



Tip #14

The Power Of SEO in A GR Group

First Exercise:

Enter the number of contacts you have on Facebook:

Individually: _____

Total within your group(s): _____

While people are seeking to connect and share on Facebook, it is important to be using social media in a professional manner- have fun but keep in mind your audience and that this is branding you both personally and professionally.

Properly used social media can be a huge asset to your business. Have you connected with GR Business Networking FB group page?" Post daily to get your brand and your name out.

Second Exercise:

Enter the number of contacts you have in your smart cell phone (personal or professional):

Individually: _____

Total within your group(s): _____

*While people are looking for the # of contacts on their phone the speaker shares the benefits of having a smartphone.

IE: This is an indispensable tool for your business, it is no longer used only to call, it helps you organize your schedule, take photos for your business, you can video & post your company on YouTube, send and receive emails, etc..

Tech Tip: Could evolve into discussion of phones on market and special features and benefits

Third Exercise:

Enter the number of frequently used contacts you have on email (personal & professional):

Individually: _____

Total within your group(s): _____

While people are looking for the # of emails the speaker share how to use email properly.

Example: Hotmail & Gmail are very common these days. It is much more professional & functional

to obtain an email address that represents your work and company.

I.e.: eric@groupereso.com not 'partyboy69@hotmail.com'.

It is also important to BCC people when we write to several people to respect their privacy.

It is important to have a full signature every time you send an email so you are well identified and easily referenced.

Here is an example of a full signature:

Eric Pichette

CEO and Founder / Président Fondateur
GR Business Networking

Tel. | Tél.: 1 819 243-1185

Cell.: 1 819 329-2929

Fax | Téléc.: 1 819 243-1145

Toll free | Sans frais: 1 855 740-1185

Skype: groupereso

iChat: ericpichette@me.com

eric@grbiznet.com

www.grbiznet.com

Fourth Exercise:

Retrieve information from group(s)

Total within your group for the three exercises:

Speaker collects the results of each small group to make a grand total: _____

As you can see the possibilities for SEO are virtually endless. You are more than just a person sitting in the group. We need to be open and share our Network of contacts to all the people that are part of our business network to increase referrals and business opportunities.

If you wish redo this exercise it is available on the GR Website in our Toolbox -Coach's Tip#14 <https://www.grbusinessnetworking.com/toolbox/coach/>

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*One **World**, One **Network!***