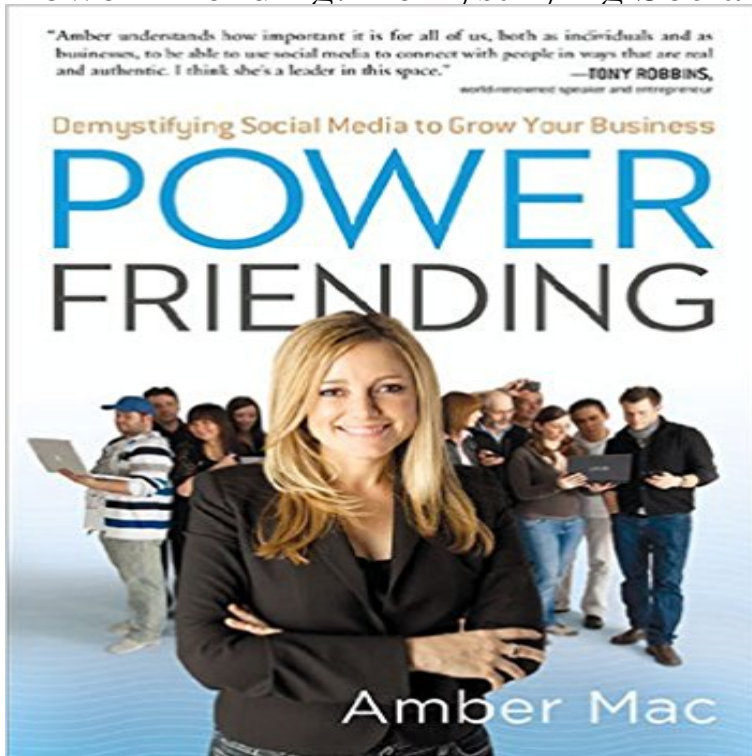


Power Friending: Demystifying Social Media to Grow Your Business



Amber understands how important it is for all of us, both as individuals and as businesses, to be able to use social media to connect with people in ways that are real and authentic. I think she's a leader in this space. -Tony Robbins, world-renowned speaker and entrepreneur Amber Mac wants to be your friend. She may be a tech-savvy webpreneur, the popular host of TV shows and video podcasts, and an in-demand consultant and speaker, but if you ask Amber Mac about her strategy for success, she'll tell you she's just trying to be a good friend. When it comes to social media—whether it's Facebook or Twitter or the latest video blog—the tools evolve quickly, the rules change rapidly, and the technology feels more and more complex. But making social media work for your company doesn't have to be complicated or expensive. In this compact yet thorough guide, Mac shows you how to effectively harness the online world to grow your business. The secret: think of your audience as your friends and then treat them that way. The Power Friending approach is all about developing real relationships based on mutual respect and support. While you may never meet some of your online friends face-to-face, they still expect you to follow the established norms of friendship: be authentic, reach out, listen. And don't lie to your friends. These same rules apply when building a strong brand online. Whether you're a blogger, a small company, a well-known global enterprise, or an aspiring queen of the Internet, Mac shows how to make the most of social networking tools, including:

- Targeting the right networks
- Feeding and seeding a community
- Authentically engaging with customers and fans
- Managing your online friendships on a daily basis and on a budget

This isn't a book of abstract theories or complicated strategies. Mac writes from personal experience: she built a huge fan base

through social networking. She also draws on real-life and up-to-date examples to give you the information you really need in order to establish and maintain credibility and meaningful relationships online.

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