

# **Social Media for Conscious Entrepreneurs**

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## Social Media for Conscious Entrepreneurs Adela Rubio

Adela: Welcome to Social Media for Conscious Entrepreneurs. This is Adela Rubio with [consciousbusinesstelesummit.com](http://consciousbusinesstelesummit.com). Before we get started on the training call, let's take a moment to take a nice deep breath and exhale. Take a moment to link up and synch up. Feel your body open, ripple and flow so that everything's fluid. Ideas are fluid, your feelings are fluid, whatever you think about social media, it's all fluid, it's all in movement.

Here's what we're covering today. Why social media? Not only the bigger question—why social media?—but, why you, in social media? Your “why” of social media. I think, that's really important. Exploring your social media style. I have checked in energetically to the four main avenues of social media that I'm going to be covering today. They have different energies; they have different styles, different speeds, different nuances. We're going to tune into that and also get what's your social media style.

Then I'm going to share how I use social media to create relationships, personally and professionally. I'm certain that there are people on this call that are having some success with social media. This is a collaborative adventure so I'll be looking forward to hearing from you and seeing what works for you.

I'm going to go into some details on strategies for using social media. I'm going to cover some pet peeves, the things that I find that we could do so much better and some of the things that are really easy to do to connect and create a wonderful relationship with folks online and not only build your own tribe but build one another's tribes.

I'll share my two elite online watering holes. There are two places where I get so much support and connection, where people just naturally want to spread the word about me, and I do that for others too.

Do a search on Google for Twitter tools and you can go crazy with different apps for Twitter. I'm really into the idea that less is more. We're already so info-glutted.

We really need to be aligned with our energy. Anytime you're feeling frazzled about something, something is not lined up. If you're feeling frantic about social media, if you're feeling like, “This is just not working. What am I doing wrong?” Just relax. You may not be aligned with the essence of you. It may not be your style. There may be some things that just need to be realigned for you. We'll cover some of these things in today's call.

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There will be a lot of information that I'm going to be sharing. I'm going to try to cover as much as I can. If there are questions, I will answer the questions. There will also be a transcript of this call, so it will all be in writing. If you want to jot a couple of things down that hit you, wonderful. Don't feel like you have to capture it. It would be more valuable for you to experience the content.

Right now, where are the areas for you to explore and see what it is that you're going to get on this call. Take a nice deep breath. On the exhale, launch your intention—what you would like to get out of this call. Don't make it ten things, just an overarching intention. Then you'll see how that gets delivered on this call and how it will ripple in the ensuing hours and over the next few days.

What I'd like to do now before I get started is get a couple of check-ins as to your intention for the call. Remember to share your first name and then what your intention is for this call.

Mary: This is Mary Claiborne. My intention is really just always to learn a little bit more. I'm on Twitter, Facebook, LinkedIn. I love Twitter, I think that's my favorite. So I'm just going to listen and hear what I have to learn.

Adela: Wonderful. Thank you, Mary. Who's next?

Sharon: Sharon in Bainbridge Island. I really want to thank you for what you just said that we can listen in and experience. That's so important. I think the experience is more important than all the facts. My intention is I'm new at all of this and I want all of this information to flow with ease and grace and align it with the essence of who I am so I can be true and authentic.

Adela: Yes, I hear that—true and authentic. You know, that's who we want to connect to anyway, Sharon. When we make these connections on social media, we're connecting to real people.

Sharon: I feel that with you and I honor that in you.

Adela: Thank you, Sharon. Hey, let's bring it on. Let's bring on being real, being exactly who we are. Those are going to be the perfect people for us. It's so easy to do that. Thank you so much, Sharon.

Rose: Hi Adela. The thing that struck me most with what you said was less is more. I can get pretty overwhelmed by all the different options on the web—Twitter and Facebook and this and that. I want to find the one

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thing that will be a really good vehicle for me and use my writing to connect with people who are going to resonate with what I'm doing.

Adela: Thanks Rose for checking in. I'm certain you're going to get your pieces and that's the thing. You don't have to get the whole thing. You're going to have the audio, you're going to have the transcripts. See what you get today and then play with it. Just dive into whatever piece you get today, step into it and make it yours. Thank you. Who's next?

John: This is John from Minnesota. My intention is similar to the other two ladies and it sums it up in one word—it's exploration. I want to find out what the right social media avenues and activities will be the best for me.

Adela: Thank you, John. I do think that these things fit us like a glove. I've noticed for myself where I hang out the most and it's really interesting. Energetically I checked in before this call. I'm going to confess, I've been percolating this call for weeks. Then, there was stuff going on with my Dad, we had to do physical therapy and there was all this fun stuff that came in the way. So I kept postponing and postponing and postponing the call. I actually wrote the notes like an hour before the call. I just don't want you guys to get shocked or anything like that. I bet a lot of you are like this too. But it's all here folks. It's not like we have to create this really crazy curriculum when we share things with other people. The right bits and pieces show up.

I think that what happens is we have to get to a place where we're really feeling confident with our level of personal energy mastery and that we have access to just what we need.

It's important to really have this sensation, this feeling, this knowing that you've got the bits that you need right now to move, to take some action, to dive into the social media networking. It's interesting because a lot of times that word, networking, comes in and out because I've had an interesting relationship with networking. It's about social media. It is about this relationship that we're creating with one another. The ability to connect now is extraordinary.

So, thank you, John. Who's next?

Vera: This is Vera from Hawaii. I am so busy with trying to make my business work that I feel a little—that I still don't know or didn't have the time to understand how can I naturally connect with people in these social

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networks. I know that I have to stop trying to do this as a job. I want to have fun with it and that's my intention.

Adela: Yes, fun. Absolutely. If this is a job, forget it. The energy is going to be flat. If you feel like you have to do this, oh my God. They tell me I have to do social networking.

Vera: One more thing I have to do.

Adela: Exactly. One more thing. One of the answers may be, guess what? It may not be for you. It may be for your VA to do for you. That may be one of the answers. This isn't for everybody. Not everybody wants to be engaged like this. Not everyone, is this their natural style. Just because it is a way to really build a tribe and connect with other people and it's a wonderful tool professionally and personally, it doesn't mean that it's going to be the tool for you. So be open to that too, Vera. Be open to exploring how you could enjoy it. Even after today's call, if you find, "Oh, okay, still not enjoying it." it may be something for you just to explore.

Vera: I hope that I will enjoy. Thank you. Thank you, Adela.

Adela: In case you needed any convincing, of if you were still wondering, should you be participating in social media? I pulled up some stats on Facebook. Twitter has a lot of different clients, a lot of ways that you can access Twitter. I found that the statistics on Twitter were varying and they were all over the map, but the ones for Facebook were pretty solid.

There are more than 350 million active users on Facebook. 50% are active users and they log in everyday. Thirty-five million update their status everyday. There are more than 3.5 billion pieces of content—that's web links, stories, blog posts, notes, photos, all that stuff—shared every week. 3.5 billion every week. Fan pages have created more than 5.3 billion fans. That's huge. I saw somewhere that if Facebook were a country, it would be the fifth largest in population. That's 350 million users.

That tells us a lot. Number one, it shows us that we do want to connect and that technology is providing us a way, in our modular, fractured world, where there's so much information and everything is coming in at such extraordinary speeds. It's showing us that we can morph, that our way of interacting socially is also being impacted by technology.

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Many of the friendships that I have today were started, actually I think most of my best friends are all internet friends, people that I met on the internet years ago. We have since, through one thing or another—either deciding to attend a conference together or deciding to visit one another—we've met in person and we have become friends. I think it's an evolution of where we are and it's only going to escalate.

Now, you can have Twitter, if you've got an iPhone or if you've got a Blackberry, you can have your favorite app, taking them with you. You don't have to be at home. You don't have to be at a desktop or a laptop. So, it's here. It's here.

One of the things that I wanted to explore first is discovering your “why” for social media. Let's take a nice deep breath and exhale. Let's intend to have our full awareness, not only our intellect engaged in this conversation around social media for conscious entrepreneurs, but have full access to our essence.

Take another nice deep breath and exhale. Feel your essence as if it resides inside of you, being sourced from an unending supply of source-ness, being sourced from the infinite, from the boundless, and arising in your body, occupying every cell. There is so much of your essence available that it spills beyond your skin and it fills the room; it fills your house; it keeps rippling and rippling like a pebble in a pond until it touches everything and everyone. It's as big as creation and spills into unknown spaces.

In this fullness of your essence, it's so easy to feel, sense and know yourself, one another, all that is, everything. Nothing is hidden; nothing is off limits. Everything is open and accessible. As you check in with this phenomenon known as social media, I'm going to ask you to tune in energetically. What that means is just notice how you feel, notice what you sense, notice what comes up for you as we explore each one. We're going to do two things. We're just going to notice the energy of each one. Then we're going to see if we get a yes. A yes is something very powerful in the body. You've experienced the yes many, many times in your life. It's a full body response, a full energy engagement. It's a no-doubt zone.

Take a nice deep breath and exhale. Feel these four social media - FaceBook, Twitter, LinkedIn and Blogging. Feel them enveloped in the energy of your “why.” You don't even need to know the “why” intellectually. Just allow the “why.” There's a reason that you're here on this call.

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There's a reason social media is front and center for you, that you've taken the time today to explore it. There's a reason that many of you have accounts on these platforms. There's a reason for this engagement. There's a "why" here. Take a nice deep breath and feel yourself fully connected to that "why" and just feel it like a luminescent sphere. Within that luminescent sphere of your "why" is the reason. Feel those four platforms. Kind of feels like the price is right—door number one, door number two, door number three, door number four, except you can actually know without even opening the door which one is for you.

Let's tune in a moment to Twitter and notice how that feels. You may know it intellectually, it's a micro-blogging platform, which means it limits you to 140 characters to communicate the essence of your message. It's quick. It's lightning fast. Conversations are like zip, zip, zip. There's a lot of back and forth. Those are the juiciest ones, the uni-directional communications feel flat. The exchange, the connection, the enlivening is very sparkly on Twitter. Notice what your body says. Can I get a yes? Take another nice deep breath and exhale.

Let's tune in to Facebook. Know that in an instant you can know. I'm elaborating a bit for some folks who may take more time to know, but knowing is instantaneous. Feeling and sensing are right now in this moment, available and accessible to you.

So what is Facebook? Facebook feels a lot more social—family and friends. It's a community, a different kind of community. It feels tribal to me. The energy is tribal. It doesn't have the intensity of Twitter. It's a place where you can really develop a relationship. You get to see people because there's a lot more that people can share here. There are photo albums. People can link up their blogs. People can create notes. They can keep track of your birthdays, a gazillion apps. It feels a little bit more like a playground. Notice your "yes." Take another deep breath, exhale.

Let's check in with LinkedIn. Notice how that feels for you. It is much more structured. It has more of a positioning, almost like a certain outfit. There's a certain level of connection that's different. It feels very much of the intellect. We know a lot of it is about the business world. So there's a different energy. There's also a status feeling here, like a position in a tribe. Take another nice deep breath and notice your "yes" around that too. On the exhale, just really open the flow.

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Notice blogs, just the energy of blogs, whether you have one or not and notice how that feels. A blog to me feels like—it can either be my house, or it can be a room in my house. A lot of that has to do with who writes the blog, but it is a home space to me, even though it may be something for your business. It's a place that speaks of you and in it you speak, whether you speak with your words, whether you share your videos, whether you share your audios. It's a personal vehicle for transpersonal communication.

A blog, if no one is speaking back to you, again is uni-directional and not too sparkly. But the minute that you dive into a conversation, that other people can connect with, it is an extraordinary place. A blog is also about your willingness to be true. How willing are you to be really you? Take a nice deep breath and exhale. Feel your “yes”.

Tune into your “why”. Your “why” is going to solidify your “yes.” There's no right answer, there's no wrong answer. There's just an answer right now. Notice why, why do you want to connect? Why do you want a tribe? Why?

Take another nice deep breath, exhale. Expand to that luminescent sphere even bigger and feel that “why” connected to your purpose, your big “why.” Why are you here? To be brilliant, of course. Specifically, who are you being when you are being essentially you? Take a nice deep breath, exhale. Allow that to ripple, rippling through that sphere of “why,” rippling through the different platforms of social media and connection.

Let's go off the map. Allow the ripple to continue and notice where else, besides social media the connection is calling. I am certain it is also asking you to play in a number of different places. So, notice what that is. See how there's a weave between it all and how one feeds the other. And so though you may be in social media, some place in cyberspace, it's all about leading you to what's real here and now. It's all about these real and true connections here and now. See and feel yourself through the vehicle of social media, building your tribe online and offline and just feel a ripple in that. Notice what you notice. Notice what you know.

Let's check in with what you experienced. Anything that may have come up for you, any aha that may have dawned on you, anything, whatever it is. Who would like to share?

Rose: Hi Adela. What came for me during that was I feel like I'm actually learning to work in a totally different way right now, right now in these last few

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days. It feels like it's about just really going with the flow and following what interests me. I've been spending a lot of time with emails and that sort of thing. A lot of times it feels like I'm not working and I should be doing something else. But actually I usually feel that this is the way to go. What I got for myself from that was Facebook and a blog where I can do more of this sort of, the real deeper stuff. Then, Facebook is where the community can interact with that. That feels like there could be a nice flow between those two things. I'm excited.

Adela: Yes, wonderful. And you know what I'm loving is there's always all these experts that tell you, build your business and blah, blah, blah. If you do A, B, C; 1, 2, 3. It just does not speak to me. Not to say that they don't have results. But for someone like me, it doesn't have results because I must be in a dynamic flow. And I know, I know. So there's nothing that can replace your own knowing. It's wonderful to have experts. It's wonderful to have people that are a little bit ahead of the curve that know things. But you are the ultimate authority. You really have to feel the "yes" in your own being. Because you see, then it fuels you. Then it's not like, "Oh my God, what am I going to put on Twitter?" Don't think that energy doesn't get translated. You know, people get it. We're all energetic beings. Some of us are more conscious of it than others, but we are all communicating all the time without words. Even through the words, people get your energy. Even if it's written, people get it. So there's no sense in doing anything where the energy isn't flowing, right Rose?

Rose: Yes, absolutely. No sort of pushing, no pushing to make it happen. Just allowing it to happen. You're just allowing the energy to play.

Adela: Who'd like to check in next?

John: This is John. You just helped me with seeing those four different things from a different perspective. I'm starting to apply your tribal identification more and more. It really did flow for me here. I really liked the comment about Facebook being your tribal playground. It also corroborated with what I thought of FaceBook and LinkedIn, where FaceBook is more a social community and LinkedIn to me is a more of a business community. There is a connection between the two. What I think of that is I'm looking to how best to use those two. I have to admit, Twitter, I've specifically stayed away from because it scares the heck out of me, it is quick and juicy.

Adela: That's my favorite one.

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John: I think it should be my favorite one too. Where my anxiety has come from is that, to me, I have to always be present. That's my concern, always being present on Twitter. I almost feel very similar to that in blogging in that blogging, I think how can I creatively write a blog consistently? I'll tell you what I got from the conversation you just had. In the tribe, blogging could be the reporter, Walter Cronkite saying, "And that's the way it is." All of these things do go hand-in-hand.

Now, I see FaceBook as opening up to a very social community; LinkedIn, opening up to a very business-oriented, structured community. Sometimes I think LinkedIn is more executives, as much as it is all of us together. Twitter could be the way to communicate with both.

Adela: Yes. I think they all have their uses. I'll go into how I use them in a little bit. It's important to align with your essence, your style and what feels like a good match for you. It doesn't matter that everyone's twittering, "Wow! Everyone's on Twitter. If Twitter does nothing for you and it just goes contrary to your style, well then don't do it. Or have someone else do it for you, if you feel it's important to you in terms of your business presence. When I check people out, the first thing I do is see if they're on Twitter. That's the first thing I do. So, thank you, John. One more check-in.

Sharon: Hi Adela, this is Sharon. I just wanted to thank you because you just gave me permission to do it my way. I've been listening to everybody. I'm so new at this. I have a website but that's it. I've been listening to all of these telesummits and I'll get, "Oh, this is great, this is great." I've got it all written down and then I go into gridlock. My question has been, what's my "oh" here? "Oh" is the right word. How can I find one that fits me best and flow into next, follow the energy. That's the permission you just gave me. I appreciate.

Adela: Oh, you're welcome, Sharon. I'm so glad. Yes, everyone has permission to do it their own way.

Sharon: I'm at peace with this now. I have been in anxiety with—excited anxiety, but anxiety.

Adela: Well, I'm going to give you some ideas on how to use them because I don't go crazy. I have been on those telesummits too, Sharon. You know, confession time. I created a Facebook page, for the art gallery I ran with my soon to be ex-hubby. I did nothing with it. Then when I did Self Care Mastery earlier in 2009, I created one and I never announced it. I was going to do one for a yoga studio here and I never announced it.

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This is the thing that I've noticed, sometimes it may just be a timing thing. My business has been evolving quickly. So much has been changing, quickly. My identity, the number of domains that I have, it's crazy, it's crazy. So it may not even be about a right or a wrong, it may just be a timing thing with a lot of these features. It may be that some of these social platforms are more suited for you. As you're in this morphing mode of creating and finding your business, and as you meet other people, as you interact, you start gelling, you start coming together. You start getting ideas. You start seeing something that somebody does and you're like, "Ooh..." It will spark and ripple something in you.

So sometimes, it's not about the intellectual understanding. It may just be, "It's not for me now and to know that, like everything else in life, it is fluid. If you're doing it just because you set it up, or somebody said to do it, but you've got no energy for it, it won't work. I would always explore when you don't have the energy for something.

The other thing I want to give you permission for is this...and I know this is very anti-marketing. I'm going to get an F from the marketers but I used to do a newsletter and I love to write. I love to write about energy and I love to write about transformation and shifting and all that other kind of stuff. Then, I discovered telesummits. It's an all-consuming adventure. I stopped writing regularly for my newsletter for about a year now. So, theoretically, my subscribers, my people, like I've lost my connection with them, if you listen to conventional wisdom. And I'll tell you, there's nothing further from the truth. So long as you're transparent and you clearly communicate with your tribe, everything's cool.

I never do anything unless I feel the energy for it, unless I'm aligned with it. I just can't write a newsletter to write the newsletter. Now, when I'm on fire, I'm on fire. That's because I'm being sourced. I'm being propelled by the energy of life and my essence is moving through me and I can't help but express. That's real. That's dynamic. That's what people want. They want to know 'you.' So you've got permission to break the rules. I'm not saying, "Hey, be inconsistent." What I'm saying is follow your own energy. It tells you everything that you need to know. You know better than anybody. It doesn't mean you can't learn, but, if at the end of the day, somebody says X and you feel Y, just because they're the experts does not make it a 'yes.' Thank you so much, Sharon, for bringing that up.

One more share, then I'm going to move on with content because the shares are really important. They really land things. It's also things that

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other people need to hear because we're all experiencing a lot of these same things. So thank you.

Sheila: It's Sheila, Adela. My intention, initially, was to be able to see how I could fit in, work in, the different media in the course of the day. What I'm finding is, you're talking about getting into conversations on Twitter. You know, I pop in but I'm not really in conversation. I see that the way I'm playing my life now, all scattered and all over the place, is the way the social media is. I determined where and how to be connected, and I'll still be all over the place. It doesn't matter how I fit it in, or don't fit it in, it doesn't fit in.

Then I'm also curious, you didn't end up in your four things to speak of Ning, which I know you do a lot. I'd like to hear more what you have to say about that. I have to remember to go onto the site and actually go in and sign in. Twitter and Facebook are not as complicated to go into. In Facebook when there's a message, I get a message in my email box. Twitter, I can look at quickly. It becomes a thing for me to go into any of the main networks. I'm curious what you have to say about that.

Adela: Yes. I'm going to share some of the strategies of how I do it. Yes, you can get really crazy with all this stuff. You can become an extension of your computer, or an extension of your iPhone or your Blackberry. It can be pretty crazy when you're actually with and their technology gets the upper hand. I don't know if you guys have seen this but they interrupt who they're with to answer their phone, to text. There's something that jars within me when that happens. I'm like, "Whoa!" One thing is if something's urgent. However, if that becomes your mode - always fractured and disconnected - that is disruptive energetically. So yes, I'll share some of that stuff. So, thank you so much, Sheila.

So, strategies for how I use social media to create relationships. The worst thing that you can do anywhere is say, "Hey, check out my new whatchamajigger." That is not social media. Social media is about creating relationships. It is people to people. If anything, it's more the feel of that movie, **Pay it Forward** where you're giving—it's more about the Suzanne Evans movement of Help More People. It's like that. It's you helping other people 80% of the time, 90% of the time, even. Then pointing people to how they can further come to know you, 10-20% of the time. It's about conversation versus sale. There's no sale going on. It's about relationship versus transaction. It's social media, which means

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other people are involved. It is about serving others. It is about listening. It is about learning. It is about participating.

One of the things that I did, was to model some people that I really liked. One of those people is Ellen Britt. If you're not following @ellenbritt, you should. She is really masterful at being connected and conscious and always relating. She's an extraordinary marketer, too. She's very successful and she knows how to talk about what she's doing, but she does that very little. Most of the time she's connecting with other people. She's endorsing and retweeting. I'm speaking specifically about Twitter, in this context. Modeling is one of the biggest things that I do around social media. What I do is I find a weave of connection. I find a resonance. I find a point of interest and I invest the time in getting to know people.

Now, if you've got 7,000 people following you, it's going to be really hard to know all those people. As a matter of fact, I think it's impossible. I don't think it's impossible to hone in on people, and I do this periodically.

The tool that I use for Twitter is TweetDeck. There's also an online application called HootSuite, which is comparable in some ways in that it allows you to create groups. All of these Twitter applications use your Twitter ID. It's not like you're creating new accounts, so that's great. The only problem with free HootSuite is that there's a limitation to the number of people that you can have in a group. I use Hootsuite for scheduling tweets..

TweetDeck is a wonderful application. I have a column for @adelarubio. Anytime anybody mentions me it will show up in this column. This is important because you want to respond if somebody is speaking to you, or about you. They might be retweeting something of yours. You always respond to tweets. If somebody retweets for me, I thank them for the retweet.

I have a separate column for folks that I want to follow who are slightly ahead of me in the stream, who I admire, and who I want to learn from and model. I want to see what they're talking about. I want to see how they're tweeting. What are they up to? What programs do they have? I want to see who is retweeting them. Who are their friends? That's a

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really important column. Who are you modeling? Who are you following? They don't always have to be people in your market. They could be people that are just fantastic.

One of my favorite people to follow is Chris Brogan. He's extraordinary, @chrisbrogan. Another one is Seth Godin, he's a marketing expert. Everything that Seth Godin says is "every day, every man marketing." It's not marketing for corporations, even though it can be used for corporations. It's for anyone who's in business to understand that being in business is all about being in relationships. It's just like when you're date, we get to know someone first. Similarly, in social media, you follow a certain natural progression of relating, where you open up more and more and more and you come to know one another.

Another way to use social media is to tap into trends and news. You notice what people are saying and you have a comment to make that adds to the conversation, or points something out or is an insight.

You can also directly engage the person. You take the time to spend some time on Google and find out about them. Go to their website. Check out their blogs. Comment on their blogs. Then when you contact them on social media you have something to engage about – an article or blog post they've written or you can point to a quality about that person that you enjoy. I do that a lot. I comment on people's blogs that I've never known before. I check out what they have to say and I comment on it.

It's really important that the comments that you make, whether it's on Facebook or Twitter, come from a real place. You need to invest time to get to know the person's story, instead of just adding another number to your followers or your friends. Having numbers isn't useful. Being connected is. That's really important.

The other thing that I do is I address people by their names. Sometimes people have interesting Twitter handles. They don't have their name. You may actually have to do some research to find their name. Do it.

In terms of finding people to follow one of my favorite tools, for both Twitter and Facebook, is Google. I'll search on keywords. If you haven't

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explored your keywords, that's a topic for another conversation. Briefly, your keywords are the words people use when they're typing into the Google search box when they're looking for you or a service like yours. I'll type one of my keywords and then I'll use the word "and" and then the word 'Twitter' or 'Facebook' to find them. I'll look at their website and I'll find out something about them.

The quickest way to get followers on Twitter, is to follow others. So if you want to get followers, follow people. That's the quickest way. That's the best way because I want to find people that are aligned. I also don't always follow people that are in my niche or market.. I like having some variety and I like checking out folks who've got great blogs, folks who are really active on Twitter. I follow those kinds of people. They're a lot of fun and you learn a lot. There's also a cross pollination that happens because you don't want to get insular with your work. Many ideas, many inventions actually come from outside the field. This is historical. So it's good to have a mix of people that are nothing like you. I don't necessarily go through and follow people that aren't into energy and aren't into consciousness or yoga. I don't do that. It's nice to have a variety of different followers because a lot of times you are the opening for that person. They may not have encountered someone like you before and you may be the opening for them to experience a new way of being. It's the way we ripple, folks.

So the other thing with Twitter that I find really helpful too is when there's a conversation, and there are conversations on Twitter. Some of these tools that I'll talk about a little later—I don't use a lot of them, I only use a couple—are great for scheduling your tweets and that's really wonderful as part of your marketing strategy. For example, I've written up 20 tweets for the Conscious Business Telesummit that starts next week and I will put them out on HootSuite and schedule them. But you can't only do scheduled tweets, guys. You got to have conversation with people. A lot of times it will go back and forth and back and forth and back and forth. And guess what? You've got to be online for that to happen. You've got to be in there. When you do that, you need to keep the thread of the previous conversation, otherwise, there are so many things coming up in

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your Twitter stream that the person may not understand or lose the thread of the conversation.

One thing that I would not invest in is automatic followers. I know that it builds your list and I did it for awhile but I just don't think it's organic enough. It's like having a list of 10,000 but only 700 open up your email, right? It's all a matter of responsiveness. The responsiveness is a result of your connection and relationship. You're not going to be able to have a connection in your relationship with everybody. So guess what? It's just like making friends in school. I was very intuitive when I was younger and that was something challenging for me. I didn't have a lot of friends then because I wasn't willing to risk it. Today I'm willing to risk it. That and so much more. So putting yourself out there doesn't do anything. Whether it lands with that person or not, the energy of the universe gets you. The energy of the universe knows that you're for real. You really want to build a tribe. You really want to get your work out, even if your work is not fully gelled yet, but you've got that spark. You've got some of the pieces and you know there's something driving you that this is what you're here to do.

It doesn't matter whether everyone responds to you or not. Just keep putting the energy out. Feel your own knowing, tapping in constantly. I do that all the time. I'll go to somebody's Twitter or Facebook page that I really like. I'll go to their followers and I'll put my mouse on a place and then I'll just click and see who that is. Then I'll see how I feel about that person. I might go check them out and I might follow them. So that's one of the ways that I follow people.

The other thing that I would not waste my time on are direct messages. 9 times out of 10, it's spam. In TweetDeck I have a column for DMs but that's only because if there's somebody that does want to connect with me and is using DMs I want to be able to see that. But I'll tell you, I just scroll. Sometimes people do DM me, they direct message me. If I didn't have a column for that I'd miss out. The other columns that I have in TweetDeck are for my clients because I want to see what they're up to and I want to support them and I want to retweet them and I want to have conversations with them and my colleagues. I have one more column for joint ventures.

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People that have invested in partnership with me I definitely continue to invest in a relationship with them.

That's an example of how I do it. For your own business, you have to see, you have to explore how it would make sense for you. In Twitter I find that being able to organize your followers is really, really important. It makes it easier to have a conversation. A conversation doesn't mean you have to be on the computer all the time. It could be you're on for 5 or 10 minutes in the morning, 5 or 10 minutes at night. That's what I'll do. If I've got an event, or stuff is going on with a client of mine, or I'm helping to promote, I might be in there a little bit more. I'll check in the morning, in the afternoon and in the evening. Right now that's because I have no personal life and I'm all about getting my business out there. So I'm very, very focused.

There will be times when I'm very scarce on Twitter and Facebook. While I'm feeling the pull of my own family or my own relationships, or my children or something like that takes priority. The thing is to have some kind of consistency, but not be dogmatic. There aren't any rules set in stone. It's dynamic, just like you are, you know, a reason or a season. It's like that too. Over time your followers, they come to appreciate that when you are there and when you connect, you give quality content. That's what people want on Twitter and Facebook. Not only do they want good connection, great relationships, but they want to share the good stuff. Like when you run into something really good, some really great restaurant and you want to share it with your friends, it's the same thing. When you find someone who's doing great work, you want to share it with people.

One of the strategies that I use on Twitter that I just adore, and a lot of my followers really, really like too and that gets me retweeted a lot, is when I'm a participant in an event. For example, I'm an alumni of Alex Mandossian's Teleseminar Secrets. I'll go to Tweetchat and I am tweeting the gems, the stuff that's rippling out of Alex. Alex is like a fire hose. When I was at Suzanne Evan's event, I was tweeting about the event the whole time. When I'm on Ellen's calls, I tweet the whole time. It's wonderful because people really appreciate getting the content, getting a snippet of an idea that will move them, that will ripple them, because that's

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what I find really powerful about Twitter. It's great for idea creation for me. It's great for sparking me. It's great for keeping me motivated.

It's great also to see what lands with clients or with people. When people retweet something, I'm like, "Ooh, okay, so that's a good topic." So that might be a good topic for me to do a class around or a course or a telesummit or an article. So it also lets you know what's hot, what's needed and what's relevant. I mean Twitter is so not about only getting your stuff out there. Yet, when you use it in these other ways, your work gets out. You build your tribe. I've gotten a lot of followers just because I'm actively connecting. I'm actively retweeting. I'm having conversations. I'm giving content that's relevant to people. There is a way of writing for Twitter, but that's a whole other course. Check out my tweets and you'll see what I mean.

One more thing on Twitter. I do clean out my list from time to time. I do unfollow the porn stars. If I check your stream—and I don't do this all the time but I will go in there periodically and clean house—and I see that there's a stream of tweets that is all push marketing—buy this, at-home business, whatever it is, SEO optimization—you can tell because every single thing is a link, I unfollow. I am not interested in anyone with push energy. I'm not interested in anyone who is just about themselves, that's not interesting to me. They might even have something good, but that's not interesting to me. I will look to see if there are conversations. If I see that there are conversations, I will look to see if all the links are theirs or someone else's.

Those are some of the criteria that I use around followers. I'm just going to pause for a moment because I know I went there for a while. There's so much content. I hope I can get through it all. Any questions, comments?

Sheila: Yes. Adela, it sounds like you have six columns in TweetDeck, is that accurate? This is your techie person who's not up on that techie aspect of it.

Adela: Hold on, I'll tell you right now. I've got my @mentions. I've got the folks that I'm following. I've got my JVs. I've got my clients—one, two, three, four. Oh no, I have another one for my group—SSWT and I've got direct

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messages and colleagues. I've got seven. But they're so easy to scan this way.

Sheila: I have to work at all this techie stuff. I'm not techie instant.

Adela: Okay. You know what I'm going to do? I'm going to send like a how-to on that. But really, TweetDeck is like a lifesaver. It also has a neat feature that automatically shortens long URL's.

Sheila: TweetDeck takes a lot of space or drain sometimes I'm told and experience problems on computers.

Adela: Yes sometimes it's funky and it won't send the tweets. For me, that's like, "Okay, break time."

Any other questions around Twitter? I know I really raced through that. There's just so much there.

Sheila: Do you want to briefly mention Tweetchat?

Adela: Oh, I love Tweetchat. If you are hosting an event, or if you're attending an event and the person who's hosting the event is Twitter savvy, they will use tweetchat.com. You use a hash tag. A hash tag is the # sign, together some letters or it might be two words together. It's pretty brief. For my Conscious Business Telesummit, I used the hash tag, #conscioussummit. You go to [Tweetchat.com](http://Tweetchat.com), you enter the hashtag to enter the 'room', conscious summit. Every tweet that you send from there automatically gets the the hash tag, #conscioussummit added to it. When you're live on a call, when I'm on Alex Mandossian's call on Monday nights—everybody, not only are we tweeting about what Alex is saying but we're having conversations. That's another way that you can be interactive and have conversations around a specific event.

You'll actually show up as a trending topic on Twitter, if you've got enough people tweeting your hash tag. When you do Google searches, Twitter gets indexed. What that means is that Twitter information shows up under Google. Lots of times it may be difficult for your website to get top search engine ranking and be high up on the page in Google on the search term. If you tweet with that search term, I learned this from one of

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my online watering holes—a fabulous woman named @lynnterry who's a wonderful, generous community oriented expert extraordinaire who knows a lot about internet and affiliate marketing.

Whether you want to do it or not, if you want to be found, Twitter is a really good way to do it. It's really wonderful. So, thank you, Sheila, for mentioning that. I had forgotten to add that to my notes.

Right. We're actually going to be short on time. I may have to schedule a second call because there's just a lot more stuff that I don't think I'm going to get through.

One of the best ways to get people to follow you is to make sure that you include your social media links in your signature line. If you've got a list, ask your subscribers to friend you. This is like a no-brainer guys. This is how you can come to know who your tribe is.

In order to build your online tribe, you have to know your online tribe. I have phone conversations with my tribe all the time. I invite people who take my courses to email and call me. There's just no better way to come to know what your tribe is all about, what they need, how you can serve them. However many people are a part of your online tribe now, get into conversation with them. Social media allows you to do that. You bring new people into your tribe, but you also can create a real connection with your existing tribe, the people that are following you right now. It could be 10 or 10,000 on your mailing list. I don't have a connection with everyone on there, but I am always looking to connect and find out more. I have enough of a connection that over 550 people are attending my morning Conscious Energy Shifts and that speaks not only to the connection but it's something that people want. In order for you to really evolve your business to where it wants to be, you need to find out what your people want. There's no better way than to be in relationship with them. So put them in your signature line.

Facebook has a neat feature that suggests people to friend. It tells you, "Hey, this person has 143 friends in common with you. You might want to check that person out." So I do that. I also go to fan pages with people that I'm kind of lined up with. One of my favorite people, I did a higher

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ground leadership training with him when I was at CoachVille, is Lance Secretan. He keynoted at one of the CoachVille conferences. My god, talk about a heart-based dynamic leader who was talking about love before it was very popular. He does leadership training. He's an extraordinary man. I don't know how I found him on Facebook. It occurred to me. In somebody's post on my page, I saw something about Lance Secretan. I searched for him on Facebook and right away became a fan. I found other people there that I knew, or other people that I liked and so I friended them.

You can also check your friend's friends. I really like when it's connected around a movement or a theme that's aligned with what you're up to and who you are. So it doesn't only have to be your market but it could be aligned around your essence. Those qualities of your essence that someone else really embodies. Like leadership is a very sweet calling to me. It's not old-style leadership. It is about the servant leader which is what Lance Secretan is all about. His energy is beautiful and so the people around him are going to be resonant. Of course people that follow like Lance Secretan are going to be my kind of people.

Whatever you do, please don't just click the 'Add a Friend' button. I went through a while there where if anybody friended me like that, I wasn't responding. I'm like, "Hello, duh? Why do you want to connect with me?" A person like me is not interested in numbers. A person like me, and probably like you, is interested in a real connection. People who are conscious entrepreneurs like us have a different way of connecting. It's not about the numbers. It's about the richness. It's about the depth of the connection. It's about the authenticity of the connection. So be authentic. Find out who the person is. You don't have to know their bio but just skim, go to their website. Get a feel for them. They might have a really nice face, a great smile.

Include a message as to why you'd like to be their friend. Say something about yourself, too. A lot of times what I'll say is I host the Conscious Business Telesummit and I love what you're up to in ... [and I will get specific]. I'd love to connect. Sometimes I'll even do a pitch with people, if it feels right. I always check in. That's normally not what I do but

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sometimes with a couple of people—one of my speakers, Eva Gregory, I did that with her. We've actually done a training together. We didn't really connect but she'd been on the same class with me and I've seen her in coaching circles for years so I felt like I knew her. We had over 240 friends in common, because we're coaches. She's one of my speakers for this telesummit.

I get speakers through social media and it's because of the quality of the connection. That's what we are all looking for—the quality of the connection. So use that personal note.

So one of the ways you can start weaving these things together is to link up your blog to Facebook. All you're going to need is about nine people to verify that it's your blog. Most people will do that for you. That's a really nice way to get more connection.

The notes feature is really nice too. You can send to friends, clients or colleagues. A word of caution about the mass invite to events. I go to the right-hand corner, I'll scan real quickly—but sometimes, frankly, I don't have the patience, I will just click the boxes for all the different types of events and I'll remove them. If you don't know me and you're promoting to me, I'm so not interested. I'm a pretty open, caring and conscious person, and if I feel that way, many people feel that way. Another thing to do is segment your friends. You can group your friends, family, colleagues and clients. This is an initial investment of time that will pay off in the long run. If you've already got like 4,000 friends, I wouldn't go crazy. I'd just start implementing it from here on out.

There is a threshold of 5,000 friends, before you have to create a fan page. Kudos to you if you've got 4,000. Don't go crazy with trying to fix anything. Just feel what feels right to you and do that. I'm sharing with you the things that have worked for me.

Any questions or comments because I know I've been barreling through this content. Anybody? .

Sheila: It's Sheila again, Adela. How do you manage your time? Or do you schedule time when you're not in the middle of preparing for a course or

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something? All the research and everything you're doing for adding friends and I get lost in it, so I don't do it.

Adela: I manage it piecemeal. I don't have any notices coming into my email inbox. None whatsoever. I periodically login and check to see who wants to be my friend.

Sheila: Now, do you go in there daily?

Adela: Right now, when I'm in the groove and I've got an event, I actually check three times a day. I'll check in the morning, I'll check sometime around midday and I'll check at night if there's a lot of activity going on. The other thing is that I don't get religious about any of this. Really, I just check in energetically and I'll just feel, okay, I'm going to go check. I've got things in my schedule like appointments with prospective speakers, clients, courses, telesummits, doctor's appointments for my parents, things like that. I do not have a schedule and it says, "Okay, it's marketing Monday." I just can't do that. I have a plan and I work it fluidly. I have overarching themes with how I work. That's what works for me. I'm not a rigid person. I need a lot of movement. I need a lot of flexibility. In my schedule I leave buckets of space, unless I've got a telesummit. A lot of it is by design because I work extraordinarily well when I've got an event. Last night from even o'clock to three o'clock in the morning, I did the opt-in page, the offer letter, two auto-responders each for my free calls and my products. I created two products on my shopping cart. I did the promo email. I did a short promo email. I did 20 tweets and I did a little newsletter blurb, which I'm going to share with all my affiliates. Plus I've been adding affiliates to my program, besides all the folks that are speaking for me.

See, that's part of knowing how your essence is and how you are. I work really well in an intense time frame and I get so much done. When I'm not on a project or event mode I leave lots of space. I'll be on Facebook. I'll be answering emails. I'll be talking with people in my community. It may seem like it's not a productive time, but let me tell you, all of those things build. Don't think it's got to be traditional marketing. It's whatever works for you.

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What I'm asking you to do, what I'm urging you to do, is explore what that is for you. Check in. See where your energy flows. It isn't about the rules or the steps, even though I've shared a lot of information today but it is more about finding your rhythm and knowing that none of these things are in stone. Creating relationships is a living thing. These are just tools that we've used to connect and to build a tribe. But mostly, building the tribe is a consequence, is a result of creating the connection. The most important thing is find out how you delight in connecting. Twitter may be not be the thing for you. You may want to do an audio or video and put it out there on Facebook. You may want to call people and talk to them.

There are so many ways that you can build your business and find out how it is that you can be your work in the world. Social media is one of them and it's a powerful tool. But it's not the only one.

I didn't get to talk about a few things that I'd like to cover. So this is what I'll do. I'll do another call and give you a chance to go out there and play, maybe pick one or two of the things that I said today, maybe something like hit you. Go and play with that.

I want to cover LinkedIn. I want to talk about blogs. I wanted to share a two extraordinary communities I'm a part of. I mentioned a couple of the cool Twitter tools: [Hootsuite.com](http://Hootsuite.com), [SocialOomph](http://SocialOomph) and [TweetDeck](http://TweetDeck). Those are the three that I really use. Hopefully this can get you started.

I wanted to take a couple of check-ins from folks—how this went for you, what you're taking away. Who would like to check in?

Vera: Hello, Adela.

Adela: Okay, Vera. Well, you go because you spoke up and then the second person—

Vera: What is this fan page and how do I get to be in one?

Adela: Are you talking about joining one or creating one?

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Vera: Joining one. For example, the other day I was in a page of a friend. I would like to be a fan of this person and I didn't know what to do to get—the person says be my fan but I don't know what to do.

Adela: When someone says be your fan, there's usually a button that you click on that says become a fan.

Vera: Yes, there wasn't.

Adela: I'm not really sure what happened in that circumstance but that's usually how it works. You can also search and look for the page. Vera, I can cover that with you. If you've got a specific question, email me and then I'll try to help you through it. So that's what I can do.

Vera: Thank you.

Adela: You're welcome. Who else was right behind Vera?

Mary: That was me, Adela. It's Mary and I'm really enjoying this. I love Twitter. That's my favorite too. I love TweetDeck. I haven't done a whole lot with the TweetChat and I'm just learning. So this is very helpful. You gave a lot of good hints.

Adela: Great. Wonderful.

Mary: And I hope you'll be my friend on Facebook. I'll friend you.

Adela: Absolutely. If you let me know who you are I say yes. It's easy to be my friend. I'm easy.

Mary: Well, thank you so much. You've been very helpful.

Adela: Thank you, Mary. Anybody else?

John: This is John. This is a tremendous amount of information. You're right. Absorbing it all, just speaking it all took a lot, let alone absorbing it all. Thank you very much.

Adela: Yes, it's a lot. So don't worry about it. It will all be in the transcript and I'll have another call because blogs are huge and there are lots of tips that I want to give you around blogs too. It's powerful to work with your blog and

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Twitter or Facebook. To me it's the most powerful because it continues to build a relationship. People read your writing or they see your videos or they hear your audios and they're getting to experience you again and again. So I'll cover that in the next call. Thank you, John.

Adela: Anyone else? I hear TweetDeck in the back chirping.

Sheila: How is this going to vary from what you're going to be covering in the interview you're going to have next week in the Pam Bruner series?

Adela: No, it's not the same kind of thing. I'm doing a lot less on that call actually around this. I'm just going over a couple of things. I don't think I'm covering social media at all in that call. I'm actually using this as the bonus. So here's a tip right there. Look, I'm using a bonus that I created for the Conscious Business Telesummit as a bonus for the event.

Sheila: Okay, thanks.

Adela: Thanks, Sheila. Anybody else before we sign off? I know it's been a long time. It's an hour and a half and everyone is ready to do something else. Any last check-ins?

Sharon: Thank you and a tremendous hug.

Adela: Oh, thank you so much, darling.

Sharon: Okay. I wasn't sure if I was overlapping someone. Thank you very much, Adela and I look forward to the next call. I appreciate what you're doing.

Adela: Thank you so much. So anybody have any questions, [adela@adelarubio.com](mailto:adela@adelarubio.com), please friend me and I'll friend you back. We can continue supporting one another, tweeting and commenting on Facebook. I'm very much an interactive type. I like to comment and retweet so I really enjoy that. So thank you everyone for being here and I will send you an email with the date of the next call. Thank you so much everyone. Bye-bye!