

## **7 Deadly Mistakes to Avoid with Social Media**

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### **Deadly Mistake # 1 – Creating a profile, ignoring it, and wondering why nothing is happening.**

- Most people get excited about social media and then ignore it
- To make it work you must engage with people
- Think of it like a giant cocktail party

### **Deadly Mistake # 2 – Being a logo or a business online**

- People find other people interesting and logos are boring
- People like to do business with people, not businesses
- You probably don't have the time or budget to build a brand like Nike or McDonalds, so forget about it and brand yourself

### **Deadly Mistake # 3 – Over promoting**

- My experience and marketing background is in direct response
- Direct response marketing works in social media, but being overly aggressive will turn off people in this medium
- Balance personality verses promotion. No more than 1 pitch per 3 personal messages
- Don't become annoying

### **Deadly Mistake # 4 – Not promoting**

- You can take mistake # 3 too far by not promoting your services.
- If people don't know what you do, you will never get a call
- Don't be afraid to be passionate about what you do and share how you benefit people

### **Deadly Mistake # 5 – No call to action**

- When you do promote, you need a direct call to action
- What exactly is the prospect supposed to do
- Is it VERY clear what action you want the prospect to take and is it easy

### **Deadly Mistake # 6 – Being passive**

- To make it work you have to actively seek connections
- If you wait for things to come to you, it most likely will, unless you're Britney Spears
- Search out and connect with people that may be in your target market, know or are connected to your target market, or influencers of people who may be in your target market

### **Deadly Mistake # 7 – Not bringing your tribe/heard beyond social media**

- You have to have a structured marketing funnel
- Social media is only one more entry point to that funnel
- You need to have control of your prospect list
- Overdependence on someone else's technology can be devastating

**Provided by Chuck J. Rylant, MBA, CFP®**

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