

OBTAINER

OBTAINER-ONLINE.COM

YOU'RE ONLY AS GOOD AS YOUR TOOLS

*A More Meaningful
Life by Mona Vie*

*Story of Success
& Opportunity*

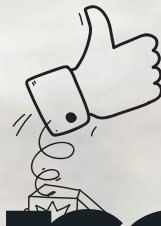
**CARLOS
OESTBY**

*MLM Product Pricing
Is it Really
an Issue?*

XANGO
*Summer
Body Care*

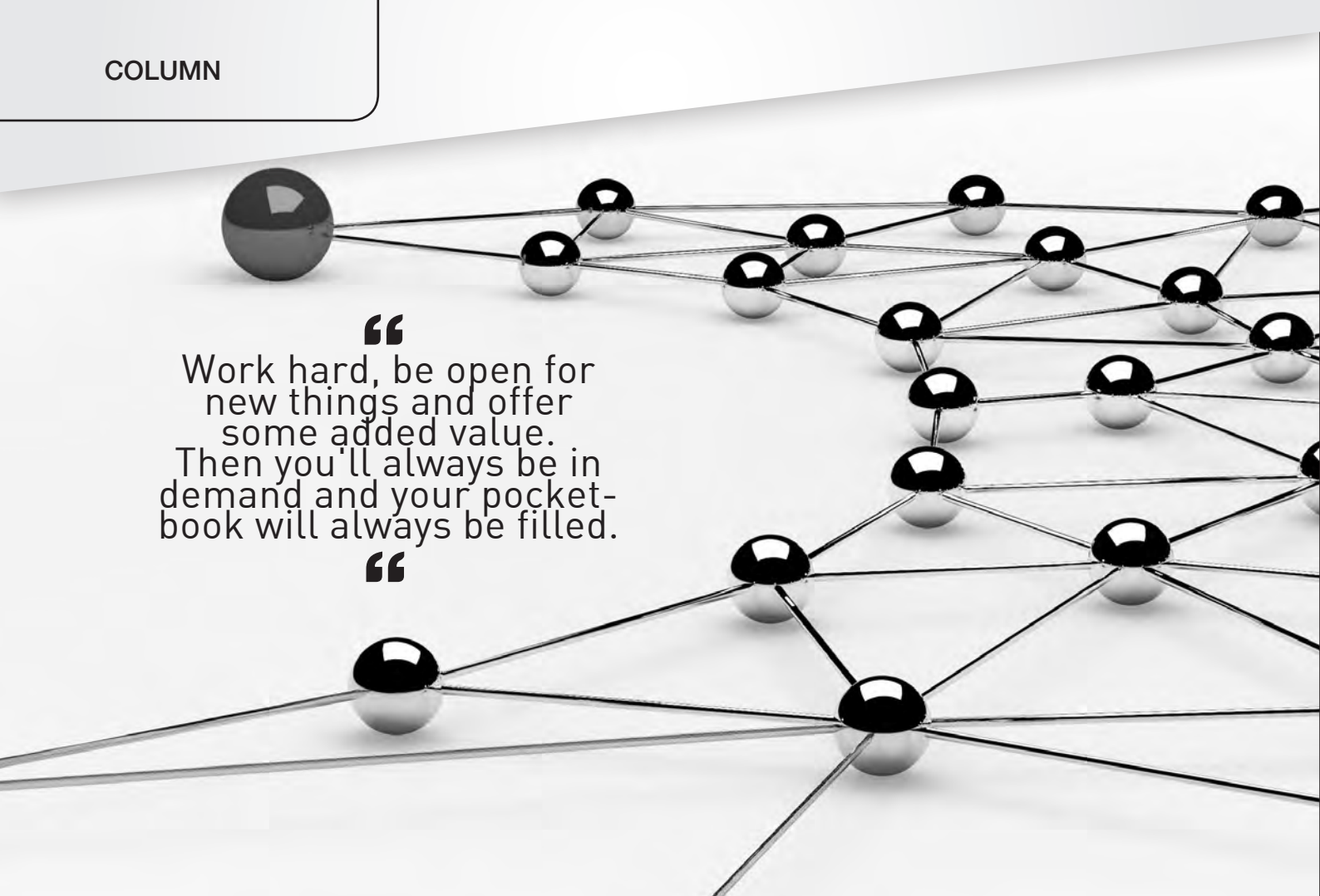


How Do You Create Followers?



A good friend of mine has a Facebook fanpage with 120,000 followers. He is neither a well-known celebrity nor an athlete, politician or superstar. He's a quite "normal" person just like most of us. So this, of course, poses the question: How do you manage to do that? How do you manage as a person to raise yourself above the crowd, to achieve such a level of fame and to gain so many people as followers?





“
Work hard, be open for
new things and offer
some added value.
Then you'll always be in
demand and your pocket-
book will always be filled.
”

But above all I'm interested in how you can use this for your life outside the social media. How can you, for example, as a businessperson inspire your customers to such an extent that they won't be deterred from recommending you to others? One thing is clear: A satisfied client who recommends us to others is more valuable than any advertising in existence.

For this reason I flew to Frankfurt a few months ago to meet with the above-mentioned friend. I'd resolved to learn from him how I can manage to build up a group of followers. He should reveal all his tricks to me. Just imagine what it means for you and your business to have a fan community that can fill a football stadium. How would your business then develop? How would your whole life develop in future?

So my friend collected me from Frankfurt airport and we drove to a nearby hotel in the city. There we sat down in the lobby bar. When he started talking, I felt like a little child following every word of a bedtime story. My friend told me about the very beginning and how he came upon the idea of a fanpage quite by chance. Within 15 months he had built up to 150,000 followers. Genuine followers, not purchased ones.

To do so he'd done just one thing. He'd worked. It's just like in any other field. It's damned hard work. Every day he

set about getting new followers. The first 1,000 were very difficult, after that things got easier until the 10,000 mark.

If you want to create fans on Facebook, you have to offer them content that's easy to digest, where they'll be happy to press the "Like" button and share it with others. So you have to offer something that'll inspire others, just like in business. You need products that'll inspire customers. You have to offer them something to improve their lives. A positive statement that builds up people will be shared on Facebook. A product that simplifies people's lives will be recommended. But the first steps are hard work. Here you'll easily work up a sweat because you simply have to attract the attention of your first followers.

It's no different from starting up a new business. You first have to go out and enthuse the first customers. When you then achieve a critical mass, the existing clients will make recommendations to others. The basis is always having something to hand that people really need and will help them along. Then you have to address the right target group and keep at it. If you've got the necessary stamina, success will then come of its own accord, whether it's in the social media, in business or in another field.

There's no escalator to take you to the top. You simply have to climb up step by step. In the course of this you should grow so that your group of followers can grow too.

No matter what field you want to be successful in there are certain “laws” you can’t avoid. If you’re prepared to give more than others, that’s already the first step.

“Stamina is the mother of success”

To build up 100,000 followers and more on Facebook you need exceptional will power and stamina. Most people will never achieve anything like that because they’ll give up much too soon. You can only manage it if you consistently do something for it day after day. That’s why large companies employ people to do just that. A social media marketing manager has the task of building up a fan community on the Internet and that’s a full-time job. So if you want to build up a fan community, you’ll have to make time to do so every day.

In addition to his wine business Gary Vaynerchuk, one of the most successful social media entrepreneurs in the world, has invested 3 to 6 hours every day in order

to present his business on the web. In this way he’s managed in a few years to increase his turnover from \$5 million to more than \$40 million. Three to six hours every day – that’s a lot of work.

At the moment the social networks are in a period of transition, so it’s worthwhile to keep your eyes and ears open so that you don’t miss the next trends. Work hard, be open for new things and offer some added value. Then you’ll always be in demand and your pocketbook will always be filled. I wish you every success in doing so.

Yours, David
www.davids.pro
twitter.com/DavidElDib

facebook.com/david.eldib.leadership



www.davids.pro office@davideldib.com twitter.com/davideldib

About David El Dib

.....

Born in Vienna in 1976, David El Dib grew up in sheltered surroundings. His mother was a teacher and his father was a businessman, so David learned from a very early age to think in a businesslike manner. During his childhood the family had to keep a close eye on their finances since the monthly income was just about sufficient to get by. Already during his commercial training at the Vienna Business School, David recognized that on the conventional job market he wouldn’t find the opportunities he envisaged. Therefore already at the of 21 he made himself self-employed.

Subsequently, he worked as an investment banker for a renowned international investment company and advised large corporations and wealthy clients on questions regarding investments. His economic understanding and his interest in his fellow human beings already made him a sought after discussion partner at an early age.

In recent years David El Dib has conducted seminars as a keynote speaker in front of tens of thousands of people in Europe, the USA, South America and Asia. In particular he coaches business people and top leaders in the fields of personal branding and customer orientation.