



CONNECTING  
ENGAGING  
EDUCATING

# ISMA CONNECTS

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## Are You a Social Media Giver... or a Social Media Taker?

There is an adage that says, "Do your giving while you are living so you are knowing where it's going."

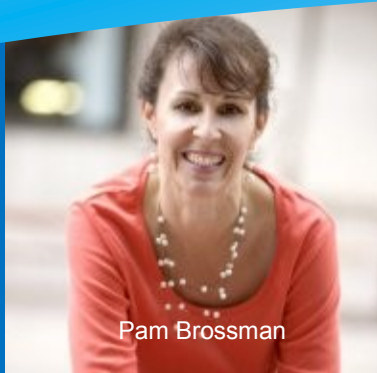
Makes sense, doesn't it? The idea that, "You can't take it with you," is plain-spoken, but profoundly accurate, and applies to more than your worldly wealth and possessions.

There was a time when knowledge could be hoarded and then sold or bartered, but that is just not true today. Hold onto your wisdom, keep your insights and knowledge under cloak, and you will quickly find that you are holding on to obsolescence.

Your knowledge and wisdom serves you best when you both **apply it** and **share it**. And social media affords you an excellent way to do both. As you focus on how much you can "get" from Social Media, don't forget to consider how much you can "give".

**Living life is about the legacy you leave. What will your legacy say about you?**

[Are You A Social Media Giver or a Social Media Taker?](#)



Pam Brossman

### TELESEMINAR

Tuesday, January 12, 2009, 2-3PM, EDT.

Join Mark Eldridge with special guest, Pam Brossman as she shares: **The Power of Video Marketing: Learn How to Explode Your Traffic, Build Your Brand & Boost Your Profits Without Breaking the Bank!**



## Learn How Easy Videos for Social Media Marketing Can Be

Despite 25 years in Corporate Communications, the birth of Pam Brossman's son Hunter, led her to the realization that the corporate life was no longer right for her.

Searching for a lifestyle change, Pam found herself in the world of internet marketing and fell in love with the ability to make money even while she slept, spent time with her son, and enjoyed the newfound balance in her life.

Five years later, and Pam is immersed in the cyber life. Together with husband, Steve, Pam teaches the power of social media tools.

Realizing that her own greatest successes were coming through video, (a medium about which she is passionate) Pam began teaching **entrepreneurs** how to connect with their audience using video and social marketing. **Her goal? To teach as many entrepreneurs as she can the easy way to share their message with the world.**

### Here's what this teleseminar covers:

- ✓ 3 easy and free strategies that will help you get on page 1 of Google and YouTube.
- ✓ 10 different ways to use video in your business to boost your results.
- ✓ 1 free tool that will give you maximum exposure at the push of a button.
- ✓ How to create videos without even being in front of the camera.
- ✓ How to create your own TV show for only \$75.

To learn more about this teleseminar, follow this link and register now:

[http://ismaconnects.org/events/event\\_details.asp?id=90561](http://ismaconnects.org/events/event_details.asp?id=90561)

## ModestNeeds.org Fills Small Needs in an Enormous Way

The organization's motto is, "Small Change. A World of Difference," and it communicates the message of ModestNeeds very well. In 2002, Keith Taylor began seeking ways that people could reach out to others who had modest but often life changing personal needs.

Through blogging, and other social media tools, Taylor's efforts have grown from a gift for one woman to more than two and a half million dollars either donated directly or through matching funds (this year alone) to bring about small but significant changes for others. Who gains the most, those people who receive money to fix the car they must drive to work, buy their child new eyeglasses, or pay a bill they cannot handle alone? Or is it the benefactors who make the effort to give (not just take); to pay it forward in life; and to savor the wellspring of positive personal emotions that one experiences by giving without an agenda solely for the benefit of another?

We are proud to recognize ModestNeeds.org as ISMA's non-profit cause of the month. To learn more about Modest Needs go to [www.modestneeds.org](http://www.modestneeds.org)