

POWER HOUSE

If you think simply having a presence in social media will help you grow your business you are wrong. Penny Power, co-founder of Ecademy believes she can point you in the right direction with her new book *Know Me, Like Me, Follow Me*.

The first thing you need to do online is understand what makes you and your business interesting – your social capital, Penny explains. It's only then that businesses should adopt the journey to knowing, liking and following.

'Initially it's about broadcasting your social capital online, making your message visible and easy to find,' she explains. 'Then you need to become involved in conversations with your followers. You need to share knowledge and build trust, ultimately turning a stranger into a friend.'

It's only once you've achieved this, Penny adds, that you can begin to introduce the transactional element to your relationship.

'It's a long process,' she says, 'but one where the more you put in at the beginning, the more you get out at the end.'

PENNY'S 5 DO'S AND DON'TS OF SOCIAL MEDIA

- 1 **Don't just broadcast anything**, work with a format that suits you best
- 2 **Do invest in conversations**. Share knowledge and build trust
- 3 **Do grow a large network** and belong to as many as you can manage
- 4 **Don't sell on your first conversation** form a relationship with your followers
- 5 **Do master the technology**. If you can't use it, you can't maximise it



WIN
Know Me, Like Me, Follow Me:
What online social networking
means for your business

Penny and Thomas Power, RRP £14.99
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