

Cheat Sheet

LinkLiberation Abstract Engine

Key principle: listening and talking

Steps in the overall process:

1. Read your market

Find where people in your market are hanging out and go there yourself

2. Pick your conversations

Not everything is of interest or relevant

Select only meaningful conversations

We don't have to talk to everybody

3. Write something about it

Summarize and add your own unique commentary

Create an abstract or expand and add our own insight

4. Combine your own commentary with a quotation from the original message and reference to it, then post it someplace for other people in your marketplace to find

Implementing The Abstract Engine Process

1. Choose a market

2. Define who you are, your persona

Creating a persona is how you manage the message you create so that everything you post looks like it is coming from just one person

A persona is kind of like a pen name, but taken to a whole new level

Rather than just creating a name, we create a personality profile. We do this so we can be consistent in the messages we create. This is especially important when you are operating more than one Persona for your business or if you're going to attack multiple markets. Key elements:

- a. Writing style: formal or informal
- b. Tone: serious, humorous, sarcastic
- c. Viewpoint: supportive, neutral or critical (relative to market)
- d. Mission: A subjective statement of the message the persona is promoting

3. Listen to the market so that you'll have something to talk about

Go to Google, select blogs from the more link and search for your topic area

Search structure: allintitle:[search phrase here] example allintitle:[quit smoking]

Grab the feed using RSS subscription link, and add it to the content your persona is reading

4. Choose your venue

Where are you going to go to speak your mind. Possibilities:

- a. Blog, twitter feed, Facebook, forums, blogs where you persona is either a guest poster or a commenter, article directories, and even MySpace

5. Write a quick summary and your opinion on the content and post it, plus an extract from the content and a link, to the original content to your blog

Your summary can be short - less than 50 words

6. Post a link to your blog post using Twitter

7. Respond to those who respond to your point

Keys To Success:

- We're not forcing a conversation to occur, we're highlighting and participating in a conversation that's already going on in the market
- We're jumping into a powerful current and going along with it, instead of trying to steer the forces of human nature.
- Are we adding value to the web here? Absolutely yes. Most of the web is a living, breathing and rapidly expanding record of human experience and thought
- By doing this you create a corpus of content that other people link to because they want to
- People are already talking about this stuff, we're just listening to them, joining the conversation, and producing easy ways for them to link to us too
- We don't have to reward people for doing what they're already doing. The conversation is the reward itself
- By providing a unique point of view, with consistency and the right frequency, you will create a following of people in your marketplace and the links just happen as a side effect

For more information on LinkLiberation, visit <http://www.DonCrowther.com/a/llv2>

Cheat sheet courtesy Don Crowther. For more social media and online marketing tips visit <http://www.DonCrowther.com> and subscribe to the newsletter there.