

# Social Media Myths Busted

*The Small Business Guide to Online Revenue*

by Laura Rubinstein, CHt

EXCERPT  
pages 27-32

Copyright © 2014-2017 Transform Today and Laura Rubinstein.  
All rights reserved. This book or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the publisher except for the use of brief quotations in a book review. For permission requests, write to the publisher at the address below.

Cover design by Bertz Santos and Laura Rubinstein.  
Edited by Sheri Horn Hasan, Karmic Evolution Editorial & Publishing Services LLC  
[www.KarmicEvolution.com](http://www.KarmicEvolution.com)

Printed in the United States of America  
First Printing, 2014

ISBN: 0-9749845-9-0

Transform Today  
PO Box 34105  
San Diego, CA 92103  
[coach@TransformToday.com](mailto:coach@TransformToday.com)  
[www.TransformToday.com](http://www.TransformToday.com)  
[www.SocialMediaMythsBusted.com](http://www.SocialMediaMythsBusted.com)

For inquiries about author appearances, ordering in quantity, or permission to reproduce, please contact the publisher at the address above or contact Transform Today at Tel: (619) 940-6569 or visit [www.TransformToday.com](http://www.TransformToday.com).

## SECTION 2: Myths That Keep You Stuck

### Myth: It Takes Too Much Time (Another Thing I Don't Have Time To Do)

“Social media? I don't have time to put another thing on my plate!” This is a common response from rising entrepreneurs not yet into social media. I understand and respect it. I agree that entrepreneurs don't have time to waste on meaningless activities or distractions.

It's very easy to become distracted on social media--watching video after video, or finding new content to read. However, guard your time and use it wisely. In fact, learning how to leverage your time is a business imperative that, when taken seriously, can make your life a lot easier and your business grow a lot faster.

Think about how much a client pays you for your time. Your time on social media must be purposeful and beneficial for your business growth.

#### ***Busted***

What exactly is it that entrepreneurs say they don't have time for? Can the small business owner afford to avoid spending time marketing? That's like saying “I don't have time for any more business!”

A social media presence builds credibility. Consider it a part of your public relations effort to show the world you exist, are a *real* company, and are accountable.

Making social media part of your marketing strategy is saying *yes* to being a viable business in today's socially networked world. If things eventually change and people no longer find advice, share information about their favorite people/products/events, make recommendations, give reviews, or click on ads from social networks, then you'll *know* it's time to give up on social media marketing!

However, in today's economy, if you're in a growth phase for your business, marketing in general must take priority. In fact, a good rule of thumb is that 60% of your time should be spent on marketing. If you've been focused on the development of a product or service that's terrific, but that alone won't bring in business.

Perhaps it's time to shift things around a bit! If you're in start-up mode, consider putting 80% of your efforts into marketing. After all no marketing equals no business. Social media marketing involves getting the word out about your business in a relationship-oriented way.

If you're too busy to build relationships with key market influencers and potential brand advocates, what are you actually saying about your business? It could be construed as: “I'm too busy to be successful.”

That being said, marketing is more than simply social media. Consider *all* aspects of marketing and determine where and how you can best leverage your time. If your market influencers and

potential customers are on social media, you need to be there too for credibility, accessibility, and profitability.

### ***How Much Time Should You Spend On Social Media?***

Let's hear from some social media masters on how they spend their time networking online:

"How many hours are there in a day, and how many could you spend on social media?" asks Joel Comm. "You need some sleep, okay, so let's say you sleep four hours a night--you could spend twenty hours online. Would you still have done all that it's possible to do in the realm of possibilities even if you're on social media all day? Even if you know they'll always be other sites and other conversations in which to engage?"

"Allow me to liberate those of you in the social media world, and remind you *it's ok to use social media however you want!* Don't let people "should" on you by telling you what you *should* and *shouldn't* do. And if they cry "you're not using Pinterest, wow!" and make it seem like Armageddon is coming, don't buy into that..."

"Use social however you want to use it," Comm advises. "Social should fit your lifestyle, your lifestyle shouldn't have to fit social. It doesn't work that way. Yes, you can always do more, but you don't have to. You got to have a life!"

"I prefer Facebook, followed by Twitter," Comm adds. "I check in at LinkedIn to make new connections if there's somebody specifically with whom I want to connect. Every now and then I'll post a picture on Instagram, but rarely on Pinterest. I've got twenty-two thousand people who have me in circles on Google Plus, yet I rarely go there except for hangouts, because I don't want to and that's okay. So it's okay for you, too."

"Whoever you are out there, if you're feeling the burden of social media, the tyranny of the social space, then maybe walk away for a few days," advises Comm. "It's not going to go away without you, the Internet's not going to blow up or implode, and all of your friends are not going to unfriend you because you've been gone for a few days."

"Figure out how social media fits in with *your* lifestyle. *I only use social media when I either have something to say, or I have time to engage--that's it. Easy.*"

"Understanding how to be strategic about what you're doing on social media so that a little bit of time can create a much larger effect" is the way to go, according to Sierra Modro, dubbed by the media "Canada's #1 LinkedIn Expert." "That's something I had to really work through for myself--understanding what kind of time investment I was interested in making--and learning where my time is most effective."

For example, Facebook presented Modro--named one of the top 10 media bloggers by *Social Media Examiner*--with some challenges. "Understanding that vortex I can get into where suddenly I realize I've been on Facebook *only* for the past five and a half hours! That was maybe *not* the best and highest use of my time."

Ted Rubin admits to resistance to social networking--until he got on it *and got it*.

“My initial reaction was 'oh, another thing to do,' and now forget about it--now I'm on it twenty-four/seven! Like everybody else that's deeply involved in social now--although I got very heavily involved starting in two thousand and seven and two thousand and eight--I wish I started sooner.

"As soon as I jumped on it, I made a complete one hundred and eighty-degree turn. I said, 'oh my God this is me, this is what I've been looking for my entire career!' I wish this had been around when I was in my twenties. Oh what I could have done, because I've always been a networker. I've always been a community builder," Rubin enthuses.

"I like to say that *'networks are just a series of nodes, but communities are people that support and help each other.'* I'm the one amongst my friends who brings everyone together. My friends from every walk of life know each other--I want them to know each other. I spent hours of hard work making that happen when it was a lot harder, and I needed to call this one on the phone and then that one. There was no way to make even a conference call to get everyone together to plan something when I started doing this!

"So, for me this was 'oh my god I'm home, I've found my place!'" Rubin relates. "And then, as I got deeper into it, I thought, how can everyone *not* get this? Not that everybody will use it the same way I do or leverage it same way, but the opportunities are endless!

"When I hear a friend say 'oh no, I don't want people to know what I'm doing, I'm not going there,' I'm like 'first of all, what are you thinking? You don't have to let them know what you're doing, there's no invisible camera that photographs you!' *It's really up to you how engaging and interactive you want to become!*"

### ***How To Bust Through***

“It's like everyone out there who tells their kids, 'how do you know you won't like it until you try it?'" Rubin continues. "How many of us have said that over and over to our children?

"Here, try this."

"No mom, I don't like it!"

"You haven't even tried it!"

"I think the biggest myth is that people think things are not for them--but they need to go beyond that. Get in there try it!, he urges. "And here's the most important thing: *it takes time so don't expect immediate results!*"

Modro reminds the entrepreneur willing to give it a go to keep it simple:

“Honestly, it's easy to get caught up in the inertia of not doing it" she warns. "Even if you've made that decision, commit to it and set aside time--even if it's fifteen minutes. Even in that short

amount of time, you can go find your audience, listen to your audience, and start contributing to your audience," she says, "and they will welcome you.

"If you prove yourself a trustworthy resource, the people with whom you want to work will want to work with you! But you have to create that environment. The first thing to do is get over the inertia of saying 'this is scary and I don't know how to do this.' Stop thinking 'I don't know how to do this,' and just get in and do it!

"You can't do it wrong," Modro assures her clients. "You can be ineffective, but you'll learn from your mistakes. People will be helpful if you believe they'll be helpful. People will be helpful and coach you along the way. Relationships that you can build are best started today.

"To be strategic on social media and manage your time, begin with knowing your audience and targeting your audience," Modro continues. "Your ideal clients or companies are undoubtedly on social media. Targeting those potential clients and customers directly means listening to them *first*. Your customers and r clients will tell you what their problems are and give you the opportunity to start solving them.

"Starting with identifying your audience and then listening to them creates that conversation even before you start contributing. Go into that relationship with a better understanding of what they need and how you can fill those needs. You'll then find the people with whom you most want to work, bring them into your tribe, and see how you can most effectively help them."

"If you're a CEO, you need to jump in and understand the medium," Neal Schaffer strongly advises. "Read tweets and Facebook. What CEO out there would buy a commercial on TV without watching it?"

"It all starts with a plan," adds Gail Martin, social media expert and international speaker. "Because if you don't have a plan, you will muddle around out there and get sucked into other conversations.

If you plan to use ten minutes in the morning, ten minutes at lunch, and ten minutes at the end of the day, have an outline of specific focused actions for each network," advises Martin, the bestselling author of 14 fiction and non-fiction books. "Post on Facebook, reply to mentions on Twitter, and check messages on LinkedIn."

Ted Rubin suggests you "start to leverage your content by hiring someone to get it out there for you. If you have employees, how about leveraging all that incredible intelligence you have in your employees? There are people out there creating their own brand and looking for help. You can help them by supplying them with content, and then help them to syndicate it."

"Get a social media manager," Cole advises. "You can get reasonable help. Attorneys and doctors have staff members who field appointments, and can do social media during their down time. Have them go to social media every hour on the hour for five minutes. Simply retweet to keep your business top of mind.

"This ensures that when a client needs your services, they think of you first because you're the business they saw last," adds Cole. "If you hire someone, start with two hours per day Monday through Friday. You can find college students, interns, moms who recently had a baby and want something to do on the side.

"You can get incredibly talented and qualified individuals to work with you for anywhere from ten to thirty dollars an hour in your time zone in America, someone who understands your culture," Cole concludes.

**Julie Renee**, a Brain Rejuvenation Expert who helps individuals to reach a balanced vibrant life, and author of *Your Divine Human Blueprint*, has a simple plan. She spends a total of two hours a week on social media.

"I go online three or four times a day when in my office. When traveling, I'm online twice a day. When I get overwhelmed, I go on only once a day," explains Renee, the 2010/11 National Association of Professional Women's Woman of the Year Award recipient, and 2012 winner of Powerful Women International's Global Leadership Award.

"My time on social media totals only a of couple hours a week," she reveals. "I've prepared one hundred quote image photos, so that when I'm in a rush I can still post beautiful images. Make your posts about personal things you are doing.

"People really love seeing photos of me with people, and I show them a little of my personal life." Recognized most recently by the Big Money Speakers community award, cancer survivor Renee mentors ambitious women leaders who refuse to play small but are being held back by illness or exhaustion.

As you can see, each small business can create its own customized social marketing plan. It doesn't have to take that much time.

### ***Coach Laura's Breakthrough Questions***

- Are you willing to observe what users of social networks in *your* target market are doing there?
- When in your calendar will you make time to do that?
- What do you need to get comfortable with listening to on social media?
- Who in your company will be spending the most time on social media?
- Are you willing to work with them to create a plan for using the social networks?