



You Rock Newsletter

VOLUME 1, ISSUE 3

“Word-of-Mouse” Advertising: The ABC’s of Social Media Marketing

Few would disagree that *Social Media Marketing* (SMM) is definitely changing the landscape of marketing and public relations. The mound of networking tools available makes it nearly impossible to keep up with the latest trends. Yet, if you don’t, you may be missing out on many opportunities. After all, the Internet along with social networking portals such as Facebook, Twitter, and LinkedIn, make access to millions of potential clients and employers faster and cheaper, exponentially expanding your reach. SMM takes “word-of-mouse” advertising to a completely new level, with one friend using technology to tell another friend with a click of a mouse, "Hey look at this!" So how do you harness all the power of these tools to advance your business, to land that new job, to out-position your competition, and to maximize its use? The following is a primer to help you get started.

First, Social Media Marketing is a form of Internet marketing, which uses social networks, online communities, blogs, and other collaborative forms of media as part of an overall marketing, sales, public relations, and customer service strategy. It serves three main purposes:

- A. *Attention*. SMM creates **attention** in the form of buzz, replicating your message through user-to-user contact rather than through a purchased ad.
- B. *Branding*. SMM builds a fan base from which your **brand** or company is promoted on one or more online social media venues.
- C. *Conversation*. SMM facilitates two-way **conversation**, encouraging user participation and dialogue.

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Social Networking & Online Media:

The New Marketing & Public Relations for Small Businesses

with Natalie M. Cofield of NMC Consulting at You Rock Academy

October 15, 2009:

12:00 PM - 2:00 PM

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Second, SMM requires more than becoming familiar with available tools. While many of the tools employed in Social Media Marketing are free, integrating these tools into a cohesive, social networking strategy requires skill, time, and money. Make sure your strategy is a comprehensive one as it is key to how you implement these tools. You need to know what you wish to accomplish (goals) and why (purpose), who your target audience is, and the best tools to reach them. In addition, developing a communication plan is also a key part of your success. Your message must be consistent and engaging. What's more, your plan must include all those you wish to reach.

The biggest factor in whether your strategy is successful is patience, as success does not occur overnight. It takes time and familiarity; that is, people must know and care about you as well as your brand. Or, you must have a truly original idea that people want to share with their followers.

Finally, measure results. Obtain statistics using a variety of methods such as mentions on blogs and comments on the content; real-time blog advertising results and click-throughs to your company web site; as well as from a variety of sites, such as Google Trends, Twitter search, and Google Analytics. The bottom line? Before taking the plunge, do your homework as you only have one chance to make a good first impression.

Coaching

If you would like more information about one-on-one, group, team, or community coaching, or any of our workshops, please e-mail us at Lauren@yourockacademy.org with "You Rock Workshops" or "You Rock Coaching" in the Subject Line. Or call us at (585) 442-1704 .

Why Everyone Needs A Coach

Most of us know about sport coaches who work with professional athletes to become more physically and mentally competent. The demand for coaching is fast growing and many are taking advantage of personal coaching to develop competencies in a variety of areas. Both men and women are looking to advance their careers, start a business, have better relationships, or find ways to tap into deferred dreams, unfulfilled goals, or lost aspirations. A good coach not only makes you more mentally, spiritually, and physically competent, but it also has you operating at your maximum potential.

Top 10 Reasons to Hire a Coach

1. To manage people effectively, make sound decisions, increase performance, and accelerate business plans.
2. To identify and focus on the things you want to accomplish in any area of your life.
3. To develop career goals aligned with your passion and talent.
4. To complete transitions successfully.
5. To be successful in running and operating a business.
6. To improve personal relationships.
7. To increase personal effectiveness at work and in life.
8. To establish financial goals and realize prosperity.
9. To remove personal and self-imposed constraints blocking your power to produce extraordinary results.
10. To be spiritually, mentally, and physically developed to live a fulfilled life.



Natalie Cofield on Social Networking

With the advent of the Internet and social networking portals such as Facebook, Twitter, and LinkedIn, you now have the opportunity to access millions of potential clients, cheaper and quicker, exponentially expanding your business' reach. To learn how to harness the power of these tools You Rock Academy is hosting a workshop on social media marketing on Wednesday, October 15, 2009 from noon until 2:00 p.m. with speaker/presenter, Natalie Cofield, MPA. Ms. Cofield, a frequent public speaker and television personality in Washington DC, is also a presenter and academic lecturer on the topics of business, economic, and community development. Her workshop, entitled, *Social Networking & Online Media: The New Marketing & Public Relations for Small Businesses & Entrepreneurs*, combines technology with traditional marketing strategies with the goal of educating small business owners on the changing landscape of marketing and public relations. This in-person, instructor-led workshop covers:

- Background information on social networking mediums, their foundation, and the steps involved in navigating through the online web portals;
- Demographic details of Facebook, LinkedIn, and Twitter;
- Use of the Internet as a medium for public relations and marketing;
- Strategies for growing your network and online presence; and
- Strategies for advertising online.

Promising to be informative and interactive, this workshop combines a PowerPoint presentation with demonstrations of online mediums via laptop; white papers on social networking; and a list of recommended reading. So be sure to bring your laptop!



NATALIE M. COFIELD
NMC
Consulting Group

Natalie M. Cofield, MPA is a frequent public speaker, television personality (District of Columbia), presenter and academic lecturer on topics of business, economic and community development. She is also a researcher and writer and has published works on topics of entrepreneurship and industry development. She has worked in major global markets including: Washington, DC, Los Angeles, New York, NY and London for Fortune 500, government, non-profit, and education sectors. Ms. Cofield has received numerous awards, including a Certificate of Recognition from Mayor Antonio Villaraigosa for her contribution to Economic Policy in Los Angeles. In 2006, Ms. Cofield was featured in Ebony Magazine's Top 30 Under 30.

For More Information

If you would like more information about this workshop or any of our other offerings, please e-mail us at Lauren@yourockacademy.org with "You Rock Workshops" in the Subject Line. Or call, (585) 442-1704 .

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Calendar

October–November

Professional Development

**Social Networking & Online Media:
The New Marketing & Public Relations for
Small Businesses**

October 15, 2009: 12:00 PM - 2:00 PM

**A New Approach to Combining
Technology and Traditional
Marketing Strategies**

The goal of this workshop is educate small business owners on using the Internet and social network portals as part of your overall marketing strategy.



**Mission Possible: Dream-Believe-Achieve™
Mini-Retreat**

October 31, 9:00 AM-11:30 AM

**“It is never too late to be what you might
have been.” ~ George Eliot**

This program is definitely a must for those who have big dreams and a passion to change the world.

Mission Possible: Dream- Believe-Achieve is an intensive program that takes you step-by-step through a process of extreme transformation around old habits, behaviors, and ways of thinking that prevent you from making extraordinary things happen. At the end of this program, you will have a portfolio complete with a clear description of your dream, unique talent, strategies, implementation plan, and a whole new you to make your dream, business, or idea a reality. **Register now, space is limited!**

If you would like more information about this or any of our other offerings, please check us out at www.YouRockAcademy.com, e-mail us at Lauren@yourockacademy.org with “You Rock Workshops” in the Subject Line; or call us (585) 442-1704 .

You Rock Soirees

Network Connections

Friday Soirees —Soup & Cinema

Friday, October 23, 2009 5:30 pm to 8:30pm

Young Entrepreneurs Society

“Y.E.S!”

*Learn the Secrets of Today’s Young
Entrepreneurs and Millionaires*

Society has programmed us to follow a certain path creating a “reality” of how young people are suppose to grow up and support themselves. Rebel millionaires at the cutting edge of every industry are taking an alternate path. These modern day non-conformists had an idea, trusted their instincts, and took a risk that paid off. Authors, inventors, retailers, filmmakers do it. Learn the success stories of today’s millionaires and make your mark on the world.

**Say YES to success.
Recommended for all ages!**

Join a mix of people on a monthly basis
around a themed event.

All featured activities are designed to spark our thoughts, imagination, and actions while encouraging thoughtful conversations and connectedness across a diverse community.

*“I was inspired after attending Friday’s Soup
and Cinema and want to thank you for your
hospitality. I am a woman in transition and
was delighted to see other’s in the same
place full of joy and life!”
~ Cynthia B.*

Save the Date for future Friday Soirees:

Friday, November 13, 5:30 pm to 8:30pm
Friday, December 11, 5:30 pm to 8:30pm

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Today's Leaders: Ordinary People Doing Extraordinary Things

September's *Friday Soiree* was wonderful lesson in how great things come in small packages and, how acknowledging another person's greatness can often help us discover see our own. The film, "Ryan's Well," tells the story of Ryan Hreljac, a first grader, who was inspired to raise money to build a well at a school in an Ugandan village. This young man not only demonstrated the ingredients of a true leader, but also showed us no one can do it alone. Inspired by Ryan's leadership, perseverance, courage, passion, and vision, *Friday Soiree* participants exchanged thoughts about the *making of a leader* and the discussed the question, "What would you do differently moving forward?" The discussion led to insights into how we often prevent others from pursuing their dreams without even knowing it; that it was far easier to see how others prevent us than it was for us to see how we prevent others. Participants found inspiration in knowing ordinary people can do extraordinary things with the support of family, friends, and communities. One participant commented on how "amazing it was to learn you could extend your relationship across the globe simply by having the courage to believe in yourself and the good of humanity." Bryan Alexander (11 years old), our youngest *Friday Soiree* member and attendee, said, "I learned I could be a better person and that just because you are small does not mean you can't do great things."

Busy schedules and hectic lives make it difficult for us to network beyond passing business cards and make new friends beyond high school or college. It gets even more complicated when we have only a limited number of ways to balance our social lives with our work lives. *Friday Soirees* is a new and different way to network, socialize, and meet new friends while at the same time examine new concepts and ideas for work, business, relationships, and home. The events are not only enjoyable, but they also open the door to new opportunities in friendship, learning, and growth.

For More Information

For more information on how your organization can attend or sponsor a *Friday Soiree*, e-mail us at Lauren@YouRockAcademy.org with "Social Media Marketing" in the subject line. Or call us at (585) 442-1704 .

Youth Academy: Leadership Strategies for Teens (Ages 13–19)

Dr. Melody Cofield of You Rock Academy is facilitating a series of workshops for teens entitled, *Leadership Strategies for Teens*. This powerful character-building workshop is designed to tap into teens' leadership potential, developing essential skills for personal effectiveness and performance. It's a great activity to complete during a school break or during the school year. Registration is required. For more information on an upcoming workshop, visit our website www.YouRockYouthAcademy.org, e-mail lauren@yourockacademy.com, or call (800) 405-9265. Group discounts are available.

You Rock Academy is also launching an art and poetry contest for teens entitled, *Character Building: The Young Leader's Perspective*. Students, Grades 9-12, are eligible to submit a drawing, painting, or poem that expresses an understanding or perspective of the role of young leaders as depicted in one of 36 leader character attributes. For instructions, rules, and deadline, click the [Youth Academy](#) link on our website, www.yourockacademy.org/. Winners are to be notified and announced on March 21, and invited to attend a recognition reception in November.

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GREAT FOOD FOR THOUGHT

“Why do more of us act like corn seeds than popped corn?”

“I haven’t seen you all summer. You look really great!

Would you like some freshly popped popcorn?”



Most of us dread change and resist it so much that we surround ourselves with a hard shell just like the corn seed does to protect its nurtured potential within. In holding onto the past, we often fail to release the potential within us. Only when the heat is on and we panic do we discover our true talent. Wouldn’t it be great if we had an electric machine that could explode our potential into a tasty treat like popcorn? What are the ways you hold back your own potential? What the ways others have caused you to hold back your potential? How do we do this to others?

Ingredients

- 1/2 cup butter
- 1/2 cup brown sugar, firmly packed
- 3 quarts popped popcorn

Caramel Corn Crunch

1. Combine creamed butter with brown sugar then whip until fluffy.
2. In a large baking pan, add popped corn and creamed mixture.
3. Mix popped corn with in creamed mixture.
4. Bake in 350-degree oven for about 8 minutes or until crisp.
5. Serve warm, if desired.

Variations:

For a variety, you may want to flavor popcorn with apple, cheese, chocolate, cinnamon, or cranberry

Yield: Makes 3 quarts. Nutritional Information: (based on 1 serving)

Total Calories 141; Fat 10g; Carbohydrate 12g; Sugar 6g; Fiber 1g; Protein 1g; Sodium 81mg; Cholesterol 21mg.

You Rock Cafe is a cozy place to relax with friends and share your thoughts, ideas, and stories on exploding human potential and building better relationships. You’re encouraged to join us and share your thoughts and stories by **BLOGGING** us at www.YOUROCKCAFE.com.



Theresa Fischette,
Editor

In this issue, we encouraged our readers to embrace change, explore new possibilities, and release the potential within. A few ways to embrace change are to take advantage of new technology, expand network relationships, and hire a coach to help us through transitions. You Rock Academy is devoted to developing leaders, building relationships, as well as nurturing talent and professional development.

Have a great idea? Or, if you would like to submit an article in an upcoming newsletter, please e-mail us at Lauren@yourockacademy.com with “You Rock Contribution” in the Subject Line. Or call us at (585) 442-1704 .

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