

SOCIAL MEDIA WEALTH MANIFESTO



A Complete Guide
To Claiming Your Personal Wealth
In The New Social Media Economy

by Katie Freiling



theunifiedtribe

Community with Purpose

Table of Contents:

| | |
|--|----|
| <u>INTRODUCTION</u> | 1 |
| <u>THE NEXT EVOLUTION OF SOCIAL MEDIA</u> | 6 |
| <u>STEP 1: BRAND YOURSELF AROUND YOUR PASSIONS</u> | 9 |
| <u>STEP 2: GET A BLOG</u> | 15 |
| <u>STEP 3: CREATE CONTENT</u> | 20 |
| <u>STEP 4: GROW A SOCIAL MEDIA FOLLOWING</u> | 24 |
| <u>STEP 5: BUILD A TRIBE</u> | 27 |
| <u>STEP 6: GROW YOUR EMAIL LIST AND SET UP MULTIPLE STREAMS OF INCOME</u> | 31 |
| <u>THE TIME IS NOW</u> | 41 |

Dear Fellow Entrepreneur (Or Soon To Be ☺),

What if I told you it was possible to have a thriving online business around what you're **most passionate about**, wake up every morning to a consistent and AUTOMATED flow of new leads and business, and set yourself up with multiple streams of passive income that continue to grow larger by the day?

Well, I'm telling you here today that this is more than just possible... This is EXACTLY what I'm going to show you how to create in your own business **right now**.

Whether you're brand new to the business world, or you're already an experienced Internet marketer, network marketer, or social media entrepreneur, I can guarantee this manifesto will open your eyes to an entirely new world of possibilities for your business and your life. Doors will open that you never even knew existed.

This is NOT about another home business opportunity, another 'get rich quick' scheme, or another elusive 'make money online' system that is here today and gone tomorrow. **I'm giving you THE proven formula for real, long-term, and limitless success simply by leveraging the Internet and SOCIAL MEDIA in a truly revolutionary way...**

In 6 simple steps, you'll learn how YOU can implement this new social media business model for yourself and *claim your share* of the unlimited wealth and abundance that is now readily available and waiting for you...

I'm Going To Show You:

- ✓ How to uncover your hidden talents and tap into the source of your inner power to create EXACTLY what you want in life.
- ✓ How to build a successful online business simply by sharing what you're MOST PASSIONATE about, satisfying your desire for a life of meaning and purpose.
- ✓ How to establish yourself and your business as a well-known brand by building a blog and creating valuable content, giving you the name-recognition power, trust, and credibility that is critical to your success.
- ✓ How to leverage social media the RIGHT way to build a massive following of people who love you, trust you, and are ready to buy from you.
- ✓ How to get free, automated traffic cycling through your business every day by building a TRIBE of partners who will consistently market your business FOR you in the social networks.
- ✓ How to expand your personal network into the tens of thousands within a matter of weeks using a revolutionary new technology and content sharing platform.

- ✓ How to have multiple streams of passive income flowing through your business every single month on total autopilot, giving you the money and time freedom to design your life exactly the way you want.
- ✓ How to eventually create your own products and/or services that are aligned with your passion and purpose, showcase your talents and strengths, and give you the widespread recognition you deserve.
- ✓ How to make a fortune simply by being yourself, sharing your unique gifts with the world, and joining forces with an empowering, supportive tribe of entrepreneurs who will lift you up and help you soar higher than you ever have before.

So Who Am I Exactly?

Well, my name is Katie Freiling and I'm a social media, blogging, and personal development coach. I absolutely LOVE being an entrepreneur because of the limitless opportunities for growth, expansion, and creation... I'm all about pushing myself to reach my full potential in life and love inspiring others to do the same.

I believe we all have a unique purpose, a specific contribution that we are meant to make. And I'm incredibly passionate about helping as many people as possible find their inherent gifts, express them, share them, and create wealth in doing so. When you find your passion, success comes so much more easily. **Your work is no longer something you "have to do", but something you LOVE to do.**

I know first-hand just how powerful this shift can be... In fact, my life has undergone a pretty radical transformation in the last few years...

To make a long story short, I grew up incredibly shy and had total social anxiety. I was afraid of being "seen" and lived my life through the eyes of everyone else... How do people see me? Do they like me? Am I good enough?

My insecurities and fears completely consumed my life and I was pretty darn miserable. As I got older, the outer layers of self-doubt seemed to dissipate... But there was still an internal 'questioning' that never seemed to be at rest.

Discovering My Life Purpose...

Who am I? Why am I here? What am I supposed to be doing with my life? For years, I felt lost and confused with my purpose... I just couldn't seem to get a grip on my 'life path'. In college, I spent 4 years trying out 5 different majors and eventually left because nothing seemed to fit just right. After waiting tables, cocktailing, babysitting, and having many other random jobs, nothing seemed fulfilling... Life felt depressingly empty.

And then, to top it off, because of “bad timing” in the real estate market, I lost my entire life savings on a couple investments and spiraled into over \$30,000 in credit card debt. My life had hit an all-time low...

However, this turned out to be a total blessing in disguise because I was forced to do some serious soul searching... I started doing yoga, meditating, reading tons of books, and discovered my passion for cultivating a greater “self-awareness”.

It was my deeply engrained sense of “not knowing who I really was” that really led me down the path of personal growth and self-awareness... And for that, I’m so incredibly grateful! I had found something that really excited me and sparked a fire inside of me... **But I still wasn’t making any money!**

Becoming An Entrepreneur...

As fate may have it, I stumbled across the home business industry... And after doing quite a bit of web surfing one day, I found an “Internet marketing coach” and started learning more about online marketing and entrepreneurship. I got involved with a couple different sales opportunities and although I was learning marketing, I wasn’t at all passionate about what I was actually selling.

But then, fortunately, I discovered the world of blogging and social media marketing... I realized that I could ‘brand’ myself with a blog, share my passions of personal growth and entrepreneurship, and grow my own following. Instead of selling products, I started marketing ME! I had finally figured out a way to make money by sharing my passions!

Momentum was building and I started to get an *automated flow* of leads and traffic everyday... My business literally started marketing itself! I had built my own tribe of people who did ‘word of mouth’ marketing FOR me everyday in the social networks and my personal following started to exponentially get larger by the day...

And now, just one year after I started blogging, I’m making a 6 figure+ income, I generate 20-100+ leads everyday on AUTOPILOT, I don’t spend any money on marketing, and the best part is... I’m doing what I LOVE and feel as though my business is 100% aligned with my passions and life purpose. I’m always learning, growing, and getting better at what I do... Although I know my “purpose” will continue to evolve, I feel like I’m on the right path couldn’t be happier! ☺

I literally went from a very shy, insecure girl to a young, successful entrepreneur who now believes ANYTHING is possible... And hopefully my story has inspired YOU to reach for the stars, push past your limitations and fears, and live the life you know you were MEANT to.

And after reading this manifesto here today, you’ll have the exact ACTION PLAN you need to turn your lifelong dreams into a reality.

Get On Board With The New Era Of Wealth Creation...

It's unfortunate, but most people have NO CLUE how to really use social media the RIGHT WAY. And many of the "old school" ways of marketing and advertising are also becoming obsolete. True, long-term, sustainable success online does not come from selling products and services. It comes from:

- ✓ Marketing YOURSELF and building a brand around your passions...
- ✓ Growing your own personal following using social media and the revolutionary concept of a tribe...
- ✓ Building a relationship with your personal network and giving VALUE...

Once you have a personal network, or an email list, of people who love you, trust you, and appreciate you because of the value you give, you have the potential to make any amount of money you want for the rest of time.

I'm teaching you here today how to build an ASSET that you can profit from for life. This business model is now the CORE FOUNDATION that every serious entrepreneur needs to have in place if they're looking to create true, sustainable wealth in our new Internet economy.

Things are rapidly changing in our world...

The "old economy" is slowly collapsing and the people who are now creating the NEW WEALTH in our world are doing it online... They're doing it using this revolutionary model that I'm sharing with you today. There's absolutely NO LIMIT to the possibilities that are now at your fingertips...

So make sure you take action on the 6 steps that I'm giving you today... And if you're looking for further help or instruction, just know that I'm here to support you ☺

Enjoy the manifesto and I look forward to assisting you in the next, incredibly exciting and deeply rewarding, chapter of your life ☺

To Your Unlimited Success,

Katie Freiling



<http://KatieFreiling.com>

The Next Evolution Of Social Media

There's a heck of a lot of buzz around social media these days... And it truly is a phenomenal way to grow and sustain a business in today's day and age. But unfortunately, 99% of people attempting to use social media are going about it in a completely backwards way...



Social media is NOT a playground for selling... It is a place for networking and building relationships. Focus on growing a following, being yourself, sharing value, and then... you can *turn your followers into lifelong buyers*.

And there's a very specific way to do this... If you're someone who has been using social media to grow your business, but you feel frustrated and overwhelmed with how time-consuming and ineffective it is... I have some news for you.

You've been using the wrong social media business model. Most of the social media marketing training that's floating around the Internet is completely outdated and actually MISSING core elements that are crucial to your success.

So today, I'm revealing the *next evolution of social media marketing*... It's the only real model that will get you the results you're looking for in your business WITHOUT needing to spend hours in the front of the computer everyday. With this formula, your marketing is actually AUTOMATED and you can build a thriving, 6-figure business investing just a few hours a day.

It's a social media business model for massive exposure, ultimate leverage, maximum profit potential, and living a life full of passion and purpose. It's a model that *solves* all the frustrations and complications that you might be currently experiencing with social media. And it'll make so much sense to you the moment you see it, you'll be completely stunned that you didn't hear about it sooner.

It's really quite simple...

Make sure you take the time to watch this quick video where I outline this business model for you and give you the 'bigger picture' to creating the lifelong wealth and success that's possible:



[\(Click here to play the video\)](#)

With this next evolution of social media, you can flex your creative muscles in completely unlimited ways and build an ever-expanding network simply and easily. It's not about working harder, *it's about working smarter.*

[And having your own TRIBE is really the x-factor that will amplify your success...](#)

It's something that has been missing in most social media business models up until now... Even though joint ventures and 'success groups' have been around for a while, we haven't seen this concept applied in such an everyday, practical, and high-leverage way like I'm going to be sharing with you today. And since getting exposure to your content is really the 'name of the game', having a tribe to help you do so is really the most powerful action step you can take.

Seriously, why try to tackle things alone when you can join forces with other like-minded, success-oriented entrepreneurs who can help you spread your message to hundreds, thousands, and eventually tens of thousands of people with a few clicks of a button? This IS the way to ultimately maximize your time and resources.

And it's truly a concept founded upon reciprocity. You create your own brand, share value, and unite with other entrepreneurs to create more success together. And the more you give of yourself and help others get what they want, the more you'll get what YOU want.

When you give, you open yourself up to receive more. The world is our mirror... Whatever you put out, you get back. Whatever you withhold, the world withholds from you. It's a simple law of the universe that you can apply to your business as well. The more inspiration you share, the more you will be inspired. The more connections you share, the more you will get connected. The more value you share, the more money you will get in return. The more people you help, the more people will help you in return.

[This isn't just a philosophy... It's now a tangible business platform.](#)

In uniting together, we are collectively making the shift from “competition” to COOPERATION... And we’re creating even more abundance in doing so.

Ok, so now that you’ve seen the ‘big picture’ in the video above, it’s time to go into more detail with each of the 6 steps.

Again, it’s a simple formula that ANYONE can implement. And this is EXACTLY how I make a 6-figure income, generate 20-100+ social media leads every single day on complete autopilot, use my blog to attract thousands of new people on a daily basis, leverage the power of a tribe for ever-expanding growth, and live life with meaning, purpose, and abundance... Now, it’s your turn. 😊

Step 1: Brand Yourself Around Your Passions

Without a doubt, the most long-term strategy you could possibly have as an online entrepreneur is ***building your own brand***. And with this new business model, you literally **ARE** your brand. A brand is an asset that lasts a lifetime and is what *gives* you the ability to successfully launch any business idea or venture you want for decades to come.

When you step up as a LEADER, establish a brand around giving VALUE, and become a well-known presence on the web, people will naturally want to follow you and buy from you because of the trust and credibility you've cultivated.

So you want to start thinking about how you can create a brand that represents YOU and what you're most passionate about sharing. This chapter will give you some great ideas and get the creative juices flowing, but if you're still not sure about what your brand would be, don't worry. Often times, this is something that unfolds naturally as you continue along your journey as a social media entrepreneur and blogger.

Building a personal brand online is really all about just 'being you' and sharing your unique personality, insights, knowledge, abilities, and skills. You're building the core of your business around 'you' as a person. And this concept of building a brand around your personality is truly revolutionizing business in all areas.

Not only are more and more entrepreneurs branding themselves and creating entire businesses around their personalities, but now, so are big companies... If you notice, more and more companies are choosing a personality to represent their brand. They do this because people can RELATE to a personality much better than they can relate to a company. It makes a company safer and more trust-worthy in the eyes of their customers. So clearly, this is where the future of business is headed...

Now to get started, you'll want to discover what you're passionate about and what you feel your unique purpose or gift is... And THEN, we're going to figure out how to take that passion and turn it into a business model that makes you money.

If you're not sure what your passions are or what your purpose might be, I'm here today to help you...

I'd like you to take a few moments, sit still with your eyes closed, and feel into your body. Get centered and grounded and then take out a pen and paper. Ask yourself the following questions and write down the first responses that come to you (Do not over-think or over-analyze... Just allow the answers to come naturally through your writing):

- ❖ What do I love learning about?
- ❖ What am I naturally gifted at?
- ❖ What am I most passionate about?
- ❖ What do I get the most excited about doing or sharing?
- ❖ What do I feel my life's purpose is in this moment?

- ❖ What motivates me in life?
- ❖ If money didn't exist, what would I spend my life doing?
- ❖ What kind of information, ideas, or skills do I like sharing with friends, family, or colleagues?

Once you've spent some time writing down your answers, take a look at your notepad and see if there are any common themes or ideas that arose... Is there an answer that pops out at you? If so, great! If not, that's also great... DON'T WORRY, it'll come to you when the timing is right.

Do Your Market Research...

Now that you've got some ideas on paper, let's see how we can turn those ideas into a profitable business...

The key is to take your passions and turn it into a business model of sharing that information with others. You'll become the *teacher* of your passions... And you DON'T need to be an expert in this area already, it just needs to be something you have a desire to learn more about and teach. Find your passions, choose a niche, spend some time researching it and learning about it, and then share it with your community, or your network... It's quite simple.

So now, who would your audience be? Who is your target market or ideal customer?

And here's a secret... Your ideal target market, or customer, is likely to be someone just like you... someone with similar interests, passions, and goals. And that's the beauty of this business model... you're going to be attracting and working with like-minded people whose visions are most likely aligned with yours.

So now, are there ENOUGH people out there who would be interested in this information? Is your target market, or your niche, big enough to make it profitable? To figure that out, you'll want to do a little market research...

We'll be covering the different income streams available with this business model later on in the manifesto, but you'll most likely start off by selling other people's products. It's called affiliate marketing and it's the easiest and simplest way to get started and start generating income. This means that when someone else creates a product, like an e-book or course, you can sell it and make a 50% commission without having to do any of the work creating it.

So in testing out a niche and doing your market research, a great first step would be to see if there are affiliate products already existing within that niche that you could sell. If there are, that's a good sign! If not, your niche may not be big enough. You can head over to <http://www.Clickbank.com> (the largest affiliate resource online) and do a couple searches to see what kinds of products are available for you to sell via affiliate marketing.

Another great strategy would be to do a little keyword research. This means discovering how often people are coming to the search engines to find more information on your niche. There are many free keyword tools out there that you can use, like <http://www.WordPot.com>. Just type in a word that describes your niche and you'll see how many people are searching for that keyword using Google, Yahoo, and other search engines. If there are 500 or more searches daily, you've got a score!

So you may be passionate about gardening, cooking, nutrition, fitness, social networking, internet marketing, search engine marketing, copywriting, blogging, network marketing, leadership, giving financial investment advice, building relationships, personal growth, yoga, holistic health, giving dating advice, dance, art, etc.

Choose something you love, something you're excited to learn more about, and something with money making potential, and you're good to go! Can you see yourself eventually becoming a well-known expert in this area and developing your own e-books, services, memberships sites, etc? If so, congratulations!

Can I Choose More Than One?

One of the most common questions I get asked when it comes to choosing a niche is, 'Katie, I have so many different passions. How do I pick one? Do I choose a brand that integrates them all?'

So let's say your greatest passions are skiing, entrepreneurship, and gardening... You want to ask yourself which of those passions would be your **primary focus**? Which one has the most income potential and the most potential to make an impact? Unless your passions fit together nicely in a neat package (like personal growth and entrepreneurship), you want to choose a primary niche. Start there, and you can always integrate your other passions into your content, posts, and videos that you share.

So in this example, let's say you choose entrepreneurship as your primary focus because it has the most long-term potential as a niche. Well, you can use skiing or gardening analogies and stories to communicate different messages. You can talk about planting the seeds in your garden as a metaphor for planting seeds in your business. Or you can talk about being in the present moment while skiing down a big mountain and how that relates to being in the moment as an entrepreneur... The possibilities are endless!

And eventually, after you establish a primary business focus, you can always branch out from there. If later on down the road, you have a booming business focused on teaching principles of entrepreneurship, you can always start another blog about gardening. There are ways of linking the blogs together, which you'll learn more about later, but just know that all things are possible.

If you have multiple passions and it's a toss up as to which one would be a primary focus, here's my suggestion... Start blogging about your various passions and see which ones get the best response from your blog readers. (Step 4 will teach you about how to grow a social media following and develop an audience of readers for your blog). After you get

a feel for which types of posts your followers respond to and which ones you enjoy the most, you'll have greater clarity on which one to move forward with.

[Let Me Share a Bit More About My Story as an Example...](#)

When I first got introduced to online marketing, I was selling travel memberships for a commission. I started making YouTube videos to market this product, but ended up talking more about personal growth than travel. In every video, and in every piece of online marketing I was doing, I found myself wanting to share personal development insights, tips, and strategies because that's what I was passionate about learning myself!

I discovered that I absolutely LOVED inspiring, empowering, and helping people to reach their full potential in life... financially, emotionally, mentally, and spiritually. And then of course, as I started blogging and implementing this new social media model, my passion and fire became even more intense...

I saw the entire vision behind what I was doing and what I was teaching people to do. I saw the unlimited potential for helping people grow, follow their passions and purpose in life, and create unimaginable wealth by doing what they love the most.

I found my passion and my niche and couldn't be happier. I realized that I don't have to sell travel memberships if that's not what I'm passionate about. And you don't need to get sucked in to selling products, opportunities, or services that you don't feel passionate about either. *Life's too short... Make it count.*

I KNOW, without a shadow of a doubt, that this is what I'm meant to be doing during this phase of my life... But 2 years ago, I wasn't so sure what my path was... It took a few years of developing myself and fine-tuning my abilities to truly discover my life's purpose. So be patient with this process because it will unravel and reveal itself to you when the time is right. Discovering your purpose and choosing a brand doesn't always happen overnight. It's often times an evolution of your own personal growth that eventually leads you down the path you're meant to travel.

But as of right now, the best thing you can do is choose a niche as your first step. It can always evolve, change, and shift over time. Our paths are always evolving and as long as we tune into what we're meant to be doing in the moment, everything will unfold exactly as it's supposed to. The niche you choose today doesn't have to be permanent... You always have the option of shifting gears whenever you feel it's right for you. And eventually, you may build an entire empire in multiple niches... But for the sake of creating your personal brand, you DO want to start out with a single focus.

Please don't stress about finding the 'perfect' niche. What's more important is that you TAKE ACTION, get out there, and start creating results. The longer you delay, the more money you're leaving on the table.

[Here's another example...](#)

I met one of my best friends at a marketing event a while back. He is honestly a PRO at meeting new people, networking, and building deep relationships with practically everyone he meets. He's just one of those people that everyone loves and everyone feels comfortable around right from the start. He's been able to network his way into some of the most exclusive marketing events and he's built true relationships with some of the most well-known and successful marketers and entrepreneurs in existence.

People ask him all the time HOW he does this... Networking is a skill that he was just naturally gifted at. And now, he's building his business and his brand all around teaching people how to do what he does. He teaches people how to network, establish relationships, and create joint-venture partnerships with other marketers and entrepreneurs. His natural abilities paved the way for the direction of his business path. He now sees his mission and purpose in life as sharing his gift! It was exactly what he was meant to do...

[Here's one last example...](#)

Another good friend of mine was recently telling me about how much she loved learning about food. She naturally felt a desire to learn all about different schools of food preparation and health, like raw food, macrobiotic, vegan, and others. She feels an inner calling to transform her own health with food and help others do the same. Her passion is food! She's now built a blog and a business around coaching others how to create ideal diets that work specifically for their unique bodies. She's doing what she was *meant* to be doing in her life.

[Your Passion Is What Fuels Your Success...](#)

This is your opportunity to really create a living by doing what you love! I know that most people in our world get stuck working a job that they don't love, that doesn't fulfill them, just to get by or pay the bills... This is your time to really start anew, hit the reset button, and go after what you're truly passionate about!



And this is your chance to find that fire within you that motivates and inspires you beyond any business or any amount of money. It is your passion and BELIEF that fuels success. And with this new business model, you have the power to profit in **unlimited ways** from your passions.

You are positioning yourself to be the 'teacher' of what you're passionate about... And just by doing so, you are able to help others in countless ways. True fulfillment comes when we feel we are contributing to the world in our own personal way. We all have a purpose, we all have something unique to give... It's just a matter of uncovering that uniqueness that's within you already!

If you feel a voice inside of you doubting the process or doubting your ability to do this, just acknowledge the doubt and *choose* not to believe it. You are the creator of your life, and you have the incredible power to design it EXACTLY the way you want. It's a part of life to experience doubt and uncertainty... It just comes down to whether or not you choose to believe it. You CAN do this, you CAN fulfill the mission you were sent here to accomplish! ☺

If you're feeling unsure about your passions, purpose, or niche, don't worry. You do not need to make any final decisions right away. In fact, you can still take action on the next chapter (Part 2: Building a Blog) without choosing a niche. Move on, build a blog, start creating content, and your niche will come to you!

And essentially, what really drives a successful brand is your ability to INSPIRE others. We all want to be lifted up, we all want inspiration... So whatever your niche is, find ways to elevate your audience and help them to leave your blog feeling more inspired and motivated than when they arrived... **I will say this again as it is a KEY point: Find ways to elevate your audience and help them to leave your blog feeling more inspired than when they arrived.**

Ok, let's move on to step 2...

Step 2: Get a Wordpress Blog

Having your own blog to represent your brand is undoubtedly one of the most foundational and vital steps to social media success...

(Helpful Definition: Blog is short for web-log and it's like an online diary that you own where you can update your friends and followers with new content on a daily or weekly basis.)

Your blog is your 'home page' online. It's the online piece of real estate that you can truly call your own and it is the epicenter of your entire business and brand. Your blog is the front-end communication channel between you and your audience and it's the core of your entire business.... Yes, it's that important! ☺

So here are just a few reasons why having a blog is critical:

1. Having a blog brings your credibility and authority to an **entirely new level**, automatically positions you as an expert, and gives you the leveraging power to successfully market and sell any products or services of your choosing.
2. A blog is PERFECT as the central hub for all of your social media marketing. As you meet new people in the social networks, their first impression of you is through your blog, where you give great, free content and blog posts for them to soak up and learn from. A blog is a 'GIVE', whereas a website or capture page (don't worry if you don't know this term) is more or less designed to sell, which makes it more of a 'TAKE'. In building relationships, the more your visitors feel like you're **giving to them versus selling to them**, the more effective you will be at establishing long-term relationships and loyal followers.
3. Unlike a traditional static website, a blog is fresh, alive, interactive, and continually updated... It's the perfect recipe for magnetizing people and enticing them to keep coming back! If your content is full of value, people will automatically want to follow you and keep returning every time you post something new.
4. When doing social media marketing, a blog helps you to build your email list more effectively than any other type of website or capture page. Your conversion rates (percentage of people who opt-in and join your email list) will be much higher because of your branding and the value you are giving.



5. You can have multiple income streams positioned on your blog, allowing you to earn passive income literally while you sleep. Your blog is the showcase for all of your own products, affiliate products, business opportunities, and other income streams you have in place. It acts as your personal 'STORE' and the hub for all of your income you make on the front-end (Back-end income comes from your email list and we'll get into that more later on).
6. With a blog, you can also get your content ranked to the top of the search engines, like Google and Yahoo, easily and for free by following the right formula. This means you will be sucking in traffic from people finding you on the search engines as well as people finding you within social media.
7. And what's most exciting... Integrating a blog with social media marketing perfectly positions you to take full advantage of content syndication (content sharing). And building a tribe to help you share, or syndicate, your content IS the biggest secret to social media exposure on a massive scale.

So what this means is... Your blog will be marketing itself. Your tribe will be automatically sending you traffic, giving you a perpetual flow of new people, new leads, and new potential customers to introduce your business to on a daily basis. This is the GOLD that will fuel your entire business... It's simple, it's viral, and it's free.

[Why You Need A Wordpress.org Blog...](#)

There are many different blogging sites out there today, but if you want to 'play with the big boys and girls' and establish yourself as an A-player online, it's important to use Wordpress.org as your blogging platform...

It's free and your blog will be self-hosted, meaning you will have 100% control and ownership over your blog. Other blogging sites like Blogger, Blogspot, and Wordpress.com host your blog for you. While this may initially seem easier, it's not the smartest decision in the long term. When these sites host your blog for you, you do not have full control over your blog or the content you create on it.

I started a blog on one of the 'we host it for you' blogging sites mentioned above quite some time ago and within a month, my account was suspended and my blog had completely disappeared. All of the work that I had poured into it was gone and I had no way of getting it back. Why would they do this? Well, they didn't like my content because it had to do with network marketing.

As a professional business owner, you always want to have control of your work, your business, and your income. Especially since your blog is the core of your business, you **don't want to ever risk losing it.**

This is also a reason why *depending* on a social media following (on Twitter, Facebook, or any other social site) without a blog is a huge mistake. You don't technically own

your Twitter, Facebook, or YouTube account and they can be taken from you without any recourse. As we'll get into in a later chapter, these sites are incredibly powerful for building relationships and driving free traffic, but they are not the 'end-all-be-all' of social media marketing. They are simply communication channels that all lead back to your core, your blog, which you own and have full control over 100%.

In addition to Wordpress.org being a self-hosted platform, there are many other benefits to using it as your blogging solution... Wordpress has an immense amount of customization power and a virtually unlimited number of additional features and functionalities that you can build into your blog to meet your business's specific needs. Especially when it comes to social media integration, it is by far the best choice.

So if you don't already have a Wordpress.org blog, you'll want to get that set up. First, you'll want to think about a domain name. You can either use your name, like I do, or choose a catchy domain that you would want as your brand.

A couple things to note here... Your name is something that never changes (for the most part). So as you grow and evolve, your brand can grow and evolve right along with you... You won't need to worry about changing your domain name later on. As far as personal branding goes, I would recommend choosing your name. If it's taken, that's ok, you can always think of something clever and creative, like my friend Sue:
<http://www.BeWellWithSue.com>.

You can buy your domain name at <http://www.GoDaddy.com> or any other domain registration service.

And then from here, you can either hire a designer to install and set up your blog for you, or you can do it yourself. I definitely recommend hiring someone because they can help you customize it with your picture and optimize it for social media marketing. If you're doing it yourself and would like more help, keep reading... I'll be giving you some great training resources later on in the manifesto. But either way, getting your blog set up is quick and simple.

So Now, Here Are The Goals Of Your Blog:

- ✓ To be an automated relationship-builder where people get to know YOU... Who you are, what you're about, and the value you have to give to the world. This builds trust, credibility, and rapport, which are all essential to building a successful online business in this day and age.
- ✓ To be a source of great information and knowledge within your niche. When you have valuable content on your blog that you're giving away for free to your community, you will attract a following of people who will be eager and ready to buy your products or services simply because of the sheer value you've already given them.

Just like we talked about earlier, a blog is a give, not a take. And one of the biggest secrets to success online is the principle of ‘moving the free line’... Most new entrepreneurs feel they need to save their best content for paying customers. **But in fact, the more you give away for free, the more successful you will ultimately be.**

Your blog is like this warm and welcoming front door that invites people into your world absolutely for free. Once they come in, get to know you, start to feel comfortable, and enjoy the gifts you give them free of charge, they become relaxed and feel at home. This makes all the difference in the world when it comes to really building a database of loyal customers. Compare this to blindly going up to a stranger on the street and trying to sell them something straight from the get-go. Get the picture? 😊

- ✓ To build your email list- which is of utmost importance in this industry!
If you ask any successful Internet marketer ‘What’s the ONE most important element to success online?’... They’ll always give you the same answer: ‘The money is in the list.’ But to be even more specific:

The Size and Quality of Your List + The Value You Share = Your Net Worth

When new visitors that you meet in the social networks hit your blog for the first time, you want to encourage them to opt-in to your email list. An email list means you are building a database of names and email addresses that you can manage and keep track of within an amazing piece of technology called an autoresponder.

The two most popular autoresponders for Internet marketers are <http://www.GetResponse.com> and <http://www.AWeber.com>.



With an autoresponder, you have the ability to easily email hundreds, even thousands, and eventually tens of thousands of people all with a click of a button. You can also set up automated follow up emails that get sent out to your list after they join.

In building an email list of followers, you have the power to contact them at any time you wish, follow up with them, and continue the relationship building process on complete autopilot.

Why is this important? Well, once you have a list that likes you, trusts you, and listens to you, you can promote or sell anything you’d like for the rest of time. It’s like having your own personal distribution channel where you can

sell business opportunities, affiliate products, services, or your own personal products simply and successfully. This is truly worth its weight in gold!

Ok, so how exactly do you encourage people to opt-in to your list from your blog? Well, here's my secret... I offer them a free gift. Here's a screen shot from my personal blog where you can see the valuable gift I give away for free:



I give away over 3 hours of free social media training... Why? Because I love helping people, but I also know success is simply a value exchange. The more value you give, the more value you get. When you 'move the free line', your sales will skyrocket.

So you'll definitely want to think about a free offer that YOU can give to your blog visitors to entice them to join your email list. You want to think of something that is targeted to your niche and would be appealing to everyone within your target audience.

You can come up with a video training series, an audio interview, a pdf (similar to the document you're reading now), or any other ideas that you think of.

But what's most important right now is for you to understand the value and power of building your own email list. The bigger your list, the more leverage you have to reach higher and higher levels of success... Not to mention the ability to do JV's (joint ventures: partnerships with other online marketers where you promote each other's products to your lists) in the future.

So, as you can see, your blog is incredibly crucial to your success as a social media marketer. It's the powerhouse of your entire brand, your business, and the entryway for people to join your email list.

Step 3: Build Your Value and Create Content

“The only way to become wealthy is to add more value to people’s lives than anyone else is adding” ~ Tony Robbins.

Sharing value is really the name of the game. It’s the value you put on the table that really attracts followers, attracts a tribe, and makes you stand out from the masses.

So what does value mean? Any life experience, insight, skill set, technique, concept, or training that can potentially improve the lives or businesses of others. I like to think of value in the social media world as being the 4 E’s...

Anything:

- ❖ Empowering (Inspiring)
- ❖ Educational
- ❖ Entertaining
- ❖ Enlightening

If you spend some time on Twitter, Facebook, and other social sites, you’ll really start to notice something...

There are people who ‘get it’ and people who don’t. The people who understand attraction marketing and effective social networking are people who give incredible value... These are people who are constantly sharing ideas, strategies, and inspiration with their friends and followers. They uplift the community and do their part to share the information they come across.

The people who just don’t get it are the ones who spend their time promoting themselves or their products and services without adding any value or contribution to the community. They come across like ‘spammers’ and end up repelling people, rather than attracting them. What they really don’t understand is that it’s your VALUE that baits, hooks, and attracts followers and potential customers.

Within the world of social media and blogging, your value is your currency. Just like with any business exchange, the more value you have to give, the more money you can make in return. It’s definitely possible to deliver too much content (you don’t want to overwhelm people), but it’s never possible to give too much value.

So How Do You Build Your Value?



Well, I like to imagine that each one of us has an internal value bank inside of us. When we're just starting out in the industry, we have to spend some time building up our bank accounts, just like when we were 16 and started working for the first time.

You make deposits into your internal value bank every time you learn a new skill, implement a new technique, read a new book, have a new life experience, take the next step in your business, research your niche, come up with new concepts and ideas, or step outside of your comfort zone and try something you've never done before.

When you accumulate these new skills, life experiences, insights, and reach higher and higher levels in your own development, as well as your business's development, you have more inherent value to share with other people.

Think about it... Just by reading this manifesto, you already have knowledge that 99.9% of the world has no clue even exists! So, become a sponge for information, build your internal value bank, and turn around and share it with your followers on your blog and in the social networks. It's not difficult and **everyone can do it**... It just takes commitment!

Once you start building your value, you want to start channeling that value into your content, or your blog posts. There are many different ways to create content... There's video, audio/podcasting, and traditional text-based posts.

Let me share a tip here...

Contrary to what you may think, you really do NOT need to be a 'good' writer to have a successful blog... But what WILL help you to be successful more than anything is becoming a **good communicator**. Everything in business is about communication... It's how you reach your target audience and convert them into customers. And especially within the realm of social media, communication is the language of value.

Whether you know it or not, you CAN develop yourself into a better communicator... It's a learned skill. There are very specific techniques that can help you to become a more articulate, effective, and powerful communicator. Ask yourself...

- ✓ How am I speaking (or writing) to my audience? Am I being natural? Am I being myself or am I putting on a mask?
- ✓ Am I speaking the same language as my audience? Am I using words that they can relate to?
- ✓ Do I have a direct outcome that I want to achieve out of the conversation/video/post?

So essentially... Be yourself, speak/write in your own voice, have a clear direction in your message, and tell stories as much as possible! People love stories and they're very easy to understand and relate to.

You can choose which medium you would like to use to deliver your content, whether it's video, audio, text, or all 3. Different people have different learning styles, so experiment with various modalities of communicating your message and see which ones get you the best response.

Once you get started and get into the flow of creating content, you will get better and better. Your followers will watch you grow, evolve, and improve as you go... This actually creates a natural feeling of warmth and sentiment in your followers as they witness you become more and more successful as the months and years pass.

So if you're feeling hesitant or unsure of your ability to do this, please don't worry. You absolutely CAN do this... You just have to believe you can! And just know that wherever you're currently at right now in your own development is perfectly ok. As long as you reach for the stars, the only direction you can go is up!

[How Much Time Do You Have To Invest In Blogging?](#)

Well, it's recommended that you post content about once or twice a week (you can always do more if you like). If you break it down, that means you'll only be spending an average of 1-2 hours a week creating content for your blog. Of course in the beginning, if you have more time, you'll want to invest it in building momentum and creating more content, but once you get the ball rolling, 1-2 hours a week for content creation is really all you'll need!

Would it be worth it to you to invest 1-2 hours a week in developing your blog and your long-term brand in order to create an **asset that will pay you for life**? Seems like a no-brainer, doesn't it? 😊

And to top it off, every time you create a piece of content for your blog, that post will continue to work FOR you, day after day, attracting new followers and loyal readers. It's the ultimate leverage of your time because the energy you put in now will ***continue to pay you*** for years and years to come.

Now, on to one of the most common questions I get asked by my students...

[How Do I Come Up With Ideas For Content?](#)

Let me share my process... My mind has now been trained to tune-in to content ideas all throughout my day. So whether I'm reading a book, watching a movie, surfing the web, talking to a friend or business partner, or going through a particular life experience, I look for content ideas. When they come to me, I jot them down in my journal so I always have a list of topics to choose from every time I sit down to create a piece of content.



For example... A while back, I was in a yoga class and listened to my teacher tell a story about how patients under anesthesia who were undergoing surgery had unbelievable flexibility in their limbs because of a complete lack of resistance in their muscles. She prompted us to let go of our tension and resistance when we were in the middle of a very challenging pose... And just by relaxing and softening, I was able to go much deeper than I ever had before.

This was an insight that I found to be completely transforming, not only in yoga, but also as an analogy for life... When we stop resisting, life can flow naturally and take us much deeper than we have ever gone before. So I took this story and wrote a blog post about it: <http://KatieFreiling.com/depth>.

Because my niche is personal development and online marketing, I was able to take this life experience and relate it to both personal growth and business success. I've also written blog posts about books I've recently read, trips I've taken, and new skills I've learned. It's all about taking the initiative to do research on your particular niche and turn that newfound knowledge into content for your readers. If you love what you are communicating, you can easily do this, too!

Here are a few simple ideas for structuring your content... They are proven to convert and people seem to love these types of posts:

1. **How To** - Teach something! For example... 'How To Upload a YouTube Video'.
2. **Make a List** – For example... 'The Top 10 Reasons To Become A Social Media Entrepreneur'.
3. **Ask a Question** – For example... 'What Does True Freedom Mean To You?' (This was a 4th of July post of mine).
4. **Give a Benefit** – For example... 'A 2-Minute Technique to Instantly De-Stress and Calm Nerves'.
5. **Define something** – For example... 'The Meaning of Syndication And How It Can Radically Transform Your Online Business'

These are just a few suggestions to get you started! But essentially, what you're doing is merely starting conversations. A blog post is like a discussion starter... You want to come up with an idea, put together some information in the form of a blog post, and encourage your readers to interact and contribute to the conversation. The more comments and community interaction you can gather on your blog, the more social proof you have and the more magnetic your blog will become... People love to be included in discussions! Don't you? ☺

(Social proof means that when you have other people commenting and interacting on your blog, a new visitor will be much more likely to listen to you and contribute as well. It's a law of human nature... When we see others doing something, we are much more likely to follow the pack and do it, too!)

Creating content is fun, simple, and it's the driving force behind your success as a social media marketer. After you post a piece of content to your blog, it's time to share it!

Step 4: Grow Your Social Media Following

Social networking sites are the marketing channels where you share, spread, and blanket your content all over the web. Build up your friend followings on Twitter, Facebook, YouTube, Digg, and others and send all of your new friends and followers to your blog.



When you have a social media following, it becomes very easy to market your blog posts... Just head over to the social sites you hang out on, and let everyone know you have a new valuable blog post to share with them for free.

Now, I put this section as step 4, but that doesn't mean you need to wait until you have a blog to start building your social media following... **Start today if you haven't already!**

In fact, I always teach my students to spend at least 20 minutes a day (or more if you can, but no longer than an hour) building their social following and establishing relationships with other TARGETED people on sites like Twitter, Facebook, YouTube, Digg, StumbleUpon, LinkedIn, and others.

The reason I'm telling you no longer than an hour is because you do not want to get caught up with fruitless social activities that don't produce any results for your business. A big part of being a successful entrepreneur is time management (which is essentially self-management ☺). Take it from me... Your time IS valuable!

Unfortunately, many people will get stuck in a whirlwind of conversations and social fluff and end up wasting hours upon hours in front of the computer with nothing to show for it... And I don't want that to be you!

So it's very important that you invest your time wisely... There are countless social networks in existence today and it seems that a new one pops up every few seconds. So how do you manage it all? Well, here are the top 5 social media sites that I recommend building a presence on:

1. Facebook: <http://www.facebook.com>
2. Twitter: <http://www.twitter.com>
3. YouTube: <http://www.youtube.com>
4. Digg: <http://www.Digg.com>
5. StumbleUpon: <http://www.StumbleUpon.com>

All of the others are optional and are under your discretion as to whether or not your time is best spent there. And you don't necessarily need to use all 5 sites... In fact, you could potentially build an enormous following using just Facebook and Twitter alone.

And of course, there are friend-building software programs available to you as well to grow your social media following automatically.

[Now here's the game plan that I suggest:](#)

1. If you haven't done so already, get accounts for Facebook, Twitter, YouTube, and Digg. They're all free and simple to sign up. Make sure you fill out your bio on each one and upload a clean, professional picture. If your blog is set up, put your blog URL (web address) as the website link in each profile. If not, you can always interlink one to the next... For example, on your Twitter account, link out to your Facebook, and vice versa. This will work in the meantime while you get your personal blog installed and ready for sharing.

Spend time on Twitter and Facebook, growing your following and building relationships with like-minded people within your niche. These two sites should be made a priority because they are the most popular and the most viral. With both of them, you'll want to focus on sharing updates (FB) and tweets (Twitter) that are valuable...

I suggest following the 90/10 rule... 90% of the time, you'll want to share updates and tweets that are of value (Remember the 4 E's mentioned earlier). This also includes personal updates... (For example: 'I just went to the Mastermind Marketing Summit in San Diego this past weekend and met some amazing people! Wish you could be there next time!')

10% of the time, you get to self promote. Self-promoting includes anytime you send people to your blog or promote an offer, whether it's an affiliate product, your own personal product, etc. So, 9 out of 10 times your community hears from you, you're giving them personal updates and incredible value. 1 out of 10 times, your community gets to hear about launches, promotions, and new blog posts.

This is the best way to ensure your community actually LISTENS to you when you do self promote... If you don't give enough value and you spend too much time 'selling' or self promoting, you'll be pegged as a spammer and you'll lose the respect, trust, and influence that is crucial to success with social media.

So get out there and start giving value! ☺

2. YouTube is the best place for you to grow your video following. Video is the most **influential, magnetic, and effective** marketing medium when done correctly. Even if you haven't made any videos yet, you can still get an account and start interacting within the community... Comment and rate other people's videos that you like and learn something from and start building relationships with people in the YouTube community.
3. Digg is the most popular and most highly trafficked social bookmarking site online. (Social bookmarking sites allow you to bookmark, or favorite, certain

pieces of content, articles, posts, or videos. You can then share them with others in an online community. When you get your blog posts submitted to social bookmarking sites like Digg, they have the potential to be passed around and shared amongst thousands). Even if you don't have any posts to bookmark just yet, spend some time getting to know others in the community, vote for content that you like, and start interacting.

So the key here is to start building relationships with other like-minded people in the social communities. Your goal is to build as big of a following as possible. And in order to do that, you have to become a magnetic person...

How do you do that? Well, it's simple... **Just be yourself and focus on helping others.** The more authentic you are and the more genuine you are in your efforts to really contribute to the community, the more you'll naturally attract a following.

So as you create blog content, share it with your social media followers... As they hit your blog, you encourage them to optin to your email list and from there... you have the ability to follow up with them, solidify a strong relationship, and grow an asset that you can leverage for life!

Step 5: Build Your Own Tribe

Welcome to what I feel is the *most exciting chapter* of the entire manifesto! The revolutionary new concept of building your own tribe IS the X-factor that makes this new social media business model an utter phenomenon.

In Seth Godin's famous book 'Tribes', he talks about how people who want to make a difference in the world can step up and *lead a tribe*... a group of people with similar interests, similar desires, and a singular mission.

In stepping up as a leader, branding yourself, and sharing YOUR value, you want to grow a tribe of people who will follow you, resonate with your mission, and support YOU... and in turn, you'll support them. You'll help them get what they want or where they want to be.

In being a part of a tribe and then eventually leading one, you are leveraging the power of community for a specific purpose. Up to this point, we've talked about discovering your passions and choosing a niche... But what is your "WHY"? Why do you want to create wealth? What do you want to contribute? What's YOUR mission? What kind of legacy do you want to leave?

You can create your own movement by growing and leading a tribe... No matter what your niche is, you have a unique message that goes along with it. What is that message? What's YOUR vision? You can only lead a tribe when you have a clear idea of where you're going!

If it's not clear yet, don't worry... Join a tribe and partner with people who have a similar vision and can help guide you in the right direction... and you'll get more clarity when the time is right ☺

For me, in talking about personal development and empowering people to build businesses around their passions using social media and blogging, I'm able to inspire people to wake up, see their potential, and really go after what they truly WANT out of life... and then, I'm here to help them see the power of a 'collective tribe' working together. My mission is to *unite entrepreneurs with purpose* all over the world, join forces, and start a unified success movement to help everyone create more success and get more exposure through collaboration.

My mission is to help YOUR MISSION succeed. And in empowering entrepreneurs with purpose, I want to do my part to bring more compassion, cooperation, and happiness to as many people as possible in our world. ☺

Now, in growing your own tribe, your own audience of followers, you have the power and potential to make a difference while also earning an abundant living in doing so. Like I said before, once you have the audience, and you've succeeded at building rapport and cultivating a relationship with those people, you can launch any business venture you

want for the rest of time... and you have a following of people who will be there to buy from you and support your mission.

But now, I'm going to take the concept of a TRIBE a bit further... In this business model, and in the video you watched above, our more specific definition of a tribe is a group of like-minded entrepreneurs with whom you build a strategic, joint venture, partnership with... You agree to help share one another's blog posts, videos, and other content to your social media followers, to assist each other in expanding your networks.

So in other words, your 'core tribe' is really the people who help syndicate, or share your content with their followers and databases and help YOU get the word out. They do 'word of mouth' marketing FOR you and help bring you consistent, new traffic. They get the 'social buzz' train started and can eventually get thousands and even tens of thousands of people talking about you in the social networks and heading over to your blog to read or watch your content.

Let me give you an example of how powerful this can be...

Let's say you build up YOUR social media following to 2,000 people (total number of followers and friends across all social networking sites). When you launch a piece of content on your blog, you have 2,000 people to market your post to for free. When you promote your blog content to your followers, you have an already-established network of people who will see your post, comment on it, and with whom you can continue to build rapport with.



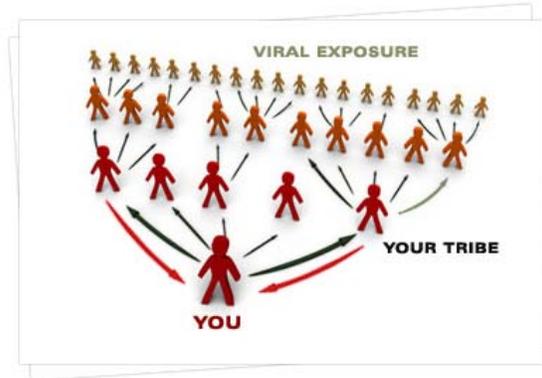
You can spend as much of your time as possible growing your following, but at the end of the day, your personal efforts will only take you as far as your own hand can reach. In this example, 2,000 people is great... But this is the extent of your exposure.

Now let's say you have a tribe of 5 people... And each of these 5 people has a social media following of 2,000 people just like you. When you post a new piece of content to your blog, each of these 5 people will now send your post to their 2,000 followers. They are making a 'word of mouth' referral for their followers to check out your content and potentially start following you.

So now, instead of your exposure only reaching 2,000 of your own followers, you've just multiplied your exposure to reach 12,000 people total.

That's 10,000 new people who are being introduced to you within a matter of seconds and could potentially now become loyal followers and readers of yours. Are you starting to see the power? It's truly unlimited!

Now imagine you have 50 people in your tribe with 2,000 followers each. Within a matter of seconds of each of them sharing your blog post with their followers, you now have 100,000 people being exposed to YOU!



Can you **imagine what your business would look like if you had 100,000 new people being referred to you** for your products or services? And not just any random 100,000 people... These are WARM referrals that came from word of mouth recommendations by trusted sources.

Just think about it... Word of mouth recommendations are the *most powerful* form of marketing. When you are looking for a new doctor, a tax preparer, a marketing coach, or a new book to read, you most likely follow and trust the recommendations you get from friends.

Well, it works the same way in the world of social media marketing... When a trusted source recommends something or someone to you, you listen. So when you have a tribe of people who recommend your content to their loyal followers, this is the highest leverage and most potent way to drive new traffic...

And as the social buzz builds up viral momentum, before you know it you can have a perpetual flow of new traffic coming to your blog systematically and automatically, day in and day out. Your content works FOR you by attracting people with your value and your tribe helps to work FOR you by promoting you and helping you get more exposure.

This is like tapping into a massive, interconnected web of trust, rapport, and raw power that literally has unlimited reach and potential. And it's exactly how I consistently get thousands of visits to my blog daily and generate anywhere between 20-100+ leads (opt-ins) everyday on complete autopilot... I literally have an entire TEAM working for me, sharing my blog and my content all over the social networks.

If you're monetizing the right way (which we'll get into in part 6), **a 5 figure monthly income is more than possible with a lead flow of 10-15 a day**. Just imagine having your lead flow set up on complete autopilot, where other people are literally doing the work FOR you, bringing you traffic and leads for free.

Sounds pretty cool, right? So, you're probably wondering right now HOW I actually got this tribe to start sharing and promoting me to their friends and followers all the time...

[Well, there's a real strategy to this...](#)

First and foremost, the value you bring to the table will largely determine the degree to which you can magnetize a tribe. If your content is good, people will naturally want to

share it. Just like I explained in the last chapter, good social media marketers are always looking for valuable content to share with their followers... This helps them to build rapport, respect, and trust because they are positioning themselves as a SOURCE of value in the community.

But quite frankly, having valuable content is *not enough*... I've met many bloggers and social media marketers who have amazing content, but just can't seem to get it front of people... You could be one of the best content creators in existence, but if you don't have a means to share it with people and actually market it, you'll never get anywhere.

It's like being at the start line on a racetrack with no fuel in your tank. No matter how much you want to move forward, you just can't. Even if you're the most talented racecar driver in the world, no one will ever know because you haven't properly fueled the engine that will take you across the finish line.

Your blog is like your engine and the fuel is your traffic. Most businesses fail because they can't seem to find any good fuel! So don't let that be you... **Having a tribe is like having an engine that never runs out of gas... It will run with or without you!**

Producing valuable content is a powerful magnet for attracting a tribe, but it's also essential that you spend time proactively building one! Here's how you do that...

1. Find like-minded entrepreneurs who are in a similar niche and also share valuable content on their blogs.
2. Reach out to them and start building a solid friendship and relationship with them.
3. Start syndicating (sharing) their content FIRST. Post their content on Twitter, Facebook, and other social sites.
4. After the relationship has been solidified and after you've shared their content, ask them if they would mind helping share yours.

So the secret to building a tribe is all about RECIPROCITY. If you help others, they are much more likely to help you in return. Like I mentioned before, this is an age-old principle that we can finally apply to business in a very mutually beneficial way.

Eventually, as you grow bigger and bigger and your online presence expands, more people will be joining your tribe and sharing your content than you can reciprocate, and that's perfectly ok. In fact, this is where you want to eventually be!

Now... Just imagine being able to plug into a **system** that can get you an instant tribe and expose your content to potentially tens of thousands of people practically overnight? Sounds exciting, right? Well, keep reading... because I do have some very special surprises waiting for you at the end of this manifesto 😊

Step 6: Build Your List and Set Up Multiple Streams of Income

When you follow the business model that I've outlined for you above, you honestly have the ability to create ANY amount of income you want for yourself, completely at will. You will have opened the doors for unlimited opportunity, unlimited income, and unlimited potential for growth and manifestation.

Please hear me when I say that there is **NO LIMIT**, no ceiling to the amount of wealth you can create with this business model... I'm going to outline a few different pathways for income generation, but this is just the tip of the iceberg. I want you to think, visualize, and act **BIG**... Don't believe any self-imposed limits that your mind may imagine and create.

As Napoleon Hill says, 'Whatever the mind can conceive and believe, it can achieve'.



Once you have built a following and an email list, you can mine the gold out of this potent resource for the rest of time. You will have an already established audience of people who know you, love you, trust you, and will listen to you when you decide to market any products or services of your choosing.

With this new social media business model, you can set yourself up with multiple streams of passive income that pay you for life. There are two basic categories for monetization: Front-end income and back-end.

Your front-end income comes from the promotion of products, services, and opportunities on your blog. Your blog is your front-end STORE where you can showcase everything you have created yourself or are promoting for others. As new people visit your blog, get to know you, and become magnetized by your valuable content, they will seek out the products, services, and opportunities that you recommend. The more value you give and the more credibility you build, the more likely people will buy from you directly from your blog.

Now, please take note that your blog posts are all valuable and content-rich. You are not selling or promoting anything on the blog posts themselves. However, you can set up pages or banner ads on your blog to showcase the products and services you are selling. (Check out my blog at <http://KatieFreiling.com> and my good friend, Yaro Starak's, at <http://Entrepreneurs-Journey.com> to get an example of what I'm referring to).

Your front-end income will only account for a fraction of the wealth that is possible to create. Most of your income potential comes from the income streams you set up on the back-end... And the back-end monetization comes from your email list.

As we talked about earlier, one of the main goals of your blog is to capture people's email addresses and add them to your database. Once you do this, you have the ability to set up automated follow up emails or send out live broadcast emails to your network at any time you wish.

What's most important about building a list is the **relationship you establish** with your list. In sending out consistent communications and being very careful to nurture and take of your list, you will be establishing an unbelievably lucrative asset that's yours for life. You are building trust, rapport, and credibility with your network in a very smart way so you can promote or sell products and services to your loyal audience for years to come. Of course, this must be done with integrity. You do not want to send out promotions to your list too often and you want to be very careful to only choose products and services that you stand behind 110%.

Here's the game-plan I suggest...

Create blog posts 1-2 times a week, each time emailing your list to notify them. These posts are pure content, no selling or pitching. And then, once a month or so, you can do a major promotion where you email your list with products or services you are 'suggesting' they buy. After the promotion is over, you immediately go back to giving value with your blog posts.

These product promotions, or launches, are very key to the business model and will help you to make large sums of money each time. With a loyal list, you can promote or sell anything you want for the life of your career as a social media entrepreneur. The sky is the limit.

And you really don't need a huge list to make a lot of money... More important than the size is the quality. How well does your list listen to you? How well do they respond? How well have you solidified your relationship with them? A list of just a few hundred, quality people will make you much more money than a list of a few thousand who barely know your name.

Now, here are just a few of the ways you can create income both on the front-end and back-end of your business:

1. **Affiliate Marketing:** This income stream will most likely be the simplest and easiest way for you to start making money right away. With affiliate marketing, you can promote and sell products and services that other entrepreneurs and other businesses have created... They will typically pay out a 40-50% commission on the sale of the product or service. This income stream requires the least amount of effort because you do not need to worry about creating the products on your own and you can get started with it right away.

As you're building your online presence and your database, you can start referring your followers to products and services created by other entrepreneurs and businesses that you trust and respect. Because you're building rapport with your followers through all of the value and free content you're giving away on your blog, you will have a higher conversion rate when it comes time to do an affiliate promotion to your list.

I was completely blown away when I did my first affiliate launch to my list... After only 4 months of growing my list, I promoted a \$500 e-course that a good friend of mine had created. **Simply by sending out a few emails and suggesting that people take a look at it, I was able to make over \$9,000 in just 72 hours!** That moment was a major tipping point for me... I saw first-hand the real power and leverage of having a list! And since then, I've done multiple affiliate launches, each one resulting in over 5 figures.

After you start blogging and building a list, you can start promoting products and services within just a couple weeks. You can also promote affiliate products directly from your blog on the front-end. When visitors hit your blog and start reading and absorbing all of your amazing content, you can refer them to products and services that you are an affiliate for. If you notice on my personal blog, <http://KatieFreiling.com>, I have a page devoted specifically to 'Recommended Resources' where you will find the products and services that I personally use and recommend for Internet entrepreneurs.

Affiliate marketing is very much automated, and you will receive checks in the mail for every sale you make without needing to do any of the work actually creating and managing product sales.

Again, you can head over to <http://www.ClickBank.com> and do a search for affiliate products that are available for you to sell in your specific niche. Another great resource is <http://www.Paydotcom.com>. Remember to only promote products and services that are relevant to your target audience. And the next time you hear about a big product launch by a well-known Internet marketer, hop on the bandwagon, get an affiliate link, and promote it to your followers and your email list... After just a couple short months of building relationships, you'll be shocked at how well you can do. Give it a try!

2. **Network Marketing or Direct Sales:** You may or may not be familiar with the network marketing industry, and this may or may not be something you'd even be interested in. Network marketing is a very credible way to build passive income, although it does take around 2-5 years on average to make 5 figures a month or more.

Network marketing is a business model where you become an independent sales rep for a particular company and sell that company's products or services. Network marketing companies usually have low price point products that are

based on continuity, or monthly recurring costs, so you can earn commissions on a consistent, monthly basis. You can either focus on selling the products for a straight monthly commission, or you can also focus on building a team...

If you're looking to really make the big money in network marketing, you definitely want to spend time building an organization. You'll want to recruit other people to become sales reps as well and you can leverage your time and income off of their efforts.

You'll also want to choose a company that is relevant to your niche... For example, if your passion is helping to educate people about holistic health, you'll probably want to find a company that sells natural, holistic health products.

If you're already involved with a network marketing company, and it's not particularly relevant to the niche you chose for your long-term brand, that's ok. It's much more important to choose a niche for your brand that you're passionate about and you can see yourself focusing on for years to come... If your particular network marketing company doesn't fit into that picture right now, you can still keep building it on the side or eventually change companies.

Direct sales is a home business model just like network marketing, but there are some clear differences. Whereas network marketing is based on selling a lower cost, monthly recurring item, direct sales is a one time, high price point sale. For example, you may sell a travel membership for \$3,000 and earn a one-time commission of \$1,000. With direct sales, you have the potential to make more money up front, without the long-term passive income. With network marketing, you make less money up front, but more in the long-term... So, in choosing one of these business models, you just have to reflect on your personal situation to see which one best suits you and your particular goals in the moment.

So how do you actually promote a network marketing or direct sales opportunity? Well, this is where many people make fatal mistakes... I see most network marketers get on Twitter, Facebook, and other social sites just to promote the heck out of their particular opportunity, without providing any real value to the community... Please don't make this mistake.

IMPORTANT NOTE ON THE KEY TO NETWORK MARKETING SUCCESS: Focus on building YOUR brand, sharing value, and people will come to YOU for more information about your company. Growing your own personal network is always a more long-term and profitable strategy than spending all your time only growing your downline.

This is how I've done it... In May of 2008, I joined a network marketing opportunity that was just getting off the ground and **within just a few short months, I had enrolled over 80 people personally, built a team of over 3,600 in less than 18 months, and have now become one of the top 3 income earners in the entire company...**

All of this success was a result of my brand, my blog, and the relationship I had with my community and my email list.

You see, when you have a following and you've built a list, you can promote or market anything you like... **And people will follow you!** In the network marketing industry, people join people they know can take them farther than they can go on their own. Position yourself from the beginning as someone 'worth following' and 'worth joining', you will attract an enormous amount of people.

If you notice on my personal blog (<http://KatieFreiling.com>) I also have a page dedicated to 'Working with Katie'. Once my blog readers fall in love with my content, they head over to that particular page to find out more about partnering with me personally. I never blog about my network marketing company specifically... My blog activates the principle of 'attraction marketing' where I give so much value and content that people naturally want to find out more about the company I'm building... And I never have to directly pitch anyone.

This is definitely the way I recommend incorporating a network marketing or direct sales opportunity into your blogging business model.

3. **Consulting:** This is another very easy, quick, and profitable income stream to build into your business. Whether you're in the Internet marketing niche, health and wellness, personal growth, counseling, or any others, you can start charging a consulting fee for your time once you have had some successes under your belt.

You can simply put up a Pay Pal link on your blog and start charging by the hour for your consulting and coaching services. As you get more experienced, you can of course, increase your rates. To start, you can charge \$40-\$100 an hour, or create packages, such as \$500 for an hour a week for 2 months. Eventually, as you start making more and more money, you'll want to leverage your time and move onto group coaching (which we'll get into next...)

But personal consulting is an excellent way to put money in the bank now, increase the perceived value of yourself and your brand, and of course, have the opportunity to help others in a much more personal and direct way.

4. **Group Coaching and Webinars:** Once you get the experience of doing personal, one on one consulting, you can move onto providing group coaching classes for your list. Group coaching is a great way to leverage your time and train hundreds, and eventually thousands of people all at once. A webinar is essentially an online classroom, where your students can follow along with you on your computer screen. It's a fantastic way to provide immense value to your followers... You can launch a group coaching program, a paid webinar, or even a webinar series.

In the summer of 2009, I launched my first big group-coaching program to my list. Again, to my surprise, I did much better than I could have anticipated. I charged \$497 for 6 weeks of webinars (one a week plus a Q&A session) and was expecting to have anywhere between 20-30 students. The entire program sold out within 3 hours when we reached capacity at 80 students! I made well over \$30,000 in a matter of hours.

When you have the following, the brand, and the email list, you have the power to launch ANYTHING you want because you already have an established audience who will listen to you and buy from you, as long as you provide the value. Of course, this is going to take a few months to build up to, but I want you to start seeing the bigger vision of potential possibilities for income generation down the road ☺

5. **E-books and Products:** E-books (downloadable books online) are absolutely the way of the future. You can create an e-book (similar to the one you're reading right now) with no overhead and you don't need to find a publisher. You can simply write up a document in Microsoft Word and turn it into a PDF for people to download online. You can charge whatever you feel the information is worth, and it's a completely automated income stream.

Information is the new currency... People are very eager these days to buy information products that help enhance and improve their lives. You can spend the time writing an e-book yourself or you can outsource it to ghost writers who will create the entire thing for you. Of course, it's always better for YOU to be the voice of your brand and your products, but just know that outsourcing is always an option.

One of my marketing mentors, Eben Pagan, built a \$25 million a year information product business out of his bedroom, with absolutely no cost and no overhead (at least in the beginning ☺). He sells dating advice to men via e-books, courses, and various programs. Eben is a true marketing genius and he's a testament to the power of the information product industry and the pure potential you now have at your fingertips to ride the wave of this incredible phenomenon.

There are also many other ways to create your own products without needing to necessarily write a book... For example, when I was teaching the group coaching webinar series that I shared with you earlier, I had each webinar recorded. I then re-packaged the recorded webinars and turned them into a downloadable webinar series product. In doing this, I leveraged the time I spent teaching the classes into unlimited potential for passive, automated income...

And you can do the exact same thing! You can spend the time to create a product now that will pay you automatically for years to come. If you haven't noticed by now, I'm a big fan of passive income ☺ I believe that when entrepreneurship is done the smart way, you'll end up perpetually working less and making more. Getting excited yet? This is still just the beginning...

6. **Creating Your Own Membership Site:** Another potential income stream would be creating your own membership site. Membership sites are continuity based, so your cash flow is very dependable and consistent. You can put together a series of tutorials, webinars, videos, or written content that you deliver to your members on a daily, weekly, or monthly basis. You can hire a programming team to custom design a membership site, or you can even use Wordpress at a very low cost.

Depending on your niche, the quality of your content, and your level of influence with your audience, you can charge anywhere between \$5 to \$100+ per month. Let's say you launch a membership site at \$30 a month and you bring in 100 members... That's a \$3,000 a month residual income. Now, let's say you keep building your list and building rapport with your followers, and within just a few more months of social media marketing, you've now reached over 500 members... That's \$15,000 a month and \$180,000 a year! And all you need to do is make sure you deliver quality content! Sounds like a good deal, right? 😊

But before you launch your own membership site, you want to make sure you have built somewhat of a significant following first and have been able to create real results for yourself within your niche. It's incredibly important to be able to demonstrate *proof* that the information and content you're sharing is valuable and really does work! It's your level of influence and the value you've developed within yourself that will determine whether or not people will want to join or stick... So this is definitely a more advanced business model for entrepreneurs who have already experienced some level of success.

But even if you're brand new to all of this, just know that this income stream is waiting for you when you're ready... It can truly be one of the most profitable and highest leverage ways to create massive residual income online. If you want an awesome free pdf report on building a membership site, I definitely recommend checking out Yaro Starak's free membership report at: <http://www.MembershipSiteMastermind.com>

7. **Local small business consulting:** If you choose a niche within the realm of teaching online marketing, you have the opportunity to start a local small business consulting arm... You can specialize in SEO (search engine optimization), PPC (Pay-Per-Click/ Google Adwords), or blogging and social media and use your knowledge and expertise to help small businesses market online.

And even if that's not your niche per say, after creating your own brand online and implementing this new social media and blogging business model for yourself, you will have more knowledge and acquired skills in this area than 99.99% of the population... This kind of information is **highly sought after**.

And after you start experiencing results in your own business, you will have developed skills that every business owner and entrepreneur wants to have! So

there's an incredible potential here to take this information to businesses in your local area.

Local small business consulting is a HUGE untapped industry that has enormous potential for growth over the upcoming years. Just about every small business on the planet is now thinking about and/or looking for help with online marketing. I get approached by local small business owners almost on a daily basis who are looking to build an online presence and market their products or services online.

Clearly, Internet marketing is the future for ALL businesses and you can eventually position yourself as a marketing expert and mop up a massive portion of this market share. You can approach local shops, restaurants, gyms, yoga studios, massage centers, and even dry cleaners about their online presence. You can either create a marketing package where you do the work for them, or just put together a coaching package to train them how to do it themselves.

8. **Launching Your Own Seminars, Becoming A Best Selling Author, Public Speaking, and anything else you can imagine!** Again, there is absolutely no limit to the amount of wealth and success you can create for yourself with this business model.

As you start building your list, successfully doing affiliate promotions, launching your own products, services, and membership sites, you can choose to do public speaking and hosting your own seminars and events.

Of course, this is only an option. And you won't know for sure if this is the direction you're meant to travel until you get there... So again, I just want to open your mind to the limitless possibilities sitting before you. If you have dreams of being the next Tony Robbins, this is absolutely the path for you!

In this industry, one success leads to another, which leads to another, and so on. You can turn your e-book into a published hard copy and sell it on Amazon... You can do events, webinars, or trainings for other marketers and their lists, and in turn, always expanding yours. You can put together retreats, cruises, high-ticket coaching programs, or anything else your mind can imagine!



[The Great Fountain Of Leadership...](#)

With all of the potential now sitting before you, you CAN have everything when you get out there and just take action. There's a natural evolution in the development and growth of your business, and it starts with just the first step. One of my mentors, Eben Pagan, who I mentioned earlier, did a talk a while back on 'The Great Fountain Of Leadership' and I wanted to share it with you briefly...



Essentially, there is a natural flow of leadership that happens within a network of entrepreneurs, and Eben relates this to the movement of water up a fountain. When you're first getting started, you have to make the decision to 'enter' the water fountain from the bottom.

It's your choice whether or not you want to 'play the game' of developing yourself as a leader. In entering the fountain, there's nowhere to go but up. And you can propel yourself up the water channel by supporting those who entered the fountain before you. You can give your energy to help bring your leaders to higher places, and in turn, you get to travel with them. **This first stage is about joining a tribe and helping others create more success.**

Eventually, there will be people entering the fountain after you... And these people will be supporting you and lifting you higher, which has a ripple effect all the way up the fountain channel. **These people become YOUR tribe.** And this ripple effect of support goes both ways... you are supported by the leaders above you and you are supported by the leaders below you. As you help to support the leaders who entered before you, you are pushing them up the channel to eventually burst out of the top of the fountain in full expression.

And then, over time, the leaders who entered after you will help to push you to your greatest potential as you move to the top of the fountain and express your greatest potential. It's the collective momentum and support that really makes a difference in the strength and force of the entire water fountain. There's no hierarchy, only a difference in experience.

As you're getting started with this business model, you will be entering the fountain from the bottom by getting a blog, creating content, and starting to build your own list. You then start supporting the leaders who entered the fountain before you by helping to share their content and promote their affiliate products. You start off as a 'product promoter'. And then eventually, you will be attracting leaders to come and follow you!

These new leaders will enter at the bottom and help to support and promote you in any way possible. The support system is a two-way flow, where leaders at the top support and inspire their networks, and leaders entering the fountain help to support and lift those

above them higher and higher. As you grow to the next evolution of your business development, you will start creating your own products and services, and then eventually, you will become the expert or the guru at the top of the fountain.

Product Promoter → Product Creator → Guru/Expert

Although you are moving up the diagram with the different levels of achievement in this model, again, there is no hierarchy and you are supported by EVERYONE in the fountain, both above you and below you.

Not only is this a win/win for everyone involved, it's really the natural way to support and cultivate true leadership in our world. Everyone is a leader in his/her own unique way. And when leaders are making a heartfelt contribution with their work, the great fountain of leadership can have a profound impact on the planet.

Are you in the fountain yet? If not, it's time... 😊

The Time Is Now.

There's never been a better time for you to follow your heart, build a business around your passions, and partner up with other like-minded entrepreneurs who can help you expand farther than you ever could on your own. This is a business model of infinite possibilities for creation, expansion, and fulfillment.

And now, together, we are pioneering a movement for a new social media economy to emerge...

In the new social media economy, people are encouraged to build a business that truly speaks their life's purpose. They have the opportunity to learn about what they're most passionate about in life, fine-tune a skill-set, and share it. Each person is then contributing the gifts and intrinsic value they were MEANT to give... And of course, making an abundant living in doing so.

In the new economy, VALUE is the new currency... The more value you have to offer, in the form of information and services, the more money you will create. People are empowered with the tools, skills, and resources to build a blog, grow their own personal network, build a tribe, and create multiple streams of income simply and easily.

It's an economy that inspires cooperation instead of competition, abundance instead of scarcity, and living a life of purpose and growth instead of being trapped on a meaningless hamster wheel.

When each person is living their life's purpose, contributing their gifts, teaching their craft, and pursuing a cause that they are passionate about, it is a true recipe for abundance, freedom, and harmony on a mass scale.

Are you ready to join the movement?

You have a unique purpose, a unique contribution that you came here to make. Are you living it? Are you living the infinite potential you have inside of you? Don't die with your music still inside of you...

“There is more in us than we know. If we can be made to see it, perhaps, for the rest of our lives, we will be unwilling to settle for less.” ~ Kurt Hahn.

I'm here to inspire YOU to fully know and realize that you are the creator of your own life. You have the choice to start living the life of your true potential at any moment. You have within you



ALL that is needed to create the life of your dreams... And now that you're aware of the possibilities laid out before you in this manifesto, there has never been a better time to truly go after what **you want most in life**.

So what DO you really want? What does the business of your dreams look like? How would it feel to be living and operating at your highest potential as a human being and fully **living the life you came here to live**?

In taking action on everything I shared with you today, you truly have the ability to step into your true power, become the leader you were born to be, and make the contribution you were meant to make. It really is a full-spectrum business model that can satisfy you in every way...

You are fueling your mind with the ever-expanding potential to learn and grow... You are fueling your heart with the connection, community, and contributions you can make... And you are fueling your spirit and your life's mission by growing, evolving, getting better and better at giving your gift, inspiring others, and continually inspiring yourself to reach greater heights. What kind of legacy do you want to leave?

And of course, you're not alone... As a collective, we can all help each other shine even brighter, soar higher, and make a bigger difference. The power of transformation in our world, our economy, and our global happiness lies in the power of community... And by uniting together, joining forces, and working together, we can create a success movement that impacts the lives of countless people all over the world.

And Now, I'd Like To Invite YOU Into Our Tribe...

After seeing first-hand the power and potential of having a tribe in my own business... and then the impact it's had in many of my students' businesses... I realized something.

There wasn't an efficient way for all of us to unite together, put our content into a centralized database, and syndicate each other's posts in a systematic and organized way. It was really a NEED that I knew would be incredibly powerful, profitable, and helpful for so many people...

So, after 10 months of putting this idea into motion, I'd like to extend a personal invitation for you to join 'The Unified Tribe'...

The Unified Tribe is a revolutionary system that will help you to get automated content syndication, perpetual traffic, and the ability to grow your own tribe simply and easily. We are connecting you to other like-minded entrepreneurs who will help you get maximum exposure and potentially expand your personal network into the thousands and even tens of thousands very quickly.

Our unique technology for content syndication and tribe building is unlike anything else existing online... We're taking the concept of a tribe and putting it into a practical application for you to get immediate results.

We are also a social media and blogging university, giving you the most cutting-edge marketing strategies and tactics to catapult your business to incredible heights and sustain ever-increasing momentum in our new social media economy. So if you want any further help with the business model I've shared with you today, we're here for you. We also have a thriving community and forum for you to build long-lasting, meaningful, and very profitable relationships with other successful entrepreneurs.

We truly are a tribe with purpose... And our purpose as a tribe is to empower individuals with the skills, resources, connections, and traffic to build the business of their dreams online quickly and successfully... And together, create a "unified success movement" to help ALL members get more exposure and make more money through **collaboration**.

The Unified Tribe really is the complete ecosystem to help you thrive in our new economy... You're not in this alone! I can't wait to share more details with you... So right now, head over to <http://www.TheUnifiedTribe.com/video> to learn more about it.

I hope you received a TON of value out of this manifesto today. And I'm very much looking forward to helping you fully blossom into a powerful and influential entrepreneur who can truly manifest ANYTHING in life!

To Your Unlimited Potential,



Founder and Creator of:
<http://www.TheUnifiedTribe.com>



P.S. It's time to spread this message of empowerment with as many people as possible. You are totally free to share this manifesto with ANYONE and EVERYONE you care about. Blast it out to your friends and followers on Twitter and Facebook, share it with your family, friends and co-workers, email your list if you have one... We are galvanizing a tribe for true transformation and prosperity for all, so let's extend the invitation as far as we can reach.

P.P.S. Have a comment, question, or feedback? We'd love to hear from you, so leave us a comment on our community blog at <http://www.theunifiedtribe.com/blog/manifesto>.