



# **592 TWEETS, POSTS & QUOTES: IDEAS FOR YOUR SOCIAL MEDIA CONTENT**

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## **DEDICATION**

To my creative and loving husband and children  
for all their support and patience.

To all my fellow entrepreneurs who pursue creativity  
and the dream of being successful in order to support  
their loved ones with overflowing generosity.



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# FORWARD

Whether you know everything or nothing about social media, this book will motivate you to get excited about your marketing again.

The content in this text was developed based on my experience in the field of marketing and my study of communications at a Masters level, combined with questions from numerous clients from around the world.

The focus of this text is to assist those who want to benefit from the full potential of social media to promote themselves, their business, or organization. It is packed with ideas for generating goodwill and credibility.

Get ready to learn how to successfully engage others and build an effective online presence. Receive strategies for consistently staying positive in your tone and content.

Anyone can successfully create content and conduct social media marketing. Reflect on these words said by Henry Ford:

*“Whether you think you can, or whether you think you can't,  
you are usually right.”*

*Henry Ford*

You can do it!  
Yours in success,  
Jennifer Henczel  
Marketing Motivator

**“Give a man a fish  
and you feed him for  
a day; teach a man to  
fish and you feed him  
for a lifetime.”**

English Proverb

# 1

## THE RELATIONSHIP AGE

*“You've got to go out on a limb sometimes  
because that's where the fruit is.”*

Will Rogers

It is the Relationship Age and engaging people must be the focus of any marketing plan. Encouraging interaction and participation with your potential customers is the key to building an effective online presence.

The beginning of the process is your message, and engaging your clients with the value added content and resources they need and want. Building effective messages allows you to build relationships, build branding, and ultimately build business.

This book is filled with examples that will help you to generate content ideas of your own.

You don't have to know everything, or even anything, about social media to get started. Everyone is jumping in and learning as they go. Be patient and hang in there.

Think of a sport or game you learned and enjoyed as a child, or at some point in your life. Let's take swimming for example.

I remember as a kid, seeing older kids taking part in a fun activity and I wanted to learn too. It seemed scary at first, but I began taking lessons. The instructors started with playing pool games and splashing around, because they wanted us to get used to the watery environment before attempting floating, and then swimming. After only a few short days of learning the basics, I remember the compelling desire to venture beyond the shallow end. To earn the privilege of diving into the deep end, I dedicated myself to it all summer. Lessons or not, I was at the pool everyday, and eventually, I got it.

Have you had a learning experience like that?

If I sat on the cement sidelines and just watched and took notes all summer, would I have learned how to swim?

At some point you have to just jump into the shallow end and experience the environment for a while. In the following sections, you'll find answers to some common questions. Get ready to dip your toe into the social media pool.

# 2

## THE POWER OF POSITIVE

*“The least movement is of importance to all nature. The entire ocean is affected by a pebble.”*

Blaise Pascal

If you are just starting out with social media, you may be overwhelmed with the feeling that you need to learn a whole lot of technical stuff. Does that explain you?

Rather than fearing the technical, embrace the content. The technical aspects of social media are ever changing, so you won't find step-by-step technical instructions here. Most of the popular sites are quite user friendly with extensive help sections.

Try to put your fears of the technology aside, and focus on how you want to engage and be engaged. Define your approach, and the rest will follow.

What are your objectives? To attract more followers, customers, or members? Those are usually the desired outcome of all this activity.

To do that, you must first generate good will. You generate good will by providing value-added content.

Providing value-added content allows for opportunities to establish yourself as an expert or specialist in your area of interest. This results in credibility.

Generating goodwill and credibility enables you to successfully engage others and build relationships. As you grow your online presence, you grow your influence.

To achieve this, whether tweeting and posting for personal or business purposes, your content must remain consistently positive in your tone and content.

Staying positive is the key! In the realm of social media, you will impact others around you with everything you post and talk about. If you don't think you have an impact on others, start posting positive things every day and watch what happens. You will begin to attract warmth, friendliness, generosity, reciprocity, and like-minded people.

# 3

## WIDEN YOUR REACH

*“Ships are safest in harbor,  
but that's not what ships are for.”*

William Shedd

You may be asking: how does social media content fit into my marketing plan?

The mouth of the marketing funnel has gotten wider. In the past there were a limited number of traditional, text-book marketing methods that could be employed—print, radio, TV, networking—depending on your budget. Now, through social media and other web 2.0 tools, combined with traditional methods, there are an unlimited number of affordable ways to reach new clients and potential members.

Social media can be used to drive people to your website, physical location, or some other place on or offline where they will be exposed to your call of action. The call of action is the next step that you want your visitor to take. Usually, you would start with offering an email newsletter, which could then lead to your most affordable offering, then moving down the funnel, towards high-end and more expensive offerings.

Social media is no longer a casual activity for teenagers only. It is an investment of time and resources that you must include it in your marketing roadmap. It needs to be measured and planned, just like all other parts of your business development.

Combine your social media with all your other efforts for maximum results. In-person business networking is rising again like never before. People are searching for opportunities to make meaningful connections, and you must become a social organization to survive.

Email marketing is the best companion for social media. Constant Contact is the top email and social media marketing tool available today. You can incorporate it into your Facebook Pages and website to attract people to your email newsletter.

In this text we will focus on the content development and engagement portions of your marketing plan. For more in-depth help with your marketing plan and strategies for developing your marketing funnel, please visit our website at [www.MarketingMotivator.com](http://www.MarketingMotivator.com).

# 4

## SIGN UP

*“Opportunities do not come with their values stamped upon them.”*

Maltbie Babcock

Start by signing up for the most popular social media networking accounts. At the time of this writing, the top social media websites include:

### **Facebook**

Facebook posts are like mini blogs. You can share information and events. Facebook Pages provide opportunities to communicate with potential customers.

### **Google +**

This is Google’s social networking platform, which is similar to Facebook.

### **Twitter**

On Twitter, posts are called tweets. It does not have all the bells and whistles of Facebook or Google +. It’s just simply Blogging in 140 characters or less. It’s great for quick updates.

## **Linkedin**

This social network is more business and career oriented than the others, highlighting professional profiles and job search capabilities.

## **YouTube**

This platform is for sharing and posting videos. You can upload videos about your company, from special announcements, to product demonstrations, and instructional videos. YouTube is a powerful tool for every business.

On the above social networking sites, you can post content and connect with people you know.

First, build your personal profile on each of these sites by include relevant and current information, photos, and videos of yourself. Then, connect with your closest family, friends, and fans.

Once you have a number of followers, you can expand your reach by adding company or niche pages. People will like the page, and then your posts will show up in their news feed.

Visit our website for tips and articles on creating Facebook Pages, Twitter Profiles, Linkedin Company profile pages, and so on [www.MarketingMotivator.com](http://www.MarketingMotivator.com).

# 5

## FREQUENCY

*“Success is the result of perfection, hard work, learning from failure, loyalty, and persistence.”*

Colin Powell

By now, you may be wondering: how often should I tweet and post? I recommend sending out at least one tweet/post per day. When I mention this in my workshops or consulting sessions, I can see the fear on my client’s face. They are thinking, “How in the world can I generate that many posts?” No need to worry, because throughout this book, you will find hundreds of content examples to get you started right away.

Consistency is the critical, whether you post once a week or more often. Posting once everyday is most ideal. Don’t post just for the sake of posting, unless your posts are of great interest to you, and add insight and information that people want.

Your goal, especially in the beginning, is to get more fans and followers. The more posts you “like” and get “liked,” and the more tweets you get “re-tweeted,” the more exposure you’re going to get. So make it useful and make it positive.

Do not exclusively post promotional content. Provide warm, friendly and value-added posts and comments. When you've earned credibility and gained people's trust, then they will listen to you when you have a recommendation about a product, service, or an event.

What I recommend to my clients, is to get in the board room with all your staff. Have a brainstorming session. It may take a couple hours the first time. Then, imagine if you did this for 5 - 10 minutes at the end of every meeting. Before you know it, you will have a database of content to select from through out the year.

Document every idea into a spreadsheet or text document. You can then copy and paste these bits of content into your social media accounts at specific times.

The next common question, is can I automate the scheduling of my tweets and posts? Yes. Once you become accustomed to the whole process, you can start using a service called Hootsuite ([www.hootsuite.com](http://www.hootsuite.com)), which allows you to schedule the posts ahead of time. Once you get to this point, you will really be mastering the power of consistency.

One way to measure your social media influence, is through a service called Klout ([www.klout.com](http://www.klout.com)). Klout provides a score based on your social media reach and influence. While there are many more aspects to social media, this can be a useful tool for gauging you progress.

# 6

## TYPES OF INFORMATION

*“The world is a book and those who do not travel  
read only one page.”*

St. Augustine

When posting for your business or organization, you need to be much more intentional with your content, than in your own profile or casual space.

Below are some examples of the types of valuable content you can post for your business or organization, that aren't pushy or necessarily promotional, and won't come across as 'sales' copy.

### **Top Tips**

Useful suggestions and advice.

### **Step-by-Step**

Video or written instructions for something which your audience needs help.

### **Tools and Resources**

Provide useful applications, forms, documents, or other useful resources you have developed for your industry, and that your audience will find interesting and helpful.

## **Testimonials from Happy Customers**

Post video interviews or case studies showcasing all that you have to offer and how it's succeeding for others.

## **Interview Experts**

Feature expertise and answers shared by other industry specialists.

## **Distributor Discussions**

Attract new distributors and showcase the other markets that you serve.

## **Comments on News**

Provide your comments on new organizational developments, linking to the related press release if available.

## **Evergreen Content**

Evergreen content is content that is unlikely to change over a period of at least a few weeks, months, or even years. An event that's happening next week would not be considered evergreen content. But, perhaps a tid-bit about the history of your organization would never change and may of interest to your followers.

## **Stats, Trends, and Interesting Facts**

Provide insightful and interesting research, numbers, facts, and trends on your industry.

## **Behind the Scenes**

Provide information on inside happenings and profiles on new and existing staff. Make it fun for customers to know you!

### **Event Announcements and Reports**

Everyone announces their events, but often forget about the ample content that can be produced during and after the event. Have someone on staff take notes during the events and create blogs from the happenings and experiences.

### **Surveys**

Survey your friends and followers to find out what they want.

### **Positive Exclamations and Affirmations**

Posts such as these, go a long way for creating a positive environment for everyone who follows you:

- I feel absolutely positive and energized!
- Dreams are turning into actions then into results today!
- Today will be filled with achieving and succeeding!

**Tip:** Sometimes URLs from you website might be too long for posting, but you can shorten them with services such as Tiny URL ([tinyurl.com](http://tinyurl.com)) and Bitly ([bitly.com](http://bitly.com)).

**“You are a smart,  
strong, beautiful  
person that has the  
ability to feel joy and  
gratitude”**

Jennifer Henczel

# 7

## QUOTES

*“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”*

Maya Angelou

That lovely statement from Maya Angelou is the quote that started me off. I was so inspired by it that I posted it. I noticed how it influenced those around me in a positive way. It rings true to what this book is all about. You have nothing to lose by being a positive influence on others.

Using uplifting quotes is a positive experience for both the poster and the reader. When you post the occasional motivational quote, alongside your own uplifting updates, it helps you to establish yourself as a positive force in your circle of influence.

People also use quotes to have a voice of authority, and to help establish and back up the overall principles that are they are trying to get across. Quotes can help you to express what you want to say through the words of an expert.

Quotes from reputable sources create a positive impression and help to build credibility.

Add a dash of your own perspective, opinion, positive or fun comment with the quotes. Use quotes when appropriate, and don't forget about your original point.

You must always include a reference to the author of the quote, and it is a good idea to research the source before posting it. There are some links to copyright information in the last section of this book.

Some of the quotes and ideas you will find are not for you, and that's okay. You know yourself and your audience. You know what you want to express and who you want to inspire.

The idea is not to copy each of these quotes from this book, in order and verse-by-verse, into your social media account. The examples here are simply to encourage your creativity and help you get comfortable with the concepts of positive posting. Watch how people respond.

You must enjoy a positive experience, before providing others with a positive experience. Quotes are a fun way to get started fast. They allow you to start splashing around in the pool, in the most painless, convenient way possible.

For learning purposes, here are a number of quotes that may help you to generate ideas for your own social media content:

“You’re braver than you believe, and stronger than you seem, and smarter than you think.” A.A. Milne,  
Christopher Robin to Pooh

“Begin challenging your own assumptions. Your assumptions are your windows on the world. Scrub them off every once in awhile, or the light won't come in.” Alan Alda

“Example isn’t another way to teach, it is the only way to teach” Albert Einstein

“I have no special talents. I am only passionately curious.” Albert Einstein

“If a cluttered desk is a sign of a cluttered mind, of what then, is an empty desk?” Albert Einstein

“Logic will get you from A to B. Imagination will take you everywhere.” Albert Einstein

“The person who never made a mistake never tried anything new.” Albert Einstein

“There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle.” Albert Einstein

“Your imagination is your preview of life’s coming attractions.” Albert Einstein

“It's not that I'm so smart, it's just that I stay with problems longer.” Albert Einstein

“Not everything that  
can be counted  
counts, and not  
everything that  
counts can be  
counted.”

Albert Einstein

“Problems cannot be solved at the same level of awareness that created them.” Albert Einstein

“Example is not the main thing in influencing others, it is the only thing.” Albert Schweitzer

“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.” Albert Schweitzer

“When one door closes, another opens; but we often look so long and so regretfully upon the closed door that we do not see the one which has opened for us.”  
Alexander Graham Bell

“Yesterday is history, tomorrow is a mystery, today is a gift, that's why it's called the present.”  
Alice Morse Earle

“If one wants to get a boat ride, one must be near the river.” Anchee Min

“As I grow older, I pay less attention to what men say, I just watch what they do.” Andrew Carnegie

“You cannot push anyone up the ladder unless he is willing to climb.” Andrew Carnegie

“Hate is like acid. It can damage the vessel in which it is stored & destroy the object on which it is poured.”  
Ann Landers

“Hate is like acid. It can damage the vessel in which it is stored & destroy the object on which it is poured.”

Ann Landers

“Nobody gets to live life backward. Look ahead, that is where your future lies.” Ann Landers

“It's so hard when I have to, and so easy when I want to.” Annie Gottlier

“If you have time to whine and complain about something then you have the time to do something about it.” Anthony J. D'Angelo

“In order to succeed you must fail, so that you know what not to do the next time.” Anthony J. D'Angelo

“Success in life is the result of good judgment. Good judgment is usually the result of experience. Experience is usually the result of bad judgment.”

Anthony Robbins

“Education is the best provision for old age.” Aristotle

“Hope is a waking dream.” Aristotle

“Misfortune shows those who are not really friends.”

Aristotle

“Nature does nothing uselessly.” Aristotle

“Without friends no one would choose to live, though he had all other goods.” Aristotle

“We are what we repeatedly do; excellence, then, is not an act but a habit.” Aristotle

“In life, as in football, you won’t go far unless you know where the goalposts are.” Arnold H. Glasgow

“The mystery of life is not a problem to be solved but a reality to be experienced.” Art Van Der Leeuw

“Don’t be afraid of the space between your dreams and reality. If you can dream it, you can make it so.”  
Belva Davis

“Circumstances are beyond human control, but our conduct is in our own power.” Benjamin Disraeli

“The tragedy of life doesn’t lie in not reaching your goal. The tragedy lies in having no goals to reach.”  
Benjamin Mays

“The trouble with not having a goal is that you can spend your life running up and down the field and never score.” Bill Copeland

“A rejection is nothing more than a necessary step in the pursuit of success.” Bo Bennett

“A single question can be more influential than a thousand statements.” Bo Bennett

“An objection is not a rejection; it is simply a request for more information.” Bo Bennett

-

**“You can avoid  
reality, but you  
cannot avoid the  
consequences of  
avoiding reality.”**

*Ayn Rand*

“As sure as the spring will follow the winter, prosperity and economic growth will follow recession.”

Bo Bennett

“Value people on their potential, not on their history.”

Bo Bennett

“It doesn’t matter where you are, you are nowhere compared to where you can go.” Bob Proctor

“You measure the size of the accomplishment by the obstacles you had to overcome to reach your goals.”

Booker T. Washington

“People with clear, written goals, accomplish far more in a shorter period of time than people without them could ever imagine.”

Brian Tracy

“If what you are doing is not moving you towards your goals, then it's moving you away from your goals.”

Brian Tracy

“Never say anything about yourself you do not want to come true.” Brian Tracy

“We will always tend to fulfill our own expectation of ourselves.” Brian Tracy

“Whatever you believe with feeling becomes your reality.” Brian Tracy

“You cannot control what happens to you, but you can control your attitude toward what happens to you, and in that, you will be mastering change rather than allowing it to master you.” Brian Tracy

“Believe in yourself! “Nothing splendid has ever been achieved except by those who dared believe that something inside of them was superior to circumstance.” Bruce Barton

“There is no love without forgiveness, and there is no forgiveness without love.” Bryant H. McGill

“If you light a lamp for someone else it will also brighten your path.” Buddha

“Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened.”  
Buddha

“You, as much as anyone in the universe, deserve your love and respect.” Buddha

Funny...”Where are we going, and why am I in this hand-basket?” Bumper Sticker

“Your vision will become clear only when you look into your heart. Who looks outside, dreams. Who looks inside, awakens.” Carl Jung

“It is far better to grasp the Universe as it really is than to persist in delusion, however satisfying and reassuring.” Carl Sagan

**“Everything that  
irritates us about  
others can lead us to  
an understanding of  
ourselves.”**

Carl Jung

“When you hold resentment toward another, you are bound to that person or condition by an emotional link that is stronger than steel. Forgiveness is the only way to dissolve that link and get free.” Catherine Ponder

“Don’t let the past steal your present”  
Cherralea Morgen

“At first dreams seem impossible, then improbable, then inevitable.” Christopher Reeve

“There are no secrets to success. It is the result of preparation, hard work, learning from failure.”  
Colin Powell

“The day soldiers stop bringing you their problems is the day you have stopped leading them. They have either lost confidence that you can help them or concluded that you do not care. Either case is a failure of leadership.” Colin Powell

“I hear and I forget. I see and I remember. I do and I understand.” Confucius

“Our greatest glory is not in never falling, but in rising every time we fall.” Confucius

“We often take for granted the very things that most deserve our gratitude.” Cynthia Ozick

“Do the hard jobs first. The easy jobs will take care of themselves.” Dale Carnegie

“Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.” Dale Carnegie

“Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy.” Dale Carnegie

“The secret to success is to start from scratch and keep on scratching.” Dennis Green

“If you think education is expensive, try ignorance.”  
Derek Bok

“Never let your memories be greater than your dreams.” Doug Ivester

“Confidence is not a guarantee of success, but a pattern of thinking that will improve your likelihood of success, a tenacious search for ways to make things work.”  
Dr. John Eliot from Overachievement

“History, though, shows us that the people who end up changing the world- the great political, social, scientific, technological, artistic, even sports revolutionaries- are always nuts, until they’re right, and then they’re geniuses.” Dr. John Eliot

“Be who you are and say what you feel because those who mind don't matter and those who matter don't mind.” Dr. Suess

**“A successful person is one who can lay a firm foundation with the bricks that others throw at him or her.”**

David Brinkley

“Our environment, the world in which we live and work, is a mirror of our attitudes and expectations.”

Earl Nightingale

“Great minds discuss ideas. Average minds discuss events. Small minds discuss people.” Eleanor Roosevelt

“It takes as much energy to wish as it does to plan.”

Eleanor Roosevelt

“No one can hurt you without your consent.”

Eleanor Roosevelt

“A good leader inspires people to have confidence in the leader, a great leader inspires people to have confidence in themselves.” Eleanor Roosevelt

“People are like stained-glass windows. They sparkle and shine when the sun is out, but when the darkness sets in their true beauty is revealed only if there is light from within.” Elisabeth Kübler-Ross

“The things we hate about ourselves aren't more real than things we like about ourselves.” Ellen Goodman

“A reputation for a thousand years may depend upon the conduct of a single moment” Ernest Bramah

“Life is a mirror and will reflect back to the thinker what he thinks into it.” Ernest Holmes

“Winning means being unafraid to lose.”

Fran Tarkenton

“A wise man makes more opportunities than he finds.”  
Francis Bacon, Essays, 1625

“When you come to the end of your rope, tie a knot  
and hang on.” Franklin D. Roosevelt

“It is often hard to distinguish between the hard knocks  
in life and those of opportunity.” Frederick Phillips

“He who has a 'why' to live, can bear with almost any  
'how'.” Friedrich Nietzsche

“You cannot teach a man anything; you can only help  
him find it within himself.” Galileo Galilei

“I do not feel obliged to believe that the same God  
who has endowed us with sense, reason, and intellect  
has intended us to forgo their use.” Galileo Galilei

“I suppose leadership at one time meant muscles; but  
today it means getting along with people.” Gandhi

“First they ignore you. Then they laugh at you. Then  
they fight you. Then you win.” Gandhi

“The harder I work, the luckier I get.” Gary Player

“The most important thing about goals is having one.”  
Geoffrey F. Abert

“You see things and you say ‘Why?’ But I dream things  
that never were and I say ‘Why not?’”  
George Bernard Shaw

**“As we look ahead  
into the next century,  
leaders will be those  
who empower  
others.”**

Bill Gates

“Don't stay in bed, unless you can make money in bed.”

George Burns

“It is never too late to be what you might have been.”

George Eliot

“Worrying is like a rocking chair. It gives you something to do but it gets you nowhere.”

Glenn Turner

“Treat a man as he is and he will remain as he is. Treat a man as he can and should be and he will become as he can and should be.” Goethe

“When we are motivated by goals that have deep meaning, by dreams that need completion, by pure love that needs expressing, then we truly live life.”

Greg Anderson

“When you can't change the direction of the wind adjust your sails.” H. Jackson Brown

“You have exactly the same number of hours per day that were given to Helen Keller, Pasteur, Michaelangelo, Mother Teresa, Leonardo da Vinci, Thomas Jefferson, and Albert Einstein.” Life's Little Instruction Book, compiled by H. Jackson Brown, Jr.

“Avoiding danger is no safer in the long run than exposure.” Helen Keller

“Life is either a daring adventure, or it is nothing.”

Helen Keller

“The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart.” Helen Keller

“Go confidently in the direction of your dreams! Live the life you've imagined.” Henry David Thoreau

“If you have built castles in the air, your work need not be lost; that is where they should be. Now put foundations under them.” Henry David Thoreau

“Men are born to succeed, not fail.”  
Henry David Thoreau

“Obstacles are those frightful things you see when you take your eyes off your goal.” Henry Ford

“It's been my observation that most people get ahead during the time that others waste.” Henry Ford

“One's best success comes after their greatest disappointments.” Henry Ward Beecher

“Assumptions are the termites of relationships.”  
Henry Winkler

“The wise man must remember that while he is a descendant of the past, he is a parent of the future.”  
Herbert Spencer

“Some give up their designs when they have almost reached the goal; while others, on the contrary, obtain a victory by exerting, at the last moment, more vigorous efforts than ever before.” Herodotus

“A teacher who is attempting to teach without inspiring the pupil with a desire to learn is hammering on cold iron.” Horace Mann

“Don’t ask yourself what the world needs; ask yourself what makes you come alive. And then go and do that. Because what the world needs is people who are alive.”  
Howard Thurman

“Problems are only opportunities with thorns on them.” Hugh Miller

“Democracy does not guarantee equality of conditions - it only guarantees equality of opportunity.”  
Irving Kristol

“Most of us can forgive and forget; we just don't want the other person to forget that we forgave” Ivern Ball

“Obstacles can’t stop you. Problems can’t stop you. Most of all, other people can’t stop you. Only you can stop you.” J. Gitomer

“We do not need magic to transform our world. We carry all of the power we need inside ourselves already.”  
J.K. Rowling

“People find it far easier to forgive others for being wrong than for being right.” J. K. Rowling

“The optimist proclaims that we live in the best of all possible worlds, and the pessimist fears this is true.”  
James Branch Cabell

**“Your life does not  
get better by chance,  
it gets better by  
change.”**

Jim Rohn

“You cannot dream yourself into a character; you must hammer and forge yourself one.” James Froude

“I don't wish to be everything to everyone, but I would like to be something to someone.” Javan

“Pay no attention to what the critics say. A statue has never been erected in honor of a critic.” Jean Sibelius

“Don't wish it were easier, wish you were better.”

Jim Rohn

“Success is not to be pursued; it is to be attracted by the person we become.” Jim Rohn

“The major value in life is not what you get. The major value in life is what you become.” Jim Rohn

“Knowledge speaks, but wisdom listens.” Jimi Hendrix

“A friendship founded on business is better than a business founded on friendship.” John D. Rockefeller

“You will not do incredible things without an incredible dream.” John Eliot

“A leader is one who knows the way, goes the way, and shows the way.” John Maxwell

“If you aren't making any mistakes, it's a sure sign you're playing it too safe.” John Maxwell

“Worrying is the same thing as banging your head against the wall. It only feels good when you stop.”

John Powers

“When a man is wrapped up in himself he makes a pretty small package.” John Ruskin

“The key to wisdom is knowing all the right questions.”

John Simone

“One person with a belief is equal to a force of 99 who have only interests.” John Stuart Mill

“I have had dreams and I have had nightmares, but I have conquered my nightmares because of my dreams.”

Jonas Salk

“Be a first rate version of yourself, not a second rate version of someone else.” Judy Garland

“Be a first rate version of yourself, not a second rate version of someone else.” Judy Garland

“A year from now you will wish you had started today.”

Karen Lamb

“The key to successful leadership today is influence, not authority.” Kenneth Blanchard

“A journey of a thousand miles must begin with a single step.” Lao Tze

“When I let go of what I am, I become what I might be.” Lao Tzu

“Kindness in words creates confidence. Kindness in thinking creates profoundness. Kindness in giving creates love” Lao Tzu

“Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions; they become habits. Watch your habits; they become character. Watch your character; it becomes your destiny.” Lao Tzu

“Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.” Leo Buscaglia

“A man can do all things if he will.”  
Leon Battista Alberti

“You are never too old to set another goal or to dream a new dream.” Les Brown

“Your goals are the road maps that guide you and show you what is possible for your life.” Les Brown

“To forgive is to set a prisoner free and discover that the prisoner was you.” Lewis Smedes

“You're never as good as everyone tells you when you win, and you're never as bad as they say when you lose.” Lou Holtz and John Heisler, *The Fighting Spirit*

“The weak can never forgive. Forgiveness is the attribute of the strong.” Mahatma Gandhi

**“The best strategy for  
building a  
competitive  
organization is to  
help individuals to  
become more of who  
they are.”**

Marcus Buckingham

“Never forget that only dead fish swim with the stream.” Malcolm Muggeridge

“Opportunities do not come with their values stamped upon them.” Maltbie Babcock

“When nothing is sure, everything is possible.”  
Margaret Drabble

“Happiness is not a station you arrive at, but a method of traveling.” Margaret Runbeck

“No person has the right to rain on your dreams.”  
Marian Wright Edelman

“A career is wonderful, but you can't curl up with it on a cold night.” Marilyn Monroe

“Sometimes good things fall apart so better things can fall together.” Marilyn Monroe

“Being defeated is often a temporary condition. Giving up is what makes it permanent.” Marilyn Vos Savant

“20 years from now you will be disappointed by the things you didn't do than by the one's you did. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.” Mark Twain

“The secret of getting ahead is getting started”  
Mark Twain

“Do what you love and the money will follow.”  
Marsha Sinetar

“Grace is given to heal the spiritually sick, not to decorate spiritual heroes” Martin Luther

“You are not only responsible for what you say, but also for what you do not say” Martin Luther

“In the End, we will remember not the words of our enemies, but the silence of our friends.”  
Martin Luther King Jr.

“Faith is taking the first step even when you don’t see the whole staircase.” Martin Luther King, Jr.

“I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times I’ve been trusted to take the game winning shot and missed. I’ve failed over and over and over again in my life. And that is why I succeed.” Michael Jordan

“Some people want it to happen, some wish it would happen, others make it happen.” Michael Jordan

“Happiness is a conscious choice, not an automatic response.” Mildred Barthel

“If opportunity doesn’t knock, build a door.”  
Milton Berle

“Do not wait for leaders; do it alone, person to person.” Mother Teresa

“A goal is a dream with a deadline.” Napoleon Hill

**“Most of our  
assumptions have  
outlived their  
uselessness.”**

Marshall McLuhan

“A Quitter never wins and a Winner never quits.”  
Napoleon Hill

“Never interrupt your enemy when he is making a  
mistake.” Napoleon Bonaparte

“Make no small plans for they have no power to stir the  
soul.” Niccolo Machiavelli

“All the time you spend trying to get back what's been  
took from you, more is going out the door.” Ellis from  
No Country for Old Men (movie)

“If you don't go after what you want, you'll never have  
it. If you don't ask, the answer is always no. If you don't  
step forward, you're always in the same place.”  
Nora Roberts

“People are never more insecure than when they  
become obsessed with their fears at the expense of their  
dreams.” Norman Cousins

“It's always too soon to quit.” Norman Vincent Peale

“I know for sure that what we dwell on is who we  
become.” Oprah Winfrey

“Always forgive your enemies - nothing annoys them so  
much.” Oscar Wilde

“Action is the foundational key to all success.”

Pablo Picasso

“A champion needs a motivation above and beyond winning.” Pat Riley

“There is no one giant step that does it. It’s a lot of little steps.” Peter A. Cohen

“Management is doing things right; leadership is doing the right things.” Peter F. Drucker

“Confidence comes not from always being right but from not fearing to be wrong.” Peter T. McIntyre

“We are not human beings having a spiritual experience. We are spiritual beings having a human experience” Pierre Teilhard de Chardin

“Good actions give strength to ourselves and inspire good actions in others.” Plato

“Depend not on fortune, but on conduct.”

Publilius Syrus

“You got a dream, you gotta protect it. People can’t do something themselves, they wanna tell you can’t do it.

If you want something, go get it. Period.”

Pursuit of Happiness

“All that Adam had, all that Caesar could, you have and can do” Ralph Waldo Emerson

**“Be kind, for  
everyone you meet is  
fighting a harder  
battle.”**

Plato

“Knowledge is the antidote to fear.”

Ralph Waldo Emerson

“Let me never fall into the vulgar mistake of dreaming that I am persecuted whenever I am contradicted.”

Ralph Waldo Emerson

“Every artist was first an amateur.”

Ralph Waldo Emerson

“For every minute you are angry you lose sixty seconds of happiness.” Ralph Waldo Emerson

“Little minds have little worries, big minds have no time for worries.” Ralph Waldo Emerson

“Most of the shadows of life are caused by standing in our own sunshine.” Ralph Waldo Emerson

“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

Ralph Waldo Emerson

“Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it.” Raymond Chandler

“Whenever anyone has offended me, I try to raise my soul so high that the offense cannot reach it.”

Rene Descartes

“Whenever anyone has offended me, I try to raise my soul so high that the offense cannot reach it.” Rene

Descartes

**“Don't be pushed by  
your problems. Be led  
by your dreams.”**

Emerson

“Argue for your limitations and sure enough, they’re yours.” Richard Bach

“Here is the test to find whether your mission on earth is finished. If you’re alive, it isn’t.” Richard Bach

“The more I want to get something done, the less I call it work.” Richard Bach

“Nothing reduces the odds against you like ignoring them.” Robert Brault

“Only those who dare to fail greatly can ever achieve greatly.” Robert Kennedy

“Your future is created by what you do today, not tomorrow” Robert Kiyosaki

“The size of your success is measured by the strength of your desire; the size of your dream; and how you handle disappointment along the way.” Robert Kiyosaki

“To forgive is the highest, most beautiful form of love. In return, you will receive untold peace and happiness.”  
Robert Muller

“Problems can become opportunities when the right people come together.” Robert Redford

“But it ain’t about how hard you hit. It’s about how hard you can get hit and keep moving forward. How much you can take and keep moving forward. That’s how winning is done!” Rocky Balboa

“Politics is supposed to be the second oldest profession. I have come to realize that it bears a very close resemblance to the first.” Ronald Reagan  
“It took me a long time not to judge myself through someone else's eyes.” Sally Field

“It's hard to fight an enemy who has outposts in your head.” Sally Kempton, *Esquire*, 1970

“Advice is like snow - the softer it falls, the longer it dwells upon, and the deeper it sinks into the mind.”  
Samuel Taylor Coleridge

“Never mistake knowledge for wisdom. One helps you make a living; the other helps you make a life.”  
Sandra Carey

“Sincere forgiveness isn't colored with expectations that the other person apologize or change. Life feeds back truth to people in its own way and time.” Sara Paddison

“While we are postponing, life speeds by.” Seneca

“Wherever there is a human being, there is an opportunity for a kindness.” Seneca

“Minds are like parachutes. They only function when they are open.” Sir James Dewar

“There is only one good: knowledge, and one evil: ignorance.” Socrates

“Dance as though no one is watching you. Love as though you have never been hurt before. Sing as though no one can hear you. Live as though heaven is on earth.” Souza

“The quicker you let go of old cheese, the sooner you find new cheese.” Spencer Johnson,  
Who Moved My Cheese?

“If the ladder is not leaning against the right wall, every step we take just gets us to the wrong place faster”  
Stephen R. Covey

“Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.” Stephen Covey

“The key is not to prioritize what’s on your schedule, but to schedule your priorities.” Stephen Covey

“An empowered organization is one in which individuals have the knowledge, skill, desire, and opportunity to personally succeed in a way that leads to collective organizational success.” Steven Covey

“Don’t let the noise of others opinions drown out your inner voice.” Steve Jobs

“We all have ability. The difference is how we use it.”  
Stevie Wonder

“Success is not built on success. It’s built on failure. It’s built on frustration. Sometimes it’s built on catastrophe.” Sumner Redstone Chairman

“Opportunities multiply as they are seized.” Sun Tzu

“The whole purpose of education is to turn mirrors into windows.” Sydney J. Harris

“Obstacles are those frightful things you see when you take your eyes off your goals.” Sydney Smith

“Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows neither victory nor defeat.”  
Teddy Roosevelt

“Stop thinking in terms of limitations and start thinking in terms of possibilities” Terry Josephson

“It is hard to fail, but it is worse never to have tried to succeed.” Theodore Rosevelt

“Conviction is worthless unless it is converted into conduct.” Thomas Carlyle

“A loving heart is the beginning of all knowledge.”  
Thomas Carlyle

“A man lives by believing something: not by debating and arguing about many things.” Thomas Carlyle

“A man without a goal is like a ship without a rudder.”  
Thomas Carlyle

“A person who is gifted sees the essential point and leaves the rest as surplus.” Thomas Carlyle

“A strong mind always hopes, and has always cause to hope.” Thomas Carlyle

“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

Thomas Edison

“Discontent is the first necessity of progress.”

Thomas Edison

“I haven’t failed. I’ve found 10,000 ways that don’t work.” Thomas Edison, when inventing the first commercial light bulb after many attempts

“If we all did the things we are capable of doing, we would literally astound ourselves.” Thomas A. Edison

“Nearly every man who develops an idea works it up to the point where it looks impossible, and then he gets discouraged. That's not the place to become discouraged.” Thomas Edison

“I’m a great believer in luck, and I find the harder I work the more I have of it.” Thomas Jefferson

“The stupid neither forgive nor forget; the naive forgive and forget; the wise forgive but do not forget.”

Thomas S. Szasz

In 1943, Chairman of IBM said “I think there is a world market for maybe five computers.” Thomas Watson

**“Your worth consists  
in what you are and  
not in what you  
have.”**

Thomas Edison

“As soon as you truly commit to making something happen, the “how” will reveal itself.” Tony Robbins

“If you do what you’ve always done, you’ll get what you’ve always gotten.” Tony Robbins

“Never dull your shine for somebody else.” Tyra Banks

“It is not enough to stare up the steps, we must step up the stairs.” Vaclav Havel

“Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and freedom.” Viktor Frankl

“Everyone has his own specific vocation or mission in life... Therein he cannot be re-placed, nor can his life be repeated. Thus, everyone’s task is as unique as is his specific opportunity to implement it.” Viktor Frankl

“Confidence is contagious. So is lack of confidence.”  
Vince Lombardi

“Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work.” Vince Lombardi

“It's not whether you get knocked down; it's whether you get up.” Vince Lombardi

“We didn't lose the game; we just ran out of time.”  
Vince Lombardi

“We would accomplish many more things if we did not think of them as impossible.” Vince Lombardi

“In any contest between power and patience, bet on patience.” W.B. Prescott

“It ain't what they call you, it's what you answer to.”  
W.C. Fields

“All our dreams can come true if we have the courage to pursue them.” Walt Disney

“Nothing diminishes anxiety faster than action.”  
Walter Anderson

“A friend is one who walks in when others walk out.”  
Walter Winchell

“A real friend is one who walks in when the rest of the world walks out.” Walter Winchell

“I used to think that running an organization was equivalent to conducting a symphony orchestra. But I don't think that's quite it; it's more like jazz. There is more improvisation.” Warren Bennis

“The more you extend kindness to yourself, the more it will become your automatic response to others.”  
Wayne Dyer

“When you judge another, you do not define them, you define yourself.” Wayne Dyer

“Don't live down to expectations. Go out there and do something remarkable.” Wendy Wasserstein

“Even if you're on the right track, you'll get run over if you just sit there.” Will Rogers

“Four steps to achievement: Plan purposefully. Prepare prayerfully. Proceed positively. Pursue persistently.”  
William Arthur Ward

“If you can imagine it, you can achieve it. If you can dream it, you can become it.” William Arthur Ward

“A friend is someone who helps you up when you're down, and if they can't, they lay down beside you and listen.” William Arthur Ward

“A true friend knows your weaknesses but shows you your strengths; feels your fears but fortifies your faith; sees your anxieties but frees your spirit; recognizes your disabilities but emphasizes your possibilities.”  
William Arthur Ward

“After you plant a seed in the ground, you don't dig it up every week to see how it is doing” William Coyne, 3M on limiting inferences to his R & D team's work

“Just as much as we see in others we have in ourselves.” William Hazlitt

“Human beings can alter their lives by altering their attitudes of mind.” William James

“Our doubts are traitors, and make us lose the good we oft might win, by fearing to attempt.” William Shakespeare, *Measure for Measure*, 1604

“Talking isn't doing. It is a kind of good deed to say well; and yet words are not deeds.” William Shakespeare

“Every second you spend thinking about someone else's dreams you take time away from your own.”  
Yogi Berra

“It is your attitude, not your aptitude, that determines your altitude.” Zig Ziglar

“Others can stop you temporarily you are the only one who can do it permanently.” Zig Ziglar

“You have to ‘Be’ before you can ‘Do’ and ‘Do’ before you can ‘Have’.” Zig Ziglar

“You need a plan to build a house. To build a life, it is even more important to have a plan or goal.” Zig Ziglar

**“Positive thinking  
will let you do  
everything better than  
negative thinking  
will.”**

*Zig Ziglar*

# 8

## PRESIDENTS & PRIME MINISTERS

*“If your actions inspire others to dream more,  
learn more, do more and become more,  
you are a leader.”*

John Quincy Adams

World leaders, such as Presidents, Prime-ministers and their wives, are masters at relationship building. These are great examples of quotes that can add credibility to any discussion, when used appropriately.

“Do I not destroy my enemies when I make them my friends?” Abraham Lincoln

“Nearly all men can stand adversity, but if you want to test a man’s character, give him power.”  
Abraham Lincoln

“And in the end, it’s not the years in your life that count. It’s the life in your years.” Abraham Lincoln

“That some achieve great success is proof to all that others can achieve it as well.” Abraham Lincoln

“The best way to predict your future is to create it.”

Abraham Lincoln

“If you run you stand a chance of losing, but if you don't run you've already lost.” Barack Obama

“We may give advice but we cannot give conduct.”

Benjamin Franklin

“Do not anticipate trouble, or worry about what may never happen. Keep in the sunlight.” Benjamin Franklin

“There is nothing wrong in America that can't be fixed with what is right in America.” Bill Clinton

“Happiness lies in the joy of achievement and the thrill of creative effort.” Franklin Roosevelt

“Don't try to fine-tune somebody else's view.”

George Bush

“Liberty, when it begins to take root, is a plant of rapid growth.” George Washington

“A government big enough to give you everything you want is a government big enough to take from you everything you have.” Gerald Ford

“A pessimist is one who makes difficulties of his opportunities and an optimist is one who makes opportunities of his difficulties.” Harry Truman

**“I have never been  
hurt by anything I  
didn't say.”**

John Calvin Coolidge

“If wrinkles must be written upon our brow, let them not be written upon the heart. The spirit should not grow old.” James A. Garfield

“The ballot box is the surest arbiter of disputes among freemen.” James Buchanan

“We must adjust to changing times and still hold to unchanging principles.” Jimmy Carter

“If we cannot end now our differences, at least we can help make the world safe for diversity.”  
John F. Kennedy

“It is easier to do a job right than to explain why you didn't.” Martin Van Buren

“An honorable defeat is better than a dishonorable victory.” Millard Fillmore

“A people free to choose will always choose peace.”  
Ronald Reagan

“Each generation goes further than the generation preceding it because it stands on the shoulders of that generation. You will have opportunities beyond anything we've ever known.” Ronald Reagan

“Freedom is never more than one generation away from extinction. We didn't pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same.” Ronald Reagan

**“A pessimist sees the  
difficulty in every  
opportunity; an  
optimist sees the  
opportunity in every  
difficulty.”**

Winston Churchill

“You have to have confidence in your ability, and then be tough enough to follow through.” Rosalynn Carter

“A lie gets halfway around the world before the truth has a chance to get its pants on.” Winston Churchill

“Any man who is under 30, and is not a liberal, has no heart; and any man who is over 30, and is not a conservative, has no brains.” Winston Churchill

“So you have some enemies...good, that means you stood up for something!” Winston Churchill

“Sometimes it is not enough to do our best; we must do what is required.” Winston Churchill

“The positive thinker sees the invisible, feels the intangible, and achieves the impossible.”  
Winston Churchill

“You make a living by what you get. You make a life by what you give.” Winston Churchill

“The only man who makes no mistake is the man who does nothing.” Theodore Roosevelt

“That government is best which governs the least, because its people discipline themselves.”  
Thomas Jefferson

“If you want to make enemies, try to change something.” Thomas Woodrow Wilson

**“Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen.”**

Winston Churchill

# 9

## PROVERBS & UNKNOWN AUTHORS

*“The person who says something is impossible should not interrupt the person who is doing it.”*

Proverb

Here is a selection of quotes that are formed from proverbs and unknown authors. Some are claimed by multiple figures, but the origin is unknown.

“It is easy to sit at the helm in fine weather.” Proverb

“When there is no enemy within, the enemies outside cannot hurt you.” Proverb

“Love me when I least deserve it, because that's when I really need it.” Proverb

“The person who says something is impossible should not interrupt the person who is doing it.” Proverb

“God wisely designed the human body so that we can neither pat our own backs nor kick ourselves too easily.” Unknown

“Never be afraid to try, remember...amateurs built the ark, and professionals built the Titanic.” Unknown

“No dreamer is ever too small;  
no dream is ever too big.” Unknown

“The bigger the government, the smaller the people.”  
Unknown

“The safe answer may not be the answer that drastically  
changes your life.” Unknown

“A diamond is a piece of charcoal that handled stress  
exceptionally well.” Unknown

“Confidence comes not from always being right but not  
fearing to be wrong.” unknown

“Everything is always created twice, first in the mind  
and then in reality.” unknown

“Impossible, when spelled out, stands for ‘I’m  
possible’.” unknown

“In order to be walked over, you have to be lying  
down.” unknown

“Life is about choice. You can choose to be a victim or  
anything else you like to be.” unknown

“Make your life a mission not an intermission”  
Unknown

“People think about what they don’t want and attract more of the same.” unknown

“Sometimes you put walls up not to keep people out, but to see who cares enough to break them down.”  
Unknown

“The biggest room in the world is the room for improvement.” Unknown

“The consequences of today are determined by the actions of the past. To change your future, alter your decisions today.” Unknown

“The first step towards getting somewhere is to decide that you are not going to stay where you are.”  
Unknown

“The greatest advantage of speaking the truth is that you don’t have to remember what you said.” unknown

“The only time you run out of chances is when you stop taking them.” Unknown

“The quality of your life is determined by the quality of your thoughts.” unknown

“To create more positive results in your life, replace “if only” with “next time.” unknown

“To wish you were someone else is to waste the person you are.” Unknown

## 592 TWEETS, POSTS, & QUOTES: IDEAS FOR YOUR SOCIAL MEDIA CONTENT

“Why compare yourself with others? No one in the entire world can do a better job of being you than you.”

Unknown

“You may be one person in this world, but to one person you mean the world.” unknown

“Courtesy is free to provide, and yet it pays great dividends.” unknown

“It's not who you are that holds you back, it's who you think you're not.” unknown

# 10

## CREATING YOUR OWN THEMES

*“Do not follow where the path may lead. Go instead where there is no path and leave a trail.”*

Emerson

Using other people’s quotes can help to encourage your own creativity. As you read through the quotes in the previous chapters, original ideas will begin percolating within you, just waiting to be posted. Before you know it, you will start generating your own original content that will draw people to you.

Are you ready to be authentic and express your own philosophy in an interesting way? The key is to be yourself and reflect the best of who you are in all that you post.

Below are some themes and posts I created from my own original writings for specific niches that I have developed. As with the quotes in the previous chapter, you can either use as posts and tweets, with the proper reference, or just read them as learning examples for how you might use your own original pieces of writing.

**“Friend or Foe?  
True friendship  
is like a vacation,  
not a detention.”**

Jennifer Henczel

## Friend or Foe?

“Friend or Foe? A friend creates solutions. A foe manufactures complaints.” Jennifer Henczel

“Friend or Foe? A friend offers connection. A foe offers constant correction.” Jennifer Henczel

“Friend or Foe? A friend builds up. A foe tears down.”  
Jennifer Henczel

“Friend or Foe? A friend presents opportunities. A foe demands obligations.” Jennifer Henczel

“Friend or Foe? Friends are uplifting and encouraging. Foes manage to find something wrong in everything you do?” Jennifer Henczel

“Friend or Foe? A true friend doesn't measure people with expectation, which is reliant on circumstances, but by their character, which is consistent through all circumstances.” Jennifer Henczel

“Friend or Foe? If you are a good friend, then you are more concerned with how people live up to the their OWN expectations—the goals, dreams and expectations that they've established for themselves—not how you think they live up to YOUR expectations.”  
Jennifer Henczel

“Friend or Foe? True friends celebrate similarities, they don't judge differences.” Jennifer Henczel

Here are some of a series of images and statements I wrote for an anti-bullying page on Facebook. You can see how I used similar, contrasting language as some of my other themes, but in a different context.

“Bullies are divisive. Leaders are inclusive.”  
Jennifer Henczel

“Bullies strike without thinking. Leaders think without striking.” Jennifer Henczel

“Bullies strive to control others. Leaders strive to control themselves.” Jennifer Henczel

People like supporting causes such as this that help society overall. When you create a niche page or website, it's okay to ask people to support it. Just make sure you are not creating a new page every day, as people may unsubscribe from you, if messages of this nature are too frequent.

Help to Stop Bullying “Like”  
<https://www.facebook.com/stopbully>

# 11

## RE-CYCLE, RE-USE, AND RE-PURPOSE

*“Gratitude is riches;  
complaint is poverty.”*

Doris Day

You can recycle and re-use your content in a number of different ways, in different contexts. Whether you are using social media for self-promotion or to promote your organization, you probably already have an abundance of content at your finger tips.

If you are a business or non-profit, you can re-cycle the “About Us” information from your website, re-use interesting product information, and re-purpose old materials into fresh social content.

If you are already a writer, then you have an even further head start. You already have endless snippets of writing that you can use in social media. Use every bit of interesting and funny material you have.

Below are more examples of my writings, and how I have re-purposed certain threads of thinking for impact in different niches.

**“Be positive  
rather than negative.  
Be inclusive  
rather than divisive.  
Be inspiring  
rather than  
conspiring.”**

Jennifer Henczel

## Professionalism

“A true professional deals in clarification, not assumption.” Jennifer Henczel

“A true professional deals in direct communication, not hearsay.” Jennifer Henczel

“True professionals build up, they don’t tear down.”  
Jennifer Henczel

“True professionals know that collaborating is more effective than complaining.” Jennifer Henczel

## Leadership

“True leaders see solutions, when others see problems.”  
Jennifer Henczel

“Leaders see vision, when others see limitation.”  
Jennifer Henczel

“True leaders see opportunity, when others see obstacles.” Jennifer Henczel

“True leaders are disciplined, when others are lax.”  
Jennifer Henczel

**“True Professionals  
know that  
bad behavior  
is bad for business.”**

Jennifer Henczel

“True leaders have confidence, when others have doubts.” Jennifer Henczel

“True leaders have resolve, when others waver.”  
Jennifer Henczel

“True leaders stay calm, when others panic.”  
Jennifer Henczel

“True leaders rise above the storm, even when fools are trying to sink the ship.” Jennifer Henczel

“My management style is that of a Catalyst: Causes activity, energy and acceleration. A force that creates change.” Jennifer Henczel

“True leaders know that constant creativity is more effective than constant criticism.” Jennifer Henczel

“Leaders build bridges, they don't burn them.”  
Jennifer Henczel

“Leaders find it easy to communicate. Negative people find it easy to assume.” Jennifer Henczel

“A person who has a leadership mindset tries to control themselves, rather than trying to control others.”  
Jennifer Henczel

“Leaders point out the positive in everything. complainers see the negative in everything.”  
Jennifer Henczel

**“A TRUE leader  
shakes your hand, not  
your confidence.”**

Jennifer Henczel

## JENNIFER HENZEL

“A leader has to be an educator, communicator, innovator, motivator, communicator, facilitator, and advisor, but never a complainer.” Jennifer Henczel

“Leaders create solutions, chronic complainers create more problems...for everyone.” Jennifer Henczel

“Complaining is easy; anyone can do it. Providing solutions takes the strength and endurance that only a true leader can provide.” Jennifer Henczel

“It's easy to assume, but it takes true leadership and pure motives to communicate properly, free of blame and finger pointing.” Jennifer Henczel

“If you can't go a day without complaining, then you're not a leader.” Jennifer Henczel

“Leadership is not a title. It is a mindset, attitude, and approach that one demonstrates, long before the title is ever bestowed.” Jennifer Henczel

“Leading is not forcing people to do what you say.”  
Jennifer Henczel

“Those who threaten others to get their way are not leaders.” Jennifer Henczel

“If you are living with integrity in all that you do, then you are a leader.”

**“If you're such a  
great leader, then  
stop complaining and  
start leading!”**

Jennifer Henczel

## Integrity

“People of high integrity collaborate. People of low integrity threaten.” Jennifer Henczel

“People of high integrity communicate. People of low integrity assume.” Jennifer Henczel

“People of high integrity do the right thing, even if inconvenienced. People of low integrity look for convenience, while complaining why someone else isn't doing the right thing.” Jennifer Henczel

“People of high integrity model restraint. People of low integrity exhibit impulsiveness.” Jennifer Henczel

“People of high integrity strive for excellence. People of low integrity justify poor decisions.”  
Jennifer Henczel

“People of high integrity take responsibility. People of low integrity blame others.” Jennifer Henczel

“People who seek to control others, often have trouble controlling themselves.” Jennifer Henczel

“People of high integrity walk their talk. People of low just integrity talk and talk.” Jennifer Henczel

“Forgiveness plus resolution is the work of integrity. Too many people want instant forgiveness from others, but they aren't willing to go through the appropriate steps of resolution.” Jennifer Henczel

**“Leadership  
is a mindset,  
not a title.”**

Jennifer Henczel

**“Steps to Leadership:  
1 Build credibility with  
others.**

**2. Lead others.**

**If you skip #1, you will  
never really lead, because  
no one will ever really  
follow.”**

Jennifer Henczel

**Notice that complaining  
is not a step in  
leadership.”**

Jennifer Henczel

# 12

## MAKE IT SHAREABLE

*“We build too many walls  
and not enough bridges.”*

Isaac Newton

By now you can see a thread that runs through all of my writings. My underlying philosophy is to build bridges, not walls. If you want to use social media for marketing purposes, you must focus on building messages that build relationships.

To increase your reach, make your message positive and shareable.

On Facebook, the power behind posting photos and videos is that it allows people to share your posts, which is how things become viral.

By re-purposing your content, you can make it shareable. In addition to using my writings for posts and tweets, I also transform them into images, videos, audios, and slide-shows, in order to make them shareable.

**“Clarification is far  
superior to  
assumption.”**

Jennifer Henczel

**“Problem solvers  
create solutions.  
Problem makers  
create complaints.”**

Jennifer Henczel

JENNIFER HENZEL

“Proper communication builds bridges. Assumption builds walls.” Jennifer Henczel

“Assumption is for the weak minded. Discussion is for the intelligent.” Jennifer Henczel

“Relationships are threads that run through life. They can be beautiful stands of gold, or rigid, frayed ropes of regret.” Jennifer Henczel

“Forgive or relive.” Jennifer Henczel

“Do not conspire to ruin, but aspire to build.”  
Jennifer Henczel

“A positive approach will always conquer a negative one. I'm glad I'm on the winning side of that one.”  
Jennifer Henczel

“If your first reaction to a situation is to complain, then you are not living your best life” Jennifer Henczel

“Complaining and worrying are fear in action. Choosing to think and react positively are love and freedom in action. Which do people see you doing most often?...in your community?...at work?...at home?”  
Jennifer Henczel

“Complaining is easy; anyone can do it. Rising above and deciding to be positive takes intelligence and character” Jennifer Henczel

“Complainers are not achievers.” Jennifer Henczel

**“Passing on the bad habit of complaining to your children is providing them with self-perpetuating captivity. Teaching your children to find solutions and think and react positively to every situation is giving them a lifetime of freedom.”**

Jennifer Henczel

**“Be in control, not  
controlling.”**

Jennifer Henczel

“If you invest your time in complaining, you will not have enough time for succeeding.” Jennifer Henczel

“Is it time for complaining or is it time for learning?  
I already know the answer, how about you?”  
Jennifer Henczel

“If you spend your time complaining, then you are not a leader of anything but negativity.” Jennifer Henczel

“If you spend your time complaining, you will achieve nothing. If you spend your time achieving, you will have no need for complaining.” Jennifer Henczel

“If you focus on blaming others, that is all you will achieve. If you focus on achieving, you will have no need for blaming.” Jennifer Henczel

“It's interesting that the complainers of the world don't realize that they are actually the problem, not the stuff that they are complaining about.” Jennifer Henczel

“Controlling, passive-aggressive people often mistake other's assertiveness for aggression.” Jennifer Henczel

“If you truly believe you have a good point to make, then you must be smart enough to use strategy and discussion, rather than passive aggression.”  
Jennifer Henczel

“Strategy = response. Impulse = reaction.”  
Jennifer Henczel

“Ability is nothing without the proper attitude and approach.” Jennifer Henczel

**“Just because  
someone disagrees  
with you, doesn't  
mean they are being  
aggressive.”**

Jennifer Henczel

**“A positive attitude is established through giving and receiving affirmations.**

**A Negative attitude is transferred through demonstrating and participating in complaining.”**

Jennifer Henczel

**ATTENTION: Passive-aggressives**

Four steps to world peace. It's all up to YOU!

1. The world doesn't revolve around you.
2. Stop taking everything personally.
3. Stop trying to control others.
4. Just say what you mean.

**ATTENTION: Everyone else.**

You may now proceed to world peace.

Jennifer Henczel

“I choose to spend my time with people who are positive, aware, growing, learning, fun and grateful for every moment of life.” Jennifer Henczel

“Intelligent debate is at the core of all good things: learning, loving, peace, and harmony.” Jennifer Henczel

“Lose your cool = Lose your credibility.”  
Jennifer Henczel

“Assertive = healthy, well-balanced.  
Aggressive = dysfunctional, unbalanced.  
That includes passive-aggressive.”  
Jennifer Henczel

“You are your best self when you take a positive approach. You are your worst self when you take a negative approach.” Jennifer Henczel

**“Be a ray of sunshine  
to someone today  
without expecting  
something back.”**

Jennifer Henczel

# 13

## QUESTIONS

*“A wise man can learn more from a foolish question than a fool can learn from a wise answer.”*

Bruce Lee

A well written question is the most compelling device for attracting interaction and participation. They are especially useful in marketing and advertising.

Below are some examples of questions you can post. Once you start reading them, you will begin generating your own ideas of questions that would be appropriate for your audience.

If using social media primarily for building business relationships, you need to be cautious about which questions you use. If you know your connections, then you will know which questions are most suitable.

Where do you want to be in 5 years?

What do you want to achieve in 1 year from now? 3 years? 5 years? 10 years?

What are the achievements you are most proud of?

**What advice would  
you give to yourself 5  
years ago?**

How would you describe yourself?

What does your ideal life look like?

What can you do to start living your ideal life?

What are the times you are most inspired and motivated?

What are you most grateful for in life?

What are you passionate about?

What is your mission?

What is your purpose in life?

What are your biggest goals and dreams?

For every experience you've encountered, what are the biggest lessons you have learned?

If you have 1 million dollars, what would you do with it?

Do you love your job?

How can you start creating your ideal career starting today?

If you are to do something for free for the rest of your life, what would you want to do?

Are you settling for less than you are worth? Why?

Are you living your life to the fullest right now?

Are you putting any parts of your life on hold? Why?

How can you change someone's life for the better today?

How can you make your life even more meaningful starting today?

Does your attitude and approach help others or hinder others?

Have you ever gone one day without complaining?

Are your friends helping you achieve your goals?

Do your friends add or take away from your life?

Is there anything you are running away from?

Is there something you're still holding on to? Is it time to let it go?

Look at your life now. Are you living the life of your dreams?

What are the most important things to you in life?

What assumptions are holding you back from seeing reality?

What good habits do you want to cultivate?

What bad habits do you want to break?

Where are you living right now: the past, future or present?

What's the top priority in your life right now?

What empowering beliefs do you hold? What limiting beliefs are you holding on to? Are they helping you achieve your goals?

Who are the 5 people you spend the most time with?

What leaders or strategies do you want to model after?

What would you do if you cannot fail; if there are no limitations in money, resources, time or networks?

Who are the most important people in the world to you? How can you spend more time with them starting today?

Who are your mentors in life?

Who inspires you the most?

# 14

## SEASONAL & SPECIAL OCCASSIONS

*“Celebrate what you want to see more of.”*

Tom Peters

Seasonal social media planning goes far beyond “Happy New Year!” Seasonal information can be used regularly to provide valuable and interesting information to compliment your existing offerings.

There are weekly and monthly, local and national celebrations that you can tweet about.

Funny videos can enhance your holiday messages.

After a vacation, you can post some interesting facts of the place you visited.

Recognizing people’s birthdays is a great way to stay connected to people one-on-one.

Below are just some examples for your learning. Use your creativity to encourage sharing and generate goodwill.

Are you like me...Each year I have no clue where the holidays might land and I have to look them up. Here's a list of Canadian and US holidays:

<http://www.marketingmotivator.com/component/content/article/39-marketing-motivator/280-planning-for-2012.html>

February is Black History Month. Teaching Resources from the Smithsonian.

[http://www.smithsonianeducation.org/educators/resource\\_library/african\\_american\\_resources.html](http://www.smithsonianeducation.org/educators/resource_library/african_american_resources.html)

Resources for Black History Month in Canada

<http://blackhistorycanada.ca/events.php?themeid=9&id=11>

I just got back from Hawaii. Did you know that Hawaii is the only state in the US that grows coffee and has a Royal Palace?

<http://www.50states.com/facts/hawaii.htm>

It's fun to look at the stars in the summer sky. Take a look at "The Universe an Introduction"

[http://www.smithsonianeducation.org/educators/lesson\\_plans/universe/index.html](http://www.smithsonianeducation.org/educators/lesson_plans/universe/index.html)

March is Women's History Month in the US (October in Canada)

[http://www.smithsonianeducation.org/heritage\\_month/whm/index.html](http://www.smithsonianeducation.org/heritage_month/whm/index.html)

October is Women's History Month in Canada. Lyn Gough from Victoria, BC led a movement which sought the establishment of a Women's History Month

in Canada to encourage greater appreciation of the notable contributions of women to Canadian history.”  
[www.heroines.ca](http://www.heroines.ca)

Happy Thanks Giving everyone! I am thankful for you.  
(post with a thank you image of some kind).

Spice up your holidays with 3,000 swimming Reindeer  
<http://youtu.be/6pBT8n-SNWk>

Museums and Art Galleries are great sources for commemorative and celebratory types of information:

The Smithsonian  
<http://www.si.edu>

American Museum of Natural History  
<http://www.amnh.org/>

# 15

## ASCII ART

*“Happiness lies in the joy of achievement and the thrill of creative effort.”*

Franklin D. Roosevelt

**ASCII Art:** images that are built out of characters.

Fonts such as Wingdings, allow for quite a bit of creativity in places that only allow raw, unformatted text.

ASCII stands for American Standard Code for Information Interchange.

To copy and paste the characters into your status:

1. Select the items you want to copy
2. Click “Ctrl C” for copy
3. Put your curser where you want to put the characters and click “Ctrl V” for paste.

**Here is a good source for lots of ASCII art and character ideas:**

<http://www.chris.com/ascii>

♪♪ Happy Birthday to you. . . . . \* \* \* \* \* ♪♪

I love 

\* \* \* It's snowing \*

🌸 🌸 Finally Spring! ❄️ 🌸 🌸

✝️ Happy Easter ✝️

☀️ It's sunny! ☀️

☁️ ☁️ The clouds are back ☁️ ☁️

Time to vote ✓ Yes or ✗ No

Yes or  No

Call me 📞 📞 📞

There are keys for expressing practically everything.  
Most of all...have fun!

# 16

## MEME

*“History repeats itself.  
Historians repeat each other.”*

*Philip Guedalla*

A meme is an idea, behavior or style that spreads from person to person within a culture. A meme acts as a unit for carrying cultural ideas, symbols or practices. Memes are transmitted from one mind to another through writing, speech, gestures, rituals or other imitable phenomena. (“Meme.” Wikipedia <http://en.wikipedia.org/wiki/Meme>)

In relation to the internet, a meme is a concept that spreads online from user to user, in the form of a hyperlink, video, picture, website, hashtag, or just a word or phrase, via social networks, blogs, direct email, news sources, or other web-based services.

Internet memes can evolve and spread extremely rapidly, sometimes reaching world-wide popularity and vanishing within a few days. (“Internet Meme.” Wikipedia [http://en.wikipedia.org/wiki/Internet\\_meme](http://en.wikipedia.org/wiki/Internet_meme)).

Some pronounce it as “mem” and some pronounce it as “meem.”

Below are some examples of memes, keeping in mind that this is not a complete representative selection, as meme’s can vary widely in nature, content and medium.

Funny YouTube videos have comprised of many of the most popular memes. Here are some examples of memes:

Laughing Babies

<http://youtu.be/WxUulGkLu4I>

The life expectancy calculator. How old will you live until? <http://calculator.livingto100.com/calculator>

Brain Lateralization: A survey/quiz to find out how left and right “brained” you are.

<http://similarminds.com/brain.html>

Footprint Calculator: What’s your ecological footprint? Find out how much of the world’s resources you use and waste

<http://www.footprintnetwork.org/en/index.php/GFN/page/calculators/>

How Many of Me? How many people share your name? Enter it and find out how many of you there are.

<http://howmanyofme.com/>

Find your Strengths Assessment

<http://literacyworks.org/mi/assessment/findyourstrengths.html>

What's your anagram? Enter your name to generate your anagram. <http://www.anagramsite.com/>

**Here are some sources for finding memes:**

Internet Meme Database - Know Your Meme

<http://knowyourmeme.com>

We Know Memes

<http://weknowmemes.com>

YouTube

<http://www.youtube.com>

The study of memes arose in the 1990s and is called Memetics. To learn more about memetics go to these sources:

Memetics

<http://en.wikipedia.org/wiki/Memetics>

Journal of Memetics

<http://cfpm.org/jom-emit/>

# 17

## TRENDING TOPICS

*“There are hurdles to overcome in sport and in life...It's perseverance that's the key.”*

Lynn Davies, Olympian

Trending topics is a term used to describe keywords or hashtags in Twitter that is tweeted multiple times and becomes more popular than usual.

Trending topics are similar to memes in that they are perpetuated by multiple people, and from person to person. The trending topics are initiated by a person, celebrity, news story, event, happening, or cause that prompts people to talk about a specific topic.

Twitter's Trending Topics algorithm identifies topics that are immediately popular, rather than topics that have been popular for a while or on a daily basis, to help people discover the “most breaking” news stories from across the world.

Trending topics change daily, so examples are fleeting. To see a quick snapshot of the most tweeted-about topics on Twitter, look to the sidebar on the right of your Twitter homepage.

You may add your commentary or opinion to a trending topic.

You can also look up the popular topics by going to Twitter's search platform here:

<http://twitter.com/#!/search-home>

When you find a topic that interests you, click on it to see a series of tweets. Now you can either respond to, or re-tweet that tweet to join in.

# 18

## EASTER EGGS

*“The most wasted of all days  
is one without laughter.”*

E. E. Cummings

Easter Eggs, in this context, refers tricks and surprises that are built into Google. Google Easter Eggs are fun to look at and fun to post about. Here are some examples for your enjoyment.

Let it snow: Type “Let it snow” in Google, and watch your browser fill up with snow. Click the “defrost” button to clear the screen.

Askew: Simply search for the word “askew.” We dare you not to tilt your head.

Mentalplex: If you haven't seen this yet, it started as a classic Google Easter Egg [google.com/mentalplex](http://google.com/mentalplex)

Did you know that you can play Pacman on Google. I loved playing this as a kid on my atari system.  
[google.com/pacman](http://google.com/pacman)

Recursion: Here's one for word nerds. Search for “recursion” and Google asks, “did you mean recursion?”

Gravity: Enter “Google Gravity” in the search field and choose the first option.

# 19

## INFORMATIONAL POSTS & TWEETS

*“The dictionary is the only place where success comes before work. Hard work is the price we must pay for success.”*

Vince Lombardi

Posting informational content—articles, audios and videos—helps to establish you and or your organization as an expert source.

The most effective way to use this method is to put informative articles on your website, specific to the interests of your audience, and then post/tweet the links to those pages.

This is the best way of driving traffic to your website, without selling anything. You post the title and URL, along with a picture, and people will click the link to read the rest of the article on your website.

You can also post links to other reputable sources that you recommend and use on a regular basis yourself.

Below are some examples from my own internet niche properties, as well as some popular internet sources:

What are Essential Oils?

<http://www.adoressence.com/component/content/article/1-latest-news/87-what-are-essential-oils.html>

The History of Aromatherapy

<http://www.adoressence.com/component/content/article/1-latest-news/85-the-history-of-aromatherapy.html>

What is an Aromatherapy Diffuser?

<http://www.adoressence.com/component/content/article/1-latest-news/86--what-is-an-aromatherapy-diffuser.html>

5 Top Tips for Going Global

<http://www.importexportcoach.com>

150 Social Media Marketing Tips

<http://www.marketingmotivator.com/component/content/article/39-marketing-motivator/279-150-social-media-marketing-tips.html>

Give your marketing a kick-start with this PR and News Directory <http://www.abyznewslinks.com/canadbc.htm>

This One Leadership Quality Will Make or Break You.

I absolutely love this article! <http://ht.ly/84Pbr>

4 Ways to Convert Facebook Fans into Super Fans

<http://mashable.com/2011/12/12/facebook-fans-super-fans/>

How to Tell Your Business Story in 60 Seconds or Less

<http://www.entrepreneur.com/article/222439>

Creative Writing Prompts. Hover over the numbers for ideas to exercise your brain and your creativity  
<http://www.creativewritingprompts.com/>

Life Lessons: 5 Simple ways to live a life you love  
<http://thechrisvossshow.com/life-lessons-5-simple-ways-to-live-a-life-you-love/>

10 Commandments of Affiliate Marketing infographic  
<http://thechrisvossshow.com/the-10-commandments-of-affiliate-marketing-infograph/>

5 Great Questions to Ask Yourself After a Failure  
<http://www.lifehack.org/articles/lifehack/5-great-questions-to-ask-yourself-after-a-failure.html>

See what Facebook, Google, Amazon and all the top websites looked like when they first started up. What the World's Biggest Websites Looked Like at Launch  
[http://mashable.com/2011/12/11/old-web-design/?WT.mc\\_id=obnetwork#382855-Amazon](http://mashable.com/2011/12/11/old-web-design/?WT.mc_id=obnetwork#382855-Amazon)

I have found SellingSuccess.tv to be a great source for sales training videos, and I thought you might like it too. <http://businessuccess.tv>

The main sources of startup and early stage business funding <http://fundingsuccess.tv/>

Humor at Work: Effective communication at work  
[http://youtu.be/\\_\\_\\_EsuJlqdbg](http://youtu.be/___EsuJlqdbg)

Everything is communication, and Communication is EVERYTHING!

<http://www.youtube.com/watch?v=qq3Tyoma-jIM>

**Here are some great sources for finding informational articles and videos:**

Mashable

<http://mashable.com/>

Harvard Business Review

<http://blogs.hbr.org>

The Chris Voss Show

<http://thechrivossshow.com>

Entrepreneur

<http://www.entrepreneur.com/>

Check the Resources and References section of this book for more sources.

# 20

## PROMOTIONAL AND AFFILIATE POSTS

*“Go confidently in the direction of your dreams!  
Live the life you've imagined.”*

Henry David Thoreau

At some point, you want to post links that are directly about your products and services. Keep in mind, that many of the social media sites do not condone commercial posts, and other users may report them if inappropriate or excessive. So, you want to keep them to a minimum—say once out of every 20 or 30 posts—but the number really varies for everyone depending on the niche and nature of the communication itself.

Your main goal is to gain loyal fans, not repel potential customers.

In technical terms, promotional posts or tweets are when you put direct links to your own product or service, on your website or elsewhere, sort of like a mini ad.

Affiliate posts or tweets link to products where you earn a commission if someone clicks through and purchases the promoted item.

Remember, your goal is to engage your marketplace, generate goodwill, and provide value, so only recommend and support products and services that you really believe in.

For example, if you specialize in health and wellness, then you would want to find vendors who would provide products that are specific to your practice, such as vitamins, exercise videos, or gym memberships.

Here are some examples of promotional and affiliate links I have used:

My new book is now listed on Amazon! Get your copy today. Import Export Coach: 20 Keys to Going Global  
[http://www.amazon.com/gp/product/1466253851/ref=as\\_li\\_tf\\_tl?ie=UTF8&tag=jennsinsi-20&linkCode=as2&camp=217145&creative=399373&creativeASIN=1466253851](http://www.amazon.com/gp/product/1466253851/ref=as_li_tf_tl?ie=UTF8&tag=jennsinsi-20&linkCode=as2&camp=217145&creative=399373&creativeASIN=1466253851)

Please take a look at my new video and tell me what you think: <http://www.marketingmotivator.com>

Holiday specials: All Christmas scents are on for 50% off: <http://www.adoressence.com>

I made this success Playbook for you. Get ready, set, grow! [http://www.constantcontact-playbook.com/?pn=affectivecommunications/np/35-welcome\\_to\\_the\\_playbook](http://www.constantcontact-playbook.com/?pn=affectivecommunications/np/35-welcome_to_the_playbook)

I finally saw 'The King's Speech' on video and I really liked it [http://www.amazon.com/gp/product/B003UESJH4/ref=as\\_li\\_ss\\_tl?ie=UTF8&tag=jennsinsi-0&linkCode=as2&camp=217145&creative=399349&creativeASIN=B003UESJH4](http://www.amazon.com/gp/product/B003UESJH4/ref=as_li_ss_tl?ie=UTF8&tag=jennsinsi-0&linkCode=as2&camp=217145&creative=399349&creativeASIN=B003UESJH4)

Look at these amazing handbags for prom and fancy occasions. This one is my favorite: Jessica McClintock White Rose/Flower Clutch [http://www.endless.com/dp/B004JKMYW4/ref=as\\_li\\_tf\\_tl?\\_encoding=UTF8&tag=jennsinsi20&linkCode=as2&camp=217145&creative=399349&creativeASIN=B004JKMYW4](http://www.endless.com/dp/B004JKMYW4/ref=as_li_tf_tl?_encoding=UTF8&tag=jennsinsi20&linkCode=as2&camp=217145&creative=399349&creativeASIN=B004JKMYW4)  
<http://ht.ly/4NnmI>

I really want these Daisy Sandals!  
[http://www.endless.com/dp/B003XMANT0/ref=as\\_li\\_tf\\_tl?\\_encoding=UTF8&tag=jennsinsi-20&linkCode=as2&camp=217145&creative=399349&creativeASIN=B003XMANT0](http://www.endless.com/dp/B003XMANT0/ref=as_li_tf_tl?_encoding=UTF8&tag=jennsinsi-20&linkCode=as2&camp=217145&creative=399349&creativeASIN=B003XMANT0)

If you have a student athlete in your family, you should check this out. We've been using NCSA for almost a year now, and we absolutely love it. Now is the time!  
<http://www.ncsasports.org/rewards/535241>

As you can see, some of the affiliate URLs can get very long. So, don't forget to use URL shorteners when needed, using services such as Tiny URL (<http://tinyurl.com>) and Bitly (<http://bitly.com>).

**Here are some sources where you can sign up to be an affiliate publisher:**

Commission Junction

<http://www.cj.com>

Amazon

<https://affiliate-program.amazon.com>

LinkShare

<http://www.linkshare.com>

Google Affiliate Network

<http://www.google.com/ads/affiliatenetwork>

## APPENDIX A: CLOSING CHECKLIST

- Dip your toe in the water with some proven content strategies.
- Jump in and splash around with your own creative content.
- Keep all of your posts positive and interactive.
- Comment on other people's posts regularly and in a positive manner.
- Like and re-tweet other people's posts.
- Develop and deliver clear and consistent messages.
- Include post and tweet cultivation in your staff meetings.
- Document all your posts for easy copying and pasting.
- Use your time strategically.
- Maximize your efforts by automating your post and tweet scheduling with Hootsuite.
- Remember, this is a long-term marketing investment.
- Use analytics and measure your results.

Ultimately, the goal of social media is to:

- Build Messages
- Build Relationships
- Build your online presence
- Build Branding
- Build Business

## **APPENDIX B: REFERENCES & RESOURCES**

### **Useful Social Media Related Tools**

Hootsuite

<http://www.hootsuite.com>

Klout

<http://www.klout.com>

Tiny URL

<http://tinyurl.com>

Bitly

<http://bitly.com>

**There are lots of places to find quotes, but here a few of my favorites:**

Brain Quote

<http://www.brainyquote.com>

Quotes and Poems

<http://www.quotesandpoem.com>

### **ASCII Art**

<http://www.chris.com/ascii>

## **Meme, Entertainment, & Fun Facts**

The Daily Meme

<http://thedailymeme.com/day/one-time>

Fun Factz

<http://www.funfactz.com>

State Facts

<http://www.50states.com>

CNN Showbiz

<http://www.cnn.com/SHOWBIZ/index.html>

Canada Entertainment

<http://www.canada.com/entertainment>

**Museums and Art Galleries are great sources for commemorative and celebratory types of information:**

The Smithsonian

<http://www.si.edu>

American Museum of Natural History

<http://www.amnh.org>

National Gallery of Canada

[www.gallery.ca](http://www.gallery.ca)/Cached - Similar

National Gallery of Art

[www.nga.gov](http://www.nga.gov)/Cached - Similar

## **Business & Social Media**

Harvard Business Review  
<http://blogs.hbr.org>

Mashable  
<http://mashable.com>

The Chris Voss Show  
<http://thechrisvossshow.com>

Entrepreneur  
<http://www.entrepreneur.com>

Expo Guide  
<http://www.expo-guide.com>

International Chamber of Commerce  
<http://www.iccwbo.org>

American Marketing Association  
<http://www.marketingpower.com>

Canadian Marketing Association  
<http://www.the-cma.org>

**Here are some sources where you can sign up to be an affiliate publisher:**

Commission Junction  
<http://www.cj.com>

Amazon

<https://affiliate-program.amazon.com>

LinkShare

<http://www.linkshare.com>

Google Affiliate Network

<http://www.google.com/ads/affiliatenetwork>

## **Writing, Publishing and Copyright Information**

Writers Digest

<http://www.writersdigest.com>

US Copyright Office

<http://www.copyright.gov>

Library of Commerce

<http://www.loc.gov/index.html>

Library and Archives Canada

<http://www.collectionscanada.gc.ca>

**Government websites also provide information about new programs, important dates, and events that your connections may find valuable and helpful:**

NASA

<http://www.nasa.gov>

US Census Bureau  
<http://www.usitc.gov>

US Customs and Border Protection Service  
<http://www.cbp.gov>

US Small Business Administration  
<http://www.sba.gov>

America.gov - Engaging the world  
<http://www.america.gov/world.html>

Canada Business  
<http://www.canadabusiness.ca>

BC Stats  
<http://www.bcstats.gov.bc.ca>

Canadian Statistics  
<http://www.statcan.gc.ca>

Canadian Offices Abroad  
<http://www.international.gc.ca/ciw-cdm/embassies-ambassades.aspx>

Canadian Revenue Agency  
<http://www.cra-arc.gc.ca>

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## **APPENDIX C: SHARE & CONNECT**

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Health Motivator

<https://www.facebook.com/healthmotivator>

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<http://www.facebook.com/importexportcoach>

Stop Bullying

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Adoressence

<https://www.facebook.com/Adoressence>

Good Gifter

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