

THE PROSPEROUS HEALER™

AN E-ZINE FOR WELLNESS PROFESSIONALS



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IN THIS ISSUE

Greetings From Mary



Feature Article:

**Magnetize Clients
With Inspired
Social Networking**

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Dear Friend,



I just had to share this photo with you of beautiful Killarney, Ontario where Marty and I spent our final vacation of the summer. It's really an amazing place and an ideal spot to commune with nature. I truly felt connected to the devas (nature spirits), and I even saw a black bear climbing up a tree!

How has your summer been? I hope that you've had an opportunity to spend time in nature and revitalize yourself, too. It's so important to take a break from the ordinary demands and routines of life, particularly if you've had a full schedule.

If you're ready to move forward and are interested in learning more about how to connect with your authentic community (target market) online, then this issue of The Prosperous Healer™ is for you! The feature article is about social networking and how to use it in an inspired way to develop relationships with prospective clients and referral partners.

May it help you expand the ways you connect with your community and allow you to shine your light more brightly.

Love and Success,

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P.S. Please forward this e-zine to people you think will derive benefit from it. Thank you!

Magnetize Clients With Inspired Social Networking by Mary C. Davis

Do you remember the days of turntables, vinyl records and black and white television sets...or am I shamelessly dating myself? At the time, we had no idea our technology choices would evolve to include colour televisions and video, CD and DVD players – let alone cell phones, BlackBerries and digital cameras. Similarly, 15 years ago, while many of us were using personal computers at home, school and work, we didn't know that the Internet and World Wide Web would come along to radically expand the ways we communicate with each other.

For small business owners like you and me, this has provided us with new options when it comes to connecting and building relationships with our authentic communities and potential referral partners. And, with the dawn of Web 2.0 (the second stage of web development and design), the different pathways of communication, information sharing and collaboration continue to progress.

One of these new platforms is social networking – the process of creating and interacting within online communities of individuals with shared interests and activities. Besides expanding the ways you connect with your community, social networking can also expand your business's "market reach", as you can interact with people across the globe, not just within your immediate geographic area. If online networking feels like a good "fit" for you, it can be an effective method of building relationships with your community members and prospective referral/joint venture partners.

Research The Networks Where Your Community Members Interact

The place to begin is to identify the online networks where your community members and desired professional contacts "hang out". There are a number of free social networking services where you might find them. Amongst the most prominent are Facebook, Ning and Twitter.

The basic distinctions between these three services are as follows:

- * Facebook is one large social network you can join and, then, you can find "groups" to join that focus on specific interests or topics.
- * Ning is similar to Facebook, except it's a collective of individual social networks. In other words, a Ning social network is its own Facebook, so to speak. You don't have to join Ning and then join specific Ning social networks; you just find the specific social networks to which you'd like to belong and join them directly.
- * Twitter is a social messaging and micro-blogging service that allows users to send and receive each others' updates, known as "tweets" (140-character posts). It's not organized into groups. You "follow" (i.e., subscribe to) people's posts that interest you and reply, if you wish.

Here are some tips to help you initiate your research:

- * Visit Facebook <http://www.facebook.com/>, Ning <http://www.ning.com/> and Twitter <http://search.twitter.com/>, and do a search on keywords relating to your authentic community to identify the social networks in which they're participating.
- * With Facebook, you'll have to sign up first, and on the homepage of your account, at the bottom, there's an icon for groups (it's a graphic of two people). Simply click on this graphic, and it will take you to a page where you can search on groups using keywords.
- * On the homepage of Ning, there's a box that says "What are you interested in?" where you can enter your keywords and search for related social networks.
- * With Twitter, go to the URL listed above to search on your keywords. This will give you a sense of whether or not people from your community are connecting through Twitter.

The Art of Inspired Social Networking

Like live networking, social networking revolves around building relationships over time and taking a genuine interest in other people first (a good mantra is, "people first, business second".) Inspired social networking focuses on selflessly promoting others' growth -- the same principle that applies to live networking.

With a consciousness of abundance and love, consider the following to help you network online in an inspired way:

- * Before you start interacting with your community members and professional contacts through social networking, visualize yourself connecting from the heart and aligning with the energy of generosity.
- * Join one social networking service that resonates with you and, gradually, join other services, as your comfort level increases.
- * If you're using Facebook, set up your profile and revisit the group pages you've discovered where your community members and referral partners "hang out". Rank the top three or four groups and join them.
- * Send friend requests to other people who belong to these groups, with a warm message identifying how you've found them and why you're connecting. Then, ask them a sincere question to "break the ice".
- * When you connect with others, allow your natural curiosity and genuine interest to guide you; ask people questions about themselves, actively pay attention to what they say, share valuable information, ideas and resources.
- * Get to know your new "friends" and post status updates (including links to your blog posts) to stay connected and provide value to them.
- * With Ning, you follow the same basic process for interacting with others, except you identify and join the specific social network(s) to which your community members and desired professional contacts belong. Then, you have to set up a separate profile for each social network you join.
- * Once you get comfortable interacting on Facebook and/or Ning, you can create your own Facebook group and/or Ning social network specifically devoted to your authentic community and their key challenge(s). This will raise your visibility and give you an opportunity to provide more information, resources and support and start introducing your community members to your paid offerings.
- * With Twitter, after you've signed up and created your profile, revisit <http://search.twitter.com/> using your keywords to identify community members whom you'd like to "follow". You can also find people through JustTweetIt (a directory of Twitter users) at <http://www.justtweetit.com/>.
- * Follow the people you've identified and read their "tweets" (i.e., subscribe to their Twitter feeds). Start replying to the posts that interest you. Ask questions, make comments, provide suggestions and express a genuine interest.
- * Find topics of interest to your community members and tweet them. Post updates, including links to your blog posts.
- * Regardless of which social networking services you decide to use, focus on quality over quantity of connections and having fun.

The process of social networking for business purposes may seem overwhelming, at first. However, if you take it one step at a time, gradually, you'll learn how to use these phenomenal online tools to build heart-centered relationships with your community and magnetize clients.

Entrepreneur, Business Coach and Prosperity Guide Mary C. Davis is the creator of The Prosperous Healer's Path™, a 12-step process designed to help spiritually-oriented wellness professionals build prosperous, fulfilling practices with ease and joy. This process integrates law of attraction tools and practical business-building strategies in ways consistent with spiritual values and inner wisdom. Results include an abundance of money, clients and fulfillment. For more information, visit www.anamturas.com and/or contact Mary at info@anamturas.com.

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Network With Other Healers Through The Prosperous Healer™ Community

This fall, I'll be launching an online social network for healers who are committed to thriving and shining their light in the world in a big way. This will be a community in which you can give and receive support as you build your business, no matter where you're physically located.

By creating a prosperous healing practice, you and the other healers in this community will help build an economy founded on wellness, love, joy and service! Watch for further details in future emails.

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