

BRAND NEWS

'SOCIAL CLOSER'



REGULATION

CROWDFUND STARTUPS

The Jumpstart Our Business Startups (JOBS) Act allows entrepreneurs raise investment securities through the equity crowdfunding model. Like those who have found success crowdfunding creative projects,

CROWDFUNDING

JOBS ACT OF 2012

the Securities Exchange Commission created an exemption allowing registered Internet platforms to crowdfund too. Entrepreneurs can raise up to five million dollars in 12 months if their business meets the regulation

CAMPAIGN

SEC NEW RULES

crowdfunding criteria. [Check here](#) for the latest SEC update to regulation crowdfunding. Note: The SEC regulates equity crowdfunding communication and content. [Contact us](#) to help you with your communication criteria.



#SOCIALSELLING

As entrepreneurs, we do a lot of marketing. But sometimes we forget to sell. And as I've learned and written about in "[MARKETING ≠ SALES.](#)" Selling requires meeting with someone who wants to buy what you're selling --

SELLING TO FOLLOWERS

(#socialselling continued)—getting that thing in their hands, agreeing on the price, and delivering it.

In the 2015 film "Becoming Santa," hearing the lead character, a toymaker, say he knows he could sell a wooden dog pull-toy if he could get the toy in the kids' hands was an ah-ha moment. It's rare to see a creative entrepreneur so passionate about selling.

[Becoming Santa](#) (affiliate link)



FOLLOWERS \neq CUSTOMERS

DIGITAL MARKETING

Yet, the toymaker met with children who wouldn't put down their tablet PCs long enough to pick up anything else.

These focus group children had the final say on whether the manufacturer would greenlight this very low-tech toy. The toymaker was undeterred even though the thing in his way was a "yes."

Like the toymaker's old toy, marketing was an afterthought. In the past, salespeople knocked on doors.

"Get the
Toy in the
Kid's
Hands."

CONVERT FOLLOWERS TO CUSTOMERS

AND SELL!

Advertisers paid to broadcast their products to the masses. Today, we send an email and cold call for leads. With all the social media marketing tools available in the digital age, creative entrepreneurs behave as if social media followers are customers.

They could be, but here's how to tell if they are ready to buy.

Followers are leads. They may enjoy your content but may not see the value in your offering. If they do, they will inquire about your product. Then leads become prospects, i.e., potential customers.

Click link to read how to --

[Convert Followers to Customers](#)