

Millionaire **INSIDERS**

A stylized black silhouette of a city skyline with three buildings of varying heights, each with a grid of white squares representing windows.

Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

Syed Balkhi is among those entrepreneurs who has his fingers dipped in various ventures. In his special part of Millionaire Insiders, he shares how to make the most of Google+, which is something that only a few really appreciate.



□ ADD PEOPLE TO YOUR CIRCLES

Syed recommends that one of the first things that you should do is add people to your circles that you want to get the information of so that you're engaging with them. If you like pets, then join a bunch of pet communities or pet sites. Whatever your thing is, follow those people so that you're talking with different people and different people are starting to follow you.

There are communities in Google+ which you can be a member of, depending on your interests. To go a little bit into how you can strategize there, make sure that your website has Google authorship. In the 'About' section of your profile, have yourself listed as a contributor to your website and on your website, preferably WordPress, you use WordPress SEO by Yoast plugin, and put the link to your Google+ profile there and then you are connected. Syed believes that Google+ helps SEO right now. He noticed that the sites that he has authorship with rank better. Some people haven't verified their authorship and they need to verify it.

TAKE ACTION NOW:

Set up your website for Google authorship.

□ TARGET COMMUNITIES

Syed advises to just be yourself in Google+. Whatever your likes and interests, just be you and engage. If you're coming out with an article, join other communities beforehand, so it's not like you joined just to post an article.

When you post an article link it up to people that might find it interesting. Then re-share it, which grows your engagement overall. It's also important to reply to every comment that comes to you from YouTube videos and your Google+ page.

Make sure that you also have one on one conversations with different people – your friends, industry experts, etc. Use hashtags, because Google also uses those. When you use hashtags, you'll be able to see which hashtags work, and you can use these to boost your presence.

TAKE ACTION NOW:

Join and start interacting with three new communities this week.

□ REACH OUT TO PEOPLE

Google+ makes it really easy to approach people. It allows you to use real e-mail because it's connected to their Gmail account. So if you want to get in touch with somebody and you don't know their e-mail but they're on Google+, chances are you're going to hit their inbox and be in their primary e-mail.

Click the +1s on the websites that you see! If you're active on Google+ and you post your link on Google+, the +1s that you get on Google+ also translate over to your website. Syed stresses that it doesn't take a lot of time to create a presence in Google+. Just add people to your circles, +1 and reply to their posts and post your own stuff.

TAKE ACTION NOW:

Reach out through google+ to make at least one new contact today.

FINAL THOUGHT

You may filter the messages that you may receive through the notification settings so you can only receive the posts you really want in your email, while the rest just show up in your notification bar.

If you don't have a wordpress blog, you have to tweak a little bit of code there. You have to add `rel=publisher` in your heading, but Google has a

whole page on how to do it. Or you can just hire someone on Fiverr or some other site which offers technical support.