how to be a facebook rockstar

Mark Silver interviews Hippie Marketer Tad Hargrave
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Introduction:

**Mark:** This is Mark Silver with Heart of Business and I’m here again with Tad Hargrave. I say again because I just interviewed him a little while ago, or just released an interview with him a little while ago on the Pay What You Can Economy.

Today we are going to be talking about Facebook, and I just have to say that I’d be happy making a living just off of interviewing Tad and hanging out with him because Tad is a real brother of the heart in business and in life. I have tremendous admiration for where he’s coming from, for the integrity of what he is doing, and for how clearly and in detail he has thought about the things that he presents.

The Pay What You Can Economy business model was a shining example of that and I’m sure this is going to be another one. It is on using Facebook for business, which is something that I am woefully, completely not doing very effectively at all.

I wasn’t even going to attempt to present on it but I wanted you all to get the real information directly from someone who is doing it. Correct me if I’m wrong, Tad, but you have the two Facebook groups, one of which is the largest green business Facebook group. Is that true?

**Tad:** It is the second largest. Bill Baren beat me.

**Mark:** Darn Bill Baren! The other one is the Pay What You Can Economy Group. At least, those are the ones I’m aware of.

**Tad:** Yeah, those are the ones.

**Mark:** That is basically where you live in a lot of ways business-wise. I know you have a Web site and you do other things outside of Facebook. However, you put a lot of energy and focus on connecting with people through Facebook.

Welcome, and thanks for taking time to dig into this.

**Tad:** It is a pleasure to be here with you, too. It is funny because I was actually just doing a consultation with a holistic center downtown in Edmonton. When I went over they were going through your Web site product. They had purchased it and they were saying, “Mark Silver is so great!” and I said, “I know! He’s so good!”

You are totally infecting a lot of my clients. They are totally getting into your stuff.
And, to set up some context for people on the call, Mark said he wanted to interview me about Facebook. I was actually asked by local friends to do a presentation on Facebook and I thought, “I don’t know what I’d know about Facebook.” Apparently, I knew a lot more than they did. You know, in the valley of the blind the one eyed man is King.

When Mark asked me, I thought, “Oh, I don’t know. What do I have to say?” Actually, recently I have been having a lot of realizations and I thought, “I don’t know. Maybe I’ll get down four or five things.” How many are on the list now, Mark?

Mark: There are 24 things.

Tad: There are 24 things, so that is the context of this. We have 24 random ideas and we’re just going to start cracking through them in what may not be a perfectly organized way.

facebook principle #1:
facebook is for positioning yourself as a hub in your community

Mark: That’s excellent. I’m really happy to hear that. Let’s dig right in. We have a lot of nitty-gritty about Facebook to dig into, but for a minute or two can you just talk in general about why Facebook can be a good business platform? We know Facebook was created by college students for college students and most people know about it as a platform to connect with old friends. Why is it a good choice for someone and what would make it a good choice for someone to use as a business platform?

Tad: Let’s not forget the CIA’s role. It’s funny; I actually wouldn’t have thought so to start with. I work from home like you and I’m on the computer all day, so being on Facebook has been pretty natural.

I don’t think I ever made a conscious decision like, “Oh, I’m going to use Facebook as a way to help me grow my business.” However, what Facebook can allow you to do is build a stature within a certain niche or within multiple niches. With Facebook there is a more roundabout approach of building your business by being a hub of a particular community.

Mark: Right on, so it is not necessarily what you might see in a lot of direct selling. This is where it seems people get annoyed on Facebook; they don’t like a lot of direct selling going on.
Tad: It’s the same thing with an e-mail newsletter. If every single status post that comes from somebody is a pitch for their thing, I think people tune it out pretty quickly.

Mark: Yeah, that makes sense. To extrapolate, you’re advocating that Facebook is a part of it, but it is not 100%. You also have to have www.tadhargrave.com, which I recommend people visit and get stuff there.

Tad: I’ve never really talked about Facebook, so this is the first time I am articulating some of this. Somebody probably could actually build their whole business just on Facebook as people do with blogs and Workshops. Everything can work.

I would recommend it as part of a larger overall strategy and I would invite people to look at it as a brand-building, reputation-building, stature-building process.

Rather than looking at it as, “I’m going to get on Facebook with all these people and sell directly to them,” see it as a more long term relationship building thing.

facebook principle #2: facebook can connect you with other hubs and leaders in your niche

Facebook can result in some really unexpected things. I met Bill Baren who is a great marketing coach I think we both know of. I met him on Facebook because he had another green business group.

I thought, “Oh, we should collaborate,” so I started spreading the word on his events which he noticed (because I told him I was doing it – an important strategy we’ll get into later).

He lives in San Francisco and I live in Edmonton, but because of my efforts to promote him, he and I started connecting and now we’re partnering on a whole bunch of things. It is totally because of this connection through Facebook.

One of the hardest things in marketing, the mind numbing question, is always, “Where do I find my clients?” If you wind that back a bit, the best question to ask is, “Who is already in touch with my clients?”

Facebook makes it really easy to find those people and they are very accessible. It makes it really easy to find them, to reach them, and to start
building relationships. With the sharing feature, it is really easy to add value to them.

**facebook principle #3:**
facebook make you seem really cool (or really lame)

This is the thing with Facebook. It can make you seem much more prolific than you are. When I met Bill Baren, he was like, “Dude, you’re all over the place.” He had this image of me as being so productive. Facebook makes it easy to share stuff and I am on the computer all day, but he was so impressed with it.

There is a real chance to seem like you’re cooler than you are. He was just really impressed and I found myself surprised that he was impressed with everything. I was just sharing cool stuff.

**facebook principle #4:**
most people on facebook have no clue how to use facebook – assume the worst

Facebook is still really new. A lot of people are just learning to use it. If you assume that everyone is operating at a novice level – you’re less likely to be rudely surprised at the low level of rapid response you get on some things. Knowing that people are novices means you need to be a little more conscious in how you engage with people. We’ll get into this more later.
facebook basics:
personal profiles, groups & fan pages

Mark: Let’s dig in because the things you are saying are intriguing. It is not so obvious to me. Because I already have an e-mail newsletter and I already have an audience in these other situations, I’ve managed to amass quite a few Facebook friends. However, if I didn’t have that other platform, I wouldn’t quite know how to start.

Maybe we should just start at the beginning and talk about friends and “friending” and connecting with individuals. What are you seeing there?

Tad: In terms of friends, there are a few things to know. Most people are not even close to this, but once you get 5,000 friends, that’s it. The number of 5,000 friends is a max-out point.

My friend David Wolfe who is a raw food expert has over 5,000 friends. He can’t join anymore groups and there are all sorts of things that get shut down if you have 5,000 friends. Know that if you start approaching that number, you will need to figure out some other strategies of what to do with those people. You could possibly encourage them to join a fan page, or a group or something like that.

When I first started out on Facebook, it was all my personal friends. I looked at Facebook and figured, “This is useless as a business tool. I’m not getting any response.”

Then I realized I had never invited my clients to be my friends on there; it was only my personal friends. This is the first thing on Facebook. If you are going to use it as a business and you have an e-mail list, send them a message inviting them to add you on Facebook.

Make this a fairly regular practice like every few months. Perhaps in your email signature you can have a link to find you on Facebook so your clients can add you. If all you have are your personal friends, there is some use still, of course, but it is limited. If you want to grow your business – your clients and people who could be ‘hubs’ for you must also be your friends on Facebook.

Mark: That’s right. The first tip is to avoid reaching 5,000 friends. This stuff is new to me and it is probably new to some of the people listening. You are saying there are other ways to be connected with people other than being friends with them.
Tad:  Maybe it would be a good idea to quickly review. First, you have a **personal profile**. This is about you. Some people have also created a profile for their business which offers certain advantages. I’m not even sure if you can get more than 5,000 friends. I think they may actually just stop you at that point.

Then there are **groups**. A group is something people can join and it has a limit of 10,000. Once you hit 10,000, you can no longer send messages to the group. For those of you in the States who are political, you may have heard about Van Jones who was Obama’s green jobs czar. He kind of got smeared by Glen Beck and he ended up having to resign.

For this reason, my friend Ian Kim in California started a group called “I Stand with Van Jones” and it grew super fast. It grew so fast that it hit 10,000 members and all of a sudden he couldn’t message the group. This makes the group kind of useless.

Then there is a **fan page** and as far as I know, a fan page doesn’t really have any maximum. I think it was designed with celebrities in mind who want to be able to be in touch with their fans, but don’t want to give them access to their personal profile.

A fan page is the biggest. If you are in a position where you say, “Yeah, I’m a big deal and I’m going to get a lot of folks,” a fan page might be the best.

There are pros and cons of each. The advantage of a **personal profile**, if you created one for your business or your group, you can share stuff; you can post stuff on people’s walls; your posts will show up on their news feed and you can invite them to events. However, when you hit 5,000, you max out.

The benefit of a **group** is that you can send a message to everybody at once. You can’t do that with an individual profile.

I have 3,200 friends or something like that and I can’t just send a message to all of them. You *can* do that with a group. This is a huge advantage of a group. However, I don’t get any of the viral stuff like showing up in the newsfeed or staying top of mind in that way. The only way they will hear from me is if I message (remember: they don’t visit your group on their own).

With a fan page, you can put updates, but they are a sort of hidden thing on the side of the facebook homepage that few people ever check. People can click on it if they notice it and go read it. There are probably ways to use it that I’m not familiar with.

Those are basically your three options. Personal profile, Groups and Fan Pages.
facebook groups

facebook group principle #1:

nobody visits your groups

Tad: Here’s an important rule of Facebook groups: nobody goes to ‘visit’ them. Nobody goes to read what’s been posted that’s new; nobody goes to your group; nobody goes to check it. The only benefit of having a group is your ability to message the members. Period. Yes, you can create notes and conversation threads for people to comment on – but you will need to tell them that those posts are there to be commented on.

If you get close to 10,000, you can make a change on it to make it a closed group so nobody else can join and then you probably want to create a second group and invite people to that.

Mark: This is interesting.

Mark: Good; that’s a lot of clarity there. What do you use? Do you use a combination of the first two or all three?

Tad: I don’t have any fan pages. I have a bunch of groups and a personal profile.

Mark: When you say “a bunch of groups,” how many groups?

Tad: There are ten groups I started, I think; it is either ten or 12.

Mark: It takes a fair amount of attention, I would imagine.

Tad: Oh, no. I’m lazy; I ignore them. But - I would say there is an opportunity to put a lot of attention.

Mark: So you got on, you started a personal profile and maybe you’ve started a group, and you’ve invited people to be Friends or to Join the Group, and then what.

facebook group principle #2:

never create a group for your business – create a group for your community.
Tad: First we had to rewind on the group thing. In my mind, a lot of people blow it on groups. There are a few things with groups. You do not want to start a group named after your company unless your company is super famous because the only people who will join that group are people who are searching or looking for your business that already kind of know your business.

You’re not going to get any other folks. No one is going to go on Facebook and type in Radical Business, or Heart of Business. Nobody is going to do it and say, “Oh, thank goodness there is a group named that.”

People do search for other things. When I got on Facebook there was the question, “Where do my customers hang out?” I thought, “Oh, green businesses” and I look for green business group on Facebook. I couldn’t find one. I was super shocked. This was a couple of years ago.

I thought, “I’ll create one” and I called it Facebook Green Business Group or the Green Business Facebook Group. I sent it out to my friends and clientele and now there are 2,273 members as of today.

Mark: Nice.

Tad: I’m not pushing it that much but people just keep joining because they’re searching “green business” on Facebook. They see it and it’s like, “Oh, the Official Green Business Facebook Group” and they join. If you search “Green Business” on facebook – there are only three groups that show up. Bill Baren’s is the biggest and the other two are mine.

I got those numbers with very, very little effort on my part.

That is the first thing, to pick a theme or decide which niche this is for. I picked the Green Business Facebook Group. I have another group called the Pay What You Can Economy. I have another one Scottish Gaelic Speakers Unite, Non-Violent Communication Edmonton, another called Marketing Strategies for Holistic Practitioners, Make Mark Meer the Number One Zombie God in the World, Edmontonians Supporting A Green Economy, Becoming a Hub: Building Your Business by Building a Community Around It, are examples.

The key is this: don’t just create a group for your business. It’s fine to do that. You probably should. But don’t stop there. Also create groups for those who aren’t yet your clients. Widen the funnel a bit. Open up the circle a bit.

Outside of your business group - there are two kinds of groups to look at. One of the groups should be named with a theme that people are already going to be searching.
the two kinds of group names

There are two kinds of group names:

1) **Cool Names.** Names that are provocative, interesting and make people say ‘wow, I’m curious to find out more’. Nobody is going to search for ‘The Pay What You Can Economy’, but it’s a cool name. If they see it on someone’s wall or that a friend joined it – they might click to find more. They will not click on the ‘Radical Business’ group. Why would they? ‘Becoming a Hub: Building Your Business by Building a Community Around It’ - nobody is going to search it but it’s cool enough that people might be intrigued if they saw that posted on somebody’s wall. They might check it out and then join.

2) **Searchable Names.** Names that contain a phrase someone might type in when searching on facebook for something (like you might search on google). Think about your target market. What would they be looking for in terms of a solution to their problems? Create a group named on that scene. Something that they would actually search for and find and join.

**facebook group principle #3:**

inviting people to join your group

First, once you create a group, you want to invite all your friends to it and you should invite everybody you know.

**facebook group principle #4:**

inviting the people you just invited to invite their friends to join the group

Second, wait a week or two for people to join the group. Once the membership numbers have leveled off (and this is an important Facebook principle because a lot of people don’t check Facebook that often) – send a message to all the group members saying, “Hey, thanks for joining – some good stuff is coming your way soon from this group. And can I ask a favour? We’d like for this group to hit _____ number of members. Can you help us get there? If you know anybody please invite them? And could you also post this group to your wall by clicking the SHARE button on the group page? The link to the group is below.”

I haven’t done this as well as I could, but think about some sort of a launch. “Once we reach this number then _____ will happen (e.g. you’ll all get this free report, we’ll hold a free teleseminar on this hot topic, we’re releasing this dope new video etc.).” It should be something that they would all want to get, or participate in.
Have some incentive for everybody to actively participate in growing the group together.

You must ask them to specifically invite their friends – and then tell them how they do that exactly (i.e. “Go to the group page – the link is below – and look on the left hand side of the page near the top. You’ll see the words ‘Invite People to Join’ – Click on that and then select the people you want to have join.”).

Or invite them to post it on their profile where all their friends will see it in their newsfeed. There is a SHARE button on the very bottom of the left hand side of the group page - and when you click that they can send the group as a link in a message to their friends or post it on their profile. Invite them to Post To Profile.

When I did that with the Green Business Facebook Group I got a five percent bump in the group size just from having them post it on their wall or their profile.

Do not just ask them to ‘help you grow the group.’ Tell them exactly what you want them to do.

You don’t want to do that too often. Once every six months you can do a ‘membership drive’ on the group if you want and it will grow in that way. It’s funny, every time I ask people to post the Pay What You Can Economy thing or the Green Business Facebook I always start getting more members. You just want a name that if people saw it they would want to join it or check it out.

facebook group principle #5: keep your group posted on cool, relevant things. Become the ‘hook up’ of all cool stuff.

Mark: Good. I’m already getting ideas sparking and writing things down.

Once you have the group what do you do with it? You have all these people showing up for your group, now what?

Tad: There are a few things. Again, there are probably people who are much, much smarter on this than I am, but this is what I’ve figured out.

One is that you have the capacity of the group to message everybody, which is huge. It depends on the nature of the group but you can send them messages,
you can send them a calendar of events such as great things that are coming up especially if it’s a geographic thing.

Any time there is something cool that you think your group would be interested in you can send them a message. If there is going to be a lot of stuff you might want to compile it and send it out once a week, like a newsletter on a particular theme.

You can also create discussion threads within the group. For the Pay What You Can Economy Group for example, there are a couple of discussion threads.

- “What are your favorite examples of Pay What You Can in business?”
- “Biggest questions and concerns?”

For the ‘Marketing Strategies for Holistic Practitioners Group’:

- Holistic Practitioner Success Stories
- Holistic Practitioner Horror Stories
- Best Strategies for Getting New Clients

**facebook group principle #6:** invite your members into provocative & relevant conversations

What you can do is send them a question every once-in-a-while. Today I sent one out to the Pay What You Can Economy, I saw you posted it on your Wall, where somebody sent in an example of a cab driver who does pay what you can.

I thought, “That’s cool. I like that.” I sent that example out in a message to the group and said, “Hey, everybody. Here is a cool example. If you have any other examples go here.” I gave them the link directly to that discussion thread.

**Mark:** That’s what I shared and that was fantastic.

**Tad:** “If you have one share it here.” Then a p.s., “Hey, could you share this group by posting this on your Wall? It makes a big difference.” That’s the kind of thing you want to do.

**facebook tip:** always give the link.
Sending a message to the invite list of an event and wanting them to RSVP? Provide the direct URL to the event. Sending a message to a discussion on a group? Provide the direct URL to that discussion. Do not make them search for it.

Whenever you’re sending a message to a group, always have the link that you want them to go to. Even with an event. Send everyone a message that is on the invite list, “Hey, we hope you’re coming to our event.” People hope they’re going to figure out to click on the name of the event above and that will take them to it. Don’t assume that. Put the link in directly so that they can click on it right there. You’ll get a much higher response.

I see it all the time. People will say, “Hey, I hope to see you at the event next week,” but in the message they don’t remind the people when the event is, what time it is, where it is, how much it cost. They leave out that detail because they hope people are going to see who it is from and click on that event.

A lot of people still don’t understand that you can do that. If it’s an event you want to have a quick reminder of the basics and then “Click on this link.”

**facebook principle #5:**
weaving newsletters, blogs, youtube channels and other media into your facebook

Mark: Right on. It’s basically like putting up discussion threads, sharing cool things, inviting people to events, and making sure all the information is there.

We have a blog and a newsletter, is there crossover with content? Let’s say I publish my newsletter, would it be smart to say, “Hey, here’s the content of my newsletter” or “Here’s the latest blog post.”

Tad: I think so. I think facebook is perfectly designed for this in ways we’ll get into later. But, yeah. For example, we have Edmontonians Supporting a Green Economy which is a group we started in Edmonton which is a hub for green and local lifestyle stuff.

We have a Constant Contact newsletter and we sent that out to our e-mail list which has about 400 people. Our Facebook group has about 700 or so. So I wanted to send the newsletter to them. But how to do it? Facebook only allows you to send plain text.

Aha! But, Constant Contact has something where if you can’t see the newsletter it says “click here” and that will take them to the Web page with
the newsletter on it. So you can sort of view the newsletter online – like a one page website.

So, I opened our most recent newsletter to view it online, I took that URL for it, and went to www.TinyURL.com and got it shortened. I just found that the other day, and it’s free. If you have a super long URL go to www.TinyURL.com and it will give you a shorter one free.

I did that and took the shorter one and sent a message to the Facebook group. Instead of doing a Cut and Paste of the whole newsletter, which doesn’t look as nice, I said, “Here is the new update. It’s our calendar of events. There is some cool stuff so check it out.” Then they can click on that which will take them to the Web page with the beautifully laid out newsletter.

Here’s an example of what I sent out from our October Newsletter:

http://tinyurl.com/yzqgyfn

You could also say, “I have this new blog post on this, click here,” and it takes them to the blog.

There are absolutely ways that a lot of these things overlap. You could also put on your blog, “Join my Facebook group.”

Mark: That sounds fairly straight forward. You’re seeing conversions and seeing people respond and showing up and some follow through, not just in the event or within the Facebook group but it also is benefitting your business.
facebook events

facebook events principle #1:
people rarely check their event invitations

Tad: Let’s talk about events. Events are pretty awesome. When you create an event, again, the name of the event is important, invite people, invite your friends, and fill it up.

Tad: Here is one thing I want to put out about events. This is really important to remember with Facebook. Most people don’t check their Facebook that often. For a lot of people, they check it once a week or so. It’s not a big thing. Even if they check they don’t check their event invitations. Some people never check those and many people check them very sporadically. I’d go so far as to say most people.

In general, with marketing stuff you want to give a lot of lead time. That is quadrupled with Facebook. If you send out an event invitation for something coming up next week, you’re screwed. You’re not going to get the kind of response you want to get.

You want to be sending invitations out two months in advance. Just know that the more lead time you have with a Facebook event the more response you’re going to get.

facebook events tip:
get off event lists you don’t want to be on

When people get the invitation, they can click Yes, Maybe, or No, or they can remove themselves from the event. This is a little something for everybody to know. This Remove From My Events is a really important thing. If you click ‘No’ you’re still on the list and they can still message you, which you may not want.

If you say Remove From My Events you’re totally off the list, but No does not remove you from the event list, which is also good to know. Most people don’t know that and so they’re still on the list. And their events calendar is cluttered with events they have no intention of going to. But, you know – on the flipside, just because they said No doesn’t necessarily mean they don’t want to hear about it, it just means they can’t go. It doesn't mean they won’t spread the word.
facebook events principle #2:
messaging your event invite list

There’s a button on the upper right handside of any event you’re hosting that says, “Message Guests”.

When you click that, it will give you the option - you can either send it to all the people who have confirmed, the people who are Maybes, or the ones you are waiting to hear a reply from.

You have a choice and sometimes it’s good to send to one group or the other. “You said maybe to the event. You should turn that maybe into a yaybe, as in ‘Yay, I’m going!’ ”

facebook events principle #3:
don’t trust the rsvp numbers. they lie.

Something important to know is do not trust the numbers on Facebook events. It’s a good guide. It can let you know that “There’s a lot of energy behind this event.”

An example: A colleague I just met who does non-violent communication work came in to Edmonton and I was going to be out of town and I said, “Why don’t you stay at my place and feel free to use my place. How’s the promo coming?”

He said, “Oh, thanks. We’ve got some really good numbers.”

I said, “How did you promote it?”

“Through Facebook,” he said. He had 16 people who had RSVPd and he was excited.

I told him, “I don’t want to rain on your parade, I hope everyone shows up, but, in my experience they don’t.”

He had about half of those people show up.

Mark: Yeah. There’s no commitment, right. You’re just clicking Yes you’re not putting down a deposit or anything.

Tad: It’s so easy to say yes.
There is probably some algorithm but generally I would assume that half of the people who say yes, one-fourth to one-half will show up, and one-twentieth to ten percent of the maybes will show up. Just assume those numbers are a lot lower than they look. Again – this totally depends on the type of event, how rare and special it is, and how strong your relationship with the people you’ve invited is.

Something you also might want to do is have some way for them to RSVP outside of Facebook.

I’m doing some Marketing 101 for Holistic Practitioners workshops coming up in Calgary and I sent them a message saying, “Thank you for RSVPing on the Facebook group. Just so you know there are this many spaces left and Facebook RSVPs do not count. If you want a space you need to go here.” and I gave them the link. Remember: always give them the link. Then I got a few people who had RSVP’d on Facebook go and actually sign up.

Mark:

You do that because it requires more effort and you’re more clear about it and you get more information, or?

Tad:

Yeah, partly because I get more information which I need for the event, and they’re on my list and my general e-mail list as well, but yeah, there is more commitment for them and they’re more likely to show up. It also gives me a clearer sense of what the numbers are. If they’re not going to fill out a registration form, if that is too much effort, they’re not going to show up at my event.

Mark:

This has a question floating up for me about when you’re in Facebook and dealing with people, do you have an idea in your mind that Facebook is this external or kind of an entryway to interact with people?

Tad:

I see it like this: everything that you have is one facet of outreach. Your newsletter is one, your blog is one, Twitter, Facebook. I would look at them all as facets, and ideally you would want your clients in multiple places. It is just more contacts that you have, more ways of keeping in touch with them and building a stronger relationship.

Facebook is one way to build a relationship and a newsletter is going to be another. We’ve gotten twice the number on our Facebook group for www.E-SAGE.ca than we do on our e-mail list.

This is part of the benefit of Facebook. It is so easy to join and it’s so easy for people to spread the work. If you’re listening to this call, think about the last time you invited somebody to join an e-mail newsletter for somebody else’s business. Has anyone ever done that in the history of humanity? “Hey everybody, join my friend’s e-mail newsletter.”
But why don’t people? After all, don’t they love their friend? Don’t they support their business? Of course – but it’s so hard to do it. Are you going to sit there and go through your rolodex and typing in names and saying, “Here’s a good newsletter to join”? I’m a crazy information sharer and I don’t do that. I’m more committed than most. That’s part of the benefit with Facebook. It’s so easy for people to find groups and events, join them and to spread the word about them.

**facebook events principle #4:**

**put events you actually want to attend in your actual calendar**

**Tad:**
This may seem obvious – but if you have a bunch of events you RSVP to on facebook – it’s really easy to forget them unless you put them in your daytimer, iCal or outlook or whatever.

**Mark:**
This is fantastic. It may be really obvious, and if someone is listening and they’re already up on Facebook and they’re thinking, “Duh, Mark.” It’s just one of those things that opens up the obvious and makes it accessible.
friends lists

Tad: Let’s talk about Friends’ lists.

The Friends’ lists are the most important things ever on Facebook. Friends’ lists on Facebook, for me, turned it from moderately useful to super useful. Just like a database it’s really nice to be able to segment it so that not everybody is getting every single thing that you’re sending out.

If you’re doing an event in a certain city, it would be fine if everyone on your list knows about it once, but they don’t need to know every detail about the promotion and lead up to it: venue changes, etc. No. You want to send that kind of info only to people in that particular city.

Don’t send out too much stuff that is irrelevant. On Facebook I get all these event invitations to cities I’m not in, but actually for me it’s cool because I have friends in those cities and I’ll spread the word (using my friends lists! More on that soon), but for a lot of people that get these random out of town invites – they think, “I’m not in Toronto, why the h--- am I getting an invite?” They’re just carelessly inviting everybody.

Facebook principle #6: don’t be careless

The Friends’ lists allow you to segment and create specific groups. How you do it is you go to your Friends Tab on the very top, blue bar and click on it and you’ll see a little button on the left hand side near to top that says Create New List. You can create 100 groups, I believe. Each list can contain 1000 people.

I have a few dozen and I’ve divided in a few different ways. For example, I have lists of friends people I know in a whole bunch of different cities (e.g. Friends Edmonton, Friends Saskatoon, Friends Santa Cruz). I also have a Radical Business list of people in those same cities (e.g. RB Edmonton, RB Calgary, RB Bay Area).

When there is a cool business networking event I’m not going to tell my theater friends about it. They don’t get those invites.

But if there is this cool theater show that is like a super avant-garde thing, I may not tell my business friends about it. I might tell both sometimes, but I have the option dividing it (e.g. ‘RB Edmonton’ vs. ‘Edmonton Theatre’ lists).
This geography but also think about grouping your friends and clientele into groups that make sense.

I also had a list for green business group in general because sometimes people from Atlanta add me but I’m not going to create an Atlanta group because I never go there. I had this catchall group for folks who are green entrepreneurs. But it got over 1000 and fb deleted it. Bastards.

At this point, when people have events and they send me an e-mail, I ask them if there is a Facebook event. It’s getting to the point where it is harder for me to spread the word without that.

I can still do it. I have some segmentation on my Constant Comment contacts, or in Excel I can do it, but it’s automatically done with Facebook. I recommend that you think about the kinds of lists you want and then create them.

Here’s the payoff for you: If you have friends lists and can be the ‘hook up’ for your friends and colleagues on cool stuff happening in their area – without every, ever, ever inviting them to irrelevant events in other cities – you just keep looking good, you keep adding value. No one else is doing this. 1% of 1% of 1% of 1% of people on Facebook have any firm understanding of Friends Lists at all.

**How do you create the lists?** Here’s what you do. It’s going to take you two or three hours depending on how many friends you have, but it’s worth it. It’s sort of paying your dues with it. You go to your Friends list and you’ll see all your lists of friends and then you’ll see this Add to List with a drop down menu and you can add them to as many groups as you want. You can add the same friend to five, ten, or however many groups.

You go through them one-by-one and add them to your groups until you have everyone in those groups. After that what happens is every time you add a friend it will ask you which Friends List you want to add them to.

**Mark:** So it’s automatic from there moving forward, or nearly automatic. At least it reminds you.

**Tad:** It happens as you’re adding them so you don't have to go back every time. It becomes part of the process and you’ll keep growing each of those groups. Every time I add someone I ask, “What Friends list do I want them to be on?” and I throw them on. Done. Over. Never have to think of it again.

It just makes the segmentation so easy. I have friends ones, I have business ones, and there is a third one that I have been developing, and this is super
great. These are my hubs lists. I have one on Green Energy/Green Jobs, Food Security.

So to break this down – there are two kinds of Friends Lists to create for yourself:

1) **Regionals Lists** (e.g. Friends, Business Contacts, Funders etc.)

2) **Affinity Lists** (e.g. people you know who are into Doctor Who, or Eco Fashion or Vegan Recipes etc.) Within affinity lists consider also that there are two subdivisions:
   a. Colleagues and friends you already know
   b. Hubs, Leaders etc. who you’re wanting to build some credibility with. If you want to build a relationship with someone who’s a leader in your field – add them to a Friends List and send them valuable info when you come across it. Become a hook up for good stuff.

Sometimes I’ll see some video posted on food security issues and I think, “Oh, what a wicked article.” Sometimes I don’t even read the whole article but I have friends I know who would be interested in that and what I do, as long as they are less than 20 in this kind of Affinity List like this, I can send it as a message to that Friends list. If there are more than 20 I can’t do it.

**Mark:** If it’s more than 20 what do you end up doing?

**Tad:** They just won’t let you do it. At that point it would need to be an event or you could post it to your wall, but you couldn’t send it as a message.

Here is the benefit of this. If you think about who the hubs for your clients are, make lists of those people. If there are 50 of them make three groups: one with 19, another with 19, and another with 12.

Break it up so that you can send it as a message. This is the huge thing about Facebook. It allows you to stay in touch and constantly add value to people.

**facebook tip:**

look for the magic SHARE button

In the old sales training they would say, “Stay in touch with your clients. Send them an article about something they would be interested in.” Some great advice but it’s labor intensive. Facebook makes that easy.

You can see it on the news feed, or, websites like www.HuffingtonPost.com, or on www.youtube.com and most other media sites now have this, there is a
SHARE button you can click, or sometimes they have the Facebook icon, and you can click and send it.

When I see something on green energy, “This is great” and I click SHARE and it asks me if I want to post it to my profile or send it as a message. I choose – “Send as Message” and then it gives me the space to type in the name of the person – and I type in the name of the Friend’s List and voila! I send the message to this group, and it’s done. This is part of how you start building a reputation. People think, “Wow. I keep getting good stuff from you.” Then they want you to spread the word.

I have the Food Security one and this woman Melissa Benner in Toronto who I think I may have met once, but she said, “I have this job announcement for this local food research shop, could you send it to your list?”

Here’s the thing: I’m not a local food expert but she’s asking me to spread the word because of what I’ve been doing.

Mark: Because you have a reputation for generosity and connectedness. That’s fantastic. Dude, I feel like I’ve been living in the boonies or something and I’m being introduced to the big city. This is fantastic.

I had no idea that Facebook had this functionality.

Tad: You have been living in the boonies. This is an intervention. “We’re here because we love you, Mark.”

Mark: Thank God, thank God you people care. [Laughter]

If you’re listening to this and you already knew all this, I apologize for my booniness. These are actually really good strategy pieces that are coming together with this.

friends list principle #1:
be the first to invite

Tad: Here’s the other thing with the friends list that makes it so useful.

I want to talk about a principle I call The First to Invite Principle. I live in Edmonton. On my Edmonton friends list I have 463 people. These people will invite me to events they’re hosting or I see them on a newsfeed.

I get invited to events and there are some events I’m not interested in, but some I would be interested in and my friends wouldn’t be. Then there are
events where I think, “That’s cool! All of my friends in Edmonton need to know about this! There’s a big event where all the Yoga studios are getting together to have a picnic in the park. All my hippy friends will want to know about this.”

Steps to Inviting People to Events Using Friends Lists:

1) **I RSVP for the event.** Sometimes I can’t go; maybe I’m not going to be in town. However, I think my friends would be interested. You can RSVP no, or whatever. But if you don’t RSVP you can’t invite anyone. You can RSVP, invite and then remove the event if you want.

2) On the right hand side of the event it says, **“Invite Your Friends.”** You click on that and it will let you select a friends list. I select “Friends Edmonton” and it gives me everybody in that group; it gives me little icons with the pictures.

3) Then you click **Select All.** It selects everybody in that group. Sometimes you can put a little note at the bottom like, “Hey, everybody, come to this event.” You can type a little message or note. Again, you RSVP for the event; click Invite Friends; select a friends list; click Select All; then …

4) **You click Send.**

I talk to friends and I say, “Are we friends on Facebook?” and I can see their eyes glazing over.

“Oh, you get a lot of event invites from me, hey?” Some people ask to be off the list which is fine, but I have so many people who say, “Tad, thank you so much. Half of the events on my events calendar are from you.” You kind of become seen as the hook up, but it is only cool events.

You don’t want to send random stuff and you want to send it to the groups it is relevant to. Don’t send the green jobs thing to everybody, if they’re not interested. Remember **facebook principle #6: don’t be careless.**

**Mark:** This is the question I wanted to ask from the beginning. I get all of these event invites and I’m like, “Dude, do you know who I am? Why do you not know who I am? Why are you sending this to me? This has no relevance.”

**Tad:** Mark Silver is trying to tell you he’s kind of a big deal.

**Mark:** Right, I’m kind of a big deal in my mind.
Tad: That’s it exactly. When you get events and you think, “Why am I being invited to this military recruiting thing? I’m a hippy. Why are you inviting me to this?”

You’re not going to get it 100% right every time. The goal to shoot for is for people to only get stuff they are super stoked to get.

The First To Invite principle takes this idea to the next level. Here’s how it works. Let’s say Mark finds an event and he thinks it looks really cool. He invites me.

Well, Bill Baren wants to invite me to that event, but he can’t because I’m already invited. If he goes to his marketing gurus list and I’m on that list, I will be grayed out. He can’t select me because Mark already invited me and Mark gets the credit for inviting me. Does that make sense?

Mark: Yes, it does.

Tad: If you are the first person to invite people to events, they are invited by you. Even though you didn’t create the event, you may not be going to the event, and you have nothing to do with the event, you get this credit because you invited them. However, this only happens if you’re the first one. It is one of these things where at least once a day you want to check those event lists and invitations you get.

Mark: You want to be proactive with it.

Tad: Be proactive and invite people. This is how you get the credit. Once your friends are invited, it doesn’t count anymore.

Mark: That’s interesting. These are fantastic ins and outs. Also, adding to that, is there any discernment about who you add or don’t add as a friend? Would you ever not add somebody?

Tad: Let’s talk about adding new people. First of all, if somebody adds you are a friend, I tend to want to know geographically where they are. I usually send them a message like, “Hey there. I’m just trying to remember how we know each other,” because sometimes we do and I’ve just forgotten.

“I’m curious where you are based.” They get back to me and then I throw them into the appropriate geographic list. This is if somebody adds me and I’m responding.

The weird and creepy thing about Facebook is when you get a friend request from someone you don’t know; you’ve never met them, you’re pretty sure; and they are just adding you for no reason. You always want to give a reason.
When you send a friend request it lets you type a little note and I suggest you always do that. It should be something like, “This is how I came across you.” It could just be, “Hey, I noticed you post really cool stuff and you seem like a cool person. Do you want to be friends?” There should be some context for why you want to be their friend, how you heard about them, and so on.

Maybe you say, “Hey, I heard you on Mark Silver’s call, so I wanted to add you.” For the people listening, please do add me as a friend on Facebook; I post cool stuff.

This is a really big thing. I got this from a guy named George Kao in San Francisco. It is subtle, but every time you add somebody, put a note. It takes 15 seconds and it makes a huge difference as to whether they accept a friend request or not. Most people just accept, but you are positioned differently.

Mark:

I notice it for myself because a lot of people respond to my invitation to find me on Facebook from the newsletter and sometimes it just shows up as an ad. Some people say, “Hey! I loved the newsletter today. Can we be friends?” It makes a difference in how I see them and the connection we have.

friends list principle #2:
ten ‘em how many you invited.

Tad:

Here’s another piece. Subtle but powerfully positioning. Whenever you invite a bunch of friends to someone else’s event – always tell them you did it. Here’s how: You send them a message saying, "Hey there, I just invited 572 new people to your event - I hope it helps." That’s it.

Consider the impact:

1) They understand the jump in numbers on the RSVP list. They might have just thought it was their brilliant promotion. This is really useful information to them.

2) They understand you have the capacity to spread the word to a lot of people. In one simple move – they get it that you’re a hub. Now consider the impact of all the hubs in town getting that you’re a hub. Aha! Now we’re talking.

3) They will be more likely to make sure you’re invited to other cool event. I actually got two free tickets to see a show at a local theatre because the Artistic Director was smart enough to put two and two together – if Tad likes this – he’ll spread the word.
The newsfeed is the **Home** page for your facebook account. If you click the **Home** button on the top left it will take you there. When people put status updates – they show there. When people write on a friend’s wall it shows there. If they take a quiz – it shows there. If they write a note, create an event or a group – it shows there. It sort of a summary of all of the activity of your friends on facebook.

**newsfeed principle #1:**  
post only cool stuff to your newsfeed

On the newsfeeds you will see all of these **quizzes**. They ask things like, “Which Harry Potter character are you?” When you take a quiz, it will show up on people’s newsfeeds; that is part of the deal. I don’t think there is a way to take these quizzes anonymously. It kind of becomes pollution on the newsfeed.

Before you post anything – pause and ask yourself: “Is this cool? Is this something I really want ALL of my friends to see?” If not, don’t post it.

How do you know if the stuff you post is cool?

Four ways – people will either:

1) 'like' it – give it a virtual thumbs up  
2) 'repost' it (and hopefully give you credit)  
3) comment on it – leaving a little note underneath it, or . . .  
4) send you a message about it or tell you in person

If none of those things are happening to you consistently, then there’s a good chance it’s not cool stuff.

**newsfeed principle #2:**  
once you’ve been hidden – it’s over

In my case, for the most part I just hide the quizzes. However, it is pretty easy to hide the person who posted it too. **Once you get hidden, it’s over.** You are in the abyss; you will never come back; they will never look through their list of blocked people on their newsfeed and think, “Aw, I should add Jim again.” It’s not going to happen. Never. Ever. Ever.
This why we follow the **Post Only Cool Stuff** principle.

There are two things I see a lot of on Facebook. One is that people take a million quizzes and it fills up my newsfeed. If I see that this is all they are posting, I hide the person. I may be more lenient than most people are.

The second thing they do is all these status updates. Some of them are cool like they are traveling and they send out a quick, little update and it’s nice. However, sometimes it is something like, “Why is the world so awful?” or “Today I ate two brownies.” You don’t want to post a lot of negative, innane or boring status updates.

This is a real question and a decision, too. If you are using Facebook just as a personal thing, this may be okay. But, the more you start moving into the business realm, the more conscious you need to be about your status updates and what you post on your profile and your wall and what you share in that way.

I post a lot of very cool stuff, I think, on my profile.

Again, don’t post lame stuff. With inane status updates, nobody cares; with quizzes, just don’t do them. There are probably other Web sites you can go to for getting quizzes. Buy a Cosmo magazine and go nuts, but don’t use it on Facebook. It will turn people off.

The only caveat I would say is unless it is a quiz that is totally relevant to your target market. You actually think your target market would love it. If you teach the Enneagram and there is an Enneagram quiz, you might want to share it. Otherwise, don’t do it.

In terms of posting stuff, there are a few things that make it work better and will build more stature for you. The first thing is to only post cool stuff; stuff that you think is really cool and your clientele would think is cool, too.

**Facebook tip:**

hide things and clean up your newsfeed

You can hide those quizzes. If you see something on your newsfeed on the right hand side of the post there is a little button that says Hide with a drop down thing. You can either hide the person or you can hide the quiz or that particular application.
newsfeed principle #3: clearly label your posts

Secondly, I tend to label in all caps what it is. Maybe I would put ARTICLE: and then maybe a few words about it; INSPIRING VIDEO: or FUNNY VIDEO: and then people know what it is in a nutshell. I might post COOL WEB SITE: and that kind of thing. I label it in all caps like a little headline right at the start.

newsfeed principle #4: always thank the source

Then I give attribution and tell them whom it is from. I think it is the spirit of graciousness. If somebody posts something on a newsfeed, you see it, and you repost it, you need to say thanks to the person you got it from. Sometimes I post stuff and I see that someone reposts it – because they saw it from me – and then they don’t acknowledge me. I’m like, “Oh, they got that from me.” It’s petty, but I think it is there for a lot of people.

Here’s how you acknowledge people: What I do is place it in brackets and say [Thanks to Mark Silver for sharing this].

One thing I found that is new on Facebook—I literally found out about it last week—is that you can make their name clickable by putting the @ symbol and then start typing their name with no space after it. If I wanted to put Mark Silver, it would be @MarkSilver. That name would then be there as a clickable link. And then Mark gets notified that he’s been ‘tagged’ in a post. So he’ll know I gave him props. I hope you’re starting to see the pay off here.

I think this is cool and extra gracious. The truth is somebody might say, “Wow! Half the things Tad is sharing are from Mark Silver,” and they might want to click on your profile and add you as a friend.

This is part of how this happens, to be clear. I have had quite a few people who have added me as a friend just because of the cool stuff I posted. They might say, “Gosh, I just see on my friend’s newsfeed all this cool stuff from you. It is awesome. I notice that half the stuff my friend is sharing is from you, Tad. Hey, do you want to be friends?”

I’m not saying you will get a ton of this, but you do get some passive friend adds. It also builds your stature when there is all this cool stuff. I have people who tell me, “I log onto Facebook just to see what you’ve posted.” I’ve heard that a few times from different people.
This doesn’t happen if all you do are inane status updates and quizzes. There has to be a discipline around what you put up. Again, there is some stuff that makes me think, “I think everybody would love this,” and there is some stuff where I say, “Oh, this is cool about green energy. Really, not all my friends care.” This is why I created the green energy group friends list that I could send this kind of stuff to. Do you see how this all weaves together?

Mark: We’re coming up on close to an hour. There is a tremendous amount we’ve covered. It sounds to me like it is a pretty dedicated strategy. All the different things you are describing sound like a lot. How much time are you putting into Facebook to make it effective for you?

Tad: I probably spend too much time on Facebook. This is probably an intervention on me.

Mark: How much time are you spending on Facebook, Tad?

Tad: I probably spend about an hour or two a day, but I’m just puttering a lot. This is hard for me to say. I’m on the computer and I’ll see something. It is not concentrated time; it is just throughout the day.

Mark: In some ways it is kind of like Twitter. I don’t know if you are active on Twitter, but I tend to be active there. Some of the things you’re saying about Facebook are true for me about Twitter, but there are not as many useful tools and so on.

You know, you’re doing something else and something interesting pops up and you send it out. You are kind of in and out, so it is not really an hour or two a day, but it is present for you.

Tad: Right, but you could do a focused half-hour where you log in; you check your event invitations; you check your group invitations and you join whatever is useful for you; you post things you think are cool.

newsfeed principle #5: the newsfeed is only one page long

Here is something I do that is a little more intensive for those who are interested. I love to see cool stuff myself and to share it. I’ve always enjoyed this.

Nobody does this, by the way. Don’t think other people are doing this. People will look at their newsfeed like whatever is on their page. For most people the newsfeed is only one page long.
They might scroll down to the bottom of that page but that’s it; then they stop. I actually keep going until it gets to the last thing I saw yesterday. I’m thinking, “I wonder what cool stuff there is?” as I’m looking for videos and articles. I find cool stuff this way because I’m looking for it.

Mark: You’re being proactive which is one reason why you’ve become known for it. You’re looking for it while other people are just counting on blind luck. The once a week they log in they are hoping to find something cool in front of them. If not, that’s it. That’s interesting.
Tad: Let’s talk Local Lois strategy. I think this is the coolest idea of the call so I’m glad this ended up being last.

This is an untested thing but I think you’re all going to hear it and you’re going to get it and you’re going to think, “This is so dope.”

In Edmonton we have a few local independent business groups, kind of green economy, and my friend Laura Jeffries and I were sitting down and she was lamenting this group, Keep Edmonton Original, a network of local independent businesses, and she said, “We have a group and we can message but we don’t get the viral stuff, should we create a personal profile of the business and do that?”

Sometimes that seems a little try hard and lame. It depends how it is done, I think. I said, “You know what you should do is make up a fictional character,” and this idea of Local Lois was born. Here’s the breakdown.

Local Lois is a fictional character on Facebook. We haven’t launched her yet. We’re probably going to launch in the new year. she doesn’t exist but she is like the embodiment of the local living economy.

All of her favorite bands and authors are local. Her status update is always “Lois Local is going to this local event tonight” or “this green event.” Her relationship status is constantly complicated and stormy.

We’re going to invite people to tag her in photos but always saying things like, “That’s her elbow.” “That’s the back of her head.”

Part of it that she is the embodiment, not of a group but a whole scene and that is the important distinction. She is not like the www.e-sage.ca mascot. That would be terribly lame.

She is the embodiment of a whole group, a whole subculture, a whole scene, and it’s very tongue-in-cheek and it’s not to be taken too seriously. I want it 90% clear that it’s a joke and 10% where people are wondering, “Is she real?”

The goal is then to get her a bunch of friends so what we’re going to be doing is going to all the major local green independent businesses, independent arts and crafts, theaters, and saying, “Message your friends and your community and your e-mail lists and members and ask them to add Lois Local as a friend.”
The idea is to get her thousands of friends. We’ve been talking about being the hook-up and inviting people first to invite, she becomes that person. If you want to be tapped in to local, independent, cool, progressive stuff in Edmonton, Lois is the hook-up.

Through her status updates and inviting people, she does this. And, then we’ll translate it into the real world where there is going to be a party we’ll throw called something like “Lois Local Birthday Party” or something like that. That is going to be a throw down of bringing together and partnership. It will be a fundraiser for www.e-sage.ca but like in partnership and sponsored by all these different groups.

It’s going to be hosted by Lois who just never shows up. That’s going to be her deal. “Lois was so excited to be here tonight, but the thing came up and you know how helpful she is. You remember her speech last year? Man, that was inspiring. She gave me this slip to read. I’m not as good as her but I’ll read it.”

She’s going to be talked about like she was a real person and treated like that. We’ll probably have a local artist do a caricature of her and switch it up every year.

Mark: That’s hilarious.

Tad: If there is a scene you’re a part of, can you create somebody, a fictional character that embodies that and becomes this hook-up?

There might be multiple people who manage that account. It’s really important that if you are going to represent a scene that you check in with the hubs and people in the scene and say, “Here’s the idea. Do you think it’s cool?”

You make decisions, such as, “What kind of stuff do we invite people to? How do we decide what gets posted?” there has to be some criteria that the community is going to agree with, but I think there has to be somebody core who is managing it.

Mark: Yeah, it seems like it would need that. Wow, that’s really hilarious.

Tad: I think it’s a cool idea.

Mark: Tag me because I want to watch that even if I’m not your local person. That’s awesome.
I think we’ve covered just about everything. If we haven’t there is room for more in other spaces. We’re over an hour at this point. There is so much here for people to get started with.

Again, I’m really impressed and touched by your generosity and the detail you bring to this. Even if I was out of the loop with Facebook I still think there is a tremendous amount of detail here that anybody can take and put together a really effective strategy.

I use the word strategy because you want to have your feet on the ground when you’re thinking about these things because it’s so easy to get swept up and overwhelmed. If you don’t have a strategy then you lose your heart and you can’t really show up in the space in the way that you want to be.

Thank you. You can find Tad at www.TadHargrave.com. Join his e-mail list and get his humongous amazing free e-book that he has. When I say humongous, there is a tremendous amount of really smart stuff in there. It’s hundreds of pages. I’m not hyperbolizing.

If you want more from him there is also an interview with him on the Pay What You Can Economy that is up on the blog and in the business oasis. Reach out to him in Facebook. Anything you want to add, Tad, in terms of how to connect with you, or any last words?

Tad: I think that’s all.

Mark: I’m really, really pleased. This has been an interview with Tad Hargrave from www.TadHargrave.com. This is Mark Silver with www.heartofbusiness.com.

Thanks for listening, and I’ll be seeing you on Facebook. Take care.