



Transcript from April 12, 2010 to April 12, 2010

All times are Pacific Time

April 12, 2010

- 1:50 pm **wgbiz:** Good morning, women in business! Ready for our 1st-ever #wgbiz chat featuring the awesome @tinu? 12-1 pm ET! <http://ow.ly/1xmUO>
- 1:51 pm **wgbiz:** TY for the RTs @InfinityDown @Dana_Sanders! RT @wgbiz Women in business, don't miss the first #wgbiz chat, featuring @tinu 12-1 pm ET TODAY!
- 1:52 pm **wgbiz:** RT @ashokaFEC: <http://bit.ly/aB1hOr> Know of changemakers in the corporate world? #4change #csr #socialgood #socentchat #nptech #wgbiz
- 1:53 pm **wgbiz:** @NadineTouzet @nahumg @BayBizAdvisors @cdginteractive @rebeccaSM @kikscore @rockandrollmama @shashib TY for your kind support of #wgbiz!
- 1:54 pm **wgbiz:** TY! RT @nina_menezes: Women in biz, don't miss the 1st #wgbiz chat w @tinu on inbound marketing & SM. 4/12, 12-1 pm ET. <http://bit.ly/a4HMWH>
- 2:10 pm **shashib:** New #wgbiz Post : Women in Business: Do The Hustle <http://bit.ly/dATHKO> #li
- 2:17 pm **LPT:** RT @shashib: New #wgbiz Post [from @shonali]: Women in Business: Do The Hustle <http://bit.ly/dATHKO>
- 2:35 pm **wgbiz:** Women in business: ready to do the hustle with @tinu and @shonali today at our #wgbiz chat? woot! <http://ow.ly/1xnbT> 12-1 pm ET!
- 2:37 pm **shonali:** @LPT @shashib Thanks for the RT! Wasn't that video cute? <http://bit.ly/dATHKO> #wgbiz
- 2:45 pm **shonali:** RT @wgbiz: Women in business: ready to do the hustle with @tinu today at our #wgbiz chat? woot! <http://ow.ly/1xnbT> 12-1 pm ET!
- 2:55 pm **shonali:** 5 business uses for a digital frame from @IncMagazine. Good tips. #wgbiz <http://bit.ly/9bVwB7>
- 2:58 pm **LondonevangeUK:** RT @shonali: 5 business uses for a digital frame from @IncMagazine. Good tips. #wgbiz <http://bit.ly/9bVwB7>
- 2:58 pm **sfsam22:** RT @Shonali 5 business uses for a digital frame from @IncMagazine. Good tips. #wgbiz <http://bit.ly/9bVwB7>
- 3:52 pm **shonali:** #wgbiz
- 3:53 pm **Tinu:** RT @shonali: RT @wgbiz: Women in business: ready to do the hustle with @tinu today at our #wgbiz chat? woot! <http://ow.ly/1xnbT> 12-1 pm ET!
- 3:53 pm **shonali:** The 1st #wgbiz Twitter chat kicks off in 8 minutes with @tinu, please join us!
- 3:57 pm **Tinu:** w00t! Almost time for the #wgbiz chat!
- 3:59 pm **shonali:** @kwell2416 @csread61 @mdbarber @KellyeCrane If your life's not too crazy, hope you can join the #wgbiz chat starting in 2 minutes w/ @tinu!
- 3:59 pm **ZenRabbit:** RT @Tinu & @shonali: Women in business, ready to do the hustle with @tinu today at our #wgbiz chat? woot! <http://ow.ly/1xnbT> 12-1 pm ET!
- 4:00 pm **shonali:** @ZenRabbit Thanks for RTing about the 1st #wgbiz Twitter chat, hope you're planning to join!
- 4:01 pm **jdp23:** RT @shonali: Women in business, ready to do the hustle with @tinu today at our #wgbiz chat? woot! <http://ow.ly/1xnbT>
- 4:01 pm **shonali:** I'm heading into #wgbiz for the next hour, so please snooze me if I'm too talkative. :-)

4:01 pm **gizmodesign:** interesting - RT @ZenRabbit: RT @Tinu & @shonali: Women in business, w/ @tinu 2day at R #wgbiz chat? woot! <http://ow.ly/1xnbT> 12-1 pm ET!

4:01 pm **shonali:** And... we're on! Welcome to the 1st ever Twitter chat by, for and of women in business. How're y'all doing? #wgbiz

4:02 pm **shonali:** If you're joining the chat (today we focus on inbound marketing/SM), please take a moment to introduce yourself. #wgbiz

4:02 pm **shonali:** I'll start: I'm a #soloPR pro based in DC (have laptop, will travel :-p), and editor of @wgbiz. #wgbiz

4:02 pm **ACCompanyC:** RT @shonali: And... were on! Welcome to the 1st ever Twitter chat by, for and of women in business. Howre yall doing? #wgbiz

4:03 pm **shonali:** @jdp23 @gizmodesign Thanks so much for RTing! Hope you're joining the chat today. #wgbiz

4:03 pm **sarahgerrol:** I work at a Boston-based PR agency and am looking forward to learning more today! #wgbiz

4:04 pm **Tinu:** Who else is here in the #wgbiz chat? Thanks for retweeting, everyone!

4:04 pm **shonali:** @ACCompanyC @sarahgerrol So nice to see you, thank you for joining the chat today! #wgbiz

4:04 pm **ActiveIngreds:** hi guys! so happy to join in! #wgbiz

4:04 pm **wgbiz:** RT @shonali: And... we're on! Welcome to the 1st ever Twitter chat by, for and of women in business. How're y'all doing? #wgbiz

4:05 pm **wgbiz:** RT @shonali: If you're joining the chat (today we focus on inbound marketing/SM), please take a moment to introduce yourself. #wgbiz

4:05 pm **ACCompanyC:** Hi Shonali - and Tinu and everyone else - I handle inbound marketing for several small businesses in the Northern Virginia area #wgbiz

4:05 pm **ZenRabbit:** @shonali I am here and eager to hear @tinu's insight on inbound marketing. #wgbiz

4:05 pm **shonali:** @ActiveIngreds Great to see you, welcome to our 1st Twiterchat on inbound marketing & SM with @tinu! #wgbiz

4:06 pm **sarahgerrol:** RT @shonali: And... we're on! Welcome to the 1st ever Twitter chat by, for and of women in business. How're y'all doing? #wgbiz

4:06 pm **shonali:** @ACCompanyC @tinu Then this is a great chat for you to sit in on/share your thoughts. Thank you! #wgbiz

4:06 pm **shonali:** Just a reminder: please remember to use the hashtag so that we can capture all the tweets after. #wgbiz

4:06 pm **wgbiz:** RT @shonali: Just a reminder: please remember to use the hashtag so that we can capture all the tweets after. #wgbiz

4:07 pm **MediaCollective:** Frequency Alert: Checking out #wgbiz chat with @shonali Topic: Inbound marketing & SM

4:07 pm **shonali:** @ZenRabbit You are the BEST. Thank you! #wgbiz

4:07 pm **shonali:** LOL! RT @MediaCollective: Frequency Alert: Checking out #wgbiz chat with @shonali Topic: Inbound marketing & SM

4:07 pm **Tinu:** Whoops, haven't been using the #wgbiz hashtag. I just lost 41 cool points! Dang!

4:07 pm **abbeuck:** @shonali @highviz_pr I am okay! #wgbiz. Working hard!

4:08 pm **shonali:** Let's welcome our guest @tinu who's going to help us chat about inbound marketing/SM. Welcome and thanks, Tinu! #wgbiz

4:08 pm **wgbiz:** RT @shonali: Let's welcome our guest @tinu who's going to help us chat about inbound marketing/SM. Welcome and thanks, Tinu! #wgbiz

4:08 pm **shonali:** LOL! RT @Tinu: Whoops, haven't been using the #wgbiz hashtag. I just lost 41 cool points! Dang!

4:08 pm **sarahgerrol:** RT @MediaCollective: Frequency Alert: Checking out #wgbiz chat with @shonali
Topic: Inbound marketing & Social Media

4:08 pm **gizmodesign:** hi, checking out the #wgbiz chat! freelance designer, chicago :)

4:08 pm **LPT:** joining the wgbiz conversation via @tweetchat #wgbiz

4:08 pm **correlationist:** #wgbiz Hi @Shonali What does the acronym stand for ?

4:09 pm **Tinu:** I did tell you guys I'd be running my mouth a lot more for the next hour due to the fabulous #wgbiz chat, yes?

4:09 pm **shonali:** @jdp23 We'll count on it, we'll be doing the chat the 2nd Monday of every month, 12-1 pm ET. #wgbiz

4:09 pm **ACCompanyC:** You've got plenty in the bank; no worries RT @Tinu: Whoops, havent been using the #wgbiz hashtag. I just lost 41 cool points! Dang! #wgbiz

4:09 pm **RoyMontero:** Hi everyone I'm a 53 year old husband to Sharon and father of 2 20something daughters and 2 female border collies. I'm in California. #WGBiz

4:09 pm **shonali:** @gizmodesign Nice to see you! #wgbiz

4:09 pm **ActiveIngreds:** RT @sarahgerrol: RT @MediaCollective: Frequency Alert: Checking out #wgbiz chat with @shonali Topic: Inbound marketing & Social Media #wgbiz

4:09 pm **shonali:** @correlationist Women Grow Business (www.womengrowbusiness.com). #wgbiz

4:09 pm **JenMarsikFriess:** Hi, I'm partner at Volare Public Relations in Metro Detroit. #wgbiz

4:09 pm **shonali:** @RoyMontero It's still early for you, thanks for joining! #wgbiz

4:10 pm **shonali:** Time for Q1 for @tinu (all, do chime in): What's your take on the state of inbound marketing today? #wgbiz

4:10 pm **shonali:** @JenMarsikFriess Hi there, nice to see you! #wgbiz

4:10 pm **MediaCollective:** Chat guest is @Tinu <http://www.freetraffictip.com/> #wgbiz

4:10 pm **wgbiz:** RT @shonali: Time for Q1 for @tinu (all, do chime in): What's your take on the state of inbound marketing today? #wgbiz

4:11 pm **krisTK:** I'm following the conversation about inbound mktg/SM on first of new monthly chat for and by women in biz. Follow @wgbiz @shonali #wgbiz

4:11 pm **MediaCollective:** RT @shonali: Time for Q1 for @tinu (all, do chime in): What's your take on the state of inbound marketing today? #wgbiz

4:11 pm **shonali:** @LPT Oh, it's great to see you, thank you! #wgbiz

4:11 pm **correlationist:** @shonali Got it!! Is this forum open to women who grow biz, or is it an open platform.....the topic piqued my interest :) #wgbiz

4:11 pm **Tinu:** @shonali Hello Shonali and the #wgbiz folks! The state of inbound marketing (getting found by customers/clients) is in a word, booming...

4:12 pm **shonali:** Sweet! RT @krisTK: Following the convo about inbound mktg/SM on 1st of new monthly chat for/by women in biz. Follow @wgbiz @shonali #wgbiz

4:12 pm **shonali:** @correlationist It's Twitter, everything's open, and we don't discriminate. ;-) Join in! #wgbiz

4:12 pm **Tinu:** It's never been more inexpensive to reach more people and we've got some wicked tools. And with the web, any biz can be global. #wgbiz

4:13 pm **DaveWebb:** Checking out Women Grow Business Inbound Marketing Twitter Chat w/ @Tinu & @shonali #wgbiz follow the hashtag #wgbiz

4:13 pm **ZenRabbit:** @Tinu Zen Rabbit=Maker of the world-famous Gratitude Cookie & Zen Crunch. Helping biz w/ customer, employee, referral appreciation #wgbiz

4:13 pm **sarahgerrol:** @Tinu @shonali any thoughts on where it's heading next? What do we need to prepare for/learn now? #wgbiz

4:13 pm **gizmodesign:** @MediaCollective i think it is sadly lagging [even in my own biz] and deserves more attention. #wgbiz

- 4:13 pm **correlationist:** Just checking :) Thanks! RT @shonali: @correlationist It's Twitter, everything's open, and we don't discriminate. ;-) Join in! #wgbiz
- 4:13 pm **ActiveIngredds:** RT @Tinu: Its never been more inexpensive to reach more people & weve got some wicked tools. And with the web, any biz can be global. #wgbiz
- 4:14 pm **wgbiz:** RT @Tinu: It's never been more inexpensive to reach more people and we've got some wicked tools. With the web, any biz can be global. #wgbiz
- 4:14 pm **ACCompanyC:** @ZenRabbit very cool - sounds intriguing and yummy #wgbiz
- 4:14 pm **RoyMontero:** As an SEO I say that it is best if you "position yourself to be found" by the people already looking for you and/or your products. #WGBiz
- 4:15 pm **DaveWebb:** RT @Tinu: Its never been more inexpensive to reach more people & weve got some wicked tools. And with the web any biz can be global. #wgbiz
- 4:15 pm **shonali:** RT @sarahgerrol: @Tinu @shonali any thoughts on where it's heading next? What do we need to prepare for/learn now? #wgbiz
- 4:15 pm **Tinu:** @sarahgerrol Where Inbound marketing is heading next? Online and offline marketing is merging. Online localization & personaization #wgbiz
- 4:16 pm **Tinu:** Of course, whether we're Using inbound marketing, @gizmodesign/ @mediacollective is another question. We'll do a little how-to today #wgbiz
- 4:16 pm **MediaCollective:** A1 Inbound Marketing (relationship & needs marketing) growing but some dinasours are slow 2adopt or use 2 broadcast #wgbiz
- 4:16 pm **wgbiz:** RT @Tinu: @sarahgerrol Where Inbound marketing is heading next? Online/offline mktg is merging. Online localization & personalization #wgbiz
- 4:16 pm **ActiveIngredds:** agree RT @Tinu @sarahgerrol Where Inbound marketing heading next?Online &offline mktg is merging.Online localization &personalization #wgbiz
- 4:17 pm **wgbiz:** RT @RoyMontero: As an SEO I say it's best if you "position yourself to be found" by the people already looking for you/your products. #WGBiz
- 4:17 pm **correlationist:** @RoyMontero Being found is great, but you still have to have the right content/offer, and engagement strategy to convert. #wgbiz
- 4:17 pm **Sisarina:** I'm following the conversation about inbound mktg/SM on first of new monthly chat for & by women in biz. Follow @wgbiz @shonali #wgbiz
- 4:17 pm **wgbiz:** RT @MediaCollective: A1 Inbound Marketing (relationship & needs mktg) growing but some dinasours slow 2adopt or use 2 broadcast #wgbiz
- 4:18 pm **gizmodesign:** agreed, personalization & localization is key! #wgbiz
- 4:18 pm **shonali:** RT @correlationist: @RoyMontero Being found is great, but still have to have the right content/offer, engagement strategy to convert. #wgbiz
- 4:18 pm **Tinu:** @shonali. Heading next: localization & personalization. Every biz can use the web for inbound marketing now. #wgbiz
- 4:18 pm **ActiveIngredds:** any great & specific examples of how online/offline are merging? #wgbiz
- 4:18 pm **Sisarina:** Identifying why you want to be found & who your audience/tribe is is key in inbound marketing. Have the right voice in your content. #wgbiz
- 4:19 pm **ActiveIngredds:** do you consider mobile to part of "web"? #wgbiz
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- 4:19 pm **Tinu:** What to prepare for and learn now, I'll give you a list of what to learn and why - this is for all biz, online/off, big/small. #wgbiz
- 4:19 pm **MediaCollective:** RT @sarahgerrol Where Inbound marketing is heading next? Online/offline mktg is merging. Online localization & personalization #wgbiz
- 4:19 pm **wgbiz:** RT @Sisarina: Identifying why you want to be found, who your audience/tribe is=key in inbound mktg. Have the right voice in content. #wgbiz
- 4:20 pm **ACCompanyC:** We need to be able to demonstrate value and effectiveness to "dinosaurs" aka late adopters #wgbiz

- 4:20 pm **shonali:** RT @Tinuu: @shonali. Heading next: localization & personalization. Every biz can use the web for inbound marketing now. #wgbiz
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- 4:21 pm **DaveWebb:** RT @Sisarina: Identifying why you want to be found & who your audience/tribe is key in inbound mktg. Have the right voice in content. #wgbiz
- 4:21 pm **correlationist:** Absolutely!! The opt-in nature of mobile, and real time web is key :)) @ActiveIngredds do you consider mobile to part of "web"? #wgbiz
- 4:21 pm **Tinuu:** First, search is still highly relevant. With tools like Google Social Search ... search is becoming social... so ... #wgbiz
- 4:21 pm **shonali:** RT @ActiveIngredds: do you consider mobile to part of "web"? #wgbiz
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- 4:21 pm **Tinuu:** Don't neglect search for sm or vice versa. #wgbiz
- 4:21 pm **gizmodesign:** love the "dinosaurs" partRT @ACCompanyC: We need to be able to demonstrate value and effectiveness to "dinosaurs" aka late adopters #wgbiz
- 4:21 pm **LPT:** oops forgot to use #wgbiz @ActiveIngredds - web is part of mobile, I think, but both probably fit best under a larger umbrella of "digital"
- 4:22 pm **wgbiz:** RT @Tinuu: First, search is still highly relevant. With tools like Google Social Search ... search is becoming social... so ... #wgbiz
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- 4:22 pm **Tinuu:** 2ndly, it may sound like a broken record, but to be found, you have got to learn to use at least basic social media tools. #wgbiz
- 4:23 pm **krisTK:** Cant wait! RT @Tinuu: What to prepare for and learn now, I'll give you a list -- fit for all biz, online/off, big/small. #wgbiz
- 4:23 pm **MediaCollective:** Primary is knowing who, what & where your market is, you could be looking for love in all the wrong places #wgbiz
- 4:23 pm **shonali:** Great stuff re: Q1! OK, Q2: How can women in business use social media for inbound marketing? #wgbiz
- 4:23 pm **Tinuu:** It can seem strange to use Facebook or Twitter as part of inbound marketing when we also use them for personal reasons but... #wgbiz
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- 4:24 pm **mdbarber:** Just joining in from Alaska. Looks like you've been covering some great information. Sorry to be late. #wgbiz
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- 4:24 pm **correlationist:** This is truly the age of convergence with technology empowering diversity...You need to know, & follow your customers across the web #wgbiz
- 4:24 pm **shonali:** @ZenRabbit I can't wait to taste your Gratitude Cookie. #wgbiz
- 4:24 pm **Tinu:** ... remember you want to be where your customers are, and that's where they are. You can use social media w/o being obtrusive. #wgbiz
- 4:24 pm **shonali:** @mdbarber Great to see you here! #wgbiz
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- 4:25 pm **Tinu:** @shonali, am I falling behind in the questions? I can stop there and do a more detailed list later. #wgbiz
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- 4:26 pm **MediaCollective:** A2 Wired for it, Study: <http://www.mastersofhealthcare.com/blog/2009/10-big-differences-between-mens-and-womens-brains/> #wgbiz
- 4:26 pm **ZenRabbit:** Good questions>>RT @ActiveIngreds: @Tinu how to do you put those #socialmedia tools on rocket boosters? #wgbiz
- 4:26 pm **ActiveIngreds:** thanks for all the comments! wonder if we'll even need any other device than a mobile one soon! #wgbiz
- 4:26 pm **Tinu:** Ok, to continue on using social media, old school marketing doesn't work there, so learn the new approaches, not just the tools. #wgbiz
- 4:27 pm **ActiveIngreds:** RT @shonali: Great stuff re: Q1! OK, Q2: How can women in business use social media for inbound marketing? #wgbiz
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- 4:27 pm **Tinu:** 3rd, even though they are considered part of social media, learn how to use location tools like @foursquare. And #wgbiz
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- 4:28 pm **Tinu:** Enter your biz info in Google Local Business Center. As search gets more personalized, people are using location more. #wgbiz
- 4:29 pm **shonali:** RT @Tinu: 3rd, even though they are considered part of social media, learn how to use location tools like @foursquare. #wgbiz
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- 4:29 pm **MediaCollective:** RT @Tinu: ,to continue on using social media, old school marketing doesn't work there, so learn new approaches, not just the tools. #wgbiz
- 4:29 pm **Tinu:** You can use these tools to run promotions, to encourage reviews, to do all types of things to differentiate your business. #wgbiz
- 4:29 pm **LPT:** @Tinu - true. it's too easy to forget and think same messages work through all vehicles #wgbiz
- 4:29 pm **correlationist:** I found this presentation from @mvolpe @hubspot on Inbound Marketing to be incredibly useful. <http://ow.ly/1sQLI> #wgbiz
- 4:29 pm **shonali:** RT @Tinu: You can use these tools to run promotions, to encourage reviews, to do all types of things to differentiate your business. #wgbiz
- 4:30 pm **wgbiz:** RT @Tinu: You can use these tools to run promotions, to encourage reviews, to do all types of things to differentiate your business. #wgbiz
- 4:30 pm **ZenRabbit:** @mdbarber Right, and worse than just listening is throwing up all YOUR info, billboard style. Engagement/interaction is key. #wgbiz
- 4:30 pm **Tinu:** Another thing you want to think about, before you start actually, and re-evaluate quarterly, is how you want to be found. #wgbiz
- 4:30 pm **gizmodesign:** RT @shonali: RT @mdbarber: Q2 -- Don't forget to allocate resources for FB/Twitter so you can engage and not just listen. #wgbiz
- 4:30 pm **MediaCollective:** With bing integrating 4square on its maps,,, hum brick and morters get square #wgbiz
- 4:30 pm **shonali:** Great tip! RT @Tinu: Enter your biz info in Google Local Business Center. As search gets more personalized, people use location more. #wgbiz
- 4:30 pm **wgbiz:** Great tip! RT @Tinu: Enter your biz info in Google Local Business Center. As search gets more personalized, people use location more. #wgbiz
- 4:30 pm **Tinu:** It sounds obvious, but sometimes how you think customers are searching for you and how you'll be found are wildly divergent. #wgbiz
- 4:30 pm **BlissfulSeed:** RT @shonali: RT @ZenRabbit: @tinu Need to have a strategy for using Facebook & Twitter as part of inbound marketing/biz reasons. #wgbiz
- 4:30 pm **mdbarber:** @ZenRabbit So true -- billboards have no place in social media. It's not about the co; it's about the cutsomer. #wgbiz
- 4:31 pm **shonali:** RT @Tinu: Another thing you want to think about, before you start actually, and re-evaluate quarterly, is how you want to be found. #wgbiz
- 4:31 pm **wgbiz:** RT @Tinu: Another thing you want to think about, before you start actually, and re-evaluate quarterly, is how you want to be found. #wgbiz
- 4:31 pm **ACCompanyC:** RT @Tinu: Another thing you want to think about, before you start actually, and re-evaluate quarterly, is how you want to be found. #wgbiz
- 4:31 pm **ActiveIngreds:** yup goodone RT @Tinu: Enter your biz info in Google Local Business Center.As search get more personalized,people R using locationmore #wgbiz
- 4:31 pm **correlationist:** RT @ZenRabbit: @mdbarber Right, and worse than just listening is throwing up all YOUR info, billboard style. Engagement/interaction is key. #wgbiz

- 4:31 pm **DaveWebb:** Marketers tend to get distracted by the shiny tools w/o having a solid strategy to answer why, to whom, & goal. #wgbiz
- 4:31 pm **ACCompanyC:** RT @TinU: It sounds obvious, but sometimes how you think customers are searching for you and how you'll be found are wildly divergent. #wgbiz
- 4:31 pm **shonali:** RT @ZenRabbit: @mdbarber Right + worse than just listening is throwing up all YOUR info, billboard style. Engagement/interaction=key. #wgbiz
- 4:31 pm **wgbiz:** RT @ZenRabbit: @mdbarber Right + worse than just listening is throwing up all YOUR info, billboard style. Engagement/interaction=key. #wgbiz
- 4:31 pm **ActiveIngreds:** RT @TinU: It sounds obvious, but sometimes how you think customers are searching for you and how you'll be found are wildly divergent. #wgbiz
- 4:32 pm **ACCompanyC:** RT @DaveWebb: Marketers tend to get distracted by the shiny tools w/o having a solid strategy to answer why, to whom, & goal. #wgbiz
- 4:32 pm **MediaCollective:** If your a localized business, focus on localizing language in twitter too,,its picked up and ranked on SE's #wgbiz
- 4:32 pm **DaveWebb:** RT @TinU: It sounds obvious, but sometimes how you think customers are searching for you and how you'll be found are wildly divergent. #wgbiz
- 4:32 pm **MediaCollective:** RT @correlationist: I found this presentation from @mvolpe @hubspot on Inbound Marketing to be incredibly useful. <http://ow.ly/1sQLI> #wgbiz
- 4:32 pm **Tinu:** I have people come to me all the time wanting to be found for one tiny aspect of their business, or just the flat out wrong one. #wgbiz
- 4:32 pm **shonali:** RT @TinU: Sounds obvious, but sometimes how you think customers are searching for you and how you'll be found are wildly divergent. #wgbiz
- 4:32 pm **wgbiz:** RT @TinU: Sounds obvious, but sometimes how you think customers are searching for you and how you'll be found are wildly divergent. #wgbiz
- 4:32 pm **ZenRabbit:** How to figure that out? >@TinU: sometimes how you think customers are searching for you and how you'll be found are wildly divergent. #wgbiz
- 4:32 pm **gizmodesign:** RT @TinU: It sounds obvious, but sometimes how U think customers R searching 4 U & how youll B found R wildly divergent. #wgbiz
- 4:33 pm **ImNickArmstrong:** True! RT @DaveWebb: Marketers tend to get distracted by the shiny tools w/o having a solid strategy to answer why, to whom, & goal. #wgbiz
- 4:33 pm **ACCompanyC:** We also need to keep in mind that not all communities are as "connected" as the ones we are part of... need to teach/coach too #wgbiz
- 4:33 pm **ActiveIngreds:** how do you want to be found? ideas? #wgbiz
- 4:33 pm **wgbiz:** RT @MediaCollective: If you're a localized business, focus on localizing language in twitter too, it's picked up and ranked on SE's #wgbiz
- 4:33 pm **PetiteMommy:** RT @TinU: It sounds obvious, but sometimes how you think customers are searching for you and how you'll be found are wildly divergent. #wgbiz
- 4:33 pm **Tinu:** So be careful that you're not just targeting for pasta if you're an Italian Restaurant, or ... #wgbiz
- 4:33 pm **wgbiz:** RT @ACCompanyC @DaveWebb: Marketers get distracted by the shiny tools w/o having a solid strategy to answer why, to whom, & goal. #wgbiz
- 4:33 pm **amvandenhurk:** @shonali @tinu Ongoing evaluation is key. Plan is also verb so it can & should be changed. #wgbiz
- 4:33 pm **shonali:** RT @ActiveIngreds: how do you want to be found? ideas? #wgbiz
- 4:33 pm **wgbiz:** RT @ActiveIngreds: how do you want to be found? ideas? #wgbiz
- 4:34 pm **ACCompanyC:** try to get inside their heads - their pov - or ask them RT @ZenRabbit: How to figure that out? > #wgbiz
- 4:34 pm **ZenRabbit:** So tru>RT @ACCompanyC @DaveWebb: Marketers tend 2 get distracted by shiny tools w/o having solid strategy 2 answer why, 2 whom, goal. #wgbiz
- 4:34 pm **mdbarber:** @tinu -- do you have tips to find out how your customers are searching for you? #wgbiz

- 4:34 pm **gizmodesign:** RT @wgbiz: RT @ACCompanyC @DaveWebb: Marketers get distracted by shiny tools w/o having a solid strategy 2 answer y, 2 whom & goal. #wgbiz
- 4:34 pm **Tinu:** ... target for Italy because you sell one spaghetti dish. Take care not to go too broad or too narrow. When in doubt? Three things... #wgbiz
- 4:34 pm **MediaCollective:** @shonali @Tinu also support that people "find you not how you think" is to look at your analytics & search terms used to find you #wgbiz
- 4:34 pm **wgbiz:** RT @Tinu: So be careful that you're not just targeting for pasta if you're an Italian Restaurant, or ... #wgbiz
- 4:35 pm **Tinu:** a- ask your customers b- check your web stats c- do more research #wgbiz
- 4:35 pm **Sisarina:** If you're a localized business, focus on localizing language in twitter too, it's picked up & ranked on SE's #wgbiz (via @MediaCollective)
- 4:35 pm **shonali:** Btw @ZenRabbit has some great posts on using SM for business at @wgbiz. Seriously, I'm not just pitching it, LOL. #wgbiz
- 4:35 pm **ACCompanyC:** either twitter is slow - or she's teasing us! ;-) #wgbiz
- 4:36 pm **shonali:** Nothing like the ABCs! RT @Tinu: a- ask your customers b- check your web stats c- do more research #wgbiz
- 4:36 pm **wgbiz:** Nothing like the ABCs! RT @Tinu: a- ask your customers b- check your web stats c- do more research #wgbiz
- 4:36 pm **correlationist:** Get a hub - either your personal brand (blog) or your company website. Use content, and optimize SM platforms to bring them back #wgbiz
- 4:36 pm **Tinu:** (I'm gonna pause to look for more questions. #wgbiz If I miss yours @ me or the moderator, @Shonali.)
- 4:36 pm **KellyeCrane:** Are you following the #wgbiz chat? Great discussion going on about marketing your biz!
- 4:36 pm **DaveWebb:** RT @ACCompanyC: Need to keep in mind that not all communities R as "connected" as the ones we are part of...need to teach/coach too #wgbiz
- 4:37 pm **neil_rubenstein:** RT @gizmodesign: @wgbiz @ACCompanyC @DaveWebb: Mktrs get distracted by shiny tools w/o a solid strategy 2 answer, 2 whom & goal. #wgbiz
- 4:37 pm **Tinu:** RT @MediaCollective: @shonali @Tinu also support that people "find you not how you think" is to look at your analytics & search terms used to find you #wgbiz
- 4:37 pm **ZenRabbit:** Thanks!>RT @shonali: Btw @ZenRabbit has some great posts on using SM 4 biz at @wgbiz. Seriously, I'm not just pitching it, LOL. #wgbiz
- 4:37 pm **mdbarber:** RT @correlationist: Get a hub - either personal brand (blog) or company website. Use content & optimize SM platforms #wgbiz
- 4:37 pm **shonali:** @Tinu I think everyone's loving your "ABCs" on how to get found. Do you have any more to throw out before Q3? #wgbiz
- 4:37 pm **Tinu:** rt @mdbarber do you have tips to find out how your customers are searching for you? #wgbiz
- 4:38 pm **Sisarina:** Nothing like the ABCs! RT @Tinu: a- ask your customers b- check your web stats c- do more research #wgbiz (via @shonali)
- 4:38 pm **debbieswider:** RT @shonali: Nothing like the ABCs! RT @Tinu: a- ask your customers b- check your web stats c- do more research #wgbiz
- 4:38 pm **wgbiz:** RT @correlationist: Get a hub, either personal brand (blog) or your co. site. Use content,optimize SM platforms to bring them back #wgbiz
- 4:38 pm **gizmodesign:** RT @shonali @Tinu also support that ppl "find U not how U think" is 2 look at yr analytics & search terms used 2 find U #wgbiz
- 4:39 pm **correlationist:** Will surely check them out - @ZenRabbit @Shonali @wgbiz #wgbiz
- 4:39 pm **ActiveIngreds:** @correlationist can you explain what you mean by "get" a hub? #wgbiz
- 4:40 pm **MediaCollective:** Use google wonder wheel tool, search your main search phrase, see all the LSI word relationships ? #wgbiz

- 4:40 pm **correlationist:** #wgbiz What are your thoughts on scalability issues, and SM policies?? @Tinu
- 4:40 pm **ZenRabbit:** Yes, think esp twitter 4 B2C biz>RT @DaveWebb @ACCompanyC: Not all communities R as connected as the ones we are part of #wgbiz
- 4:40 pm **wgbiz:** OK, Q3 for @tinu (and all): If someone's just starting in using SM for their biz, what else would you recommend they do? #wgbiz
- 4:41 pm **shonali:** RT @wgbiz: OK, Q3 for @tinu (and all): If someone's just starting in using SM for their biz, what else would you recommend they do? #wgbiz
- 4:41 pm **ActiveIngreds:** RT @MediaCollective: Use google wonder wheel tool, search your main search phrase, see all the LSI word relationships ? #wgbiz
- 4:41 pm **ACCompanyC:** Maybe more "be" a hub - where all your efforts refer back to - website/blog RT @ActiveIngreds: @correlationist mean by "get" a hub? #wgbiz
- 4:41 pm **shonali:** More info, pls? RT @MediaCollective: Use google wonder wheel tool, search your main search phrase, see all LSI word relationships. #wgbiz
- 4:41 pm **wgbiz:** More info, pls? RT @MediaCollective: Use google wonder wheel tool, search your main search phrase, see all LSI word relationships. #wgbiz
- 4:41 pm **ACCompanyC:** RT @wgbiz: OK, Q3 for @tinu (and all): If someones just starting in using SM for their biz, what else would you recommend they do? #wgbiz
- 4:41 pm **Tinu:** If you're just starting, first think from the end. Know what you want to accomplish. Develop a strategy before you move a muscle. #wgbiz
- 4:42 pm **MediaCollective:** @ActiveIngreds He means have topic sites around what you do, main site, blog twitters fb's all together =s info hub #wgbiz
- 4:42 pm **correlationist:** Sure, you can check out my blog post <http://ow.ly/1xsR8> @ActiveIngreds Hub is the where you bring the party home :) #wgbiz
- 4:42 pm **ActiveIngreds:** @shonali or that does not have many customers currently? #wgbiz
- 4:42 pm **Tinu:** It's usually the last thing people think of, we live in a tactic-oriented world. Strategy helps you direct and streamline. #wgbiz
- 4:42 pm **MaryBeallAdler:** I'm following conversation abt inbound mktg/SM on 1st of new monthly chat 4 & by women in biz. Follow @wgbiz @shonali #wgbiz via@sisarina
- 4:42 pm **shonali:** Amen! RT @Tinu: If just starting, 1st think from end. Know what you want to accomplish. Develop a strategy before you move a muscle. #wgbiz
- 4:42 pm **wgbiz:** Amen! RT @Tinu: If just starting, 1st think from end. Know what you want to accomplish. Develop a strategy before you move a muscle. #wgbiz
- 4:43 pm **ACCompanyC:** RT @Tinu: first think from the end. Know what you want to accomplish. Develop a strategy before you move a muscle. #wgbiz
- 4:43 pm **MaryBeallAdler:** Identifying y U wnt 2 B found & who yr audience/tribe is is key in inbound marketing. Have the rt voice in yr content. #wgbiz via @sisarina
- 4:43 pm **mdbarber:** AMEN! RT @Tinu: If u r just starting, first think from end. No what u want to accomplish. Develop a strategy b4 you move a muscle. #wgbiz
- 4:43 pm **DiPSoloPR:** Just starting my own SM and PR company. Any suggestions on how to establish payment for FB and Twitter? #wgbiz
- 4:43 pm **ActiveIngreds:** @MediaCollective aaaahhh ok - thought it was a tool #wgbiz
- 4:43 pm **correlationist:** RT @shonali: Amen! RT @Tinu: If just starting, 1st think from end. Know what you want to accomplish. Develop a strategy before you move a muscle. #wgbiz
- 4:43 pm **ActiveIngreds:** @correlationist thanks will do! #wgbiz
- 4:43 pm **shonali:** @ActiveIngreds Sorry? (I'm trying frantically to keep up, LOL!) #wgbiz
- 4:43 pm **DaveWebb:** AMEN RT @Tinu: If ur just starting, 1st think from the end. Know what U want 2 accomplish. Develop a strategy before U move a muscle. #wgbiz
- 4:44 pm **wgbiz:** RT @DiPSoloPR: Just starting my own SM and PR company. Any suggestions on how to establish payment for FB and Twitter? #wgbiz
- 4:44 pm **correlationist:** @ActiveIngreds :) We do seem to be running into each other daily :) #wgbiz

- 4:44 pm **Tinu:** Second, build your home base. Someone mentioned a hub in the #wgbiz chat. I believe the best home base is RSS compatible, like a blog or...
- 4:44 pm **MediaCollective:** @shonali check this out <http://bit.ly/bPe2T8> click terms and see how it expands #wgbiz
- 4:45 pm **ActiveIngreds:** @shonali was just adding to your last Q! LOL. what to do now if you don't have a boatload of customers?... #wgbiz
- 4:45 pm **Tinu:** ... other RSS- enabled community. You don't need to learn much about that orange button, but if you don't have RSS, it's harder. #wgbiz
- 4:45 pm **ActiveIngreds:** @correlationist other circles call that stalking...lol #wgbiz
- 4:46 pm **shonali:** @ActiveIngreds Ah, ok, thanks. :) Well - you've got to start somewhere, re: Q3. Again, think of the end goal & work backwards. #wgbiz
- 4:46 pm **ACCompanyC:** RT @TinU: Build your home base. Someone mentioned a hub in the #wgbiz chat. the best home base is RSS compatible, like a blog or... #wgbiz
- 4:46 pm **MediaCollective:** @ActiveIngreds I look at it as a tool, helps with seo, and how & what info is shown to be relevant to main phrase #wgbiz
- 4:46 pm **MediaCollective:** @shonali your doing great #wgbiz
- 4:46 pm **ZenRabbit:** @TinU So I hear you saying you're better off w/ a blog as a "home base" vs. a standard web site? #wgbiz
- 4:46 pm **ACCompanyC:** RT @TinU: ... other RSS- enabled community. You dont need to learn much about RSS, but if you dont have RSS, its harder. #wgbiz
- 4:46 pm **Tinu:** Third, get a regular rhythm going at your home base & increase awareness. If you don't want search visibility, maybe not daily... #wgbiz
- 4:46 pm **wgbiz:** RT @TinU: 2nd build your home base. Someone mentioned a hub, I believe the best home base is RSS compatible, like a blog or (1/2) #wgbiz
- 4:47 pm **DaveWebb:** Also critical to just starting - Listen 1st. Here's 2 great resources: <http://bit.ly/cLr7PK> <http://bit.ly/9KGy4a> #wgbiz
- 4:47 pm **MediaCollective:** Q3 for @tinu (and all): If someone's just starting in using SM for their biz, what else would you recommend they do? #wgbiz
- 4:47 pm **correlationist:** @ACCompanyC Yeah..be a hub for a personal brand (blog) , or get a hub (website) for a corporate brand :) cc: @tinu #wgbiz
- 4:47 pm **Tinu:** But if you get into a pattern of every Monday, or weekly, etc, stick to it as much as you can. #wgbiz
- 4:47 pm **wgbiz:** RT @TinU: ... other RSS- enabled community. Don't need to learn much @ that orange button, but if don't have RSS, it's harder (2/2). #wgbiz
- 4:48 pm **correlationist:** This is amazing!! @MediaCollective @shonali check this out <http://bit.ly/bPe2T8> click terms and see how it expands #wgbiz
- 4:48 pm **Tinu:** Think about what happens when they change the night of a TV show you're not fully committed to - sometimes you stop watching. #wgbiz
- 4:48 pm **ActiveIngreds:** this isa Q I ask myself daily RT @ZenRabbit @TinU So I hear U saying youre better off w/ a blog as a home base vs. standard web site? #wgbiz
- 4:48 pm **alwaysBdesigns:** @Shonali - missing this new chat today! Sorry can't be there! #wgbiz
- 4:48 pm **shonali:** RT @TinU: (re: Q3) Third, get a regular rhythm going at your home base & increase awareness. #wgbiz
- 4:48 pm **wgbiz:** RT @TinU: (re: Q3) Third, get a regular rhythm going at your home base & increase awareness. #wgbiz
- 4:48 pm **LPT:** @ZenRabbit - web sites can be RSS-enabled, too, but do take a little more work than out-of-the-box blog #wgbiz
- 4:48 pm **NvrComfortable:** RT @shonali: Amen! RT @TinU: If just starting, 1st think from end. Know what you want to accomplish. Develop a strategy before you move a muscle. #wgbiz
- 4:48 pm **shonali:** @MediaCollective I have about 5 different windows/applications open to moderate the #wgbiz chat, LOL!

- 4:49 pm **Tinu:** Next, take your home base social media tool (blogging, Ning social network, etc) & start seeing where it matches with the top tools. #wgbiz
- 4:49 pm **MediaCollective:** RT @TinuD: If you're just starting, first think from the end. Know what you want to accomplish. Develop a strategy before you move a muscle. #wgbiz
- 4:49 pm **ACCompanyC:** RT @wgbiz: RT @TinuD: (re: Q3) Third, get a regular rhythm going at your home base & increase awareness. #wgbiz
- 4:49 pm **wgbiz:** RT @TinuD: But if you get into a pattern of every Monday, or weekly, etc, stick to it as much as you can. #wgbiz (Re: Q3)
- 4:49 pm **Jillfoster:** Ahhhhh! Meeting went late. How goes the launch Twitter chat? @Shonali @TinuD? #wgbiz
- 4:49 pm **gizmodesign:** RT @TinuD: Third, get a regular rhythm going at yr home base & increase awareness. If U dont wnt search visibility, mayB not daily... #wgbiz
- 4:49 pm **DaveWebb:** RT @correlationist: This is amazing!! @MediaCollective @shonali check this out <http://bit.ly/bPe2T8> click terms & see how it expands #wgbiz
- 4:49 pm **Tinu:** Evaluate, say the top five, but when you start, go with ONE thing. Try it on, if you love it, go all in.. BUT #wgbiz
- 4:50 pm **ACCompanyC:** That's the hustle part! RT @wgbiz: RT @TinuD: (re: Q3) Third, get a regular rhythm going at your home base & increase awareness. #wgbiz
- 4:50 pm **correlationist:** @ZenRabbit I would say blog for a small biz/personal brand, but website is THE HUB for a corporate brand! cc: @tinu #wgbiz
- 4:50 pm **shonali:** @alwaysBdesigns That's ok, join the next one if you can! We'll chat the 2nd Monday of every month, 12-1 pm ET. #wgbiz
- 4:50 pm **ZenRabbit:** Ack, beyond my capabilities! :-) >RT @LPTweb sites can be RSS-enabled, too, but do take a little more work than out-of-the-box blog #wgbiz
- 4:50 pm **Tinu:** Do NOT try to learn all the social media tools at once. You'll get dizzy and pass out, lol. #wgbiz Court one, fall in like, test...
- 4:51 pm **ACCompanyC:** RT @TinuD: Evaluate, say the top five, but when you start, go with ONE thing. Try it on, if you love it, go all in.. BUT #wgbiz
- 4:51 pm **MediaCollective:** @shonali might try tweetgrid up to 8 columns w/o messing with your desktop app #wgbiz
- 4:51 pm **mdbarber:** When trying SM tools for first time, give them a try for at least 30 days before evaluating/stopping. #wgbiz
- 4:51 pm **gizmodesign:** RT @TinuD: dnt try 2 learn all the social media tools at once. U'll get dizzy & pass out, lol. #wgbiz Court 1, fall in lk, test...
- 4:51 pm **MediaCollective:** RT @TinuD: Think about what happens when they change the night of a TV show you're not fully committed to - sometimes you stop watching. #wgbiz
- 4:51 pm **shonali:** woot! RT @ACCompanyC: That's the hustle part! RT @wgbiz @TinuD: (re: Q3) 3rd, get a regular rhythm going at home base, incr awareness. #wgbiz
- 4:51 pm **wgbiz:** woot! RT @ACCompanyC: That's the hustle part! RT @wgbiz @TinuD: (re: Q3) 3rd, get a regular rhythm going at home base, incr awareness. #wgbiz
- 4:51 pm **ACCompanyC:** RT @TinuD: Do NOT try to learn all the social media tools at once. Youll get dizzy and pass out, lol. #wgbiz ... #wgbiz
- 4:51 pm **Tinu:** If it's not the greatest one, you can "date" another one, then move to the next, etc. Then after you've totally nailed one ... #wgbiz
- 4:51 pm **wgbiz:** RT @TinuD: Next, take your home base SM tool (blogging, Ning social network, etc) & start seeing where it matches with the top tools. #wgbiz
- 4:51 pm **ActiveIngreds:** RT @TinuD: Do NOT try to learn all the social media tools at once. Youll get dizzy and pass out, lol. Court one, fall in like, test... #wgbiz
- 4:52 pm **Tinu:** Ouch @ nailed. #wgbiz
- 4:52 pm **correlationist:** LOL!! You are doing great @Shonali @MediaCollective I have about 5 different windows/applications open to moderate the #wgbiz chat, LOL!

4:52 pm **DaveWebb:** Doing a gr8 job! RT @shonali: @MediaCollective I have about 5 different windows/applications open to moderate the #wgbiz chat, LOL! #wgbiz

4:52 pm **wgbiz:** RT @Tinu: Evaluate, say the top 5, but when you start, go with ONE thing. Try it on, if you love it, go all in.. BUT #wgbiz

4:52 pm **ACCompanyC:** @MediaCollective tweetgrid would not even log me in today ;-(#wgbiz

4:52 pm **ActiveIngreds:** RT @mdbarber: When trying SM tools for first time, give them a try for at least 30 days before evaluating/stopping. #wgbiz

4:52 pm **shonali:** RT @Tinu: If it's not the greatest, you can "date" another one, then move to the next, etc. Then after you've totally nailed one ... #wgbiz

4:52 pm **Tinu:** My dating analogy is falling apart. Let's just say you can be polygamous with your love of social media tools, but ... #wgbiz

4:53 pm **wgbiz:** RT @Tinu: If it's not the greatest, you can "date" another one, then move to the next, etc. Then after you've totally nailed one ... #wgbiz

4:53 pm **MediaCollective:** @Tinu are you talking about tooled out to distraction and unproductivity #wgbiz

4:53 pm **shonali:** @DaveWebb @correlationist Thank you. :) #wgbiz

4:53 pm **ZenRabbit:** Yeah, well, thank for LOL >RT @Tinu: Ouch @ nailed. #wgbiz

4:53 pm **correlationist:** Hey, this is a family friendly chat :) RT @Tinuyou can "date" another one, Then after you've totally nailed one. #wgbiz

4:53 pm **ACCompanyC:** @Tinu LOL #wgbiz

4:53 pm **DaveWebb:** Good place to monitor Twitter chats is <http://tweetchats.com>. You can control the refresh speed. #wgbiz

4:53 pm **Tinu:** Date and marry one at a time. Then add a new husband if it'll be compatible with the first one. Yikes! #wgbiz Help @shonali, LOL

4:54 pm **shonali:** RT @Tinu: My dating analogy is falling apart. Let's just say you can be polygamous with your love of social media tools, but ... #wgbiz

4:54 pm **wgbiz:** RT @Tinu: My dating analogy is falling apart. Let's just say you can be polygamous with your love of social media tools, but ... #wgbiz

4:54 pm **correlationist:** RT @shonali: @alwaysBdesigns That's ok, join the next one if you can! We'll chat the 2nd Monday of every month, 12-1 pm ET. #wgbiz

4:54 pm **shonali:** RT @Tinu: Date and marry one at a time. Then add a new husband if it'll be compatible with the first one. Yikes! #wgbiz Help @shonali, LOL

4:54 pm **wgbiz:** RT @Tinu: Date and marry one at a time. Then add a new husband if it'll be compatible with the first one. Yikes! #wgbiz Help @shonali, LOL

4:54 pm **neil_rubenstein:** RT @DaveWebb: AMEN RT @Tinu If ur just starting,st think from the end.Know what U want 2 accomplish.Develop strat b4 U move a muscle #wgbiz

4:54 pm **ACCompanyC:** "Was" family friendly RT @correlationist: Hey, this is a family friendly chat :) #wgbiz

4:54 pm **mdbarber:** @shonali @tinu Love the dating analogy! :-) #wgbiz

4:54 pm **shonali:** @Tinu Not a chance, you're on your own with this one. ;-) Though I think you may have just added a new theme for Big Love, LOL. #wgbiz

4:54 pm **gizmodesign:** ha RT @Tinu: My dating analogy is falling apart. Let's just say you can be polygamous with your love of social media tools, but ... #wgbiz

4:55 pm **MediaCollective:** @shonali lol, polygamous with SM tools could lead to too many kids and hard to handle #wgbiz

4:56 pm **shonali:** We have about 5 minutes left for the "official" #wgbiz chat, of course you're welcome to keep chatting & using the hashtag.

4:56 pm **wgbiz:** We have about 5 minutes left for the "official" #wgbiz chat, of course you're welcome to keep chatting & using the hashtag.

4:56 pm **Tinu:** @shonali LOL! #wgbiz

4:56 pm **Tinu:** Sorry I slowed down, guys, reading the chat. Anyone else have a quick question? #wgbiz

4:56 pm **ActiveIngreds:** I'm thinking of this as more dancing with the stars... #wgbiz

4:56 pm **shonali:** @Tinu Seriously, though, you gave amazing tips and awesome advice, thank you for kicking off the first #wgbiz chat!

4:56 pm **ACCompanyC:** i'm laughing a LOT more than I thought I might! RT @shonali: @Tinu Not a chance, youre on your own with this one. ;-) . #wgbiz

4:57 pm **Tinu:** RT @DaveWebb: Good place to monitor Twitter chats is <http://tweetchats.com>. You can control the refresh speed. #wgbiz

4:57 pm **ActiveIngreds:** then again, Kate does have 8 kids #wgbiz

4:57 pm **MediaCollective:** How about you have to kiss a lot of FROGS (tools) before you get a Prince (venus that create ROI) #wgbiz

4:57 pm **shonali:** Next #wgbiz chat will be May 10, 12-1 pm ET, featuring @ZenRabbit (you gotta try her Gratitude Cookies). So please mark your calendars!

4:57 pm **wgbiz:** Next #wgbiz chat will be May 10, 12-1 pm ET, featuring @ZenRabbit (you gotta try her Gratitude Cookies). So please mark your calendars!

4:57 pm **MediaCollective:** RT @Tinu: RT @DaveWebb: Good place to monitor Twitter chats is <http://tweetchats.com>. You can control the refresh speed #wgbiz

4:57 pm **ACCompanyC:** Here! Here! RT @shonali: @Tinu you gave amazing tips and awesome advice, thank you for kicking off the first #wgbiz chat! #wgbiz

4:58 pm **Tinu:** @shonali Thank you for having me! I got to explore multiple partners and social media all in one day. ;) Go #wgbiz!

4:58 pm **wgbiz:** We'll be posting a recap over at WGB, so keep an eye out, and if you like our blog <http://ow.ly/1xtr4> - would love you to sign up! #wgbiz

4:58 pm **Tinu:** @ACCompanyC If you can't laugh while you learn, hey, why bother? :) #wgbiz

4:58 pm **gizmodesign:** gd idea RT @MediaCollective: @Tinu: @DaveWebb: gd place 2 monitor twttr chats is <http://bit.ly/avzla8>. U cn control the refresh speed #wgbiz

4:58 pm **mdbarber:** What a great launch to this chat! Thanks so much to all but especially to @tinu for advice & @shonali for organizing. #wgbiz

4:58 pm **correlationist:** I had a lot of fun learning from, and meeting new folks (plus running into known faces) on #wgbiz. Thanks @Shonali @Tinu for moderating :))

4:59 pm **MediaCollective:** RT @ACCompanyC: Here! Here! RT @shonali: @Tinu you gave amazing tips and awesome advice, thank you for kicking off the first #wgbiz

4:59 pm **Tinu:** RT @wgbiz: Next #wgbiz chat will be May 10, 12-1 pm ET, featuring @ZenRabbit (you gotta try her Gratitude Cookies). So please mark your calendars!

4:59 pm **Sisarina:** Thanks @Tinu & @shonali for the great #wgbiz chat today!

4:59 pm **Tinu:** RT @MediaCollective: How about you have to kiss a lot of FROGS (tools) before you get a Prince (venus that create ROI) #wgbiz

4:59 pm **ActiveIngreds:** RT @mdbarber: What a great launch to this chat! Thanks so much to all but especially to @tinu for advice & @shonali for organizing. #wgbiz

4:59 pm **shonali:** @MediaCollective @ActiveIngreds You are SLAYING me! #wgbiz

4:59 pm **ACCompanyC:** Thank you @tinu and @shonali - this was a great chat - and a great way to kick off the week! #wgbiz

4:59 pm **Tinu:** @MediaCollective love it! Retweeted that one. #wgbiz

4:59 pm **shonali:** @ACCompanyC @correlationist Yea, try telling that to @MediaCollective @ActiveIngreds ;-). #wgbiz

5:00 pm **shonali:** ROFL! RT @Tinu: @shonali Thank you for having me! I got to explore multiple partners and social media all in one day. ;) Go #wgbiz!

5:00 pm **wgbiz:** ROFL! RT @Tinu: @shonali Thank you for having me! I got to explore multiple partners and social media all in one day. ;) Go #wgbiz!

5:00 pm **Tinu:** @ActiveIngreds lol #wgbiz

5:00 pm **ActiveIngreds:** sounds kinda dirty but you're welcome? back for more? RT @shonali: @MediaCollective @ActiveIngreds You are SLAYING me! #wgbiz

5:01 pm **Tinu:** Thank you all so much for coming, and hope to see you at the next #wgbiz chat, second Monday of the month. Don't forget to save the search.

5:01 pm **ZenRabbit:** Thanks 2 all 4 info/fun>RT @shonali: @Tinu you gave amazing tips and awesome advice, thank you for kicking off the first #wgbiz chat! #wgbiz

5:01 pm **wgbiz:** Last pitch: if you liked the #wgbiz chat, do consider joining our LinkedIn group <http://ow.ly/1xtwX> and/or our Amlog <http://ow.ly/1xtxO>

5:02 pm **Tinu:** I have to skate for now, but you can send me questions at ask@asktinu.com or catch me later on Twitter. #wgbiz I'm slow w/DMs though.

5:02 pm **wgbiz:** OK, that's it for the "official" part of the 1st #wgbiz chat, many thanks @tinu & all who joined - you made it great! See you next month.

5:02 pm **Tinu:** RT @wgbiz: Last pitch: if you liked the #wgbiz chat, do consider joining our LinkedIn group <http://ow.ly/1xtwX> and/or our Amlog <http://ow.ly/1xtxO>

5:03 pm **DaveWebb:** @Tinu Girl, you are outta control! Thanx for sharing your "secrets" w/ us! #wgbiz

5:03 pm **ActiveIngreds:** great idea RT @wgbiz: Last pitch: if you liked the chat, consider joining LinkedIn grp <http://ow.ly/1xtwX> or Amlog <http://ow.ly/1xtxO> #wgbiz

5:03 pm **shonali:** RT @wgbiz: OK, that's it for the "official" part of the 1st #wgbiz chat, THX @tinu & all who joined, you made it great! See you next month.

5:03 pm **Tinu:** @ZenRabbit Aw thanks. I can't wait for yours! #wgbiz

5:04 pm **MediaCollective:** @shonali @Tinu fun, informative, engaging tks #wgbiz

5:05 pm **ActiveIngreds:** @Tinu how'd you get involved in #wgbiz chat?

5:07 pm **JenMarsikFriess:** Way too entertaining #wgbiz SM chat w @Tinu: Date & marry one at a time. Add a new husband if it'll be compatible w the 1st one. Yikes!

5:10 pm **Jillfoster:** So great. Meeting went late, argh! RT @shonali: @Tinu you gave amazing tips/awesome advice, thx u for first #wgbiz chat! /via @ZenRabbit

5:10 pm **ZenRabbit:** RT @shonali: Next #wgbiz chat will be May 10, 12-1 pm ET, featuring @ZenRabbit (you gotta try her Gratitude Cookies). Mark your calendars!

5:11 pm **shashib:** RT @JenMarsikFriess: Way too entertaining #wgbiz SM chat w @Tinu: Date & marry one at a time. Add a new husband if it'll be compatible w the 1st one. Yikes!

5:14 pm **DaveWebb:** @shashib Hey, Shashi, you surely missed a good one - @Tinu has some "colorful" analogies for sure! #wgbiz

5:15 pm **shonali:** @Jillfoster We missed you at the 1st #wgbiz chat today, it was SO much fun! @Tinu

5:24 pm **correlationist:** Thanks for insights & convo on #wgbiz today. @Tinu @MediaCollective @mdbarber @ActiveIngreds @ACCompanyC @DaveWebb

5:26 pm **mdbarber:** @correlationist You too. It was a great chat! #wgbiz

5:26 pm **LPT:** now following several cool women I discovered through #wgbiz chat today - thanks @shonali and @Tinu!

5:31 pm **shonali:** @LPT You're so welcome, I'm glad the #wgbiz chat and @wgbiz were of use!

5:35 pm **simbeckhampson:** RT @shonali 5 business uses for a digital frame from @IncMagazine. Good tips. #wgbiz <http://bit.ly/9bVwB7> - Cool tips :-)

5:47 pm **ActiveIngreds:** RT @simbeckhampson: RT @shonali 5 business uses for a digital frame from @IncMagazine. Good tips. <http://bit.ly/9bVwB7> #wgbiz

5:48 pm **ActiveIngreds:** RT @mdbarber: @correlationist You too. It was a great chat! #wgbiz

5:49 pm **ActiveIngreds:** RT @shashib: New #wgbiz Post : Women in Business: Do The Hustle <http://bit.ly/dAThKO> #li

- 6:12 pm **DaveWebb:** You're welcome & likewise! Nice to have another male humanoid present! :) RT: @correlationist Thanks for insights & convo on #wgbiz today.
- 8:21 pm **shashib:** Checking out the #wgbiz page at @wthashtag <http://wthashtag.com/wgbiz>
- 9:47 pm **annebentley:** Have been in client proposal mode - sorry I missed #wgbiz today - will there be notes on the site?
- 9:50 pm **shonali:** It was a great post! RT @KikScore: Thanks for RTs & mentions on Leadership for Smallbiz post <http://bit.ly/aC0jLu> #wgbiz
- 9:50 pm **wgbiz:** It was a great post! RT @KikScore: Thanks for RTs & mentions on Leadership for Smallbiz post <http://bit.ly/aC0jLu> #wgbiz
- 9:57 pm **ACCompanyC:** RT @shonali: It was a great post! RT @KikScore: Thanks for RTs & mentions on Leadership for Smallbiz post <http://bit.ly/aC0jLu> #wgbiz

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