

# **Welcome!**

**Who are We?**

**What are We doing here?**

**What's the Objective?**

**What's it going to take to get there?**

**\* Social media doesn't replace what we currently do. It purely complements it.**

**\*Don't confuse social networking with social 'notworking'.**

**\*Old school is still goood!**

**\*Belly to Belly is still where it's at!**



**WHAT'S YOUR ONE THING?**



**#POD**





**NECESSARY EVIL?**





58/31





**DIGITAL TWIN?**





**“SMALL BUSINESSES WON'T BE  
REPLACED BY TECHNOLOGY..**

**THEY'LL BE REPLACED BY SMALL  
BUSINESS PEOPLE WHO  
EFFECTIVELY USE TECHNOLOGY...”**

**ME**





# DIGITAL TWIN

## OFFLINE YOU

- Chamber of Commerce
- Speakers Bureau
- Main Street
- Post Office
- Done a freebee
- Pillar of the Community



## ONLINE YOU

- Facebook (personal)
- Twitter (Heard of it)
- YouTube (watched a funny video once)
- LinkedIn (gets annoying emails from them)



**GOAL = TA**





# **How Have Online Behaviours Changed?**



**2012 - 208,000 photos  
uploaded per minute**

**2014 - 243,000 photos  
uploaded per minute**





**2012 - 100,000 tweets  
per minute**

**2014 - 350,000 tweets  
per minute**





**2012 - \$ 85,000  
revenue per minute**

**2014 - \$130,000  
revenue per minute**





**2012 - 30 hours of  
video uploaded per  
minute**

**2014 - 100 hours of  
video uploaded per  
minute**





**2012 - 2 million  
searches per minute**

**2014 3.5 million  
searches per minute**





**2012 - 100 new  
accounts per  
minute**

**2014 - 120 new  
accounts per  
minute**



**2012 - 11.7 million  
users**

**2014 - 70 million+  
users - 80% of  
which are women**





2014 January

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

2014 February

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

2014 March

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2014 April

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

2014 May

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2014 June

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

2014 July

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2014 August

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

2014 September

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

2014 October

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

2014 November

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

2014 December

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

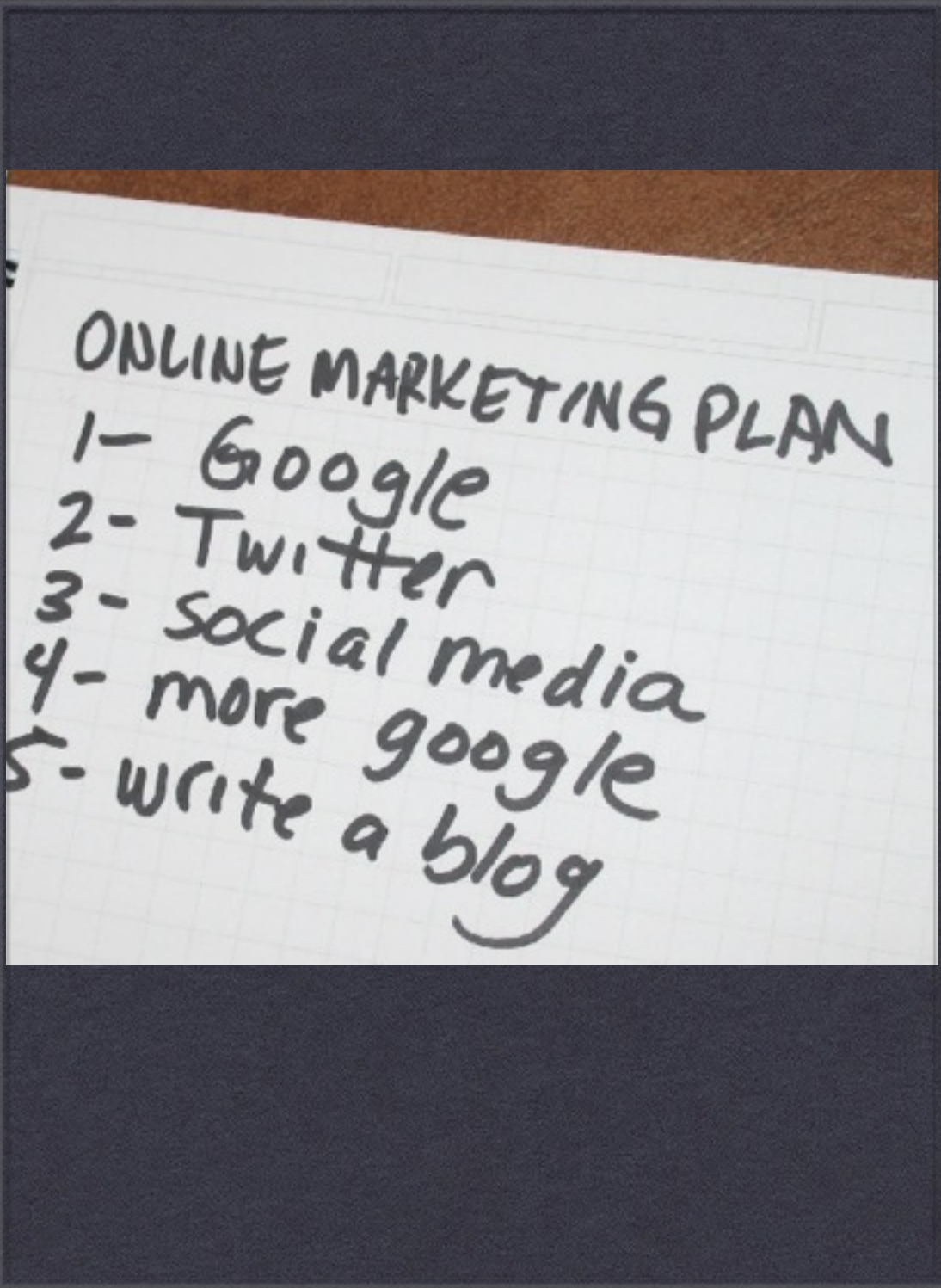
**2013 -**  
**How did you 'change'?**

**2014 -**  
**What's your plan?**





**WHAT'S YOURS?**

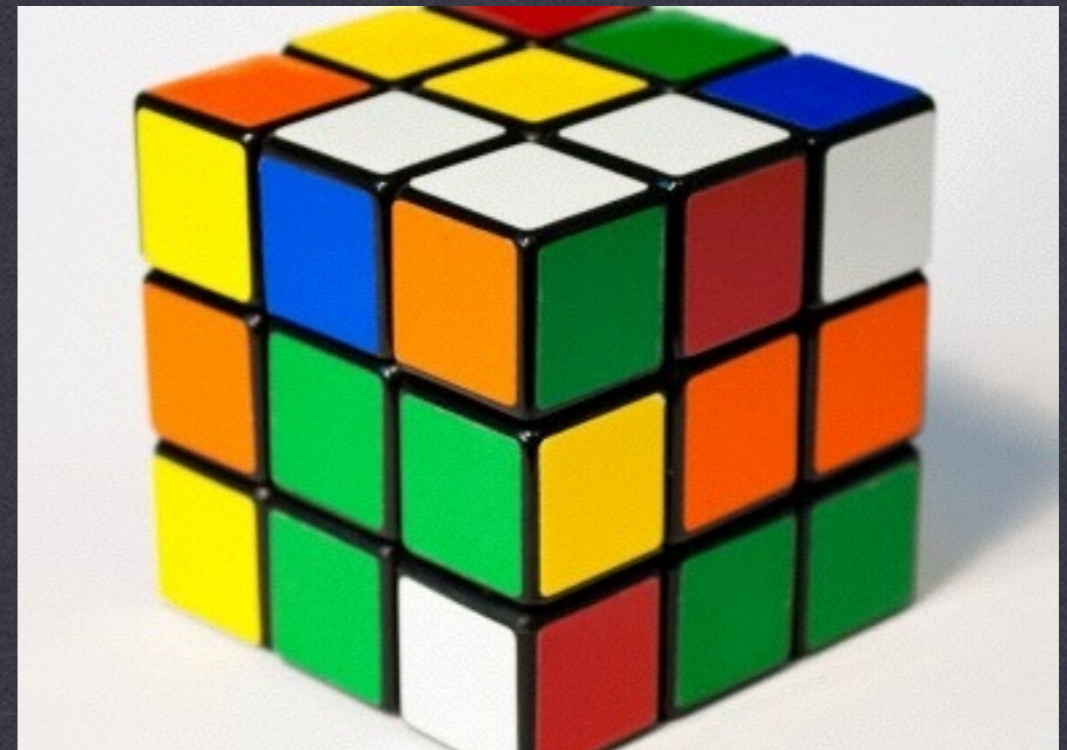


ONLINE MARKETING PLAN

- 1- Google
- 2- Twitter
- 3- social media
- 4- more google
- 5- write a blog



**IT'S NO LONGER  
'A FADDISH  
WAY TO GET  
BUSINESS'..**





QUESTIONS





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- **+61 422 392 310**





# PRODUCTIVITY

TIPS, TRICKS AND TOOLS TO BE A BETTER YOU



- \* **TAKING YOU TO TASK**
- \* **STAYING ON SCHEDULE**
- \* **NOTED**
- \* **NOT-SO-NEBULOUS**
- \* **KEEPING IT REAL**
- \* **GO ME!**



# TAKING YOU TO TASK

- \* **gTask**
- \* **Wunderlist**
- \* **Remember the Milk**
- \* **ToDoist**
- \* **More Robust? BaseCamp and Trello**





# STAYING ON SCHEDULE

- \* Google Calendars
- \* Sunrise
- \* Cal
- \* Calendars 5
- \* Tempo
- \* Business Calendar





# NOTED

- \* **Evernote (Penultimate, Skitch)**
- \* **Notes**
- \* **Papyrus**
- \* **Dragon Dictation**





# NOT-SO-NEBULOUS

- \* **Dropbox**
- \* **SugarSync**
- \* **Google Drive**
- \* **LastPass**
- \* **DashLane**
- \* **Google Apps**





# KEEPING IT REAL

- \* **YesWare**
- \* **Streak**
- \* **Contactually**
- \* **TheSwizzle.com**
- \* **unroll.me**
- \* **SaneBox**





# GO ME!

- \* **HaikuDeck**
- \* **Google Docs**
- \* **Slideshare**
- \* **Social Networks**





QUESTIONS





# WANT MORE? PICK MY BRAIN

- \* Need someone to set you up?
- \* Need someone to hold your hand?
- \* Special National Speakers Association Member's Offer.  
\*\*Closes Noon today\*\*
- \* **2 Hours with Tara \$197.00.**  
(Usual rate \$397.00)
- \* Give Tara/Peter your card with 'Yes Please' signed on it.

