Hello,

Below you will find your customizable messages.

To edit the messages quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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Here is a link to a quick video that will show you how to

customize all of the messages in this set at one time:

<http://www.lisamcope.com/customizing-messages>

- Highlight and copy the copy and paste phrases including

 the quotation marks. One at a time and paste them in

 to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the “replace all” button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

------------------------

**Copy and paste phrases**

------------------------

"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"your name here"

"your email address"

"your URL here"

Best of luck with your ventures,

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in receiving Social Marketing Quick Tips.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first tip as soon as we receive

your conformation.

Remember we value your privacy. We will never rent,

share or sell your email address.

"add your name here"

----------------------------------------------------------------

1

Subject line: Your First Social Marketing Quick Tip

Hello "autoresponder code here",

Welcome to the first in a series of Social Marketing Quick Tips

designed to help you quickly improve your social marketing campaigns.

I appreciate you taking the time to confirm your subscription.

---------------------------------------------------

House Keeping - How Things Work

---------------------------------------------------

Over the next few days you will receive a several email's from me that

will include a quick tip that will help you learn exactly how you can

successfully use social media to promote your business, products or

services more effectively.

After the series is complete you will still receive emails from me from

time to time that include additional tips, information, occasional gifts

and product recommendations. These will continue for as long as you

remain subscribed. Your email address will never be sold, shared or

bombarded with unrelated or useless information.

I sincerely hope that you will find the information that I provide helpful

and that you will become a happy, longtime associate. Now let's get

down to the business of social marketing!

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First Tip

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Today's tip is all about shifting your focus:

When it comes to successful social marketing one of the biggest

mistakes that many marketers make it that they are too focused on

making money and not enough on socializing. As an end result they

unknowingly spam their followers which often ends up in getting your

posts ignored, blocked or even banned.

When it comes to social marketing it’s very important that you use

social networks as they were intended (to socialize), especially if you

want to see any real results from your efforts.

Always remember to socialize first and promote second! When you do

this you will have no problem attracting hundreds, maybe even

thousands of happy fans, friends and followers that will be interested in

what you have to offer!

That's it for today's tip! Make sure you look for your next tip soon and

thank you again for joining,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

2

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

It’s time for your next Social Marketing Quick Tip. I hope you found the

last one helpful.

Today's tip is all about socializing and building trust:

When it comes to social media marketing the most important thing you

should do is to spend time socializing.

This should be obvious, but too many marketers skip this vital

component when using social media to advertise their wares.

While it may take a bit of time to socialize, it is an important step of the

process, because people aren't willing to pay attention to you and your

marketing messages if they don’t know who you are.

You must make sure that you socialize with your friends fans and

followers, especially if you want them to respond to your marketing

message.

Think about it this way for a minute.

- Who would you trust more?

- The opinion of your friend, family, coworker

- Or the opinion of salesperson you just met.

The simple fact is that people will be much more likely to buy what

you recommend if they trust you and you can earn their trust by

socializing with them, letting them get to know you, only recommending

quality products and posting useful information on a regular basis.

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

3

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

It’s time for your next Social Marketing Quick Tip.

Today's tip is all about Facebook:

Marketing on Facebook is fairly easy, but there are several different

ways to go about it. The easiest way is by setting up fan pages, so that

people can click the "like" button and follow your updates.

It's important that your fan page has a purpose if you want it to be

successful. You must have a specific plan for your pages because

people won't click that button unless they like what they see.

Once you have created a great looking fan page make sure that you

regularly post tips, gifts and links to videos on the page to keep people

coming back to read and comment often. You can even run contest to

encourage participation.

If you are stuck for ideas just login to your Facebook account and do a

search for your top keywords and see what others in your market are

doing on their fan pages.

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

4

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

It’s time for your next Social Marketing Quick Tip. I hope you are

learning a lot from these little tips.

Today's tip is all about providing useful information:

When you are trying to market your products or services successfully

with social media, one very important thing that you should always do is

posting useful and interesting information on a regular basis.

This actually has two major benefits;

1. It makes people like you, because people love getting free stuff.

2. It establishes you as an expert, because it proves you know what

you’re talking about within your niche.

While you can’t always post a lot of information on some of the social

networks themselves, you can create helpful posts, free reports and

ebooks then post it on your blog and use one of the many free

applications available to update to all of your social network profiles

at one time letting all of your followers and fans know about the new

content.

By doing this on a regular basis you will build your reputation of

someone that really know what they are talking about.

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

5

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

It’s time for your next Social Marketing Quick Tip. I hope you found

the last one helpful.

Today's tip is all about content ratio:

When it comes to promoting products and services with social media

there is no magic ratio when it comes to the amount of ads versus the

amount of content that you put out there.

It can vary from niche to niche, and also based on your target market

demographic. Some markets will respond kindly to a 2 to 1 ratio of

content versus advertising messages, while other markets will become

extremely angry if they get a marketing message for every two content

posts. A good way to play it safe is ratio of at least 5 to 1.

By posting at least five quality content messages for every one

marketing message, you will make it much easier for people to deal

with the marketing, and they will pay more attention, too!

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

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6

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

It’s time for another quick social media tip.

Today's tip is all about Twitter traffic:

Marketing on Twitter is very easy, but you must be aware that it doesn't

always yield the desired result unless it is done properly.

Twitter marketing has to be approached in a completely different way

than other forms of advertising because Twitter limits the size of posts

to just 140 characters.

This means you must keep your posts very short. This means you

can’t ramble on endlessly. You have to get to the point and do it in a

way that peeks your followers interest and get them to click!

It’s a very good idea to read your Twitter page daily and respond to

messages that your followers post.

By interacting with them directly, you can establish friendships. This is

very important, because your followers can “re-tweet” (RT) your

messages to their own followers, potentially allowing you to reach a

wider audience.

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

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7

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

It’s time for your next Social Marketing Quick Tip. I hope you found

the last one helpful.

Today's tip is all about contests:

Contests are a fantastic way to get a lot of people to join your fan page!

People really enjoy entering contests, especially if they are easy to

enter and have great prizes. You can even specifically state that the

prize will be awarded when you hit a certain number of followers. This

way you can get people post the contest to their wall in order to get

more entries, which will help the contest go viral.

That way you don’t have to award the prize unless you reach your target

number of followers. Just be sure to keep the target number realistic,

otherwise people won't enter because they will feel the contest is a

scam.

Another great way to use contests for marketing is to actually give away

one of whatever you are selling. If you have your own product, this is

even more effective. Your entire contest can revolve around giving away

a copy of your product, which will bring a lot of publicity and recognition

to the product.

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

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8

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

Today's tip is all about MySpace:

Did you know that MySpace was the first really massive social

network?

It literally gained millions of users its first few months online.

Their format was simple, but effective, and their growth was an internet

phenomenon.

Unfortunately, their rules made it very difficult for marketers to use the

site without getting banned. Even a hint of marketing could sometimes

attract the ban hammer, so it became very tricky to use them for

marketing purposes.

However you can still market on MySpace, but you have to be careful.

One easy way to market to people on MySpace is to simply direct

people to your blog whenever you make a blog post. This usually won't

get you banned, although it can if you are too obvious.

Once you get people to your blog, you’re free to market to them

however you choose.

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

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9

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

It’s time for your next Social Marketing Quick Tip.

Today's tip is all about using Bebo:

Bebo.com is the largest social network that specifically targets the UK

and Ireland.

They have millions of users, but most of them are from the UK. If you

have products or services that are specifically directed to residents of

these areas, Bebo.com can be a great place for social marketing!

Bebo users are relatively friendly for marketing. In face you can use

Facebook marketing tactics on Bebo because they are very similar in

structure.

The best way to market on Bebo is to create a profile page for your

business or product. Just like with Facebook and Twitter the most

successful profile are the ones that actually offer something back to the

community.

For instance; freebies, contests, games and useful widgets will to win

over more Beboer’s than a marketing message every time.

Remember, when it comes to social media marketing, no one wants to

interact with an advertisement. They want to interact with you!

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

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10

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

Today's tip is all about LinkedIn

LinkedIn is a business network that is meant primarily for business

professionals as a place to connect with one another and market tier

products and services in a (B2B) business to business environment.

It’s a great way to connect and network with business owners and

people in a mutually beneficial way!

You can add links to your websites, blogs and other social profiles. You

can also set up groups that are similar to Facebook fan pages, and you

can also have other recommend your services in exchange for you

recommending theirs.

LinkedIn also has a lot of authority on Google and other popular search

engines. If you currently have a LinkedIn profile, try doing a search for

yourself on Google. There is a good bet that it will show up on the first

page of results.

That is authority ranking and you don't want to miss out on it!

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

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11

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

It’s time for another great tip.

Today's tip is all about Friendster

Friendster is pretty friendly toward marketers, especially within groups.

If you want to market on Friendster, it’s a good idea to set up a group

that you can use.

Groups basically work like Facebook fan pages, so use the same

basic tactics you would use on Facebook. Set up a group around a

specific topic, and hold contests to gain followers.

Friendster has a higher percentage of younger members compared to

Facebook, which has users from all age groups. If your target

demographic is comprised primarily of people between 18-34,

Friendster will work well for your business.

That's it for today's tip. Look for your next tip soon!

Until then,

"add your name here"

"your email address"

"your URL here"

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12

subject line: Another Great Social Marketing Quick Tip

Hello "autoresponder code here",

It’s time for your next Social Marketing Quick Tip.

Today's tip is all about Hi5 and Orkut:

Both of these networks are contenders. Ranking in the top 10 of all

social networking sites. That alone makes them worth joining from a

business point of view.

Much like Friendster, Hi5 caters to a younger crowd with a very

interactive environment.

On Hi5 it's your profile page that will put you ahead of the game. There

you can add information, links, pictures and more. You can also take

advantage of invitations, notifications, friend updates, and other

methods that will help you market your business using viral techniques.

Orkut is Google’s attempt at social networking and is still in its infancy.

There you create your profile, upload photos, create albums and add

apps. You can also add scraps which are things like YouTube URLs,

widgets and podcasts which are meant specifically for your friends.

One other nice feature that Orkut has is the “ask a friend” feature. This

allows you to post a question and get responses from your friends. It

works like a mini poll and is a great way to collect data and feedback.

While neither of these social networks are as popular as Facebook,

Twitter or MySpace they are well worth taking a look at for any

business.

That's it for today's tip.

Until then,

"add your name here"

"your email address"

"your URL here"

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