

Time(PDT)	Username	Update
8/8/11 9:00	shonali	And, it's time for the monthly #wgbiz chat for women entrepreneurs (and those who'd like to join them). Welcome! Who's here?
8/8/11 9:01	BDIonline	#wgbiz First time here! Hi everyone :)
8/8/11 9:01	shonali	@Tinu You better be, Ms. Special Guest. LOL. #wgbiz
8/8/11 9:01	Tinu	Hi @JustinFenwick! #wgbiz
8/8/11 9:01	shonali	@bdionline Welcome! #wgbiz
8/8/11 9:01	shonali	As you join, please introduce yourself, tell us who you are, what you do, etc. #wgbiz
8/8/11 9:02	Tinu	Welcome @bdionline! #wgbiz
8/8/11 9:02	Tinu	@shonali ha, I know right. #wgbiz
8/8/11 9:02	shonali	I'm a #solopr based in DC, blogger, @wgbiz editor, and measurement fanatic (founder of #measurepr). #wgbiz
8/8/11 9:02	Tinu	Oh is everyone following @shonali so you can send questions, etc? #wgbiz
8/8/11 9:03	BDIonline	Thanks @shonali and @Tinu for the warm welcome! #wgbiz
8/8/11 9:03	Tinu	@WayneBuckhanan Yay- welcome. Please introduce yourself to everyone. :) #wgbiz
8/8/11 9:03	shonali	@WayneBuckhanan Excellent! It's great when men join our chat as well. :p @tinu #wgbiz
8/8/11 9:03	shashib	RT @shonali: I'm a #solopr based in DC, blogger, @wgbiz editor, and measurement fanatic (founder of #measurepr). #wgbiz
8/8/11 9:03	shashib	RT @Tinu: Oh is everyone following @shonali so you can send questions, etc? #wgbiz
8/8/11 9:03	shashib	RT @shonali: As you join, please introduce yourself, tell us who you are, what you do, etc. #wgbiz
8/8/11 9:04	Tinu	@shashib OMG Hi Shashi!!! #wgbiz
8/8/11 9:04	shonali	OK, we're about to get started, but first I have to do some infomercials. :) #wgbiz
8/8/11 9:04	shonali	@shashib Hi and welcome back! #wgbiz
8/8/11 9:04	LisaByrne	Happy Monday folks! #wgbiz
8/8/11 9:05	shonali	We'd love to see you join our WGB community online: http://ow.ly/2SURF
8/8/11 9:05	shashib	Ping me if you'd like to guest post (women biz owners). #wgbiz
8/8/11 9:05	Tinu	Glad to jojn #wgbiz tweekchat happening now
8/8/11 9:05	Tinu	Happy Monday @LisaByrne! #wgbiz
8/8/11 9:06	shonali	You can find us on Facebook and LinkedIn, if you'd like to join our groups there. Just search for the hashtag. #wgbiz
8/8/11 9:06	WayneBuckhanan	#wgbiz I'm a (web, NLP, marketing) geek doing tech consulting, focused on heavy Wordpress customizations
8/8/11 9:07	LisaByrne	RT @shonali: You can find us on Facebook and LinkedIn, if youd like to join our groups there. Just search for the hashtag. #wgbiz
8/8/11 9:07	shashib	RT @shonali: You can find us on Facebook and LinkedIn, if you'd like to join our groups there. Just search for the hashtag. #wgbiz
8/8/11 9:07	vivekhs	RT @BDIonline: #wgbiz I'm @mgwitkow the Social Media Coordinator for #bdi1 w/ +11,000 attendees from events surrounding #sm, #comm & #mk ...
8/8/11 9:08	shonali	Next, please ref. your tweets with the qn number, e.g. "Re Q1" or "A1" so that everyone can keep up. Don't forget the hashtag! #wgbiz
8/8/11 9:08	LisaByrne	@Tinu Cheers lady :)

#wgbiz

8/8/11 9:09 shonali Finally, I'll be sending qns to @tinu; all are welcome to share. If you have more qns, please DM to me so I can add 'em to the queue. #wgbiz

8/8/11 9:09 shashib Lunch hour tweetchat on entrepreneurship at #wgbiz with @tinu and @shonali - see you there

8/8/11 9:09 shonali OK, question 1 coming up... #wgbiz

8/8/11 9:10 LisaByrne RT @shashib: Lunch hour tweetchat on entrepreneurship at #wgbiz with @tinu and @shonali - see you there #wgbiz

8/8/11 9:10 shonali Q1: @tinu, what exactly do you mean by "coy marketing"? #wgbiz

8/8/11 9:10 dc2fla Hi & .Happy Monday @TinU @shashib @LisaByrne @shonali #wgbiz

8/8/11 9:10 wgbiz Q1: @tinu, what exactly do you mean by "coy marketing"? #wgbiz

8/8/11 9:11 LisaByrne @dc2fla Same to you ;) #wgbiz

8/8/11 9:11 LisaByrne RT @wgbiz: Q1: @tinu, what exactly do you mean by "coy marketing"? #wgbiz

8/8/11 9:11 shashib RT @wgbiz: Q1: @tinu, what exactly do you mean by "coy marketing"? #wgbiz

8/8/11 9:11 Lil_Baby_BooBoo RT @wgbiz: Q1: @tinu, what exactly do you mean by "coy marketing"? #wgbiz

8/8/11 9:12 Tinu A1: Coy marketing is a shorthand my partners and I use to describe our "market like you date concept". I'll give you an example. #wgbiz

8/8/11 9:12 Tinu In our offline life, we wouldn't meet someone at a party and say "By the way, would you drop me off at the airport on the way home?" #wgbiz

8/8/11 9:12 shonali RT @tinu: A1: Coy marketing is shorthand my partners to describe our "market like you date concept". I'll give you an example. #wgbiz

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8/8/11 9:12 shashib RT @TinU: In our offline life, we wouldn't meet someone at a party and say "By the way, would you drop me off at the airport on the way ...

8/8/11 9:13 shashib RT @TinU: A1: Coy marketing is a shorthand my partners and I use to describe our "market like you date concept". I'll give you an exampl ...

8/8/11 9:13 Tinu That's something friends do. Yet in our online lives, esp when new, we approach relationships differently, even biz relationships. #wgbiz

8/8/11 9:13 shonali @TinU Well, I wouldn't (unless I had charmed them sufficiently in advance, heh!). #wgbiz

8/8/11 9:13 Tinu We get acquainted with people and right away expect them to retweet us or Stumble our links or send out emails for us. #wgbiz

8/8/11 9:14 Tinu RT @shonali: @TinU Well, I wouldnt (unless I had charmed them sufficiently in advance, heh!). #wgbiz

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8/8/11 9:14 LisaByrne UGH RT @TinU: We get acquainted with people and right away expect them to retweet us or Stumble our links or send out emails for us. #wgbiz

8/8/11 9:14 shashib RT @TinU: We get acquainted with people and right away expect them to retweet us or Stumble our links or send out emails for us. #wgbiz

8/8/11 9:14 Tinu Exactly @shonali - lol. Smart PR people already know that you have to build business relationships. #wgbiz

8/8/11 9:14 shonali RT @tinu: We get acquainted with people and right away expect them to retweet us or Stumble our links or send out emails for us. #wgbiz

8/8/11 9:14 wgbiz RT @tinu: We get acquainted with people and right away expect them to retweet us or Stumble our links or send out emails for us. #wgbiz

8/8/11 9:15 Tinu As do smart business people of all kinds, but I've observed that good PR folks kind of just "get it" right off the bat. #wgbiz

8/8/11 9:15 LisaByrne RT @Tinuu: Exactly @shonali - lol. Smart PR people already know that you have to build business relationships. #wgbiz

8/8/11 9:15 BDlonline RT @Tinuu: A1: Coy marketing is a shorthand my partners and I use to describe our "market like you date concept". I'll give you an exampl ...

8/8/11 9:15 JustinFenwick RT @Tinuu: A1: Coy marketing is a shorthand my partners & I use to describe our "market like you date concept". Ill give you an ex. #wgbiz

8/8/11 9:15 shonali @Tinuu It's so great to hear you say nice things about PR folk, usually we take such a beating...! #wgbiz

8/8/11 9:16 Tinu So anyway, we use that shorthand to remind each other to be coy, to have some finesse, to do some biz style seduction, if you will. #wgbiz

8/8/11 9:16 Ab_bee_BEL RT @wgbiz: Q1: @tinuu, what exactly do you mean by "coy marketing"? #wgbiz

8/8/11 9:16 Tinu And "market like you friend" wasn't as cool. lol #wgbiz

8/8/11 9:16 LisaByrne RT @Tinuu: So anyway, we use that shorthand to remind each other to be coy, to have some finesse, to do some biz style seduction, if you ...

8/8/11 9:16 shonali RT @tinuu: So we use that shorthand to remind each other to be coy, have some finesse, do some biz style seduction, if you will. #wgbiz

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8/8/11 9:17 shonali Q2: How do you build productive relationships (using "coy marketing") using social media, @tinuu? #wgbiz

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8/8/11 9:18 shashib RT @shonali: Q2: How do you build productive relationships (using "coy marketing") using social media, @tinuu? #wgbiz

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8/8/11 9:18 shonali RT @justinfenwick: A1. Coy marketing: you can never blugeon someone with a message or request. #wgbiz

8/8/11 9:18 wgbiz RT @justinfenwick: A1. Coy marketing: you can never blugeon someone with a message or request. #wgbiz

8/8/11 9:18 Tinu A2: Well we took the same general model of friendship, dating, any relationship really, and apply it to marketing. First... #wgbiz

8/8/11 9:19 wgbiz RT @tinuu: A2: We took the same general model of friendship, dating, any relationship really, and apply it to marketing. First... #wgbiz

8/8/11 9:19 shonali RT @tinuu: A2: We took the same general model of friendship, dating, any relationship really, and apply it to marketing. First... #wgbiz

8/8/11 9:19 shashib RT @JustinFenwick: A1. Coy marketing: you can never blugeon someone with a message or request. #wgbiz

8/8/11 9:20 JustinFenwick A2. Give it time. All relationships take time. No shortcuts. #wgbiz

8/8/11 9:20 LisaByrne RT @JustinFenwick: A2. Give it time. All relationships take time. No shortcuts. #wgbiz

8/8/11 9:20 Tinu We choose carefully the people we meet & be where they are. I'm more likely to meet other bookworms at a bookstore or poetry reading. #wgbiz

8/8/11 9:21 shonali RT @JustinFenwick: A2. Give it time. All relationships take time. No shortcuts. #wgbiz

8/8/11 9:21 Tinu Then, conversation to get to know each other rather than ulterior motives. No need to try and get married on the first date. #wgbiz

8/8/11 9:21 BizChelle RT @Tinu: We get acquainted with people and right away expect them to retweet us or Stumble our links or send out emails for us. #wgbiz

8/8/11 9:22 shashib RT @shonali: RT @JustinFenwick: A2. Give it time. All relationships take time. No shortcuts. #wgbiz

8/8/11 9:22 ARstumbaugh Join the Women Grow Business tweetchat happening right now with @Tinu. Go to <http://bit.ly/p3Js61> or follow #wgbiz @JoyceMSullivan @FWANY

8/8/11 9:22 LisaByrne RT @Tinu: Then, conversation to get to know each other rather than ulterior motives. No need to try and get married on the first date #wgbiz

8/8/11 9:22 Tinu And as @JustinFenwick take your time. No relationship matures overnight. #wgbiz

8/8/11 9:23 shonali RT @tinu: We choose carefully the people we meet, be where they are. I'm more likely to meet bookworms at a bookstore/poetry reading. #wgbiz

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8/8/11 9:23 Tinu I have two stickies on my desk above my laptop. One says "serve" the other says "give". You get the most back giving w/o aiming ... #wgbiz

8/8/11 9:24 wgbiz RT @tinu: I have 2 stickies on my desk above my laptop. 1 says "serve" the other "give". You get the most back giving w/o aiming ... #wgbiz

8/8/11 9:24 Tinu just to receive. Sometimes it's the people watching the conversation who are the ones you'll end up connecting with most. #wgbiz

8/8/11 9:24 shonali Q2 is from @geoffliving for @Tinu: You are very feminine yet successful. How do you keep your soul intact and succeed? #wgbiz

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8/8/11 9:24 shashib RT @Tinu: I have two stickies on my desk above my laptop. One says "serve" the other says "give". You get the most back giving w/o aimin ...

8/8/11 9:25 dc2fla RT @tinu: We choose carefully the people we meet, be where they are. I'm more likely to meet bookworms at a bookstore/poetry reading. #wgbiz

8/8/11 9:25 Tinu It seems counterproductive, and maybe a little new-agey, but think of the stereotypical sales interaction we all hate. #wgbiz

8/8/11 9:25 shashib @Tinu writing that down for my keyboard now - 2 notes - Give and Serve #wgbiz

8/8/11 9:25 geoffliving RT @wgbiz: Q2 is from @geoffliving for @Tinu: You are very feminine yet successful. How do you keep your soul intact and succeed? #wgbiz

8/8/11 9:25 shonali Sorry, that was Q3 from @geoffliving for @Tinu: You are very feminine yet successful. How do you keep your soul intact and succeed? #wgbiz

8/8/11 9:25 wgbiz Sorry, that was Q3 from @geoffliving for @Tinu: You are very feminine yet successful. How do you keep your soul intact and succeed? #wgbiz

8/8/11 9:26 Tinu No one likes that used sales person desperation. We run from it. We move towards people who help us. They can help us buy. #wgbiz

8/8/11 9:26 Tinu Wow, Q3 has stopped me cold, LOL #wgbiz

8/8/11 9:26 Tinu First @geoffliving, thank you. #wgbiz

8/8/11 9:26 shashib RT @dc2fla: RT @tinu: We choose carefully the people we meet, be where they are. I'm more likely to meet bookworms at a bookstore/poetry ...

8/8/11 9:26 wgbiz Q3 is from @geoffliving for @TinU: You are very feminine yet successful. How do you keep your soul intact and succeed? #wgbiz

8/8/11 9:27 Tinu How I keep my soul intact: I meditate frequently. I try to break business down to people and connect to whoever is in front of me. #wgbiz

8/8/11 9:28 shonali RT @tinu: A3: I meditate frequently. I try to break business down to people and connect to whoever is in front of me. #wgbiz

8/8/11 9:28 wgbiz RT @tinu: A3: I meditate frequently. I try to break business down to people and connect to whoever is in front of me. #wgbiz

8/8/11 9:28 Tinu As far as success: it's partly persistence, partly lucky, and very much keeping the company of people smarter than me because... #wgbiz

8/8/11 9:29 Tinu A mentor once taught me that you tend to rise or sink to the level of the people around you. So I like to be the dumbest person - you #wgbiz

8/8/11 9:29 shonali RT @tinu: A3: Success: it's partly persistence, partly luck, and very much keeping the company of people smarter than me because... #wgbiz

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8/8/11 9:30 Tinu ... learn much more being surrounded by people smarter than you & acknowledging that, than trying to act like you know everything. :) #wgbiz

8/8/11 9:30 KhadijahOnline RT @TinU: As far as success: it's partly persistence, partly lucky, and very much keeping the company of people smarter than me because. ...

8/8/11 9:30 LisaByrne @TinU Wait up, you calling me dumb? lol #wgbiz

8/8/11 9:31 Tinu When I was a cut-throat know it all, I was a failure. LOL so I know. #wgbiz

8/8/11 9:31 BizChelle MT @tinu: Mentor once taught me that you tend to rise or sink to the level of the people around u. So I like to be the dumbest person #wgbiz

8/8/11 9:31 kehindebadejo RT @TinU: As far as success: it's partly persistence, partly lucky, and very much keeping the company of people smarter than me because. ...

8/8/11 9:31 shonali RT @tinu: A3: You learn more when surrounded by people smarter/acknowledging that, than trying to act like you know everything. :) #wgbiz

8/8/11 9:31 wgbiz RT @tinu: A3: You learn more when surrounded by people smarter/acknowledging that, than trying to act like you know everything. :) #wgbiz

8/8/11 9:31 Tinu @LisaByrne lol no - you're definitely one of the people smarter than me that's around me. No kidding. #wgbiz

8/8/11 9:31 KhadijahOnline RT @TinU: No one likes that used sales person desperation. We run from it. We move towards people who help us. They can help us buy. #wgbiz

8/8/11 9:31 LisaByrne @TinU Don't be so coy young lady ;) #wgbiz

8/8/11 9:32 JustinFenwick RT @TinU: A mentor once taught me that U tend to rise or sink to the level of

8/8/11 9:32 Tinu the ppl around U. So I like to be the dumbest person... #wgbiz

8/8/11 9:32 shonali @LisaByrne LOL #wgbiz

8/8/11 9:32 wgbiz Q4: How do you increase your audience quality and quantity by serving them, @Tinu? #wgbiz

8/8/11 9:33 Tinu Q4: How do you increase your audience quality and quantity by serving them, @Tinu? #wgbiz

8/8/11 9:33 DigitalKaitlyn Seriously though, I learn so much from all of you. I know I'm smart at a handful of things, & soak up as much as I can from others. #wgbiz

8/8/11 9:33 Tinu RT @wgbiz: Q4: How do you increase your audience quality and quantity by serving them, @Tinu? #wgbiz

8/8/11 9:33 Tinu A4: Let's look at quality vs quantity first. It's an important thing that gets lost in these discussions. #wgbiz

8/8/11 9:34 shonali RT @tinu: A4: Let's look at quality vs quantity first. It's an important thing that gets lost in these discussions. #wgbiz

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8/8/11 9:34 shashib RT @wgbiz: Q4: How do you increase your audience quality and quantity by serving them, @Tinu? #wgbiz

8/8/11 9:34 Tinu Does the size of your audience matter, yes, some. But 100% of 100 people listening to you & 1% of 100k listening is still 100 ppl. #wgbiz

8/8/11 9:34 ankurdinesh RT @Tinu: A mentor once taught me that you tend to rise or sink to the level of the people around you. So I like to be the dumbest perso ...

8/8/11 9:34 Tinu So how do you increase the quality of the audience by serving? Think of why people are online. They connect, read news, gather info. #wgbiz

8/8/11 9:35 ankurdinesh RT @shonali: RT @tinu: A3: I meditate frequently. I try to break business down to people and connect to whoever is in front of me. #wgbiz

8/8/11 9:35 shonali RT @tinu: A4: Does audience size matter? Some. But 100% of 100 people listening to you & 1% of 100k listening is still 100 ppl. #wgbiz

8/8/11 9:35 wgbiz RT @tinu: A4: Does audience size matter? Some. But 100% of 100 people listening to you & 1% of 100k listening is still 100 ppl. #wgbiz

8/8/11 9:35 Tinu If you're serving your audience, you're doing all 3. That doesn't mean give everything away. Just set out the basics as bait. #wgbiz

8/8/11 9:35 shashib RT @Tinu: Does the size of your audience matter, yes, some. But 100% of 100 people listening to you & 1% of 100k listening is still 100 ...

8/8/11 9:36 Tinu Quantity grows from two things, in my experience, leverage and time. #wgbiz

8/8/11 9:36 shonali RT @tinu: A4: How to increase quality of the audience by serving? Think @ why people are online. They connect, read news, gather info #wgbiz

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8/8/11 9:36 LisaByrne RT @Tinu: Does the size of your audience matter, yes, some. But 100% of 100 people listening to you & 1% of 100k listening is still 100 ...

8/8/11 9:36 Tinu Leverage can come in many forms. It may be that your message is so great it goes viral. In another instance, you get the ear of #wgbiz

8/8/11 9:37	IT21inc1	RT @shonali: RT @JustinFenwick: A2. Give it time. All relationships take time. No shortcuts. #wgbiz
8/8/11 9:37	wgbiz	RT @tinu: A4: If you're serving your audience, you're doing all 3. Doesn't mean give everything away. Just set out basics as bait. #wgbiz
8/8/11 9:37	BDlonline	And where! Not always solely on main #sm platforms! RT: @Tinu Think of why people are online. They connect, read news, gather info. #wgbiz
8/8/11 9:37	hehurst	RT @shonali: RT @tinu: A3: A mentor once taught me that you tend to rise/sink to the level of those around you. So I like to be the dumb ...
8/8/11 9:37	Tinu	... someone with a big audience. Or you get published by an organization with more reach than you have alone, etc. #wgbiz
8/8/11 9:37	SocialGumbo	This RT @Tinu: A4: Does audience size matter? Some. But 100% of 100 people listening to you & 1% of 100k listening is still 100 ppl. #wgbiz
8/8/11 9:37	mattkellypr	RT @shonali: RT @tinu: A3: A mentor once taught me that you tend to rise/sink to the level of those around you. So I like to be the dumb ...
8/8/11 9:38	BDlonline	Great pt! @IT21inc1 @shonali @JustinFenwick RT: Give it time. All relationships take time. No shortcuts. #wgbiz
8/8/11 9:38	Alexandrafunfit	RT @tinu: A4: Does audience size matter? Some. But 100% of 100 people listening to you & 1% of 100k listening is still 100 ppl. #wgbiz
8/8/11 9:38	Tinu	And over time, if you consistently send your message out, audience grows. It takes years to be an overnight success. But worth it. #wgbiz
8/8/11 9:38	shonali	RT @tinu: A4: Leverage comes in many forms. It may be your message is so great it goes viral. Or you get the ear of... #wgbiz
8/8/11 9:38	wgbiz	RT @tinu: A4: Leverage comes in many forms. It may be your message is so great it goes viral. Or you get the ear of... #wgbiz
8/8/11 9:38	shonali	RT @tinu: A4 ... someone with a big audience. Or you get published by an organization with more reach than you have alone, etc. #wgbiz
8/8/11 9:38	wgbiz	RT @tinu: A4 ... someone with a big audience. Or you get published by an organization with more reach than you have alone, etc. #wgbiz
8/8/11 9:39	kehindebadejo	RT @Tinu: And over time, if you consistently send your message out, audience grows. It takes years to be an overnight success. But worth ...
8/8/11 9:39	JesseOguns	^_^ rT @Tinu: We get acquainted with people and right away expect them to retweet us or Stumble our links or send out emails for us. #wgbiz
8/8/11 9:39	LisaByrne	RT @wgbiz: RT @tinu: A4 ... someone with a big audience. Or you get published by an organization with more reach than you have alone, et ...
8/8/11 9:39	Tinu	But there's also something to it that can't be measured... you have to put your eyes into it. I know that sounds weird... #wgbiz
8/8/11 9:39	Tinu	To understand what I mean, next time you're with a close friend, look in their eyes without speaking for about 8 to 10 seconds, and #wgbiz
8/8/11 9:40	kehindebadejo	@JesseOguns i think you should follow the #wgbiz hashtag and @tinu ... they're talking about social media
8/8/11 9:40	Alexandrafunfit	RT @Tinu: Sometimes it's the ppl watching the conversation who R the ones U'll end up connecting w/ most. #wgbiz <<That happens 2 me a lot.
8/8/11 9:40	Tinu	Hold a thought of understanding or gratitude. Your whole day will change. Put THAT energy into what you do online, then... #wgbiz
8/8/11 9:41	Tinu	... take that relationship offline. A phone call, Skype, video chat, meet in person. One true connection a day eventually becomes a #wgbiz
8/8/11 9:41	shonali	RT @tinu: A4: Over time if you consistently send your msg out, audience grows. Takes years to be an overnight success. But worth it. #wgbiz

8/8/11 9:41	wgbiz	RT @tinu: A4: Over time if you consistently send your msg out, audience grows. Takes years to be an overnight success. But worth it. #wgbiz
8/8/11 9:42	Alexandrafunfit	RT @TinU: ... learn much more being surrounded by ppl smarter than U & acknowledging that #wgbiz & Twitter has some great mentors
8/8/11 9:42	kehindebadejo	RT @TinU: ... take that relationship offline. A phone call, Skype, video chat, meet in person. One true connection a day eventually beco ...
8/8/11 9:42	Tinu	... crowd of connected people with a shared purpose. We don't think of our biz as having fans because the word is kinda arrogant. #wgbiz
8/8/11 9:43	LisaByrne	RT @TinU: ... take that relationship offline. A phone call, Skype, video chat, meet in person. One true connection a day eventually beco ...
8/8/11 9:43	Tinu	But we do. There are people who are enthusiastic about what you do or have done for them. Reach out to them. They're dying to help. #wgbiz
8/8/11 9:43	MWestMillennial	RT @shonali: RT @tinu: A3: A mentor once taught me that you tend to rise/sink to the level of those around you. So I like to be the dumb ...
8/8/11 9:43	Tinu	And in return you can give them a little extra. #wgbiz
8/8/11 9:44	shonali	Q5 fm @Alexandrafunfit: What do you think of PeerIndex, Twitalyzer, etc. from perspective of increasing visibility and leads @TinU? #wgbiz
8/8/11 9:44	wgbiz	Q5 fm @Alexandrafunfit: What do you think of PeerIndex, Twitalyzer, etc. from perspective of increasing visibility and leads @TinU? #wgbiz
8/8/11 9:45	LisaByrne	RT @shonali: Q5 fm @Alexandrafunfit: What do you think of PeerIndex, Twitalyzer, etc. from perspective of increasing visibility and lead ...
8/8/11 9:45	OKShorty1	RT @JesseOguns: ^_^ rT @TinU: We get acquainted with people and right away expect them to retweet us or Stumble our links or send out em ...
8/8/11 9:45	JesseOguns	rT @TinU: A2: Well we took the same general model of friendship, dating, any relationship really, and apply it to marketing. First... #wgbiz
8/8/11 9:45	Tinu	Q5: I'm of two minds about all the tools that measure visibility & help generate leads. One the one hand, I love to measure things. #wgbiz
8/8/11 9:46	shonali	RT @tinu: A5: I'm of two minds about tools that measure visibility & help generate leads. On the one hand, I love to measure things. #wgbiz
8/8/11 9:46	wgbiz	RT @tinu: A5: I'm of two minds about tools that measure visibility & help generate leads. On the one hand, I love to measure things. #wgbiz
8/8/11 9:46	Tinu	I love tools that make our lives easier. But I'm cautious w/ some of these. Some of the info helps tell you if you're on message etc. #wgbiz
8/8/11 9:47	Tinu	On the other hand, most of the tools are measuring Popularity as opposed to Influence. I don't have a problem with that BUT - when #wgbiz
8/8/11 9:48	shonali	RT @tinu: A5: I love tools that make our lives easier. But I'm cautious. Some of the info helps tell you if you're on message etc. #wgbiz
8/8/11 9:48	wgbiz	RT @tinu: A5: I love tools that make our lives easier. But I'm cautious. Some of the info helps tell you if you're on message etc. #wgbiz
8/8/11 9:48	wgbiz	RT @tinu: A5: On the other hand, most of the tools are measuring Popularity not Influence. I don't have a problem with that BUT ... #wgbiz
8/8/11 9:48	shonali	RT @tinu: A5: On the other hand, most of the tools are measuring Popularity not Influence. I don't have a problem with that BUT ... #wgbiz
8/8/11 9:48	Tinu	... they measure popularity and call it influence, that's where the problem is. You can't measure a person's thought leadership with #wgbiz
8/8/11 9:48	Jennifer_Carr4	RT @shonali: RT @tinu: A3: A mentor once taught me that you tend to rise/sink to the level of those around you. So I like to be the dumb ...
8/8/11 9:48	Alexandrafunfit	RT @TinU: On the other hand, most of the tools are measuring Popularity as

opposed to Influence. #wgbiz <<Right. I'd prefer influence
Great insight from @tinu in the #wgbiz tweetchat
http://tweetchat.com/room/wgbiz

8/8/11 9:49 shashib how often they tweet or how many Facebook connections. If my audience is
CEOs, isn't having 100 of them better than 10,000 kids? #wgbiz

8/8/11 9:50 Tinu RT @tinu A5: ...when they measure popularity & call it influence, it's a
problem. You can't measure a person's thought leadership.. #wgbiz

8/8/11 9:50 shonali RT @tinu A5: ...when they measure popularity & call it influence, it's a
problem. You can't measure a person's thought leadership.. #wgbiz

8/8/11 9:50 wgbiz @TinuD Really enjoying your #wgbiz tweets right now about
popularity/influence...keep 'em coming! :-)

8/8/11 9:50 MirrorDotMe So when you use the tools, it's important to understand what they're
measuring and how relevant that is to You. #wgbiz

8/8/11 9:50 Tinu @MirrorDotMe Thank you. :) Glad you could join us! #wgbiz

8/8/11 9:51 Tinu RT @tinu: A5: ... w/ how often they tweet or how many FB connections. If
my audience is CEOs, isn't 100 of them better than 10k kids? #wgbiz

8/8/11 9:51 shonali RT @tinu: A5: ... w/ how often they tweet or how many FB connections. If
my audience is CEOs, isn't 100 of them better than 10k kids? #wgbiz

8/8/11 9:51 wgbiz RT @tinu: A5: So when you use the tools, it's important to understand what
they're measuring and how relevant that is to You. #wgbiz

8/8/11 9:51 shonali RT @tinu: A5: So when you use the tools, it's important to understand what
they're measuring and how relevant that is to You. #wgbiz

8/8/11 9:51 wgbiz Hi @JesseOguns , that's kind of you to say. Good to meet you
@kehindebadejo. #wgbiz

8/8/11 9:52 Tinu RT @TinuD: So when U use the tools, it's important 2 understand wht they're
measuring & how relevant that is 2 U. #wgbiz <<Good point. Thx

8/8/11 9:52 Alexandrafunfit Are we doing one more question, or wrapping up? :) @shonali #wgbiz

8/8/11 9:52 Tinu @TinuD of course! New to the chat, but having fun reading. Maybe #wgbiz
folks would find Mirror.me useful b/c we measure interest communities

8/8/11 9:53 MirrorDotMe Q6: What are some of your preferred tools for tracking the results of your
activities, @tinu? #wgbiz

8/8/11 9:53 shonali Q6: What are some of your preferred tools for tracking the results of your
activities, @tinu? #wgbiz

8/8/11 9:53 wgbiz @tinu One more question (the last one) - I just sent it to you. :) #wgbiz

8/8/11 9:53 shonali RT @TinuD: how often they tweet or how many Facebook connections. If my
audience is CEOs, isn't having 100 of them better than 10,000 kid ...

8/8/11 9:54 kehindebadejo A6. Wow, I could fill this screen up with Twitter tools alone... @LisaByrne
and @shashib introduced me to Timely.is #wgbiz

8/8/11 9:54 Tinu RT @TinuD: I have two stickies on my desk above my laptop. One says "serve"
the other says "give". You get the most back giving w/o aimin ...

8/8/11 9:54 WorkSmartebiz It helps you space out a bunch of tweets over a period of time. #wgbiz

8/8/11 9:55 Tinu RT @TinuD: A6. Wow, I could fill this screen up with Twitter tools alone...
@LisaByrne and @shashib introduced me to Timely.is #wgbiz

8/8/11 9:55 LisaByrne RT @tinu: A6. Wow, I could fill this screen up with Twitter tools alone...
@LisaByrne and @shashib introduced me to Timely.is #wgbiz

8/8/11 9:55 shonali RT @tinu: A6. Wow, I could fill this screen up with Twitter tools alone...
@LisaByrne and @shashib introduced me to Timely.is #wgbiz

8/8/11 9:55 wgbiz @LisaByrne and @shashib introduced me to Timely.is #wgbiz

8/8/11 9:55 Tinu I like Tribber - http://triberr.com/ - but only in manual mode. I use it almost

as a feed reader. #wgbiz

8/8/11 9:56 Alexandrafunfit RT @TinU I could fill this screen up with Twitter tools alone @LisaByrne & @shashib introduced me to Timely.is #wgbiz <<Checking it out now MT @TinU learn much more being surrounded by pple smarter than U & acknowledging that, than trying to act like U know everything. :) #wgbiz

8/8/11 9:56 JesseOguns <http://14blocks.com/> - Premium tool. Tells you best times to tweet, also has a scheduler. #wgbiz

8/8/11 9:56 Tinu @TinU @LisaByrne just heard of another newcomer tool <http://queued.at/> like timely.is

8/8/11 9:56 shashib i am testing it now #wgbiz

8/8/11 9:56 shonali @jillfoster We're on the last question, wrapping up soon. But good to have you anyway! @TinU #wgbiz

8/8/11 9:56 LisaByrne RT @shashib: @TinU @LisaByrne just heard of another newcomer tool <http://queued.at/> like timely.is

8/8/11 9:56 Jillfoster i am testing it now #wgbiz

8/8/11 9:56 Jilfoster RT @wgbiz: @tinu: A5: So when you use the tools, it's important to understand what they're measuring & how relevant that is to You. #wgbiz what abt retweeting the same tweets at other times in a day? RT @TinU It helps you space out a bunch of tweets over a period of time. #wgbiz

8/8/11 9:56 kehindebadejo RT @tinu: A6: I like Tribber - <http://triberr.com/> - but only in manual mode. I use it almost as a feed reader. #wgbiz

8/8/11 9:56 shonali RT @shashib: @TinU @LisaByrne just heard of another newcomer tool <http://queued.at/> like timely.is

8/8/11 9:56 Tinu i am testing it now #wgbiz

8/8/11 9:56 wgbiz RT @tinu: A6: I like Tribber - <http://triberr.com/> - but only in manual mode. I use it almost as a feed reader. #wgbiz

8/8/11 9:56 likelist4biz RT @DCeventjunkie: Join the Women Grow Business tweetchat happening right now with @TinU. Go to <http://bit.ly/p3Js61> or follow #wgbiz

8/8/11 9:57 JesseOguns So true! Thx to TwitterVarsity rT @TinU: Quantity grows from two things, in my experience, leverage and time. #wgbiz

8/8/11 9:57 Tinu StumbleUpon's Link Shortener <http://su.pr/> - time your tweets/status updates track clicks, get more visitors. For twitter and FB #wgbiz

8/8/11 9:57 shonali RT @tinu: A6: <http://14blocks.com/> - Premium tool. Tells you best times to tweet, also has a scheduler. #wgbiz #socialmedia

8/8/11 9:57 wgbiz RT @tinu: A6: <http://14blocks.com/> - Premium tool. Tells you best times to tweet, also has a scheduler. #wgbiz #socialmedia

8/8/11 9:57 Alexandrafunfit RT @shashib: I just heard of another newcomer tool <http://queued.at/> like timely.is i am testing it now #wgbiz <<Luv 2 hear yr opinion

8/8/11 9:57 Jillfoster Premium tool. Tells you best times to tweet, also has a scheduler. #wgbiz via @tinu: <http://14blocks.com/> -

8/8/11 9:57 kehindebadejo RT @JesseOguns: So true! Thx to TwitterVarsity rT @TinU: Quantity grows from two things, in my experience, leverage and time. #wgbiz

8/8/11 9:57 Tinu @kehindebadejo I will tweet a message more than once with different headlines if it's important but I do so sparingly. #wgbiz

8/8/11 9:58 shonali RT @tinu: A6 StumbleUpon's Link Shortener <http://su.pr/> - time tweets/status updates track clicks, get more visitors. For twitter, FB #wgbiz

8/8/11 9:58 wgbiz RT @tinu: A6 StumbleUpon's Link Shortener <http://su.pr/> - time tweets/status updates track clicks, get more visitors. For twitter, FB #wgbiz

8/8/11 9:58 Tinu The Facebook and StumbleUpon toolbars save me HUGE amounts of time.

8/8/11 9:59 Tinu The key for me is turning them off when I'm not using them. #wgbiz
 LinkedIn signal is a nice one. <http://www.linkedin.com/signal/> - great way to find information and new people to follow. #wgbiz

8/8/11 9:59 Jillfoster Wise, RT @tinu A5: -When they measure popularity & call it influence, it's a problem. U can't measure a person's thought leadership. #wgbiz

8/8/11 9:59 shonali RT @tinu: A6: The Facebook, StumbleUpon toolbars save me HUGE amounts of time. The key is turning them off when I'm not using them. #wgbiz

8/8/11 9:59 wgbiz RT @tinu: A6: The Facebook, StumbleUpon toolbars save me HUGE amounts of time. The key is turning them off when I'm not using them. #wgbiz

8/8/11 9:59 Tinu You can sort by topic, and get tweets from people you're not directly connected to as well. #wgbiz

8/8/11 9:59 MissyGracee RT @TinU: ... they measure popularity and call it influence, that's where the problem is. You can't measure a person's thought leadershi ...

8/8/11 10:00 JesseOguns mT @TinU crowd of connected people w/ a shared purpose. We don't think of our biz as having fans because the word is kinda arrogant. #wgbiz

8/8/11 10:00 Tinu Plus the way it ties the tweet to their LinkedIn profile, I just think it's really neat. #wgbiz

8/8/11 10:00 MissyGracee RT @TinU: how often they tweet or how many Facebook connections. If my audience is CEOs, isn't having 100 of them better than 10,000 kid ...

8/8/11 10:00 Tinu Hy.ly also has some great tools for FB and Twitter. Think we're out of time for now, @shonali? #wgbiz

8/8/11 10:01 shonali RT @tinu: A6 LinkedIn signal is a nice one. <http://www.linkedin.com/signal/> - great way to find information and new people to follow. #wgbiz

8/8/11 10:01 wgbiz RT @tinu: A6 LinkedIn signal is a nice one. <http://www.linkedin.com/signal/> - great way to find information and new people to follow. #wgbiz

8/8/11 10:01 shonali @tinu Yes, we are. Thank you so much for the great smarts you shared today! #wgbiz

8/8/11 10:01 heidiotway Cool! RT @Jillfoster: Premium tool. Tells you best times to tweet, also has a scheduler. #wgbiz via @tinu: <http://14blocks.com/> -

8/8/11 10:01 Tinu Oh one more tool - <http://bx.businessweek.com/> #wgbiz

8/8/11 10:01 trace501 Interesting system! // RT @Jillfoster: Premium tool. Reveals best times to tweet, has a scheduler. #wgbiz <http://j.mp/hcF5Eb> #web

8/8/11 10:01 shonali Many thanks to all who joined today and especially to @tinu for "giving" and "serving." #wgbiz

8/8/11 10:02 shonali Our "official" chat is now over, but of course the hashtag is yours to use for relevant convos. #wgbiz

8/8/11 10:02 Tinu Thank you for having me, @shonali - always an honor and a pleasure. Thanks everyone for your great questions and insights. #wgbiz

8/8/11 10:02 Alexandrafunfit RT @shonali: Many thanks to all who joined today and especially to @tinu for "giving" and "serving." #wgbiz <<Thank you @TinU

8/8/11 10:02 shonali And @tinu will be back next month, Sept. 12, 12-1 pm ET, to continue today's conversation. Save the date! #wgbiz

8/8/11 10:02 shonali Thanks again, everyone! Bye now. :) #wgbiz