

# PART 3

## Taking Action!



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# Free Chapter 3.2

## 3.2 Becoming a centre of influence

To see good results from finding and engaging with leads and interacting with people in your network, you need to create a level of influence on G+ (and ideally outside too!). This means creating value for people beyond the products or services you provide, through helping and supporting others when needed, being an expert, and being a content provider.

Obviously if you already create great content elsewhere, you don't have to start from scratch.

The reason you need some level of influence in place before putting effort into building your network, is so that people can see what kind of content and reputation you have before committing to following and interacting with you. The more interesting and more meaningful this is to them, the more likely you are to be followed.

What you choose to do depends on your own style, tastes and interests, but you would benefit greatly by doing something that creates a level of influence within the network you build on G+.

In Part 1, I talked about establishing yourself as an expert or 'authority' on something, ideally related to your brand niche or industry. This means **creating your own original content and/or ideas** that you can share with people, as well as providing expert advice and suggestions

**to people** who need the help, at the right moments **based on your expertise**. This involves reading up, improving a skill or set of skills, and sharing what you learn via G+ (as well as, your blog, guest posts, article-writing, tweeting and so on).

Although focused, topic-based content is good, don't forget to include some personality and updates related to you as well, to bring something human to your stream and your brand presence on G+.

**Responding to queries and questions**, reaching out to people through sharing your own expertise and generally being helpful and active inside G+ are other elements to this, and one of the ways you build up a reputation for being a valuable expert.

Previously I talked about getting set up for 'content creation' as an authority, which prepared you for getting great content out to your G+ world, and was a precursor to taking action in this very section. This effectively was a means to add further 'beef', content and consistency to the updates you share through G+, as well as providing you with material to support your status as an expert on a particular area.

All these things contribute to you being a 'centre of influence' on G+, as long as you get it out there.

## 3.2.1 Post good content and build up a stream

Get your content out there by posting regularly and creating a bit of a stream of previous content and ideas. A great deal of content can be sourced from G+ itself, as I discussed in section 2.9, but aim to get a decent amount of your own original content as well as relevant and interesting stuff from around the web up there too. This can be taken from your blog, for example.

Interesting content re-shared from outside of G+ will also be valuable, and has the unique advantage of originating externally to G+.



Don't forget that there is a lot of value in sharing some content that is **not necessarily related to your industry**, but that would interest members of your key circles who follow you, like influencers and key prospects.

The content you post will depend on whether you are posting through your personal page or your brand page, so be aware of that. Brand pages need posts related to your brand and business as a minimum. How much more you add through them is up to you and the time you have.

The more you add, the more of a picture you are painting of yourself and your brand. You don't need to post like crazy, you just need it to be fairly regular.

An example of someone on G+ who posts great content regularly as an expert on his topic and engages with his network, is [Chris Pirillo](#), who calls himself '*Content Geek for Hire*'. He has a successful website, but brings his great, highly engaging video-based content over to G+.



My advice would be to post interesting updates when you can any time you have a moment, instead of allowing social media to eat into all your time. Try and get on G+ if you can for a few moments each day.

## Sharing content



To post new content, go to your 'Home' page and click in the box that says 'Share what's new' in your 'Stream' area. This will expand to allow you to write, add links, photos, videos and your location toos.



To have people click on your links more often, it's advisable that you add interesting content *before* the link. Also keep self-promotion to a minimum, prioritising content that would interest your target audience.

You can also make use of the drag and share feature, which allows you to physically drag links, photos, videos and other content straight into your share box in your 'Home' page.

### Stream

Stream

Public × Extended circles × your circles ×

+ Add more people

Share

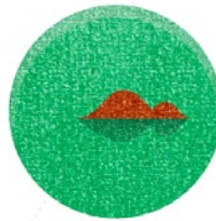
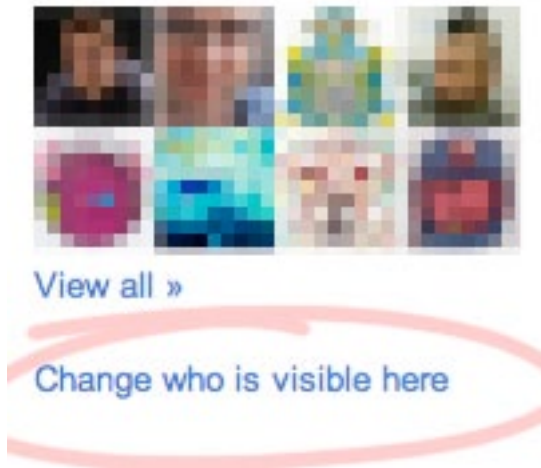
Underneath that box, you have the **choice of which circles you want to share** that particular update with. You could share to everyone, as is the setting in the above example, or you could choose to share with certain circles of people who might be more appropriate recipients of that share.

Once you have set up key circles in the next section, you can specify what content goes to which key groups.

For example, certain content might be more interesting to particular key influencers over potential clients, and this can be targeted through the sharing capability inside G+.

Through choosing to share with your ‘Extended Circles’, you are able to have your content **reach people who aren’t even in your immediate network of circles.**

These people will be connections of those that you are connected to, however. They will be able to see your content when they see the posts in your profile, though their visibility depends on whether the person you are connected to has made the secondary connection person visible on their own profile.



To add further circles, click on '+ Add more people' in your sharing content box, and you will be given some options that allow you to choose the circle to share to.

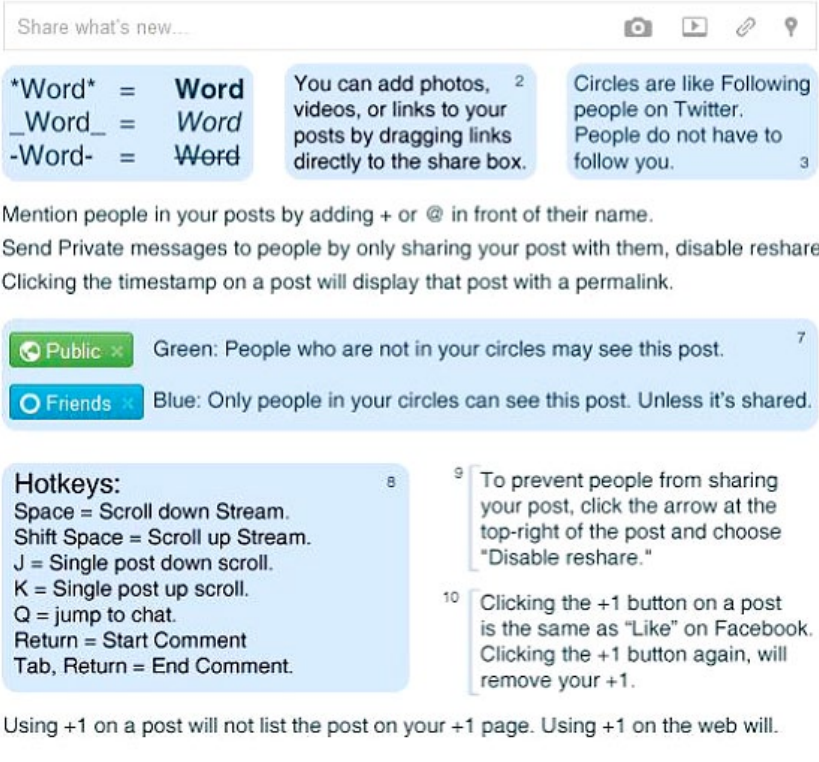
**Tip**

**Is your link fresh?**

If you choose to share a link, a useful tool for finding out whether that link is dated, or over-shared or not, you can enter the link at '[Is it old.com?](https://www.isitold.com/)'.

## Cheat Sheet

A useful set of commands you can give to enhance your content and your G+ experience is included in this 'cheat sheet':



Share what's new...

1 \*Word\* = **Word**  
\_Word\_ = *Word*  
-Word- = ~~Word~~

2 You can add photos, videos, or links to your posts by dragging links directly to the share box.

3 Circles are like Following people on Twitter. People do not have to follow you.

4 Mention people in your posts by adding + or @ in front of their name.

5 Send Private messages to people by only sharing your post with them, disable reshare.

6 Clicking the timestamp on a post will display that post with a permalink.

7 **Public** Green: People who are not in your circles may see this post.  
**Friends** Blue: Only people in your circles can see this post. Unless it's shared.

8 **Hotkeys:**  
Space = Scroll down Stream.  
Shift Space = Scroll up Stream.  
J = Single post down scroll.  
K = Single post up scroll.  
Q = jump to chat.  
Return = Start Comment  
Tab, Return = End Comment.

9 To prevent people from sharing your post, click the arrow at the top-right of the post and choose "Disable reshare."

10 Clicking the +1 button on a post is the same as "Like" on Facebook. Clicking the +1 button again, will remove your +1.

11 Using +1 on a post will not list the post on your +1 page. Using +1 on the web will.

## Direct notification in posts

One of the ways that you can reach out directly to existing contacts is by choosing to **notify specific circles or individuals** when you post important information or updates. This will send a notification directly to the recipients in that circle (a red number in your black Google bar). Keep in mind that you should use this option carefully, so that you are not flagged by the system as sending spam, and only use it for special and important updates that would concern a group or individual.



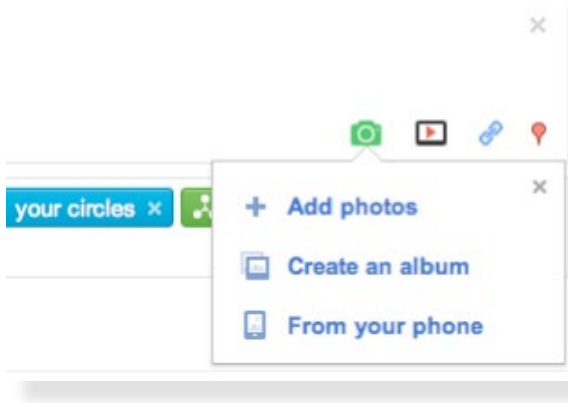
To notify circles of important updates, click a circle box and then 'Notify about this post' when you create a new update within your G+ account, as shown below:



Another way to share with individuals is to type in a name in the area below, or you can also **tag people** within the 'share box' by typing a '+' before a name.

## Share pictures

You can share pictures and albums too, by clicking and uploading via the green 'Add photos' button inside your post sharing box, or by going to your 'Photos' page and uploading new photos from there.



To share a picture album, you can click 'Share album' from inside the album and specify what circles to share with. You could share albums displaying your own work, or use them to collect interesting images that you have organized that others would enjoy as a set, such as this example of [curated animated gifs](#).

Have a look at the clever ways other big users of G+ are using its tools in creating interesting posts from scratch.

## Who are you sharing with?

Think carefully about who you are sharing content with. Remember that showing tact, as well as caring about your network and key circles is vital.



You can **lock re-sharing** if you wish a post to stay private between the circle/s you shared with and yourself, by disabling the re-share button. This is available in the drop down menu to the top right of your new post, by selecting 'Lock this post'.

The more content, updates, and ideas you share that remain consistent and have something to do with your brand and area of expertise, the more people that notice you and want to follow you.

## Value Your Audience's Attention

Really prioritise your audience's attention through the stuff you share on G+. **The more 'junk' you share, the less they will pay attention to you and your brand**, and the more your credibility will suffer.

As we've said, part of becoming a centre of influence is through sharing your expertise with others through engagement, and we'll be discussing more about that in the third part of this four-part strategy, coming up.

## Avoiding content-creation fatigue

Creating and sharing content, if done well, could almost be seen as a whole new job, and everyone is at risk of getting burnt out from the work involved. Make sure you have something of a schedule in place for adding posts, writing articles, sharing and engaging on G+. Decide on what days or what parts of the day will be spent focused on creating and/or sharing content in advance.

Secondly, be aware of the usual suggestions for avoiding fatigue when creating new things, including:

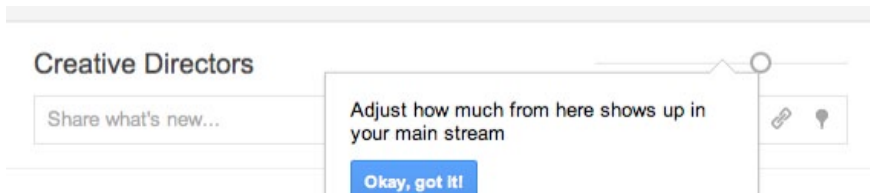
- Taking regular breaks away from your desk and going for walks.
- Changing your working environment occasionally.
- Drinking plenty of water - it's good for the brain.

## Too much content?

Adding too much content (even if good) could turn people away who start to get tired of the endless stream of updates you share.

Personally, I don't think this is a problem, unless you start appearing like a machine and less like a human!

G+ recently introduced a tool to allow you to adjust the amount of content that appears for each circle in your main stream, so people and yourself have control over the amount of content in this way anyway.



Let's now have a closer look at actually building your network...

**The full version of ‘The Freelancer’s Guide to Winning Incredible Clients through Google+ Mastery’, shows you:**

- Exactly what Google Plus is and why you need it
- How to get set up on it most effectively as a freelancer
- How to land bigger and better jobs
- How to massively stand out from what others are doing
- How to use it to build fruitful professional relationships
- How to make more money more regularly
- How to save time by laser-focusing your networking approach.



**If you are interested in purchasing the full step-by-step course on exactly how to use Google+ to win great projects and clients, you can [find out more here](#).**

# Thank You!

