

Social Networking **Environment**



**A NEW “HOW TO BOOK”
GET MORE TRAFFIC TO YOUR WEB SITE**

Learn How To Get More Traffic To Your Web Site Absolutely Free

By Janice M. Al Boukai

Produced by: JMA and Associates Publishing 2009

(817) 676 - 6074 - Janice@JaniceAlboukai.com

What Is A Social Networking Environment?

ALL RIGHTS RESERVED. No part of this book may be reproduced or transmitted for resale or used by any party other than the individual purchaser who is the sole authorized user of this information. Purchaser is authorized to use any of the information in this publication for his or her own use **only**.

All other reproduction or transmissions, or any form or any means, electronic or mechanical, including photocopying or by any informational storage or retrieval system, is prohibited, without express permission from the publisher.

LEGAL NOTICES.

While all attempts have been made to provide effective, verifiable information in this book, neither author, nor publisher assumes any responsibility for errors, inaccuracies, or omissions. Any slights of people or organizations are unintentional. If advice of tax, legal, compliance, or related matters is needed, the services of a qualified professional should be sought. This book is not a source of legal or regulatory compliance or accounting information and should not be regarded as such.

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. Since federal laws differ widely, as do codes of conduct the rules of professional conduct for members of professional organizations and agencies, Purchaser must assume all responsibility for determining the legality and or ethical character of any and all business transactions and/or practices adopted and enacted in his or her particular field and geographic location, whether or not those transactions and / or practices are suggested, either directly or indirectly, in this book.

As with any business device, the reader is strongly encouraged to seek professional counsel before taking action.

NOTE:

This book intends no guarantees of income or profit. Your results will vary, JMA Publishing / Janice M. Albokai cannot and will not promise your personal success and has no control over what you may or may not do with this book and therefore cannot accept the responsibility for your results. You are the only one who can initiate the action, in order to reap your rewards! Any and all references to persons or businesses, whether living or dead, existing or defunct, are purely coincidental.

What Is A Social Networking Environment?

What Is A Social Networking?

Janice Montgomery Albokai

Social Networking Internet Marketing Questionnaire

Your Name:

Your Company:

Your Website address:

Date:

Please read each question carefully – some will seem very similar, some will seem irrelevant – but trust me - this is all vital stuff if you want to achieve that first question!

Complete each question thoroughly, with as much detail as you can – use as much space as you want.

Where the word “customer” is used – this refers to your equivalent – be that a visitor, subscriber, client, whoever it is you want visiting your website.

Right then – go for it!

1. What do you want for your business?
2. What do you expect your website to bring you?
3. Who are your customers?
4. Where are your customers?
5. At present, how do your customers know about you?
6. What do you think your customers want

7. At present, how do you give them this?

8. Step back a bit for this one; what do you have that they need?

9. What do you want your customers to do when they visit your website?

Right – on to some keyword research preparation:

10. What phrases/words do you think your customers use in order to find you on Google?

11. What phrases/words would you use in order to find your ideal, your best customers?

12. What are they doing well on their websites, in your opinion?

13. And what are they getting wrong?

14. What phrases/words would you use in order to find your competitors' websites?

15. Who are your competitors? List their website addresses please.

What Is A Social Networking Environment?

Conclusion

I hope you have enjoyed and have benefited from this action book.

You can become empowered thru the process of learning how to market your business on the Internet. In fact, it is one of the easiest strategies available and the most cost effective.

I think, once you see this strategy for what it really is, you can then understand how easy it is to drive traffic to your own web site.

The fact of the matter is – You can!

I wanted to keep each step in the process as short as possible and I think I've done a good job of providing information in a simplified manner so anyone can understand the format.

Your only job now is to take action!

Good Luck!

See you at the Top!

Janice Montgomery Albokai

JaniceAlbokai.com
Janice@janicealbokai.com

WHAT IS PROMOTIONAL ADVERTISING... This concept has been around since the beginning of time. From the Town Crier in the 1600s calling out the latest town news to in later years, the newsboy calling out "come and get it" the latest news headlines. These forms of Promotional Advertising were being used before the invention of radio, television and any of the high technology methods of communications that exist today.

Janice Montgomery Albokai

Speaker, sales trainer, publisher, Fort Worth Small Business Times and host and creator of "The Voice of Small Business" radio show. Every marketing strategy imaginable, but non more than Promotional Advertising has influenced her sales career. Promotional Advertising is what one does when they simply can't afford the high cost of newspaper, radio television or any of the other marketing strategies out there. It is the basics of getting the job done, no matter what. Promotional Advertising is crucial to the small business owner. Promotional Advertising is absolutely the single most important component of your marketing strategy.

Who is Janice Montgomery Albokai?



Janice Montgomery Albokai has been described as a tenacious sales and marketing professional at the "Top of Her Game". Her marketing skill has developed through involvement with many direct selling organizations over the past 25 years.

In August 2004 she founded and launched JMA Publishing. The first publication, The Fort Worth Small Business Times was launched in August 2004 with 27 prepaid ads. Her company is a 100% woman-owned minority business.

In addition to the publications, in 2004 and 2006 Janice has founded and sponsored a number of networking organizations for small business owners and women in business. In 2005 she created a radio talk show for small business owners. The Voice of Small Business is focused on providing information to help small business owners grow their businesses. The Voice of Small

Business is currently streaming on Blog Talk Radio. Recently, Janice has spent much of her time strategically planning her own company's marketing strategies and positioning her company for growth opportunities.

An Alabama native, Janice spent her formative years in Tuscaloosa, Alabama. At the age of seventeen her family relocated to Northern California, where she lived until moving to Fort Worth, Texas in March of 2004. She is a mother of two, Jonathan and Amanda and the grandmother of three, Troy, Devon and Andrew.

TOPICS FOR SPEAKING

PROMOTIONAL MARKETING STRATEGIES – *"Creative Ideas for Your Small Business"*

WHAT IS A SOCIAL NETWORKING ENVIRONMENT – *"Marketing Strategies for Social Networking"*

NETWORKING AT THE TOP OF YOUR GAME – *"Proven Networking Strategies To Grow Your" Small Business*

IS ADVERTISING DEAD? – *"How To Capitalize on the Mass Media Approach To Advertising"*

ESTABLISH YOURSELF AS AN AUTHORITY – *"How to write compelling articles that promote Your Small Business"*

DEVELOPING AN EFFECTIVE ADVERTISING CAMPAIGN – *Using Promotional Advertising and Traditional Media To Enhance your Current Marketing Strategy*

HOW TO WRITE EFFECTIVE AD COPY – *"Ad design 101, the basics of Ad Copy design. What you ad rep probably doesn't know."*

HOW TO DEVELOP YOUR OWN FAN CLUB – *"Start Your Own Small Business Fan Club"*

THE PITFALLS OF TELEPHONE SALES CALLS – *"Why Should I Talk To This Person"*

THE SECRET OF GETTING RETURN PHONE CALLS – *"Learn the PROVEN METHODS of Getting Prospects to Return YOUR Telephone Calls"*

CUSTOMER SERVICE – *"Is it Easier To Keep a Customer Than Get A New One"?*

To schedule Ms. Albokai for your next event or meeting call (817) 676-6074