

## Case Study

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# Maxim650.com

## Client/Company

I took advantage of an unplanned week off in February 2009 to meet a friend at a tea shop on a late Thursday morning. I was working on a side project (long since put on hold) at the time, and I talked to my friend about it. Henry (@balanon) listened to what I was doing then said, "You should be on Twitter." I created my account a few minutes later. I took a Twitter class at InSights Group a few days after that. I learned about "@-replies," RTs, #hashtags, how to connect my (non-smart) phone to my Twitter account, and how to use a few tools outside of Twitter.

## Business Objectives

- ◆ Leverage Social Networks
- ◆ Increase awareness in a new entrepreneurial endeavor
- ◆ Meet and connect with cool and interesting people

## Solution

- ◆ InSights Membership Subscription
- ◆ Classes, Training, Philosophy Discussions
- ◆ Mastermind Group Participation
- ◆ Brainstorming Sessions
- ◆ Collaboration

## Results

As of this writing (18 months after my first tweet), I follow 794 people and I have 1242 followers, but I don't measure success by these numbers.

Twitter has changed my life. No, I didn't gain 30,000 followers or become a millionaire, but my life is much richer for it. How? Here are some ways that engaging people on Twitter has directly enhanced my life:

- ◆ Attended scores of Tweetups, Meetups, Eatups, and assorted gatherings.
- ◆ I have seen at least five movies with a group of at least 5 or more other people.
- ◆ I went on two Photo Walks.
- ◆ Joined a couple of networking groups.
- ◆ Found several people who can help me with hard-core technical aspects of my fledgling business.
- ◆ Met a man who became my business coach for more than 6 months.
- ◆ Attended Karaoke 3 or 4 times. And I liked it.
- ◆ I found (and donated to) charities that I would not have known about otherwise.
- ◆ Had a Skype conversation with someone around the world. Olivia gave me advice and I gave her material for her blog.
- ◆ I found like-minded people to work on improving our sales skills.
- ◆ Tweeps (friends) have sent me funny stuff to make me laugh when I had a bad day.
- ◆ I have gone dancing.
- ◆ Adding Foursquare to Twitter helped me meet friends for an unexpected drink on three occasions.
- ◆ I have attended events at crowded bars and felt comfortable because I knew at least 20 of the people there.

