

Smashing the Glass Ceiling Telesummit:
 PROVEN BREAKTHROUGH STRATEGIES
 TO YOUR 6-FIGURE (OR MORE) BUSINESS

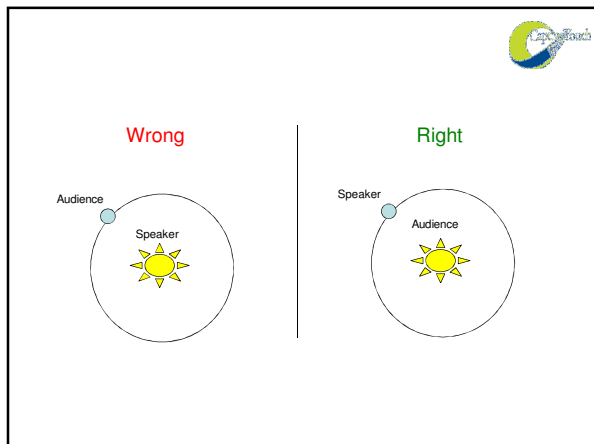
“How to create a successful Google Plus hangout series”
 with

Annemarie Cross Sherry Nouraini – Captive Touch

Philosophy

- Be clear about your why
- Be sure there's passion behind your why

Mindset



- Time to think differently about sales and marketing
- Hangouts are not about building your mailing list
- They're about building a community around the needs of your audience

Reposition the sign up form

This is how it's usually done

Sign up to RSVP

This is how you should do it

RSVP

Yes: Ask to put On invite circle

No: Sign up to receive replay

But what about lead generation?

Let's see how a hangout fits into the sales funnel?

Focus on building your list on Google plus first for later migration to email

- Invitation circle
- Google Plus community
- Connect on other social platforms

Logistics

- Create a dedicated email address for your hangouts.
- Create a dedicated community for logistics
- Create a standard document for your speakers
 - ✓ Rules of engagement with your brand
 - ✓ Instructions on setting up a Google Plus profile
 - ✓ Instructions on doing an HOA
 - ✓ Your phone number



- Finding speakers: Keep your eyes open
- Don't be afraid to approach high profile speakers
They're human after all.
- Figuring out topics:
 - ✓ Ask your community
 - ✓ Listen to social conversations
 - ✓ Stay focused on a specific area



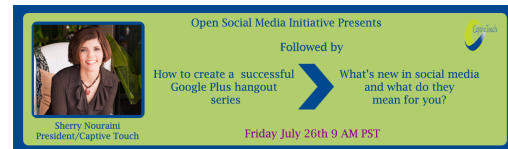
- Create a customized banner for your hangouts
- Repurpose your banners
- Keep banners simple:
 - ✓ Headshots of speakers
 - ✓ Who, What, When
- Create a Google Plus Event and invite people to RSVP



- On the Event Day, start the HOA before you go live
 - How far in advance depends on G+ skill level of your speaker
- Invite your speaker and your Yes RSVP's
- Embed the link to your hangout into your website
- Embed the link to your hangout into a tab on your Facebook page.
- Share URL to YouTube on event page for your mobile viewers (I'll show you in the next slide)



Marketing




- This is what I do to promote the event:

Before

- Invite the Public
- Wait a day and invite other relevant circles
- Share on other social platforms
 - ✓ Post image of your event banner
 - ✓ Include link to the Google Plus event page
 - ✓ Share on Facebook, Twitter, LinkedIn
- Share event to relevant communities
- Share the event to public again closer to event date




- Be sure to outline what you are going to cover in the event description
- If possible, have a set of questions or talking points ready
- Remember this, just because it is a "Hangout" doesn't mean people are going to show up and watch you just hangout.
- You'll have better chance of people attending if they know they'll learn something in exchange for the time they spend with you.



- This is what I do to promote the event:

After


- Share my slides on
 - ✓ SlideShare with video recording embedded
 - ✓ Facebook
 - ✓ Twitter
 - ✓ Google Plus
- Repurpose content as blog posts (sometimes)
- Promote my Facebook update as promoted post





Marketing your HOAs doesn't
Have to be limited to pre-event.

Use the content you generate to
raise awareness about your events.


Give people something great and
invite them to come to your events
For more!



Preparing for the unexpected

- What if your speaker doesn't show up?
 - ✓ Prepare a value-add segment for your show
 - ✓ Use it in case speaker is a no show or has had difficulty joining
 - "What's new with Social Media" is what I use.
- What if you have connection problems?
 - ✓ Be sure not to use Wifi, use direct line to internet
 - ✓ Close all other applications
 - ✓ If the problem is out of your control, don't sweat it
 - ✓ Tech difficulties happen to everyone



- What if you let someone in and they:
 - ramble on during Q&A?
 - ✓ Be a ruthless moderator
 - Make too much noise
 - ✓ Mute them
 - Pick their nose
 - ✓ Block their video
 - Have copyrighted material in view
 - ✓ Ask them to remove it or eject them
 - Advertise for their business
 - ✓ Be a ruthless moderator



Give people value and they'll be your advocates



Friday 26th July 9am PST - join Sherry Nouraini as she walks you through how to create a successful Google Hangout series.



Monday at 3:38pm · Unlike · 2



Wildheart Social Media · 564 like this · 0 share · 0 comment


Captive Touch is having a can't miss Hangout tomorrow over on G+. Sherry Nouraini puts together a great informative weekly hangout every Friday on G+.

Thank you for listening


Any questions?

You can find me here:

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<http://www.twitter.com/snouraini>
<http://www.facebook.com/captivetouch>
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Proof Question



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