



Social Skimming Strategy Checklist

Think Differently

Have you ever thought about the way you think? Do you look for opportunities to approach a task differently than everyone else or do you simply follow the way things have always been done before? Do you work harder at things than is necessary? Are you ready to think differently and accomplish amazing things? This *Social Skimming Strategy Checklist* will help you to start thinking in terms of **Systems and Leverage**. Imagine what can be achieved with **systems** in place that best utilize your time and resources—even using the computer to automatically do the heavy-lifting—and give you the **leverage** you need to get 5X the result.

As you complete this Checklist, **Apply the Pareto 80/20 rule in reverse!**

(Focus on the 20% of the work that generates 80% of the results and NEVER do the other 80% of the work!)

This is “skimming” and social media is in our flight path!

People will follow others who share similar interests and provide information on that topic in a consistent and credible manner. Considering that the top online interests fall into three major categories: Money-Making, Health and Relationships, list *your* top two interests in any of these categories.

Skimming in a Prop Plane

You've got to earn the right to promote...Build trust and credibility in this prop-based system before you try to sell anything. Using your top interest, let's set up your first system!

Twitter

You will need to set up a topic-specific Twitter page. Before you begin set up, decide what 'pen name' you will use and gather in a dynamic image that directly relates to your topic. **Jot your ideas for a pen name below;**

- Set up your topic-specific Twitter page with pen name and applicable image.
- Using search.twitter.com and Twitter directories, follow up to 2000 people who frequently post about your subject matter.
- Use an outsourcer to help aggregate and curate a stash of evergreen content on your topic. Think differently! Use blogs, articles, Google News, videos, or even your city website.
- Set up future daily tweets with the content you've curated. **Rule: 8-18 tweets dispersed throughout each day.**

Facebook

- Use same strategies and content to set up your topic-specific Facebook page.

Pinterest

- Use same strategies and content to set up your topic-specific Pinterest set of boards.

Affiliate Offer (Your first!)

- After you have 200 great posts, point users at an affiliate offer and repeat once every 200 posts.

Don Crowther's

PrivateVIPMembership.com



Skimming in a Fighter Jet

It is important to remember why you are doing this:

- Increase credibility as host of unique content
- Develop expertise
- Affiliate income generation
- Build a system to promote and sell anything

Blog, Blog, Blog...

- Buy a domain
 - Buy hosting services
 - Set up a Wordpress blog
 - Post one 'personality-driven' article a day that you have written on your topic (or have hired someone else to create for you)
 - Post some advertising, like Google AdSense, to **monetize** your blog. As traffic builds, post your affiliate product ads - **learn what works**.
 - Build your mailing list by adding an *incentivized* opt-in box on every page. Spend a few minutes brainstorming ideas regarding the type of incentive/reward you might be able to offer in exchange for thier name and email address.
-
-
-

- Build an auto-responder stream
- Set up a YouTube channel** about your topic and embed *your own* videos in your blog
- Use your mailing list to invite users / increase traffic
- Create your own product
- Transitiion away from affiliate offers and encourage others to be affiliates of yours

Skimming with a Fleet

- 'Rinse and Repeat' all you've learned with 5-50 other topics - some related and some not
- Cross-promote!**

Are you doing the math and trying to figure out how you're going to keep up?

5-50 Topics
8-18 Daily Tweets
1-3 Daily Facebook
1-3 Pinterest Posts
Unique Blogs
Active Mailing Lists
New Videos
New Products

+ Affiliate Partnerships

= **OUTSOURCE IT!!** Better yet...Bring your talent *in-house* and **LEVERAGE** them from one product to the next; as you need them, when you need them.

End Result - A Powerful Strategy That Works!

You now have *repeatable knowledge and expertise* to build a steady stream of income, affiliate partnerships, an audience of interested people and a system to promote other products and interests.