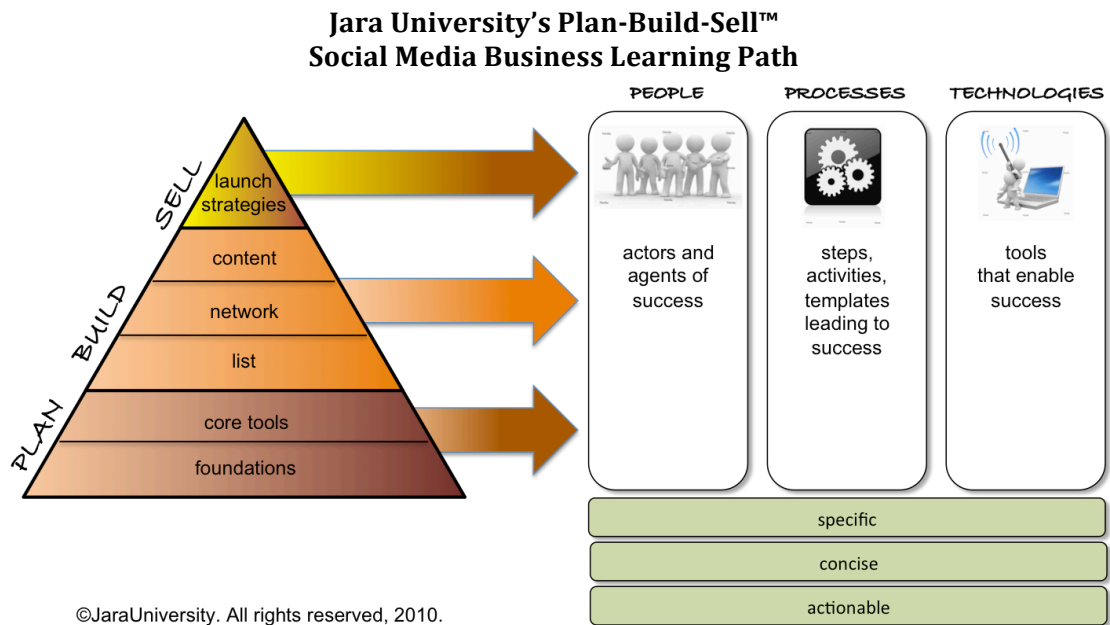


Future Development

Currently in the works, the *Plan-Build-Sell Social Media Business Learning Model*® defines a roadmap guiding students from *foundation* and *core* topics to social media-appropriate business strategies in *list-building*, *lead capture* and *product launches*. Topics will also include the dynamics between *people*, *processes* and *technologies* at each level.



- **Foundations** – “Soft” concepts and principles critical to successful use of social media in the long run. Examples: Defining a purpose statement, identifying target niche, customer demographics, understanding of business mission and business planning.
- **Core Tools** – “Hard” skills needed to build an online business network. E.g., “Hubs-and-spokes” framework, culture and philosophy, blogging, Facebook, Twitter, etc. (Note: The majority of competing social media training programs try to deliver “mastery” at this level only.)
- **List-building** – Learning the processes and technologies associated with permission-based / opt-in lead capture systems. Examples: opt-in smart forms, contacts databases, auto-responder systems, and communication sequences.
- **Network building** – Understanding social media-appropriate methods for organically acquiring new contacts, followers, and friends with a business / lead-generation focus. All the while, adhering to a discipline of transparency, consistency and trust.
- **Content building** – A step beyond simple blog postings and status updates. This layer will seek topics about creating compelling “consultative” content sequences (e.g., segmented delivery of: training content, consultations, “pre-listing” presentations, etc.). These automated sequences can be used in social media-appropriate ways to continue building trust and top-of-mindedness with opt-in subscribers while continuing to usher them forward in the marketing funnel.
- **Launch strategies** – Skills to help students develop a groundswell of demand for an upcoming product or service launch campaign.