang out, what they read and who they follow. SparkToro.com is a cool tool I recently found to get some information. It allows you a few searches for free. Also, reach out to someone who is your ideal community member and do some informational interviews and keep track of what they said so you can use that address concerns, objections and roadblocks to their success.

Are you ready for secret #2?



You don't need 10s of thousands of followers to be successful, you need a small core of true fans. **CONNECT** with them by **SERVING** them, adding value, and building community. When you have a relationship with your audience, they become more like family, they protect you when you are being attacked, they pitch in when you need help, and they buy from you because they know, like and trust you.



In 2008, Kevin Kelly came up with this wild concept. If you have 1,000 True fans that pay you about \$200 a year, you can make a decent living. This was at the dawn of the “gig” economy.

Kevin Kelly is the founding executive editor of Wired magazine,

Most people could live off of \$200K per year. And you can scale this up or down depending on the cost of your products.

Watch this interview:

<https://www.youtube.com/watch?v=Wlg3808gDic>



**2** **conversations per day**  
Initiate a conversation by asking a question to your community, a group of people or an individuals.

**x**

**2** **replies or comments per day**  
Respond or share someone else's content and be sure to add your own thoughts.

**conversations per day** Initiate a conversation by asking a question to your community, a group of people or an individuals.  
**replies or comments per day** Respond or share someone else's content and be sure to add your own thoughts. People we have trained to do this report getting results in the very first week and I know it can work for you. And think of the impact. Within a week you have connected with 28 people, in a month 840, and in a year over 10K. Even if you only do ½ of the work, you will have connected with over 5K people in a year.

One of my students Natalie said that when she started doing this regularly she was finally able to attract enough women to start her Intuitive Eating coaching group. She had people reaching out to HER to ask if she could help them. No sales needed

[www.smartsocialsecrets.com/SSSBuildYourCommunity2plus2](http://www.smartsocialsecrets.com/SSSBuildYourCommunity2plus2)

Email Mini-Course: <https://rcl.ink/nmu6T>

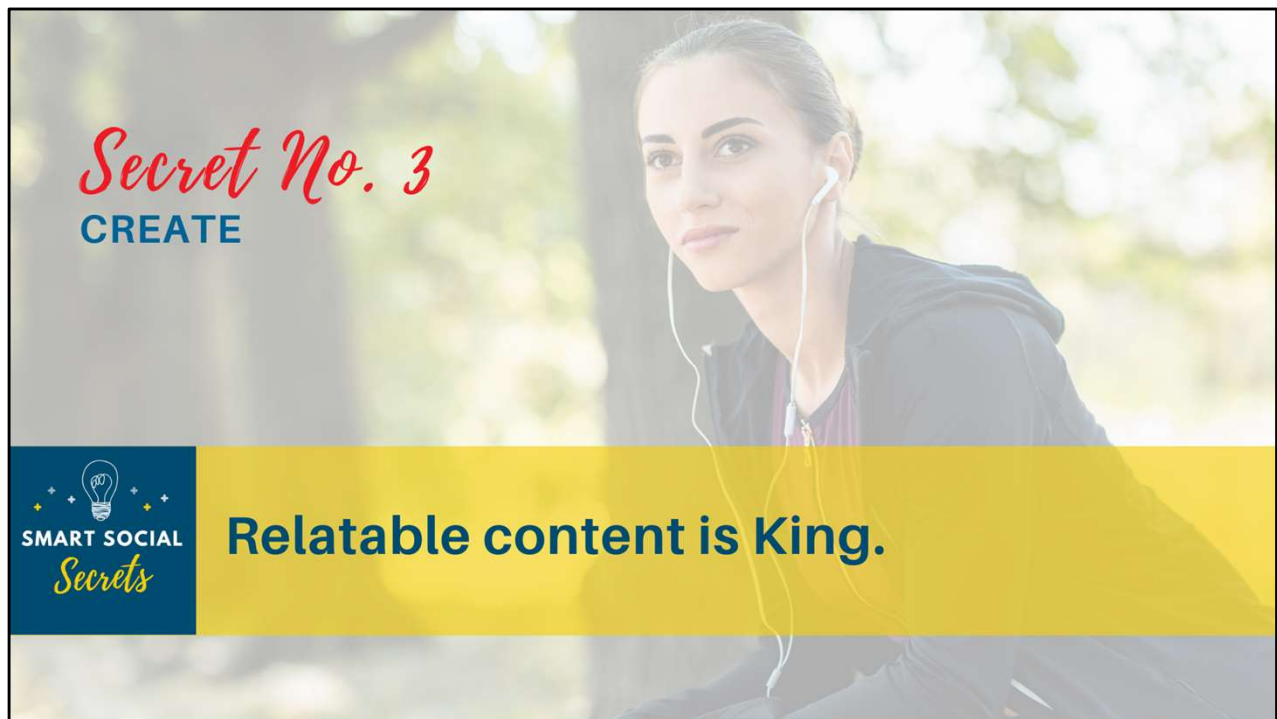
**Are you ready for Secret #3?**

## Mechanisms for Going Deeper

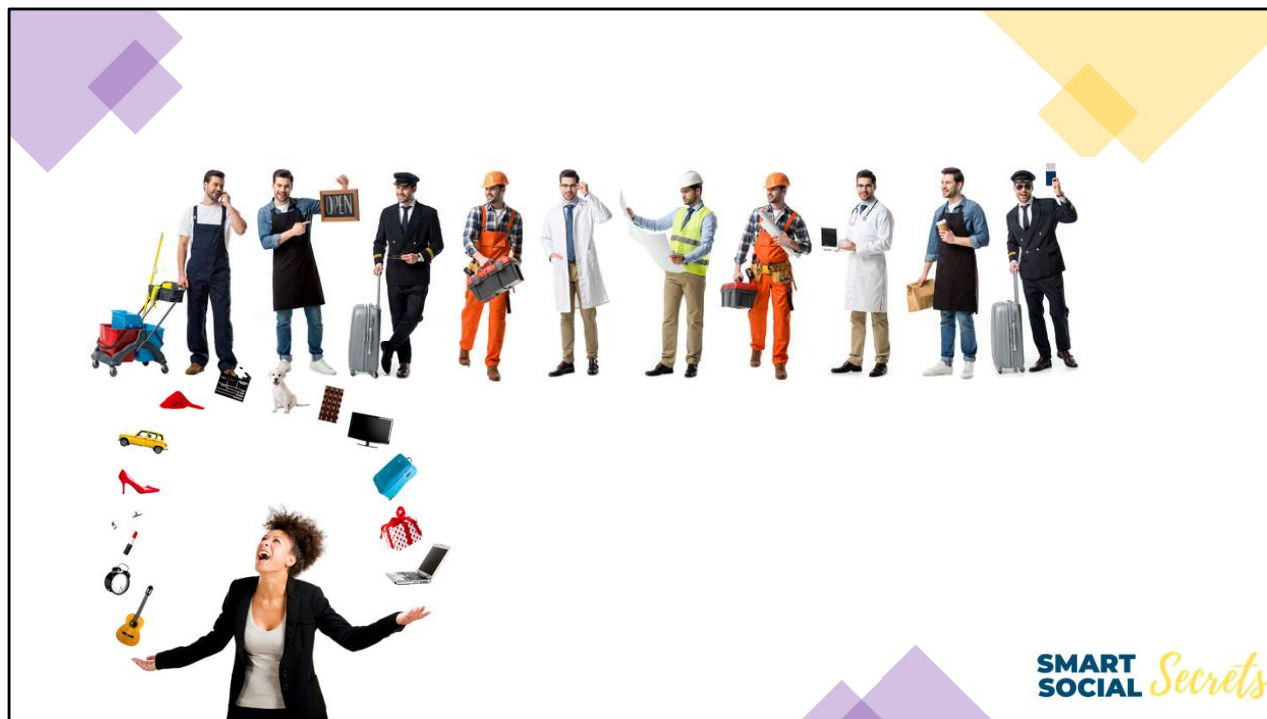
- **Landing Page:** Free resource, training or checklist (Best for coaches or professional services, first step)  
*Tool to use: [bit.ly/ConvertKitKH](https://bit.ly/ConvertKitKH)*
- **Discovery Call** (Best for professional services)  
*Tool to Use: [Calend.ly](https://calend.ly) or [bit.ly/TidyCalendar](https://bit.ly/TidyCalendar)*
- **Coupon or Special Offer (Best for home services, ecommerce or brick and mortar)**  
*Tool to Use: [bit.ly/GigGrove](https://bit.ly/GigGrove)*
- **Current Customers: Interact with Current Customers**  
*Tools to Use: [voilanorbert.com](https://voilanorbert.com), [contentstudio.io/special-offer/](https://contentstudio.io/special-offer/)*

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Create a mechanism to go deeper



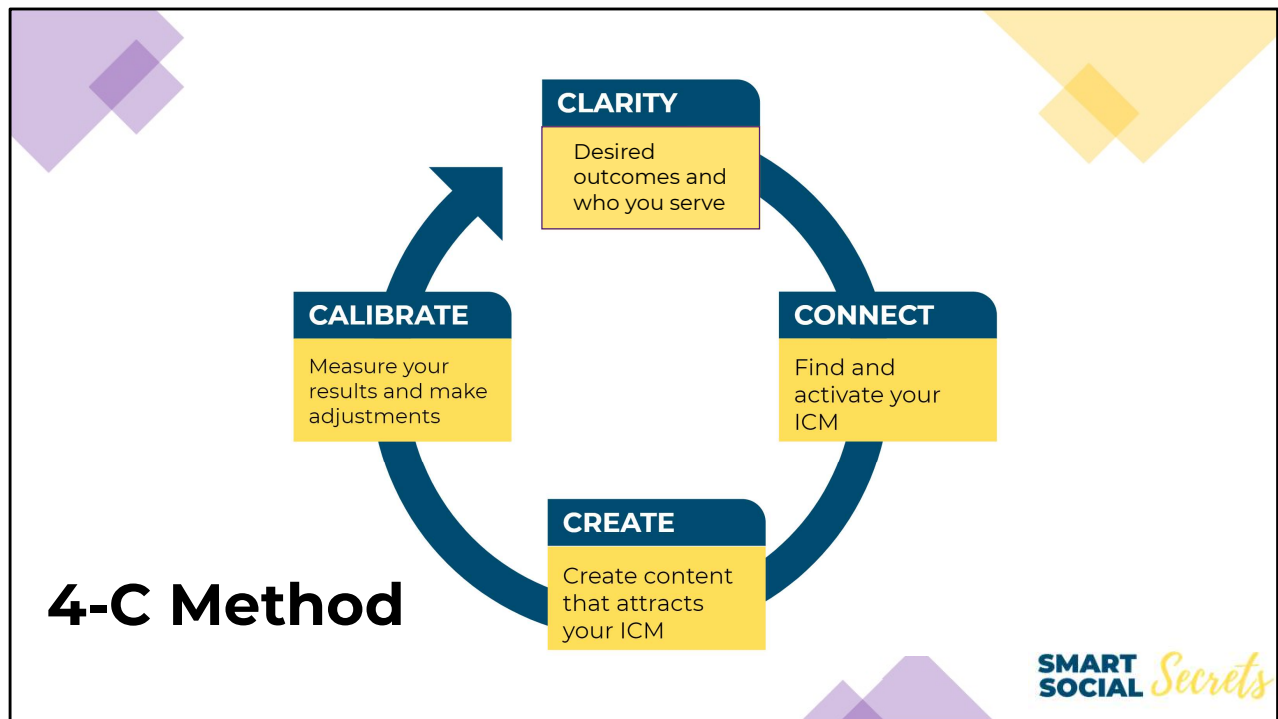
Are you tired of creating content on social media and getting crickets? Content should be designed to solve a problem or to inspire. When you **CREATE** content that connects with your true fans, you will never run out of things to say. Scroll-stopping content is always about your true fans and not about YOU, even when you are talking about your product, it should always be wrapped in how it is relatable to your ideal community member.



You need to first be clear about what you will be known for. One of the biggest mistakes I see is that people are all over the place with their content. One day they are a chef, the next an author, the next an accountant that is great with taxes. Your true fans will follow you for a reason, know what you do and will even likely recommend you. I can't tell you how many awesome people I know online, but I am not 100% sure what they do. Multipassionate is okay as long as you have a primary thing you are known for. As a business owner, you are the face of your business.

I struggled with this for years. I prided myself in my customized approach. But people had a hard time grasping exactly how I could help them. Once I was working as a subcontractor for another agency and she asked me, "Kami, what is your process."

I knew that many of my clients were hiring me to create a strategy for their social media. I also helped them connect with their ideal customer and influencers. Additionally, I was a master content creator, and we were doing that for clients every day. And finally, I was passionate about measurement and using data to make business decisions. It took me awhile to see that they were all connected, and the the 4-C Method was born.



One easy way to get this down for yourself is to write down all the steps of what you would do when you start work with a customer or client and then you can group them together into sections, which become your process. For those of us who don't have tangible products, this process becomes the product. For those who have products, the process becomes how to tell your customers how to engage with those products. For all of them, it helps people understand the process



Look at it this way. If we were out on the street and I was a stranger and offered you to put your hand in crack in a box I was carrying to get a prize, you likely wouldn't do it – there could be something scary in there. Plus, you don't trust me. You don't know what you are in for.



But if I were to walk by with this beautiful tray and offer you a bite, you might take me up on it.

Why is that?

It's because you can SEE what is being offered. You UNDERSTAND it. We have to spell it out, and having a business process really helps.



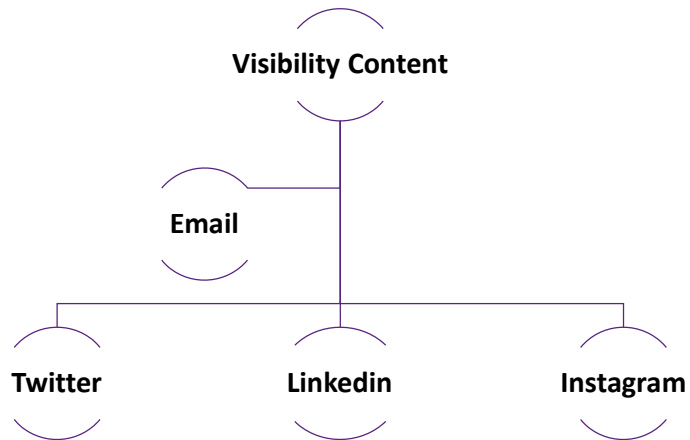
### **Content Buckets**

**You can then tie this process to content buckets. I usually set aside about 1-2 hours to do this.**

1. Take each of your processes
2. For mine it would be Clarity, Connect and Create, plus Calibrate or measurement
3. You then brainstorm 5-10 topic ideas for each buckets
4. At the end you have somewhere between 15-30 ideas of what you can post about, enough for weeks of content on most social media

I would then suggest you create a blog post, live stream video or other long form content.

# How to Be Visible in Social



## **STEP 1**

Create Long Form Content from one bucket

## **STEP 2**

Turn it into multiple short snippets and gather leads

## **STEP 3**

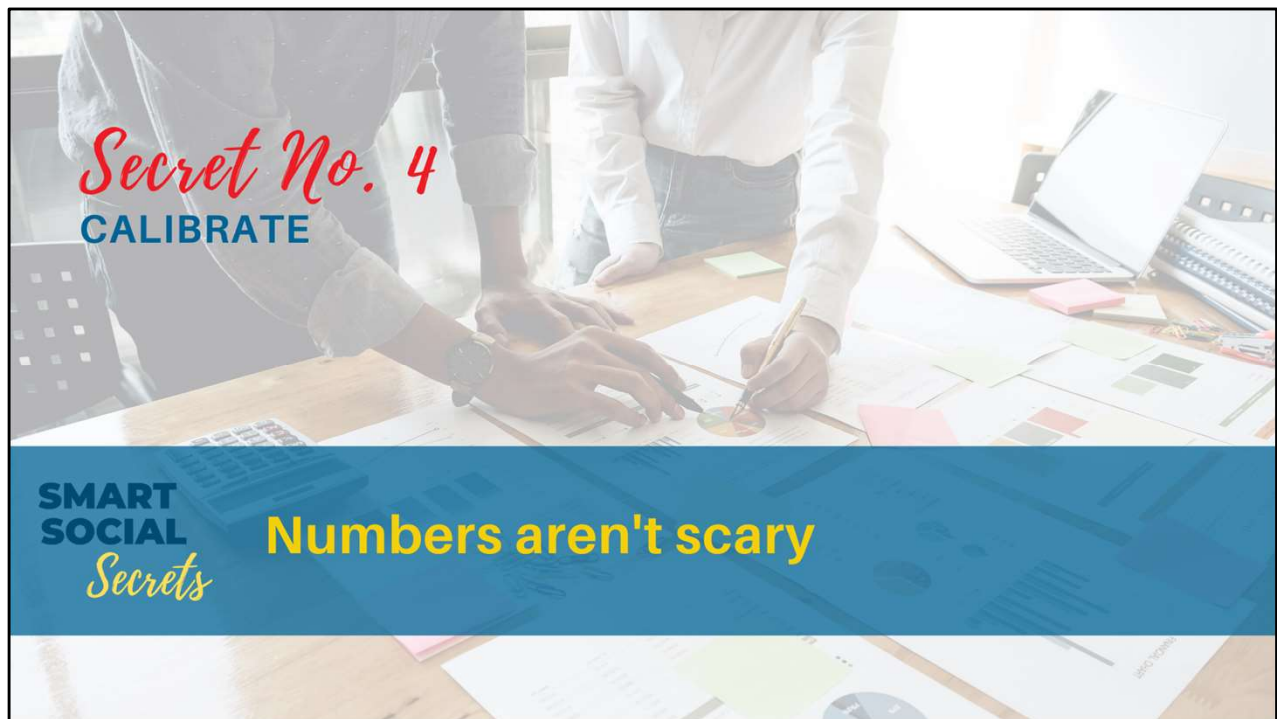
Repeat with other buckets

14:58



Which will you start  
doing first?

- Define who you need to attract or repel?
- Start connecting with people using the 2x2?
- Create your process and content buckets?



I think when we hear we must measure the results of our social media outreach two objections arise.

#1 How do you measure relationships; it feels salesy and slimy; and

#2 I was never great at math, I can't measure.

I totally get that since I have used both excuses in the past. But measuring the results of your communication also shows you how effective you are at helping your true fans reach THEIR goals.

## 5A Metrics Framework



I bake measurement into all of the projects I do with my clients, and in my online course, I teach my students how to measure what matters and along the customer journey and pinpoint where to make adjustments to their social media strategy. If you don't know what is not working, how can you fix it and make it better so that your true fans get what THEY want? There are many levels of measurement in social media. Here is my 5-A Metrics Framework.

Activity – Sending out message and interacting

Attention – opportunities to see

Awareness – Talking with you

Attitudes – talking about you

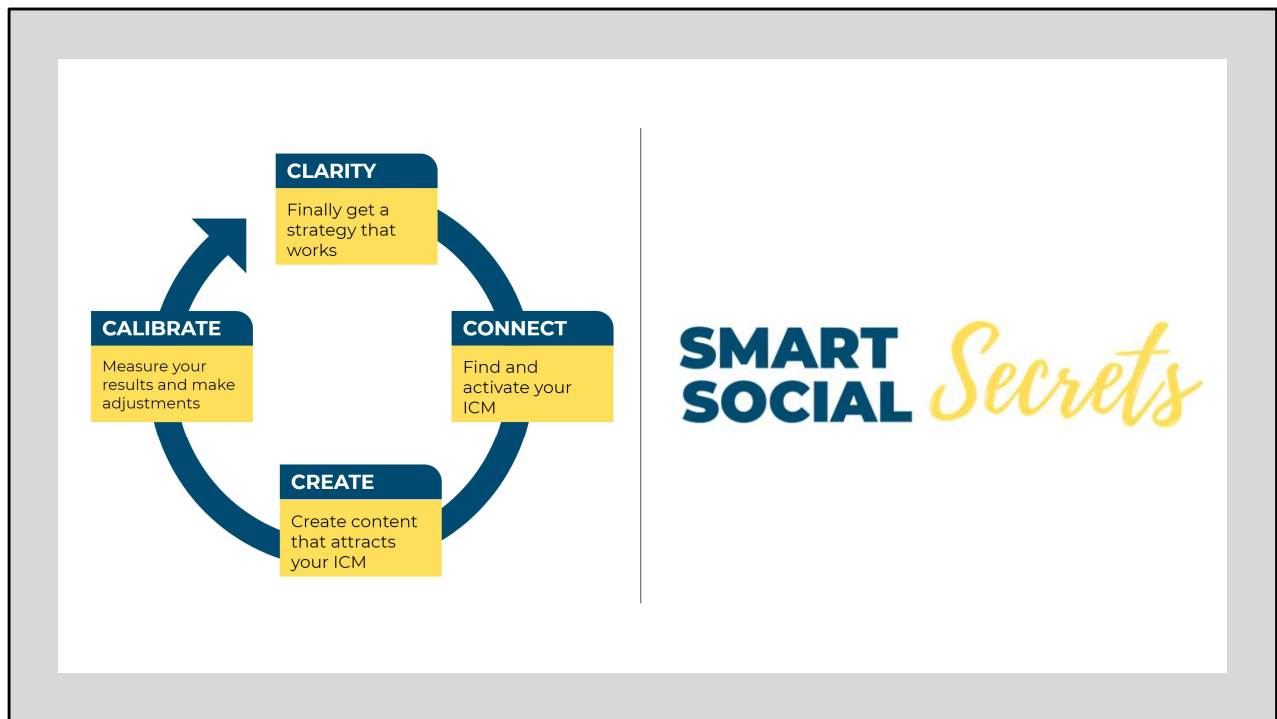
Actions – What they do

## Measure the Journey

STEPS	DESCRIPTION	CHOOSE CONTENT	CALL TO ACTION	MEASUREMENT
<b>STEP 1</b>	VISIBILITY Content in Social Media	Video, Live stream, Podcast, Visual, Written Blog, speaking, ads, or other	<ul style="list-style-type: none"> <li>2 x 2 Connect Formula</li> <li>Mini Course</li> <li>Free Facebook Group</li> </ul>	# of People engaging # of Downloads # of People Joining Group
<b>STEP 2</b>	Quick Win or Taste	<ul style="list-style-type: none"> <li>2 x 2 Connect Formula</li> <li>Free Facebook Group</li> </ul>	Trade email.	Email list growth Testimonials
<b>STEP 3</b>	Nurturing	Weekly email with social media tactics and strategies	Long burn nurturing content to course around the 4C framework	Open rate
<b>STEP 4</b>	Deeper Connection from Followers to Customers	1-week course Quick Start Challenge (\$27) – Intro to the Smart Social Secrets Framework	Join the pop-up group	# of Participants in the Quick Start
<b>STEP 5</b>	Customer Service	Smart Social Secrets Course	Do the work, take action, and get a transformation	# of Course Participants # of Testimonials
<b>STEP 6</b>	Next Steps	Ask your customer	Ascend to next level	# of people continuing the journey

But I find that the best way to measure results is by first setting up a pathway, or journey for your Ideal Community Member. Starting with the end in mind, where do you want them to go, and what steps along the path they are taking. This is the marketing funnel, but I like to think of it as the journey you take together, so that you don't forget that behind all of these numbers are real people.

Use this template to set up your own journey and how you will bring your ICM through it. The great part about doing it this way is that it isn't all left up to chance. You will know exactly where they are falling out of the journey, and you can then take steps to fix the issue, no guessing.



Once you are clear on what you will be known for, you need to create content buckets that support your main idea. I would recommend 3-5 buckets, and no more than 7. According to researchers working memory in the human brain can optimally remember about 4 items. That is why in my Smart Social Secrets course, we talk about having CLARITY on your social media strategy, CONNECT and activate your ICM, CREATE content that attracts your ICM and CALIBRATE your strategy, measure your results and make adjustments.

You need a framework, a way to take people on a journey with you. For instance, as an author of fiction, it might be the structure of your stories and the way you take a reader on a journey, and in non-fiction, the way that you organize the information to make it easier to remember and implement. Take a few minutes to jot down your process. If you aren't sure, pretend you are teaching someone else to do what you do, and lead them through your thought process step-by-step. You will probably have many steps. I love using post it notes. I put each of my steps on a post it note and arranged until I had them in these 4 buckets.

Are you ready for Smart Social Secret #4?




**Get started  
building  
connecting with  
your ideal  
community  
today!**

**[smartsocialsecrets.com](http://smartsocialsecrets.com)**



Are you ready to take action and start building your tribe of 1,000 True fans? I hope so.



**Download the Mini-Course**

**2** **conversations per day**  
Initiate a conversation by asking a question to your community, a group of people or an individuals.

**x**

**2** **replies or comments per day**  
Respond or share someone else's content and be sure to add your own thoughts.

**Email Mini-Course**  
**<https://rcl.ink/nmu6T>**

<https://rcl.ink/qgk>

[www.smartsocialsecrets.com/SSSBuildYourCommunity2plus](http://www.smartsocialsecrets.com/SSSBuildYourCommunity2plus)

[2](#)



- ▶ If you want to be validated, validate others
- ▶ If you want to be less isolated, build thriving communities
- ▶ If you want to be successful, help others to be successful

## #BeHelpful

Email Mini-Course  
<https://rcl.ink/nmu6T>

Let me close with this thought....At the heart of it all is the community that you will build and serve, and it is by far and away, the most asset you will ever have. It is the single thing that took me from that lonely Texas apartment to a multiple six-figure social media marketing agency that I run today.

My friend Alan Weinkrantz spent his life in service to small tech startup. He served as an Ambassador for the cloud computing company, Rackspace, and his call to action was #BeHelpful. We got along because we were both committed to building community, and we were some of the original PR bloggers where I lived in Texas. He was tragically killed where a car lost control in Tel Aviv.

What I learned from him was that we only have a small amount of time on this planet to make the impact we are supposed to make with our community.

Some social scientists worry that social media will further isolate people and increase loneliness. It doesn't have to be that way!

What I learned all those years ago as I searched the Internet for validation of my expertise is that it was ALL about building community.

**Kami Huyse, APR**

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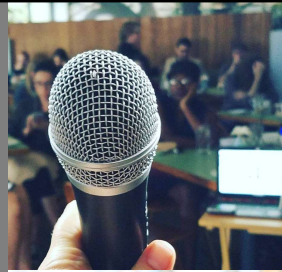
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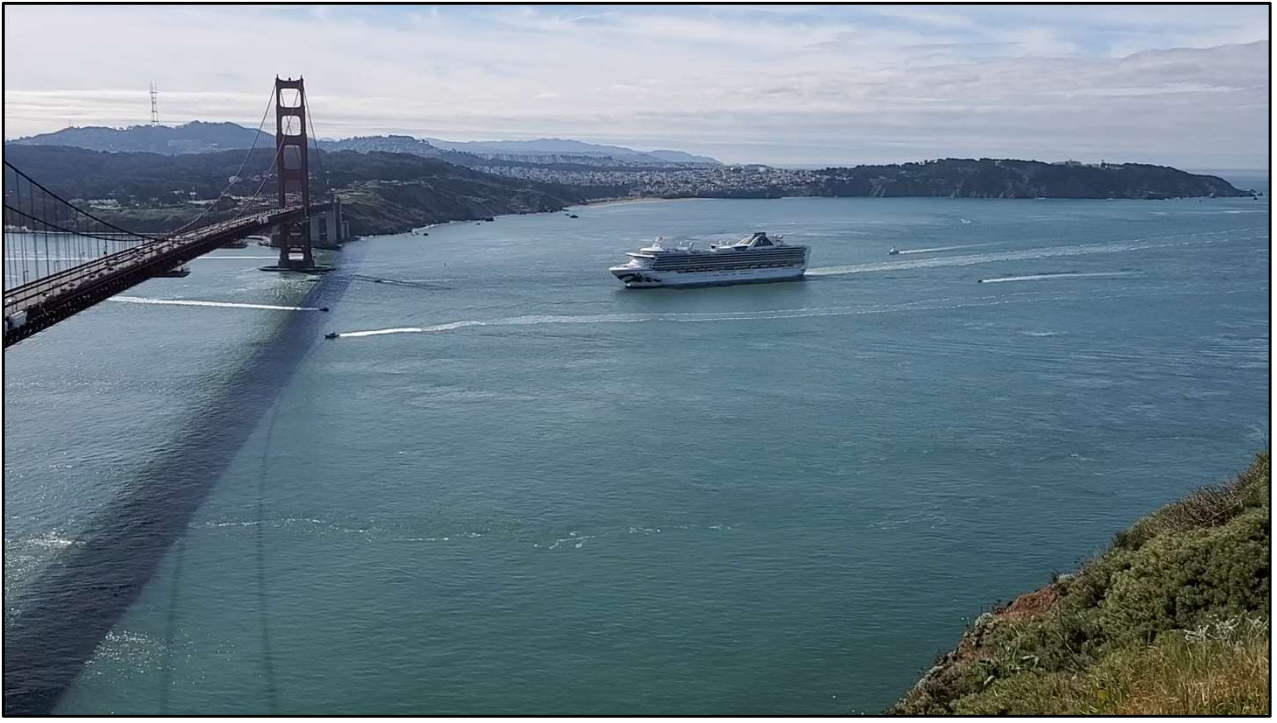


**Forbes**  
**PRNews**



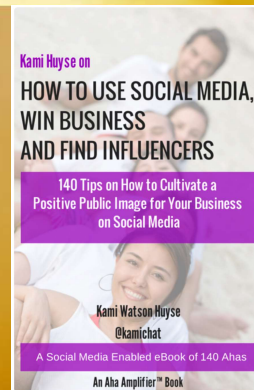
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Stay in touch with me here.



**“The first rule of social media is that everything changes all the time. What won’t change is the community’s desire to network.”**

**-Kami Huyse**



A few years ago, I write this book of quotes and woke up one morning to find the one you see here on the screen had gone viral. As of today, Google has indexed that quote 2,340 times online, and that doesn't include Instagram, where it is shared on a weekly basis. I am not a famous person, so I don't think this quote's popularity has anything to do with me. People want to connect with each other because they want to be seen and heard.

<https://www.ahathat.com/ahabook/178>



I took all of the knowledge I have gained from online community building and worked it into a system that I have used to build communities for big brands like Google for Nonprofits, SeaWorld, Good360, the American Red Cross and many more companies that you may or may not recognize. Including building my own online communities that you see here on the screen.

I want to take the next few minutes and share with you 4 counterintuitive Smart Social Secrets that you can start using today to build your own online community that will support your through thick and thin.

Are you game?