

with Entrepreneur Andy Willoughby

MAXIMUM ACHIEVEMENT PRINCIPLES

Building Home Business Entrepreneurs & Small Business Owners

Entrepreneur & Founder of the 3 Step Plan Andy Willoughby Reviews Social Media Tips for Home Based & Network Marketing Businesses

As home-based businesses are becoming more popular, Andy Willoughby, entrepreneur and founder of the 3 Step Plan, reviewed social media tips for home-based and network marketing businesses. Due to the number of professionals who are unemployed because of the economy, entrepreneurship is on the rise and social media will be a great tool. In a recent article released by the White House, small businesses were credited for creating two out of every three new jobs in America. (<http://www.newworkbeginnings.org/blog/small-businesses-create-jobs-america/>).

According to Valerie Jennings, CEO of Jennings Social Media Marketing, who works with Willoughby, said, "Social media networks such as, Facebook, Twitter, blogs and press releases, are easy and cost effective tools that reach your clients and vast audiences. If these sites are set up properly and managed well, they can create profitable revenue," said Jennings. Here are some tips:

- Social networking sites such as Twitter, Facebook and blogs are inexpensive to manage and can be controlled from any location as often as the business owner wants.
- Home businesses owners can take advantage of viral Web videos. Web videos are effective because of search engine optimization (SEO). That means: how people are searching for your name, your company and the types of keywords your prospects might be using. The headline and description of the video are also critical to SEO and need to include targeted keywords. Some video sites that can help viralize a video are, YouTube, MetaCafé and Vimeo.
- Targeted tweets are also beneficial. This means messages that contain search engine optimized keywords, hashtags or trending topics, will rise to the top of the conversation as well as appeal and be found by the right audience. Pull marketing is still a relevant sales strategy which can attract new customers, media or talent to your business via organic or natural SEO from Twitter or social media marketing. Twitter is a simple tool to make sure that the information you want read will be put right in front of existing or prospective customers.

Entrepreneur Andy Willoughby developed a program that strives to reach three important goals: to get at least one adult in the family back in the home full-time, help individuals get out of debt and improve overall quality of life. The 3 Step Plan is the one home business system that has survived the test of time. After nearly 10 years of helping families build home businesses, it is still going strong. Twitter @3stepplan