

# The Secrets to Popularity, Power & Profits On the New Social Web



How to Become An Influence Specialist,  
Get Social Media Submissions to Go Popular  
....and How to Make That Mean Traffic to Your Site  
....and Profits in Your Business

*by Tinu Abayomi-Paul*

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# About

## ... the Author



Hi, I'm Tinu Abayomi-Paul, a semi-retired website promotion specialist, and author.

Many of my articles and guides have been re-published for commercial use by large corporations, published in online publications such as About.com, Site-Reference.com, Site Pro News, FaceReviews.com and American Chronicles for online business use, and on FreeTrafficTip.com, LeveragedPromotion.com and AskTinu.com for the use of all.

I also serve on the [Network Solutions Social Web Advisory Board](#).

## ... the Legal Stuff

None of the advice contained in this PDF file or the accompanying audio will work just because you read or listened to any of these resources, but you knew that.

What I can assure you of is that each and every method has been completely investigated to be sure that when properly applied, they are applicable to every site, unless otherwise stated.

I also promise that if you have any specific questions about employing any of these methods, you can contact me through means provided, and I'll be happy to help in any way that I can.

If anything at all changes about the resources I point you to in this manual, I will be glad to contact you for updates with your permission. All my

newsletters and update lists are double-opt-in and contain easy unsubscribe links at the bottom of each and every publication.

### **... eCoaching**

If you need extra help executing your plan or don't have time to build a network before your social media campaign begins, sign up for information coaching and bootcamp programs at [ecoachinghelp@aweber.com](mailto:ecoachinghelp@aweber.com). We'll let you know when our next classes or coaching session open up for online coaching, one on one coaching, group coaching, traffic bootcamps or social media bootcamps.

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# What Is The Secret to Social Media?

What is the big deal here? What is the secret to social media? Who cares about being able to get more exposure on social media sites, instead of just links?

You should, if you want to make your social media participation results in more profit from your business. Social media has advanced to the point that the term is almost an oxymoron - all media is now social, whether it was intended to be or not.

If the content on your site isn't part of the social web, by taking the link into a shareable system, any visitor to your site can make your site's content social. There's not really a line between what part of the web is social, and what part isn't.

In light of that fact, we're all faced to make nice with the new playbook. And if we're going to play in the social media yard, we might as well make the most of the experience, right?

And yet, how is this achieved? How can you get to the front page of Digg, or the popular Buzz section of Stumbleupon? How do you get people to retweet you? Is any of that important?

Well yes, it is. Either you or your competitor is going to find a way to leverage the efforts of prospects, customers, clients and/or fans to bring more exposure, and thus more profit, to the business in question.

Unlike in the case of RSS, if only one of you does something, the first mover will win. However, if your competition decides to join you in competition for social exposure, if you don't know the terrain, you could very well be screwed.

While just being RSS-enabled and promoted may have been enough in the early days of blogging, being "social-enabled" is not enough as the web as a whole matures into the social age.

To head your competition off at the pass, the smart thing to do is to not only get up and running as quickly as possible. In addition to this, you want to connect with and leverage powerful allies that the other person won't have as soon as possible.

You can't just be on Twitter and expect to be successful, even with huge numbers of followers. As many popular bloggers point out, most of their successful twitter promotion [is not from their own tweets](#).

So where does it come from? Other people stating approval and spreading awareness about your brand. And again, it's not about having big numbers - people who act upon all the information they find in Twitter are in the minority, even when it comes to clicking on links. And of those, the most powerful are the ones who can inspire action in masses of other people to take action on your tweets.

These people are the social media influencers. Social media influencers are the top users of social media sites. They have networks that are partly visible to anyone who browses their account. This is usually only represents a small part of their sphere of influence. Many times the most powerful members of their network won't even be directly linked to them, in order to protect the investment they've made in that relationship becoming known, and therefore, vulnerable.

Does that mean you should become a social media influencer yourself? Yes, but not in the way you think.

You may be familiar with the task of becoming one of the top users in a social media community. With the possible exception of Twitter, on most social news or networking sites, you could work on this task 40 hours a week for several months before seeing any results.

Is there a faster way?

There certainly is.

The fastest way to become a influential force in social media is to become an Influence Specialist. That is, **you become influential over the spheres of influence in social media**, which then turns you into a very powerful influencer yourself.

You've undoubtedly heard that before. There are several books written about just this fact, that you have to become influential. They fail to mention who it is you should be influential over, and what exactly that entails.

So, how do you become influential?

Patience, grasshopper.

First let's talk about what knowing this information means.

## **Is It the Most Profitable Fact You'll Ever Learn About Social Media, or the Web, Period?**

You're about to learn the most important thing about social media. It's the missing piece that ties the entire social web together - as a matter of fact the entire online world. I will tell you exactly what we're going to learn today shortly.

First, I have to be really clear about what is NOT going to be covered, so you understand why, and give this exercise the proper focus. The more deeply you're able to grasp the material being covered, the more successful you'll be with any type of social media, from blogging to Twitter to Facebook.

### **What This is NOT About**

This isn't a guide to social media tactics. If you're looking for how to get 27,000 visitors from StumbleUpon in a week, you've opened the wrong guide. Now, there's nothing wrong with learning about social media tactics, and in fact, I have two months of Social Media Tactical Video Lessons in my Traffic Reality Membership site, 39 videos and growing. And there ARE some how-to steps throughout this volume.

But we aren't going to stop there, and if you skip to those how-to steps, I can guarantee that you will regret it at some point.

Because the one big problem with learning something tactically is that it gives you all the ingredients to build a recipe for success, but it leaves out the instructions for how to maximize your results. Let me give you an example.

If I want to make a chocolate cake, I can probably go online to any number of sites and get all the right ingredients and even the steps on how to bake one. With average skills in baking, I can probably make an average cake.

But what if I want to make a really delicious chocolate cake, but don't want to have to increase my skill set to do it? Maybe I'm baking a cake for my mother's birthday, and I want it to be really good - making it from scratch is supposed to be part of the gift.

Suppose her birthday is tomorrow, so I don't have the time to learn how to be a world-class gourmet dessert chef.

What can I do?

I can find a chef who will tell me a few tips and secrets about better ingredients to use. Better ingredients can make a huge difference towards making a much better cake, AND I don't have to be a genius to make it work.

## **What You're Here to Discover**

And that's what I'm here for, to show you how an average person with average social media skills can turbo-charge their intensity in social media to make a huge difference in how effective all their campaigns are.

**I'm going to show you how to make more sales, gain more leads, get more attention, and thus, more traffic, for everything you do in social media, by teaching you the Unwritten Laws that Govern Content Popularity, and thus, Social Media.**

**These Laws make up the Master Strategy of Social Power: the Secret to Social Media.**

Now, I don't mean etiquette rules like you can find online like, don't pitch people directly in Facebook, don't tweet too much or too little on Twitter, be transparent, build trust with everyone, create value, give before you get etc. If you're a beginner, you should certainly go look up those secrets and learn them as well.

What I'm going to teach you is more along the lines of the underlying concepts to these etiquette rules, things like:

- How to get people to seek you out and follow you instead of constantly searching for prospects
- Why the Social Media World is based on Leveraging Influence, and how to gain influence
- How Social Media is in some ways similar a Game of Chess or a Battlefield, and how to use that information to your advantage
- The Ways in Which Social Media is Like a Popularity Contest and How to Be the Leader of the Popular Set
- The Crack Trick, and how it's played on you every day, as well as how to use it to dominate your market
- How to Control the Information Spread About You with Social Media - How to be on the Offensive all the time by leveraging the power of other people's defensive sides

- How to Use the New Hunger for Information and the Three Minute Attention Span to Turn Your Prospects Into Customers and Then Make Them Dependent on You
- How to Be as Effective as someone with 100,000 followers or social media connections with an audience 1% of that size
- Why the Quality vs Quantity Debate is taking place and why Quality always Wins

There's much more on the agenda, but that's a pretty good taste. Whenever possible, I'll go over examples of how I was able to use these secrets on myself or my clients to bring about concrete results.

What we're going to learn today is the Secret Success Formula to Social Media. It's a very simple formula, with really simple rules. With practice you'll have more and more of a knack to mastering it.

So while at first you may only see a 10 % - 50% increase, keep applying all the tactics you'll learn based on this strategy, and you'll achieve your desired nirvana. The Master Strategy is worth re-learning.

Let's Begin.

# The Secret to Social Media: The Master Strategy of Social Power

The secret to social media is so simple it will startle you. It may be hard for you to believe it's that simple, and even more difficult for you to come to grips with the fact that people use this on you every single day.

I'll give the secret now, then we'll talk about what your goal is, and the laws that govern these statements.

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end Excerpt  
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I wrote this guide, and created the hour of audio lessons on Social Media to introduce you to the concept of Social Media Strategy, and show you how to leverage those strategies into more profits for your business, more popularity for your social media submissions and more power in the world of social media and beyond.

Right now, I'm making this guide available to you as a subscriber for \$37, which is \$40 off its regular price. I can only afford to do that until the next 25 copies are sold - when this collection is updated with video, the price will go up - but YOU will get those updates free of charge if you order now. This is the third round of the sale, but you can still save. This special subscriber-only price will continue to go up until the public release, when it will be \$77.

You can get it from [this link](#).

If you've been trying to figure out the exact steps to create a rush of traffic to your site using social media, this guide, its companion guide, and its accompanying audio lessons can help you do that. The bonus guide reveals the exact steps I took to generate 27,000 visitors to a client's site in a week's time.

Only 2% of the traffic was pay per click in social media networks, and you don't have to pay a cent if you're willing to be slightly more patient than one week. The rest was completely driven by social media traffic from one site.

People have been asking me for years how I'm able to use social media to generate traffic so quickly. Under normal circumstances it is not unusual for

me to be able to produce 100 - 1000 additional visitors a day, overnight. These document and MP3s contain the strategy I had to learn in order to become first, connected, and second, an influencer, as well as the proper tactics to use to get the best, most targeted traffic in the least amount of time.

You see, I'm a completely self-made and self-taught person. I don't come from money as some of my fellow experts did. I don't begrudge anyone their wealth - I'm just saying that to tell you that I'm like you.

For example, I didn't start my business with disability payments, a court settlement or a trust fund. I started it broke, out of work, in bad health, with no health insurance and \$100 to my name. If you've ever had to struggle in your business I'm sure you can relate.

Seven years later, I know that if all my other endeavors were to crumble, I can still trade on my ability to leverage press and/or social media content and contacts through both the network I built, and the supportive, mutually beneficial relationships I've built within it. I can use them independently or together to push subscribing or buying traffic towards any site that has the proper set up.

And now, I want to be able to give the ability to generate that kind of exposure to you. I figure, if I could do it, facing health problems, lack of credit, lack of capital and starting out with no contacts, anyone can.

There's so much missing from what people are sharing about Twitter, Facebook, StumbleUpon, Delicious, Ning, LinkedIn, FriendFeed, Digg, and some of the other top social properties that I'm putting together a Social Media Bootcamp to help as many people as I can grow their exposure as fast as possible. As I sat down to create that, I realized the central element that is missing from the river of information that is available for promoting a site on the Social Web.

And that is a strategy.

Tactics are everywhere. There's a new Twitter book out every day, teaching you one specific tactic to increasing followers, having a better profile, and knowing what to talk about.

But there are very few about the overall strategy to Social Media and the Web, that makes all the tactics highly effective and part of a cohesive system.

As the Social Web quickly blends into the Only Web, you now have no choice but to understand the ins and outs of the new Web. Imagine being able to quickly and easily create a flow of traffic to your site at will, just by employing a few different tactics, within the philosophy of the strategy I'll be teaching you.

It's a reality now. [Get your copy today](#) before it goes up to its regular price of \$77.