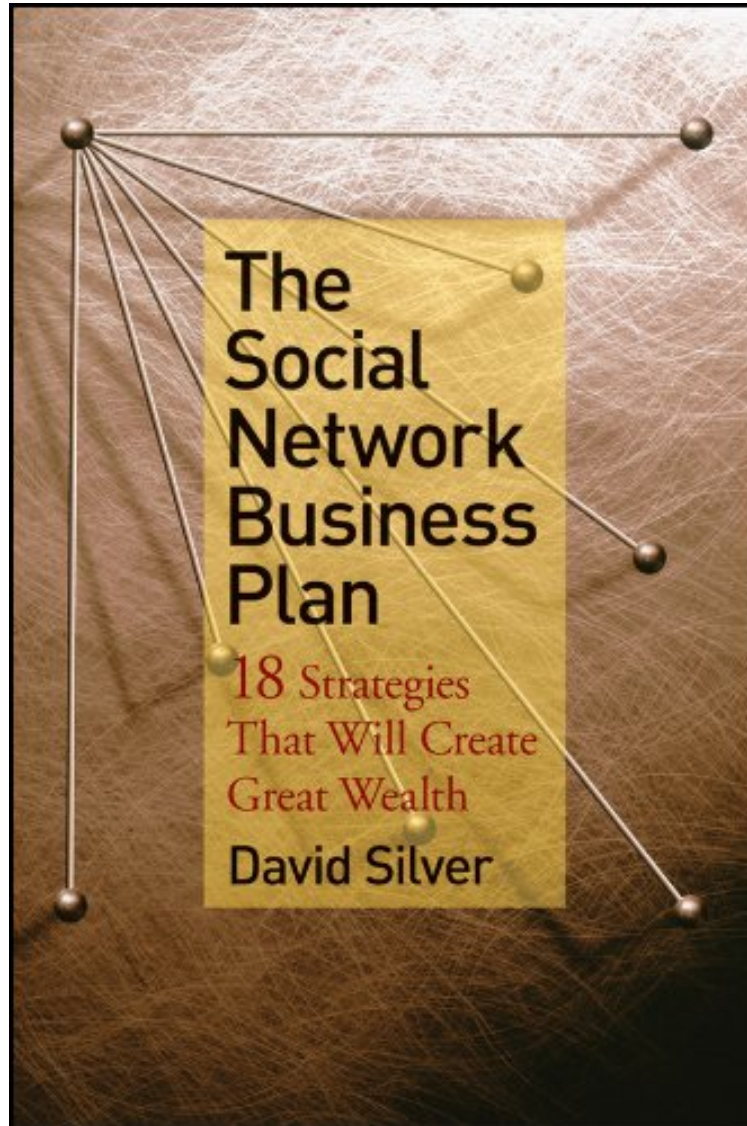


The Social Network Business Plan: 18 Strategies That Will Create Great Wealth

David Silver

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David Silver : The Social Network Business Plan: 18 Strategies That Will Create Great Wealth before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Social Network Business Plan: 18 Strategies That Will Create Great Wealth:

2 of 2 people found the following review helpful. Very limited in scope, almost like a half-baked business plan By Tomas A. Maly The entirety of this book seems to be a tout of one of the author's business ideas.... that you can create communities where people talk about stuff (ie products) and then sell "anonymized" conversations to the

manufacturers/vendors. It seems like one of those middle-of-the-night 'a-ha' venture ideas, but I fail to see how it would ignite into something worthwhile. Mind you I just skimmed the book, but it sounds flimsy. Now having this book (assuming you get it used on) may prove useful because it may highlight some of the psychology of social networking (coincidentally), something that may be useful for those who want to take advantage of word-of-mouth and online relationships/communities to launch/expand their business. It's like the author went down a checklist of the possible revenue options: A) sell a service, B) sell a product, C) sell online information, D) give something for free and show advertising, etc etc....I would argue that even if you go to the lengths of creating a community around some product, ie 'Coca-cola lovers', or whatever, the manufacturers/vendors aren't going to jump for joy, exactly, when you present them with a bunch of data. All that information needs to be analyzed and put into a quantifiable way so they know what to do about it all. Maybe, if you're lucky, you could pass as a consultant to one of the major brands, and even then you're susceptible to discrimination based upon your proven credibility. If you're just some schmoe, they won't care. Even then, the larger the brand, the less it matters to really listen to the customer because they go the brute force marketing of expensive television or super bowl ads rather than through relationships or giving customers what they want. Major manufacturers of products are aimed at a maximum profit and in many cases it means environmental or health or consumer shortcuts. With the toxic stuff they put in food or plastics or what not. The customer does NOT know what's best for them, in their eyes. I'm just saying that 'anonymized conversions' are just not terribly valuable, and even if they were, how many "Coca-cola lovers" community sites could there be before the market gets congested? At most there would be a couple dozen sites for the major brand names, and past that it's just unsustainable. To be honest, anything focusing on exclusivity or value by sheer focus is hardly sustainable and susceptible to competitiveness and eventually economic volatility. When you think of social networking, you normally think of online relationships and how you can use your likeability in your favor. THAT would be sustainable/scalable. You still have to spend the effort to build the community, which means getting LOTS of people to go out of their way to your website, and that probably would take years if ever. People are finicky online. They don't just google some product they just bought and click on all the sites talking about them and start raving (or ranting) about it. They have very specific forums they go to. , facebook, the manufacturer, etc. I don't see how you can magically create a thriving community of people sharing words about a product. Where's the value to them in spending their time bothering? What's in it for them, as a customer, unless their experience is something extreme, ie raving or ranting? At least on a place like , that's a credible source for product reviews. There are online communities popping up left and right, congested, just as advertising is congested. People wouldn't bother with something until there is enough social proof that the community is established, and has some value. That's why getting a community or fanbase established is so hard. There has to be a real good reason (strong value) for them to bother. 1 of 1 people found the following review helpful. Move Over Little Mermaid - It's a Whole New World! By Rich T. Just finished David Silver's "The Social Network Business Plan" and now find myself completely shifting direction on the current project I am working on. It's clear that David has spent a great deal of time contemplating the rapid changes that are currently occurring in the world of sales and advertising, and he has come up with methods and strategies that create revenues where none existed before. In today's environment, where money is tight and the future is uncertain, the place where the most loyal and repetitive customers will originate from are online communities. You see it now in so many different ways - in fantasy football ("which QB should I start?"), in software ("what's the best way to convert my video to an iMovie?"), in products ("which diapers don't leak?") - it's the trust that is inherent in true online communities that allow the questioner to feel confident in the answer, and then to act on that answer. By building a trust-based community, today's entrepreneur has a head start on revenue generation that simply can't be achieved by corporate sites. If you have a website or are thinking of building one (which basically means everybody) then you've got to read this book. It's your roadmap to the "whole new world" of recommender networks! 0 of 0 people found the following review helpful. Unexpectedly Inspirational By Gordon Simmons This book should come with pages printed on the left side only so the reader can easily jot down all the notes she will want to take while reading. That's how this book works. Not only does it give its reader highly useful information, but David Silver's passion about social networks so clearly shines through he stimulates ideas you never even knew you had. One might expect a book about a business plan to be quite stiff. What you will find is very much the opposite. The explanation of 18 wealth creating strategies and detailed descriptions of exactly how a social network can become not only profitable but socially and ethically significant are fascinating; the grandiosity of Silver's vision is infectious. But do not mistake grandiosity for absurdity. Silver's vision is completely plausible, and, in fact, is already happening around us. I recommend you grab a pen and notebook before you start to read. You're going to have a lot of great ideas. Don't hesitate. Write them down as you go. There are also several websites mentioned throughout the book. Write them down as you encounter them, and visit soon after you've read. The things Mr. Silver is talking about in the book are REAL, happening now. Viewing these sites bolstered my confidence. If these guys can do it, so can I! I bought the book because I have my own social network and want to make it a profitable venture. When I told a friend about the idea, he said it was great, and then asked me: "How are you going to make any money?" That's the question I asked myself. I would continue my group forever without pay because I so strongly believe in my vision. But, having said that, I do want to make money, and I

appreciated the fact that the book deals with this issue in the very first chapter. As you read through the 18 revenue strategies, you'll begin to see how each could fit into your own network, and that is exciting. The best thing that Mr. Silver does is to help you understand how your idea can be viable. The detailed descriptions about how his hypothetical Social Networks would work helped me solidify the vision of my own. In short, the book helps you make your vision real. Yes, you may be small now, having only a couple dozen members, and that's why this book is so important. It helps you understand that you are on the leading edge of something great, and it inspires you to become even more grandiose in your dream without ever being absurd. I found Chapter 8 to be very inspirational, and encouraging. Silver spends a fair amount of time describing the entrepreneur in such a way that he makes you feel nearly heroic for taking on the task. But it's not just hot air. You can tell he truly believes in what he writes. I expected solid, well-researched, detailed information about creating a Social Network Business plan, and I got what I expected. What I didn't expect was for the book to be inspirational. If you want to be in this business, I can't imagine not having this book at your side.

All of us know that users of the Web do not read advertisements on the websites we visit, yet the online communities are emerging as the next great media rely solely on this method to produce revenue. In *The Social Network Business Plan*, social network expert, David Silver presents and explains 18 cutting-edge methods to create revenue for social network websites--none of which are advertising. He also predicts the demise of seemingly successful online communities such as MySpace and Facebook that rely on advertising as non-sustainable modalities. Silver describes and explains that in the future new products and services will be introduced, talked about, rated, reviewed and recommended - or killed - by online communities. One example of the 18 new revenue channels that online communities are adopting is the sale to vendors of anonymized conversations of the community members concerning those vendors' products or services. Another example is online communities who partner with the internet providers to receive payment when a particular online community's information is downloaded using that provider's service. The other sixteen revenue channels are equally head-turning! Silver is the only angel investor, operating down where the rubber meets the road, who is investing in online communities in their infancy, and writing about which ones will win and which ones will fail.

From the Inside Flap Do you read the advertisements that appear on the social networking web sites you visit? Neither does anyone else! So, why do such hugely successful online communities as MySpace and Facebook rely solely on advertising to produce revenue and how long can they survive? Isn't there any other way for online communities to make money? Actually, there are eighteen other ways! In *The Social Network Business Plan*, venture capital guru and Smart Start-Ups author David Silver reveals eighteen cutting-edge methods for generating income from social networking web sites--none of which involve advertising, and all of which really work. Silver's premise is simple: There is a lot of money to be made by getting smart people talking about something that has commercial value and then selling their anonymized conversations to vendors. He goes on to reveal how all parties benefit from these arrangements, who gets paid and how much, how you get these smart people to start talking, and why vendors will pay to overhear these conversations. At the core of each winning business model is the recommender online community, arguably the most powerful and disruptive force to emerge in the information age. These groups have already begun shaking up the advertising, marketing, sales, and public relations industries, and their influence is growing. Social networks are having a tectonic effect on several industries by shifting the power from the producer to the customer, or what is known as oligopsony power. Any savvy entrepreneur or investor who wants to get a jump on this emerging trend needs to understand the power of these groups and discover ways to tap it. This revolutionary guide helps you do just that. You'll discover how to: Create an elegant online recommender community Demonstrate your community's value to vendors Make your enterprise a substitute for all the others Operate multiple online recommender communities Inspire passion and loyalty in your communities Maximize your selling price Online recommender communities are more than nice little businesses; they are poised to start filling Fortune 500 slots very, very soon. Read *The Social Network Business Plan*, and get in on the action before it's too late.

From the Back Cover Praise for *The Social Network Business Plan* "As the leading provider of 'white label' social networks, we use David's book as a conceptual blueprint for designing revenue applications into our software. We agree completely that traditional advertising is dead and social advertising is the future. David's book gives you a blueprint for succeeding in the future." --Bob Crull, founder and CEO, OneSite.com "Online communities win when they figure out ways to collaborate with their fans to create products that can be produced and sold with mutual benefits. David Silver simply and clearly explains how social networks can do this. You'll also learn how this helps companies stay lean by generating cash through multiple channels. This is how great ideas turn small companies into fast selling companies." --Patrick Dillon, cofounder and President, CollarFree.com "I've started, built, and sold several web app companies, but social networks have web app companies beat. They cost less than \$500,000 to launch, and if you get decent revenue growth, social networks can be sold for twenty times trailing revenues or more. No new industry has ever had these two characteristics that I'm aware of. David explains how to bring in revenue quickly through up to

eighteen novel revenue channels. It's a good read." mdash;Robin D. Richards, founder and CEO, Notification Technologies, Inc. "For anyone interested in developing, building, and operating a social network, you need David Silver's book as a flight instruction manual. David brings his wealth of experience in online marketing, technology, and finance to you through the pages of this essential book." mdash;Eric Targan, founder and CEO, BTC Interactive, "the Internet's first viral marketer"About the AuthorDavid Silver is the Pied Piper of social networks, having funded more than a dozen of them, including on-site.com, iboats.com, and collarfree.com, and has consulted for pensiongovernance.com and many others. Before the social networks wave crashed onto his shore, David provided the early stage capital for ActMedia, Cognition Technologies, Frontier Telecommunications, Intelepeer, TIE/communications, and Victor Kiam's LBO of Remington Brands, among more than 600 other entrepreneurial companies.