

# ASK A WEB GEEK!

C. J. Gilbert

*"Web Safari Guide"*

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[AskAWebGeek.com](http://AskAWebGeek.com)

# ASK A WEB GEEK!



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WHAT WOULD  
YOU LIKE TO  
*ASK A WEB GEEK?*

LET'S LEARN  
**SOCIAL MEDIA!**

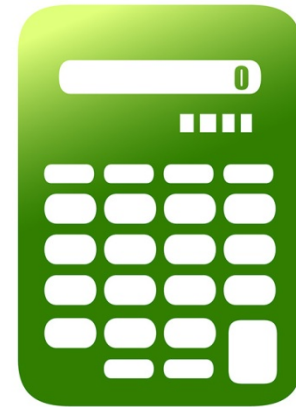


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**ASK A WEB GEEK!**

# YOUR WEBSITE = #1 TOOL

Your website is your  
#1 tool to grow and  
support your business!



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# IT SHOULD ENHANCE EACH ASPECT OF YOUR BUSINESS

- Attract More Customers
- Enhance Customer Service
- *Save Time*
- *Save Money*
- Make More Sales
- Increase Efficiency
- *Serve your clients better, faster and easier!*



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# CONGRATULATIONS!

You want to improve your business,  
and you're taking steps to do so.

*Good for you!*



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# ASK A WEB GEEK!

- **JOIN** OUR FACEBOOK GROUP
- **SUBSCRIBE** ON YOUTUBE
- **FOLLOW** ON TWITTER
- **LISTEN** TO PODCAST

ASK A WEB GEEK!



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# DISCLAIMER!

You must be willing to have **your question**  
or issue addressed in a **public forum.**

**This is not legal or professional advice.**

*You accept responsibility for everything.*



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# WHO AM I?



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# WEB-JUNGLE SAFARI GUIDE

*"I'M HERE TO HELP!"*

Hello  
my name is

C.J.



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AG B GEEK!



# MUSICIAN, SPEAKER, TEACHER, AUTHOR





Hello  
my name is

C.J.

# MARRIED + 3 KIDS



EEK!



# WEB-JUNGLE SAFARI GUIDE

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# MY BUSINESS IS SERVING YOUR BUSINESS

- Do More Business
- Do Better Business



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# GOLDEN NUGGET



- You'll learn something new each time you:
  - Read my book
  - Hear me speak
  - Watch my videos
  - Buy me coffee
- *Look for it!*



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# GRAB SOME PAPER



- Draw a line down the middle
- Left: ***Notes***
- Right: ***Actions***
- ***Star Golden Nuggets!***



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# WSPN

## *Welcoming Services Professional Network*



WSPN - San Diego County - Welcoming Services Professional Network

Listed group

Start a conversation in this group



All

Recommended



Nick Constantino • 1st

Marketing Executive at MelaGems! Improving People's Physical, Environmental,...  
3d

I am hosting WSPN - San Diego County - Zoom Networking Event. Would you like to attend?



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# FREE VIDEO WORKSHOP



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## **5 KEYS TO UNLOCK THE PROFIT HIDDEN IN YOUR WEBSITE**

*Sign up at:*

**MyWebsiteSafari.com**



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**ASK A WEB GEEK!**

***BUCKLE  
UP!***



***STAY  
HYDRATED!***



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# FEATURED TOPIC OF THE WEEK!



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# LET'S LEARN SOCIAL MEDIA



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## What Is Your Social Media I.Q.

Match the following!



1) Blogger

4) Twitter

7) Meetup

10) Tik Tok

13) Foursquare

2) YouTube

5) Facebook

8) Pinterest

11) Instagram

14) Vine

3) Linked In

6) Yelp

9) Tumblr

12) Google +

How many did you get correct? \_\_\_\_ 1-4 / \_\_\_\_ 5-8 / \_\_\_\_ 9-12 / \_\_\_\_ 13-14

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# BE SOCIAL? WHERE TO START?

- Who is your Target Audience?
- *Not Everyone is Everywhere*

You can't be on all social media platforms all the time – and neither can your audience!

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# BUILD REAL RELATIONSHIPS

- Jab, Jab, Jab, Right Hook
- Pick Your Platforms
- Watch, Read, Learn
- Connect with People



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# YOUR MESSAGE...

- Be Native / Belong
- Find Your Voice
- No Demands! (*much*)
- Be Current / Pop Culture
- Be Micro



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# START SLOW

- What / how much can you do?
- *5-10 mins per day?*
- *5/10 in Morning, 5/10 in Evening?*

Make it a part of your normal routine!



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# BECOME A NATIVE

- Start by Reading and Learning
- Joining an existing community
- *It's a new language!*
- *Avoid bursting in with "HEY everyone! BUY my stuff! Buy MY stuff! Buy my stuff!"*

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# FOLLOW, LIKE & SHARE

- Start by Supporting Others
- First 1 – 2 weeks: *FOLLOW Others*
- If you like it, *LIKE* it.
- If you love it, *SHARE* it.
- If you're brave, *COMMENT briefly*.



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# YOUR HOMEWORK...

- Who is your target market?
- Which 1-3 platforms do **THEY** use?
- **FOLLOW** like-minded people.
- If you like it, ***LIKE*** it.
- If you really like it, ***SHARE*** it.
  - Only ***COMMENT briefly!***
















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# SOCIAL MEDIA WITH DONUTS

-  i like donuts
-  i'm eating a #donut
-  where i eat donuts
-  watch me eat this donut
-  vintage photo of my donut
-  skills include eating donuts
-  cool donut recipe
-  donut shops i hate
-  i write about donuts
-  let's meet for donuts
-  donut hangout at 7
-  animated GIF of sprinkles
-  12 donuts in 6 seconds

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A decorative border of various green tropical leaves, including monstera and philodendron, frames the top and sides of the image.

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ALL LINKS & DETAILS AT  
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