

## **Monetize Your Gifts Masterclass Summary Sheet**

**Debbie Horovitch**

### **Google+ Hangout to Create Community, Grow Your Following & Be Seen As An Expert**

The Monetize Your Gifts LIVE Masterclass summary sheet series are my own personal highlights and observations I collected from each presenters talk. You very well may uncover others that resonate with you deeper as you listen to the accompanying MP3.

I've created a simple way for you to jot down your own observations, highlights and a-ha moments at the end of this report for your convenience. It's my Masterclass Intention Guide, as you listen to the replay make note of at least two or three things that stand out for you most and at least one action step you'll take in the next few days.

Thank you for participating in this program and investing in your business and your future ~ *Rodney Washington, Monetize Your Gifts LIVE Masterclass Host*

#### **Debbie's Key Highlights:**

Set up a Google+ Profile, you'll need this to run a Hangout.

There's a warm comfortable vibe and informal feeling about Google+ On Air Hangout and your audience will appreciate the "reality show" feel. Be yourself, people want to connect with you and your message not the glamour.

Just decide you're going to get started and find someone you want to have a conversation with connect them on Google+ and press the record button.

Allow your first attempts to be clunky and unpolished before you begin approaching major players

Check out Youtube videos to learn how to set up the the actual hangout or reach out to Debbie, she's provided her contact info inside her downloadable special report located inside the bonus gift.

Assume that there will be frustrations when you're first getting started and allow yourself to be ok with it.

If you own a computer and have an internet connection you have everything you need to get started, no additional software purchases are required. You can host a Hangout almost immediately.

Focus more on the relationships and worry less about the actual technology  
Your income is directly related to the value you bring to the table.

Move past the fear of being perfect, it doesn't have to be, remember, "reality" sells today

Take full advantage of the full power Google, not just the creation of your Hangout content, but the distribution power Google owned channels like Youtube, Google Keyword Tool to tag your hangout and have it found in the search engines and Google Checkout to process orders if you're selling your product or service.

### **3 Ways to Make Money from Your Hangout:**

1. Google hangouts can help you gain more exposure online and drive more traffic to your existing website or brick and mortar business quickly if you're using Google Places to be found.
2. Monetize the actual shows you produce by providing high quality content based on solving your audiences problems. Once you have established audience you can then approach businesses that may be interested in investing sponsor dollars to have their product or service seen by your audience.
3. Prove the viability of your Google+ On Air Hangout series by sharing audience growth and social proof. Provided you have the numbers, this puts you in a great position to offer your professional services to produce hangouts for other individuals or businesses.

Think interview or discussion based programming like ABC's "The View" for inspiration for producing your own shows. Ask yourself, What topics will I bring to the table? Who do I want to interview? What conversations would I like to have? What type of people would I like to have in my audience?

Make it your goal to create a regular show, monthly is a great goal to strive for

Connect with leaders and centers of influence in your industry and invite them to be a part of your Hangout as an interview or involved in the actual discussion group as an audience member.

### **Marketing Your Hangout:**

Social media is a great way to connect with and reach out to the people you want to connect with an invite to be on your show.

Once you get that first person of influence in your industry on a recorded show it will be much easier to attract future guests because people want to be positioned next to their peers. In addition, aligning yourself with centers of influence instantly boosts your credibility.

Invite the type of people you want to interview.

## 5 Steps to Success with Google Hangouts:

**Step 1:** Research and prepare, make it your goal that you're going to play to win. Find hangouts that excite you and you would want to participate in. Search '**Events**' within Google+ to find the hangouts you may want to check out

**Step 2:** Planning the Hangout, whose coming? What do want to name it? How will you promote it before and/or post event?

**Step 3:** Market the live hangout, don't assume you'll have a large audience when you first get started. Relationships grow organically. Tell people what you're doing and who you'd like to come and start inviting them.

View your Hangout like you're the host of a dinner party, make sure you're inviting the right guests that you know will connect well and create good conversation.

**Step 4:** Record your Hangout. Expect some technical challenges, try to have a sense of humor about it all.

**Step 5:** Promote your recorded show consistently, the question to ask yourself, "where can I share this?"

**Presenter Sessions:** In this section you find each presenters session topic, and the points they will cover. As you listen to the MP3 presentation you will have an opportunity to write down any highlights, a-ha moments and/or ideas that come up for you.

Finally, you will have an opportunity to state your intention and the specific actions you will take in the coming days, weeks etc to move forward.

**Debbie Horovitch: Google+ Hangout to Create Community, Grow Your Following & Be Seen As An Expert**

- *Why Google+ Hangouts is fast becoming the tool of choice for creating an authentic connection online*
- *Simple ways to set-up a hangout and be chatting with your fans, followers, readers and customers in a matter of minutes*
- *How to use a hangout to educate your market and lead them into working with you*

**What I learned from Debbie:**

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**Based on what I wrote I intend to take these specific actions:**

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Debbie has a very generous bonus to share with participants of the Masterclass program She's published an amazing special report: **Successfully Hosting Google+ Hangouts on Air For Your Business: 8 Tips To Remember** for free download! Please visit: <http://getpaidforyourcreativity.com/gifts> for details and claim your copy!