



The 10 Most Important Steps for Creating Social Profiles that get liked, shared, and followed

(and why it really matters)

Guide Book from the Webinar

Presented by

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And

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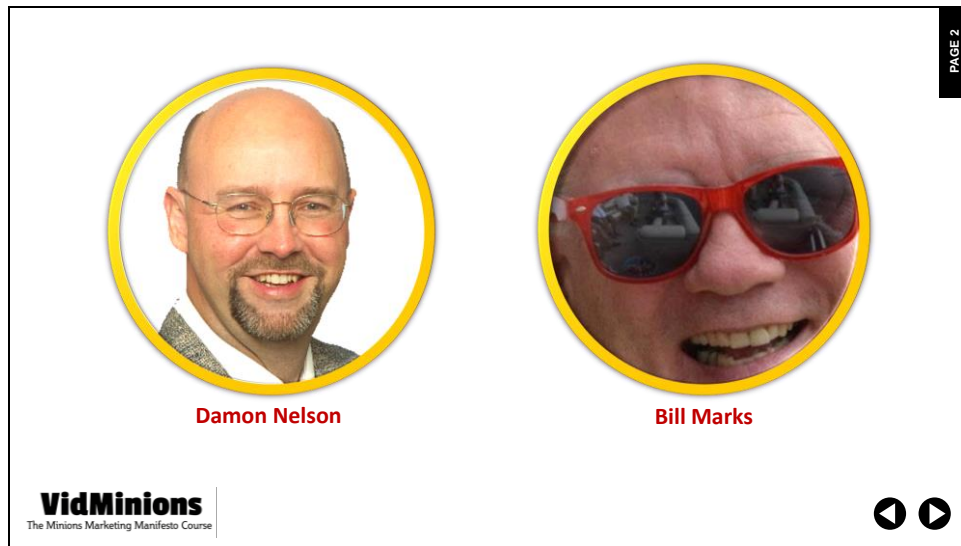
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The 10 Most Important Steps for Creating Social Profiles that get liked, shared, and followed

(and why it really matters)



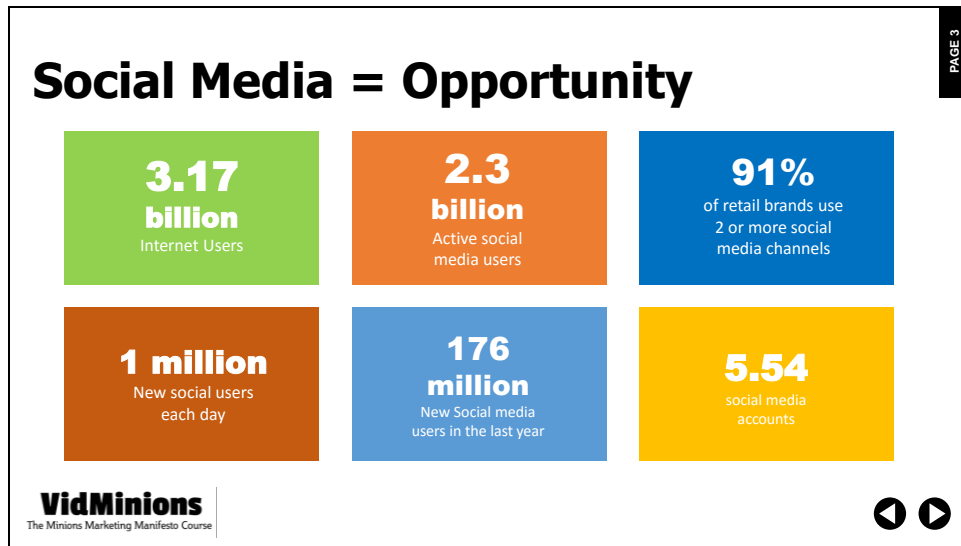
Howdy, I'm Damon Nelson along with Bill Marks, and today we're going to be teaching you **"The 10 Most Important Steps for Creating Social Profiles and why it really matters."**

At the end of this webinar you will be able to create social media personas the right way, without getting your accounts banned and have an asset that can start making you money.

You can use them immediately to start building your own social media marketing company and help others grow their businesses.

Bill Marks will be answering questions at the end.

Let's get started



The truth is social media is red hot right now and learning how to tap into that popularity with a team of social marketers can have a tremendous impact on your bottom line.

Just consider these stats from brandwatch.com:

With the most important being that there are

- 2.3 billion active social media users
- 1 million NEW social users being added EVERY day.
- That's 12 each second!
- And on average, 5 1/2 social media accounts per person (this is very important and will touch on later)

That is why Social Media Marketing is such an incredible opportunity right now. This is where people are hanging out.



“If you want to understand how a lion hunts, don’t go to the zoo...

Go to the jungle.”

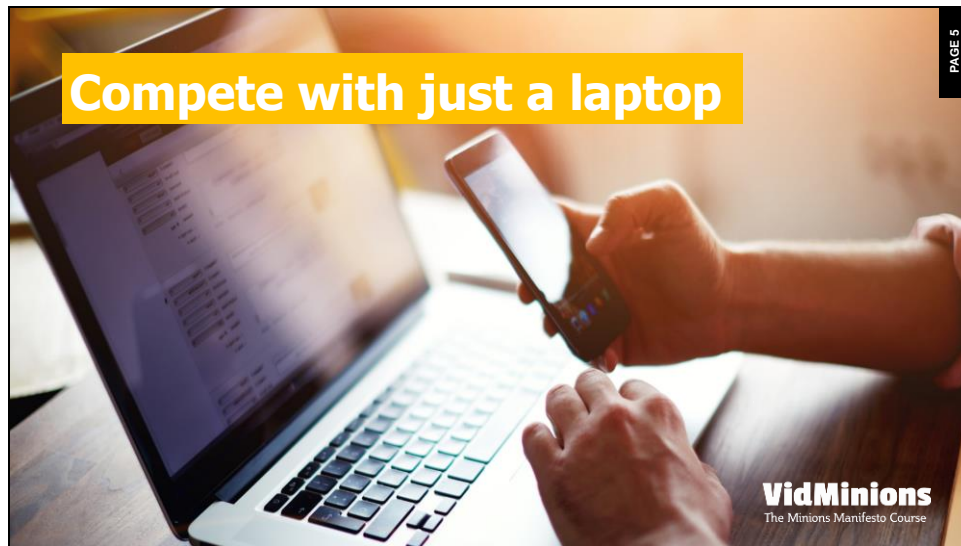
– Jim Stengel

I love this quote from Jim Stengel.

“If you want to understand how a lion hunts, don’t go to the zoo... Go to the jungle.”

And we’re going to show you how to start tapping into this business by making your own social personas the right way.

These Social Personas, or what we call “minions” will help you engage with existing clients, attract new prospects, build brand awareness, manage reputations, create reviews, and increase your overall profits.



How would you like to do this all from a laptop?

You can virtually have your own social media company with as little as 20 to 30 powerful social media profiles.

Then you are able to tap into this huge growth industry – All from a Laptop, anywhere in the world!

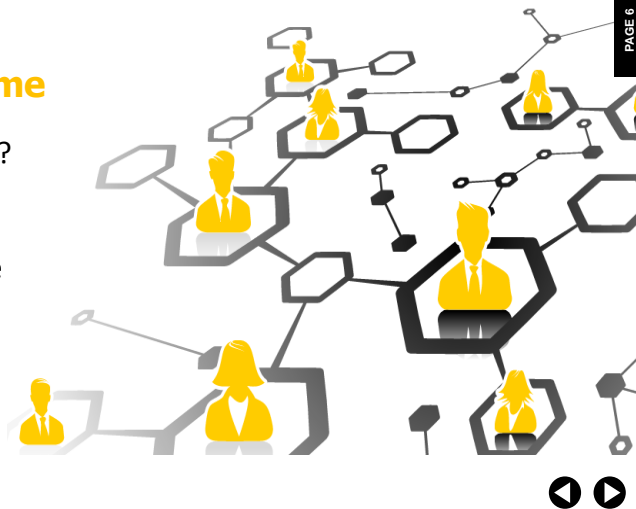
You can do this yourself or pay virtual assistants to do all the work. You simply just keep adding clients and let your social media personas do all the work.

Step 1

Start with a Name

- What's in the Name?
- Gender and Age
- Write your own bio and give them some personality
- Match your story to your ideal customer

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Step 1 – Start with a name

- What's in the Name? give them a memorable name that is common enough that it's not the only one in the world
- Gender and Age – Match them to your idea customer
- Write your own bio and give them some personality - This means giving them their own "story" – Sit down and write a bio. Or else go to Fiverr and hire someone to write a fictitious biography of your minion.
- Match your story to your idea customer - For instance, if you are selling an ebook that is geared to overweight women who are 40+, then a perfect minion may be a 45-year-old woman who needs to lose 20 pounds. It wouldn't be a slender young man – because he would have no influence in your target market

The truth is, fooling the social media sites is getting harder and harder – but it can be done.


The key is really, just paying attention to detail and not cutting corners.

I'll tell you more about this and give you some specific examples later.


Right now, let's move on ...

Step 2
Need Photos to Match

- Profile Photo
- Facebook Headers – Hobbies/interests
- 6 to 10 supporting profile pics
- Where to get them?



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Step 2 – Need Photos to Match

- Profile Photo – eyes looking back
- Facebook Headers – use this to showcase your Hobbies or interests
- You need 6 to 10 supporting profile pics

Step 3
Where do they Live and Work?

- Need physical address
- Need an IP address
- Give them an online job or else a reason to be on social media a lot during the week



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Step 3 – Where do they Live and Work?

- Need physical address - Use Zillow.com or Realtor.com
- Need an IP address
 - Semi-private or private proxies – do not use free proxies
 - Buyproxies (new each month)
 - or squidproxies (same each month)
- Give them an online job or else a reason to be on social media a lot during the week
 - Virtual employees can work anywhere. They usually do this from their neighborhood – get close on IP, doesn't have to be exact

Step 4
Need a Good Phone Number



- Friends and family
- GetMyCode2day.com – Skype
- Twilio
- Russian Phone Plan?
- Our Minion Phone Plan - BEST

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Step 4 – Need a Good Phone Number



- Friends and family
 - 2 SMS and 2 voice per phone verification
- GetMyCode2day.com – Skype verification.
 - Phone simcards often get reused, causing you to have to reverify with different number
- Twilio
 - Works well in certain countries,
 - not so well with USA phone numbers
 - requires some coding
- Russian Phone Plan?
 - automated system integrates with BrowSEO.
 - Nice but not consistent in performance.
 - Often requires re-verification later
- Our Minion Phone Plan
 - BEST – you get the phone and the low cost monthly plan.
 - We which one to use and where to get it.
 - Plus the exact steps to use in our course.

Step 5
Schools and Degrees



- Go big
- Don't necessarily have to graduate
- General business or marketing degree
- You should know something about the school
- Add a high school and make sure it is the correct city

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Step 5 – Schools and Degrees

- Go big with a large university or else University of Phoenix (online school). This way your profile merges into the crowd, yet still builds a common bond with alumni
- You don't necessarily have to graduate
- Use a general business or marketing degree, again merge in with the crowd and most common degree plans
- You should know something about the school – mascot, city it's located, colors, football conference
- Add a high school and make sure it is the correct city, plus add a graduation year that makes you 18 years past your Date of Birth



"Think like a wise man but communicate in the language of the people" – William Butler Yeats

Step 6
Hobbies and Interests

- give them a personality and a life
- vacation pics work
- generic hobbies are easy to copy
- sports fan - of course
- Anything that other people can relate to



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Step 6 – Hobbies and Interests

- give them a personality and a life
- vacation pics work to build common ties and get more friends
- generic hobbies are easy to copy the pics and still build commonality
- sports fan - of course – in USA be a NFL football fan of at least 1 team
- Anything that other people can relate to and cause them to follow you

The slide has a bright yellow background. In the top left corner, the text "Keep in Mind..." is written in white. In the center, there is a magnifying glass with a dark blue handle and frame. Inside the lens of the magnifying glass, the word "Owner" is written in large, bold, black letters. Surrounding "Owner" are various business-related terms in smaller, lighter blue and grey fonts, including "ideas", "performance", "The a team", "success", "market", "marketing", "opportunities", "rainbow", "activities", "analysis", "plans", and "goals". To the right of the magnifying glass, the text "Make their viewpoint like how you would approach the business if you were the owner" is written in bold black font. In the bottom left corner, the "VidMinions" logo is displayed in bold black text, with "The Minions Manifesto Course" written in smaller text below it. In the bottom right corner, there are two black circular navigation buttons with white arrows. A small black box in the top right corner contains the text "PAGE 13" in white.

Something else to keep in mind, when building minions, is to make their viewpoint how you would approach the business if you were the owner.

If you're running a social media business. make them versions of yourself.

It can help, to picture yourself standing side by side with your client talking to their customers.

One other thing to consider when building out minions, is how many do you want to create. Typically, you need at least four to five to get maximum benefits from the process.

But remember, if you create 40 to 50, you'll then have a virtual social media company all on your laptop. That can prove very valuable down the road if you choose to sell your business.

OK, now let's move on to the final steps.



Step 7, Setup Online.

Without a solid foundation, a building will crumble and it's the same concept when you are creating minions.

You absolutely must have a solid foundation.

I recommend using a Google account as that foundation. Then you build on top of that foundation with Facebook, Twitter, Tumblr, and other social media profiles. Then you start linking them all together, in effect creating a spider web of linked accounts, all branching out from that single Google account.

Use a Spreadsheet to stay organized

Google Account first, then add:

- Google Plus
- Blogger
- YouTube

Facebook - Treat it like your own. don't be spammy

Twitter - Short news worthy quotes and retweet the celebrities

To publish books and videos – create an Amazon Kindle account

Self hosted wordpress sites for your own blogs - this is your money posting mechanism

Wordpress.com - to swipe other articles and use with VidPenguin and Syndwire

Instagram - Interesting pictures and quotes

Pinterest - Interesting pictures, infographics to show how smart you are

Tumblr for fun stuff only


Reddit for direct linking social comments

Add other accounts over time. Make it look natural when you add them – AND link them back to your Google, Facebook, and twitter accounts

Step 8
Warm them up



- Great content
- Relatable activities
- Quotes you like
- Political & Controversial topics should be avoided until fully matured
- IFTTT feeding



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Step 8 – Warm them up with some great content that friends will like and share your posts

- Great content with human interests – What topics do you follow, or what is trending
- Relatable activities that match your minion's personality
- Quotes you like – these are the most shared content
- Political & Controversial topics should be avoided until fully matured
- IFTTT feeding with RSS feeds from your favorite blogs

Step 9
Like, Share, and Follow

- very important
- go slow at first
- follow people that match your target market
- Find social influencers in your market and follow their followers



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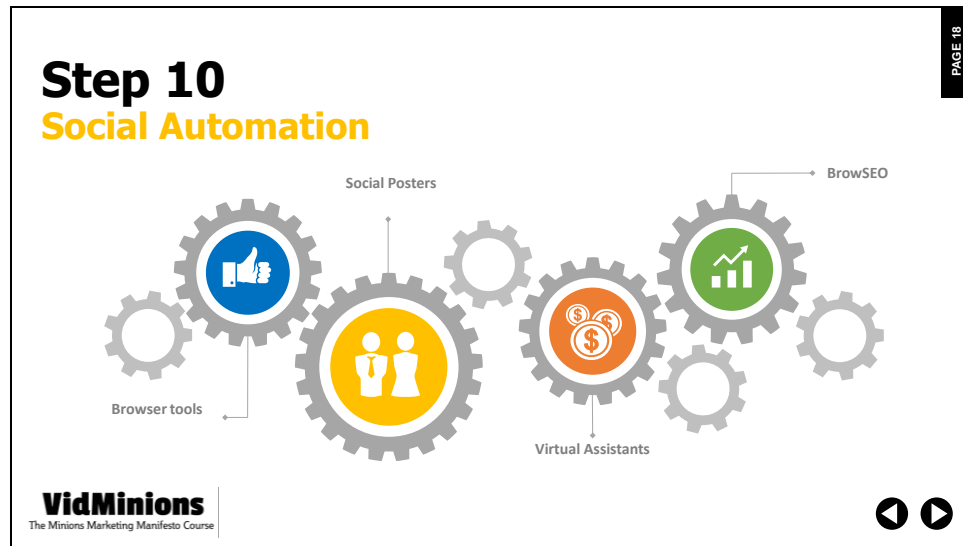
Step 9 – Like, Share, and Follow

- very important to friend and follow others that match your profile
- go slow at first by friending your own minions, your own profile and 10 other per day
- follow people that match your target market
- Find social influencers in your market and follow their followers



“People share, read and generally engage more with any type of content when it’s surfaced through friends and people they know and trust”

– Malorie Lucich, Facebook



Step 10 – Social Automation

Now that you have them built- how do you automate the posting and engagement process.

We use different tools for different purposes. We show you how in our VidMinions course which will talk about later

We use tools to cloak our IP addresses to that of the minions. Like foxy proxy and paid tools like BrowSEO

We also use automated social posting tools like Buffer.com and Quilio

We also use RSS feeds and IFTTT to generate new social posts

And you can always hire a virtual assistant that can manage many accounts each week.

A black rectangular graphic with four white gears of varying sizes on the left side. The text is in white and yellow. A yellow banner is at the bottom. A small white box with 'PAGE 19' is in the top right corner.

**Want to learn how to make
your own Social Minions
the right way?**

WITHOUT making it look
like it's automated?

VidMinions.com/Webinar1

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Want to learn how to make your own Social Minions the right way?

WITHOUT making it look like it's automated?

The answer to that question can be found in VidMinions – The Minion Marketing Manifesto Course.

We teach you step-by-step strategies on how to create powerfully realistic minions using simple tools and a couple of automated processes.

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What you will learn...



1. **Minions 101** - How to setup accounts that won't get banned by the Social Networks
2. The Business of **Making Money with Minions**
3. How to **use BrowSEO** – step-by-step training course
4. How to **automate your publishing content** so you can sit back and let your minions do all the work
5. Case Studies where you get to **look over our shoulder** as we build minions in front of you

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You'll learn:

- **Minions 101** - How to setup accounts that won't get banned by the Social Networks
- The Business of **Making Money with Minions**
- How to **use BrowSEO** – step-by-step training course
- How to **automate your publishing content** so you can sit back and let your minions do all the work
- Case Studies where you get to **look over our shoulder** as we build minions in front of you

And most importantly, what do you do with these minions once they're built correctly...

VidMinions Benefits

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Here's just a few of the ways VidMinions will benefit you:

- First, you'll learn a well laid out strategic approach to building an easy scalable marketing business.
 - This will save you a tremendous amount of time and money in learning how to build a social media company that can help you increase traffic, rank websites, build brands, and make more money.
- Next, you'll learn specific "no-brainer" steps for creating social media accounts. Plus, you'll learn which tools are the best one for automating the publishing process.
 - Both of these things are important because they will greatly reduce the chances of your accounts getting banned and help you quickly get your minions up and running.
- Next, you'll learn our secret tips for crafting real personas that are liked, followed, and respected within their target niche.
 - Why is this important? it's because people buy from other people they know, like, and trust.
- Next, you'll learn how to use BrowSEO and other 3rd party tools to leverage your army of minions and how to automate the posting procedures.

- We make it so easy that you can share this training with your VA's and let them do all the work. This is a good thing because it makes this business model very easy to replicate and scale to whatever level of income you want to achieve.
- Finally, you'll also learn what most online business models lack – which are profitable long term exit strategies. This is great!
 - Because you are increasing value with each minion you build, you are creating businesses that can be sold for much more than your initial investment. You are building valuable assets which can be sold for 5x or 10x multiples, when you decide to sell.

Plus we'll show you several easy ways to Make Money with Minions



1. Paid Business
2. Targeted Keyword Ranking
3. Product Recommendations
4. YouTube promotion
5. Kindle Books

30-day money-back guarantee

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Plus we'll show you several easy ways to Make Money with Minions

For instance:

- Paid Business Reviews on Social Media platforms of Yelp, Facebook, MerchantCircle, Google & others
- Offer Targeted Keyword ranking and backlinking as part of SEO campaigns
- Offer Specific Product or Service Recommendations for a Business' new product or service introductions
- YouTube or video promotion for business or services offered
- Achieve Celebrity Status with Kindle Books

Plus much more...



Again, thank you for attending this webinar. It's been a pleasure talking to you today. Good-bye.