

## **Free Tele-Seminar Shows How to Get in the Social Media Fast Lane**

*Social Media expert William Buist will reveal his 60-minute Twitter and Facebook strategies for small businesses to access over 400 million potential customers, at the free-to-listen-to 'Lead Generation Insider Briefings' Tele-seminars on October 27th-30th, 2009.*

October 25, 2009 (FPRC) -- The social media are rapidly changing the way businesses need to market themselves. Many small businesses have been slow to adapt and are even frightened about how to use the new media. But the social media now represent a marketplace of over 400 million potential customers -- and accessing it effectively can be a lot simpler than most businesses believe...

"Generating business leads using the social media and on-line business networks is not difficult when you employ a clear strategy and you keep it all simple" says William Buist, founder of the Societal Web and Membership Manager of the leading business network Ecademy.

Buist has personally built prospect lists of over 35,000 in the last few years on Facebook, Twitter, LinkedIn and Ecademy and has been instrumental in Ecademy's recent rapid growth to over 400,000 members.

He is one of the Expert speakers at the 'Lead Generation Insider Briefings' tele-summit taking place on October 27th – 30th, when he will reveal his simple 60-minute-a-day strategy for generating thousands of dollars of business using the social media and business networks.

One of the keys to success, according to William, is understanding the new attitude that social media have brought to marketing. "Today, in order to receive, you first have to give", says William. "By helping my network to grow their businesses by giving referrals, a lot of new business comes back to me!"

William will guide tele-seminar listeners through the top pitfalls he sees people making with the social media and business networks, and will show them:

- \* How to easily profit from, and not be frightened by, the new approach
- \* How to build a clear lead generation strategy
- \* Which social media and business networks to use

Tele-summit host John Thornely says "Whenever I talk with William, he fires me up – he's just so full of know-how and enthusiasm."

John adds... "I'm really looking forward to welcoming listeners to the Tele-summit! We have 12 top lead-generation experts and they'll be sharing dozens of effective ways that any business can generate prospects using free and low-cost methods and tools!" Strategies to be revealed include how to get free press coverage, the social media, Twitter, Google, search engine optimisation, video and audio marketing, networking, outsourcing, and many other no-cost or low-cost methods.

About the 'Lead Generation Insider Briefings': The Lead Generation Insider Briefings tele-summit is free to listen to, using an ordinary telephone line, and runs from October 27th to 30th, 2009. Twelve lead generation experts will show entrepreneurs, marketers and owners of small businesses how they can use free tools and methods to generate leads. Further details are available at [www.success-webinars.com/leadgeneration](http://www.success-webinars.com/leadgeneration).

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