

# Sokule - Better Than Twitter

(At Least From A Marketers Perspective)



<http://Sokule.com/williec>

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# The Interview:

**Willie Crawford:** Hi everyone. This is Willie Crawford and I'd like to welcome to another episode of Willie Crawford: Teaches Real Internet Marketing.

Tonight's episode focuses on one of the fastest growing online phenomenon, that's social networking and I'll be talking with the creators of one of the newest, fastest growing social networking sites.

Unless you've been living under a rock for the past year you have to have noticed the amazing growth of the micro -blogger platform Twitter. Even Larry King, major corporations, politicians, and celebrities all use Twitter for communicating, for getting their message out there.

And tonight I'm joined by Jane Mark and Phil Basten and they're the creators of Sokule, which is a platform that in many ways reminds me of Twitter, but it's designed with built-in monetization for its members and there are a lot of other differences that we'll be discussing that causes me to describe it in my newsletter editorials and such as "Twitter on steroids."

So as we get into the show I do hope to maybe be able to open the lines up to questions and we've got a chat room going where you can type your questions and comments right into the chat room if you want to, but you can also call in at (347) 215-8784 and we'll try to get to some of the callers and/or questions and comments in the chat room, but I do want to let Phil and Jane make sure we do a good job explaining Sokule too. So with that out of the way Phil and Jane welcome to the show.

**Jane Mark:** Thank you Willie. Jane Mark here and there is my Aussie partner.

**Phil Basten:** Hi Willie. Pleased to be here and hi everyone.

**Willie Crawford:** And I've known you guys for years through JV Alert and things like that, but for our listeners who may not all know who you are why don't you first tell them just a little about yourself, whatever you care to share?

**Jane Mark:** Okay well, we really started as JPE Advertising and we've been online for 10 years together basically building lists and scripts and mailers for mailing scripts and so we do a lot of work with advertising, getting traffic to people's sites and Phil is the creative genius behind this. I have nothing to do with this. I'm the business person.

**Phil Basten:** Jane, yeah. Jane is the business background and I come from an advertising background, which was Ogilvy and Mather and Leo Burnett and you know most of the big agencies, so that is how we sort of transformed into the online business that we have today.

**Willie Crawford:** Excellent, excellent and as we get into our discussion of Sokule if our listeners want to check it out what URL should they visit or follow along from? We can send them over to one of your pages. That's fine.

**Jane Mark:** Okay, we have a new one now that we did just for you Willie. It's <http://www.sokule.com/myseminar/williec>

**Willie Crawford:** Seminar/williec and is that all lowercase?

**Jane Mark:** Yeah.

**Phil Basten:** Yeah.

**Willie Crawford:** Okay, I noted that into the chat room, but it's [www.sokule.com/myseminar/williec](http://www.sokule.com/myseminar/williec) and if the folks over there anyone notices a problem with that please let me know, but otherwise you can follow along as we discuss what is going on here.

**Jane Mark:** Right and I just want to mention that if any of... It's much easier if people are signed up. You can sign up free now. You can worry about the rest of it later, but on this follow along page it says, "Sign up under Willie Crawford here." So you can do that right now because some of the people listening Willie may not actually be Sokule members and it's a heck of a lot easier if they can sign up and know what we're talking about.

**Phil Basten:** Yeah and we also send them straight to your post it page, so they can see all of the little tricky bits that you can do.

**Willie Crawford:** Okay and I noticed when I first registered months ago that there is two pages actually. One is an affiliate page that we give out to people so they can register or just send people straight to sign up with that, and then there is a postit page and that is what... I guess it's equivalent to someone's Twitter landing page.

**Jane Mark:** That's right.

**Phil Basten:** That's right, but we... What we've found is that we're using that particular page and a lot of top marketers are using that page as a training page because they can show people physically exactly what they're doing with their page and now their own members can be doing exactly the same thing.

**Willie Crawford:** Excellent, excellent.

**Jane Mark:** And also people can... The interesting thing about Sokule is that you can send people to either page and they can sign up under that person, so they can go to your main page, which would be:

<http://Sokule.com/williec>

which is the sales page and the reason I'm mentioning this is because later on I know we're going to talk about making money, so there are two affiliate pages really that people can go to, which is your main page or this postit

page that we did that's on this follow along page and either way people can sign up.

**Willie Crawford:** Okay and some people we told them that they should go ahead and sign up now and I encourage that. There is a link in the box at the bottom and there is several different levels of membership, but the one level and probably the one most people sign up initially at is the free level.

You get a lot of benefits there, but we'll get into the benefits of the other levels later on, but I do encourage you to go ahead and sign up. It's, I mean you're already on the social networking sites and this is just another social networking site except it lets you treat it really like another one of your own websites. This is you guy's baby. Why don't we discuss how Sokule is different from Twitter? Why don't we start there?

**Jane Mark:** Well it looks very much and it feels like Twitter and we did that on purpose so that people would feel comfortable at the site and know what to do when they got there, but it really is completely different than Twitter.

What we really set out to do was three things.

One, about two years ago Phil and I said to each other email is getting so difficult to get through and we have big, big lists and we found like ten years ago we were getting 90% through and then 60% through and then 20% through sometimes, so we were looking for, in the first instance, a way for people to communicate without going through email and we were developing software.

And Phil was doing all this creative genius stuff and we said why are we knocking our heads against the wall? Twitter actually presented a format where you could communicate with people in an instant way and not be blocked my email, so that was really one of the... our main goals in saying okay, what can we do now because we want to provide advertising space for

people, not just ways to say my mother is feeling great and today I walked my dogs.

I love Twitter Willie as I know you do, but we took a look at it from a business standpoint and said there are other ways to do a Twitter type site where people could actually have a business presence on the net and then we also said why the heck shouldn't we pay people and have an affiliate program because as you know Twitter has all of these applications, but many of them you need to pay for.

We said let's put all of the best applications in one place and we'll give some of them for free and that's great, just like Twitter does, but we are going to charge for other more sophisticated let's say, applications and then we're going to pay our members commissions. So we really took a look at Twitter and Phil do you want to take it up from there?

**Phil Basten:** Yeah.

**Jane Mark:** And said we need to go in a different direction.

**Phil Basten:** Yeah, we basically said to ourselves that Twitter is a terrific concept. I mean it's very easy to use. It's very easy to communicate with one another. It's very easy to get people to follow you, but why haven't they monetized this? Why haven't they made it possible for if I'm going to bring a lot of people to Twitter and I'm going to build up a thing you know where you got thirty or forty thousand followers why shouldn't I get paid for bringing them to Twitter?

So we decided that when you bring them to Sokule that's exactly what we're going to do when they upgrade. So that was one thing that we considered.

The second thing we considered is as Jane said was the email issue and the fact that you could direct message, which would go into an online inbox exactly like you've got with Twitter, but also go to the email address and that you could not only do that one at a time, but if you were a paying

member you could do that to everyone who is following you. That also added an attraction and we heard back from some...

**Jane Mark:** \*\*\*\* let me just interrupt for a minute. You have to remember Willie we're list builders, so when people are bringing people in and we call them trackers, not followers at Sokule. When they're bringing people to a site we wanted to give them a way, more than one way to reach them.

One way was posting of course and the other way was to direct squeak all, so if you have let's say 500 trackers at Sokule you don't have to go individually to squeak to them. You can blast them all. I shouldn't use that word. That's a terrible word. Jane, be quiet. Anyway, you can reach them all and it can also go into their email box, so it is like building your own list and being able to contact that list in more than one way.

**Willie Crawford:** Yeah, over on Twitter I'm often saying that your followers are not a list, but in many ways over on Sokule they are a list in that you are allowed, unlike the restrictions Twitter places on you, you developed a platform that is marketer friendly and so you actually encourage people to use it for marketing, subtle marketing and I know that one of the things built in it is when people configure their account they get to select niches basically three different categories of interest and so presumably people that follow them will be interested in one of those categories and so they'll be interested in the things that you're talking to them about.

**Jane Mark:** That is one of the most critical parts of Sokule is that when you sign up you do have to pick three categories of interest and the way I use it successfully is to go and I search in a category and for example I'm really interested in music and so I would go and search on the category music and track every single one of the people who have listed music as their category and by the way, you can track them all at one time. You don't have to sit there and go track, track, track, track. If you want to follow all the musicians of Sokule you just hit one track all button and they're all...

and you're tracking all of them. Now what does that do for you Willie? Most of the time or much of the time I should say when you track a person and they say so and so just started to track me they'll often track you back.

**Willie Crawford:** Okay and for the Twitter-ers on here tracking is the same as following, so you're saying I could search through the database, find all the people that are interested in music and basically follow them all with just a click of the button.

**Jane Mark:** That's exactly right. Now it does take a little time to load, maybe a minute if there is you know like pages and pages of them, but you can do it all in one hit and you have your... You're now following all the musicians or all the real estate people or whatever your particular interest is, marketing, business opps, whatever it is.

**Willie Crawford:** Wow, that's powerful. That's powerful.

**Jane Mark:** Right, we really like that too. I mean our idea is to get a community together that's actually interested in looking at what somebody is posting. It's doesn't... You don't have to have 40,000 trackers at Sokule. What you need are people who are really... If you have 100 trackers who are interested in what you have to say and what you're selling you're far better off than if you have a million people that are gotten by... What was that program I just tried Phil?

**Phil Basten:** Tweet Spinner or something.

Jane Mark: No, no, Tweet Large, right? Do you know that one Willie?

**Willie Crawford:** No, I don't. I know Tweet Spinner, but.

**Jane Mark:** Oh, my God. You can go and just put your Twitter thing in and they just send you followers. I mean it's ridiculous. I wanted to try it out because I sort of thought it was ridiculous, so there I was with four or five hundred new followers at Twitter who don't know me from you know

and Adam and so that's not what we're trying to accomplish at Sokule. We really want you to get your message in front of warm prospects.

**Willie Crawford:** Okay, excellent, excellent. I like that. I like the fact that it is like with many social networking platforms it's an online community and so it makes perfect sense for me... to me for you to be able to connect with other people with similar interests and if they don't want to be tracked they don't have to track you back or whatever, so it's really cool.

**Phil Basten:** It works the same as Twitter in terms of that type of you know track back mentality in the sense that it works on the law of reciprocity you know I do something for you and maybe down the track somewhere you'll do something for me.

**Willie Crawford:** Okay, it makes perfect sense.

**Jane Mark:** Now wait a minute.

I just want to.... because you were asking why is it different than Twitter and this is really where I think it has its greatest power, which is that when you post at Sokule it posts instantly on Twitter, so you actually never have to go to your Twitter account again and it also posts on 15 other, right now, on 15 other social network sites at the same time and it's going to be 40.

At the end of this week we're adding Facebook and MySpace, so all the big ones will be in there, but we also have blog ones like Blogger and WordPress, so that when your message goes out and you post at Sokule it pings the blogs, which is really the way you want to advertise the web blogs and it's really the way you want to get your message out on the Net.

**Willie Crawford:** Now I like that and I want to expand on that just a bit. I know our friend NicheProf, Dr. Ryan Capps talks about economy of action, talking about post in one place and having it show up you know dozens of places and I used tools such as Ping.fm for that previously, but I won't have to do that anymore if I can do it all at Sokule, but for the people

who are thinking well I don't want to post every message on Twitter or whatever you have to actually check a box before doing that right?

**Jane Mark:** Absolutely. Yes, there is a box that says update when you make your post and if you check that it's going to post on Twitter. Now and there is another section where all the other 15 sites are right now and they'll be 40 in there and you can if you wanted to post on all 15 at once you go in there and check a box that says update.

**Phil Basten:** But you have to enter your information into those different things.

**Willie Crawford:** Right, you have to register to each of those sites before you can interface with it.

**Jane Mark:** Right, that's why we're not putting 40 in people's faces all at once. We don't want everybody to get overwhelmed. I mean for me it's I like to register in about two a day and but once you register and you put your information in there you're set.

And it is... It's different than some of the other things out there that let you post on many sites because we have something in there called sokwall, which where you can post a very long article or message. This is not for free members. I should mention that, but if you're a paying member you can post anything you want, as long as you want it to be. You can post a video with it or graphic with it and it will shorten itself. I don't know if I'm saying that right Phil, but what it...

**Phil Basten:** Yeah, it will take the first... basically the first section of the message, like for Twitter it will take the first 120 characters, then it will provide a short and a bit.ly URL, which is bit l-y URL and that URL will track back to your original post on sokwall.

**Willie Crawford:** And I've seen that because I've used it, and, say I've posted say a full article on sokwall and it showed on my main page, the one

that most of my followers will see, but it's just a little blurb and then they can click to read the whole thing, but that little blurb would then also show up on the other sites that we posted to?

**Phil Basten:** That's correct.

**Jane Mark:** Right, on all of them. Now I should mention Willie just tonight on the night that you and I and Phil are talking we decided that because of all the... It's growing so fast and when people were posting on 15 sites instantly if those sites were loading slowly it was killing us, so right now tonight you can post instantly on Twitter and tomorrow... and then we're putting the rest on cron and what that means is it will just be a two or three minute delay, but it will save the server an enormous amount of...

**Phil Basten:** One of the things that members were having was when they were posting it was taking anything over a minute and it shouldn't have been taking any longer than ten seconds. By putting it on the cron it means that the server will then interface with those other ones even if they're slow.

**Willie Crawford:** Right, right and for the non-techie types who don't understand cron jobs it basically cues up the job so that it's not using all the server resources at once so it doesn't crash the site.

**Jane Mark:** \*\*\*\* telling your listeners tonight that if they go in and sign up and they try the posting it will post instantly on Twitter and tomorrow all of the other ones will be back working, but we took them off just for today so our programmers could switch them over to this technical word cron, but it will be a matter of two or three minutes delay and that's it. So to me that's pretty instant. If you can get a message out it's pretty instant.

**Willie Crawford:** Yeah, it is. It is. Now we mentioned actually that there is several different levels of membership. Do you want to explain those briefly?

**Jane Mark:** Phil, do you?

**Phil Basten:** Yeah, as we said you can sign up as a free member. A lot of people are doing that just to go in and see what's available. They're testing out what they can use. Right now they're doing their posting. They're starting to build their list.

Later on some of them will go, "Hey, this is pretty good." "I'm going to upgrade because I'm getting upgrades under me and I could be earning higher commissions by upgrading." So that's benefit number one. When you've got a higher membership you earn more money if people upgrade under you. Like for instance, on a monthly membership I think it's 30%. On the yearly membership it's 35%. On the founder membership it's 40%.

**Jane Mark:** 50%.

**Phil Basten:** 50%. Sorry, 50%. So I mean it just keeps on increasing on that particular thing. The first level is the monthly membership. Now that gives people basic functions like being able to... And I built this one specifically for Jane because she is a lousy speller, really lousy. I mean she is always making errors. She types faster than she can think.

**Willie Crawford:** I do too.

**Phil Basten:** She is constantly you know there is these little errors. Well I made a little thing in Sokule that she could go in and actually edit her post. Now I couldn't help her when it landed on Twitter. That had to stay as the ugly you know misspelled word, but on Sokule she can look like a professional because she can go in and edit it after she is done, so that was one thing.

And then we had the ability to put up five live links on your webpage because one thing I'd noticed when I went to some of the top marketers on Twitter, they had these backgrounds which showed their photo and links to

these other websites, but none of them were clickable and nobody is going to type those into a URL or a browser or very few people, so we figured that what we would do is we'd put an overlay on Sokule so that people could have live links to other websites that they promote.

The second... There was a thing where we... You know they wanted to share the networks that they... some of the networks that they're on like Facebook and whatever, so they can put in their Facebook stuff. What's the other one that we've got there?

**Jane Mark:** They can post longer posts.

**Phil Basten:** Fifty, yeah... 500 characters.

Jane Mark: Right. This is a basic... We're talking about a basic \$9.95 per month membership, which is really... I don't know about in Florida Willie, but in New York that's about a cup of coffee and a half. That's what you can buy with \$9.95.

**Willie Crawford:** It's about the same at the local Starbucks here.

**Jane Mark:** That's right. We tried to make this very affordable for people, so we gave them basic things that they can do like the live links and adding media links and editing and posting longer posts, but and then they can do add-ons, which we really find sort of interesting.

For example, we feel it's very important to auto welcome your trackers. That is the first impression that you make with them, so for \$2.00 a month more or \$11.95 a month if you chose that you can customize your own auto welcome letter and it goes to anyone who tracks you and for me I pay 30...

At Twitter I go to social \*\*\*\* and I pay \$30.00 a month to auto... only... That's basically all I use there at least for now and I paid to do that, to auto welcome my Twitter followers because I feel that that's really critical and you don't hit them with ads and all that stuff, but you make them feel

welcome and it's your first impression to people, so we put that in and if people wanted sokwall, to use sokwall, which I think is very important. I think that's \$5.00 a month. I don't have it in front of me.

So in other words somebody can come in at \$9.95 and try that out and later on they can add other functions as they get familiar with Sokule. If they want to add videos to their site, which you can do, that's \$5.00 a month. So they can really customize the site.

**Phil Basten:** It's like going to the supermarket and getting a shopping basket and just buying the stuff that you want. You don't have to buy a whole basketful of stuff that you know for 30 bucks. You can just buy what you want.

**Jane Mark:** Right and...

**Willie Crawford:** But each level of membership comes with more things bundled.

**Jane Mark:** Right. Now I think I mean if the truth be known that's not the way I would approach this. We did that so that people could afford to get into this and setup and professional looking site. Business presence I call it, on the Net.

You'll do much better if you take the silver membership, which is an annual membership for \$247 or the gold or founder's, which are one is a three year and one is...

The founders are special memberships, so if we have time I'll tell you about them later. But for example, with the silver membership you get every application that we add during this year, during the whole year or any year that you're a silver member into Sokule and we have actually Willie, two years of applications on the drawing board, so if you try to do that as a monthly member you're going to find that eventually you're going to be way up in price if you're going to pick this one and that one. As a silver member

you just get them all right from the get-go, so you can use any application that is in there now and I think that's a much better deal frankly.

**Willie Crawford:** I do too.

**Jane Mark:** I mean I just you know I think we priced it at \$247 and it's for the whole year and you really do end up better and you do earn higher commissions because those commissions are actually at 35% and then the gold ones you get 40% and the founding members get to split it with us, 50%.

**Willie Crawford:** And what I appreciate though is that I'm over on Twitter and I'm a member of probably six or seven different sites, some that you know auto tweet or tweet later for me because you know when I'm in the air, or when I'm at places where I can't be at a computer, maybe I want to send out a message at a certain time, so I pay fees for those and I pay fees to auto welcome members. I pay fees for a lot of things and I don't... and it's worth it, but with Sokule it's all bundled.

**Jane Mark:** By the way, you can schedule squeaks in Sokule, just what you mentioned, if people are away and that's why I like the sliver membership at least. You can add that on. I think that's \$3 a month. I just don't have...

**Phil Basten:** \$5 a month.

**Jane Mark:** \$5 a month, okay. But you can schedule 25 posts ahead of time for anytime, any day you want and that comes with the membership or...

**Willie Crawford:** And I should point out also that sites like Twitter don't encourage you to use those types of tools heavily and they'll actually penalize you for doing that, but this site is designed to be marketer friendly, so you're actually encouraged to DM all or direct message all your followers

at times. You can do it I think once every three days depending on your membership.

**Jane Mark:** That's right.

**Willie Crawford:** You don't abuse it, but it's... The membership is... The site is structured such that it encourages marketers to do things that marketers do as long as they respect the other members.

**Phil Basten:** Absolutely. One of the things that we sort of teach our people to do is that you know there is an old thing that I heard many, many years, which I've already remembered and that is that we tend to buy more readily from people with whom we feel a relationship is developing.

**Willie Crawford:** Right.

**Phil Basten:** So what we encourage people to do is not to use the you know direct squeak everyone just to post ads out because you're going to get people that say I've had enough of this and they'll block you. You don't want that to happen.

You want to keep building your list of followers that are in harmony with what you're doing. You know they have a synergy or an interest in what you're doing.

So what we tell them to do is treat them as your own private list, help these people succeed. You start to do that with them and all of the sudden you're going to find that they're going to buy a lot of stuff from you because they trust you.

**Jane Mark:** I think that's critical you know and one of the things Willie that you'll probably find interesting. I mean obviously we're in the advertising business. We have very large lists. We advertise to those lists.

Sokule has never seen an advertisement from me and never will. What I do, I do send out a mailing everyday to Sokule members, but I am teaching them some aspect of Sokule and how to use it. So it's really even for me Willie it's a breath of fresh air because you know we're all marketers and I'm sure when many people have their own lists and whatever and we advertise to them.

Sokule is my, I call them the gentle giant. This is a very special site. It's designed for you to setup a real professional looking presence on the Net and so Sokule members are going to get every ounce of my ability to teach and in fact we have many, many training tapes, short little training tapes on each application. You will hear my New York accent all over the place in Sokule, but we don't use it to promote other programs.

We really want to make it so that you guys can use it to promote your programs and that's what it's there for.

**Willie Crawford:** When I look at the site I actually see it as, since I am a business person, I see it as another one of my business websites. I mean it is a social networking site, but it is also like you said your business presence on the Web.

**Phil Basten:** That's exactly right.

**Jane Mark:** Right and that is the main, main function of this site, for people to setup on their post t page a bio that really represents them, links where they really want to send people. I do videos on my post it page, which is very effective if you want to... You know whatever program you're promoting if you want to do a short video of that or any video you can post that right up on your postit page and people will see that and it really says somebody has given some time and effort to explain who they are, why they're on the Net and what you can gain from them.

And of course you do that through your posts as well, which contributes to the site, but take a look at Willie's site and you can see if you're watching

the follow along; if you go to that site you'll see that Willie has setup a very nice looking site. I mean people would want to come back to it and that's the point.

**Willie Crawford:** Yeah and I've mentioned in a lot of emails and posts to the social networks that Sokule is almost like a monetized version of Twitter, so why don't we talk about the monetization for a minute or two if you will. I know that when I configured mine there was this place to plug in my ClickBank ID, so we're pulling in ads from products from ClickBank related to the categories we selected, correct?

**Phil Basten:** Yeah.

**Jane Mark:** That's right. That's right.

**Phil Basten:** And that's a really neat little idea too. It's one that actually our programmers came up with, so I can't take credit for that one, but they said well okay, you want to put ClickBank on there and you want people to have a sort of a passive income stream where they could make sales when somebody sees a ClickBank ad and they like it and they click on it and go through and buy without having to do anything and we've seen this working on some of our other sites, but they said well why don't you look at the categories that people have chosen and actually look for ClickBank products within that sort of category range and see if you can pull those into that particular site, so it's site specific, content specific.

**Jane Mark:** Right, which we... I mean it makes sense to us that if somebody is coming to somebody who is selling ebooks for example online that they would, if they're looking around, they would be more interested in ClickBank products that are ebooks about whatever.

**Phil Basten:** Or reports or whatever.

**Jane Mark:** Right, then they would you know so something on...

**Phil Basten:** Fax paper.

**Jane Mark:** Right, thank you. Fax paper, that's right. Now that... Is there always a 100% match? No, because you've picked three categories, right?

**Willie Crawford:** Right.

**Jane Mark:** And we've given you five places to put... five items that come up, so they don't always match perfectly, but it's an interesting idea. Even if you get two or three products that kind of fit with your whole business presence we feel it was... It's really worth doing that.

**Willie Crawford:** Now there is... The site is also monetized in other ways. I know there is an affiliate program, right?

**Phil Basten:** That's right.

**Jane Mark:** Right and that certainly is an important thing and if people talk about... you know either advertise it or talk to friends or whatever they... which way they want to advertise Sokule, people may sign up free in the beginning, although it's converting pretty high and we still have Willie, a 14% conversion rate, even after a month, which I think is enormously high and people are going after both the monthly and the silver and even the \$1,299 founding memberships, which are very limited, so people are grabbing them.

So yes, there is part of the way you monetize... it's monetized is by the affiliate program and there are some people who frankly don't want to use the site necessarily for their own business presence because they're not really selling a lot of things on the Net, but they want to make money by commissions and so we pay every week by the way. We pay on Fridays and if you want to you can get Friday paycheck from us if you advertise Sokule because you are going to get conversions on this site.

**Willie Crawford:** And they actually have the choice of a paycheck of PayPal or...

**Jane Mark:** Alert Pay.

**Willie Crawford:** Alert Pay.

**Jane Mark:** Right, at the moment. We'll probably be adding other things too because we have a big international audience.

I got a call from a newspaper in France. I almost fell off the seat. Wanting to know about Sokule, so we're very international and we will be incorporating other pay plans.

But I want to tell you where I think the... when you say monetized to me that is one part of it, the other part is sending people to your postit page and let's say you're advertising... What's the latest? GVO, right? Okay, that's the latest craze on the Net. If you have your GVO link up there and maybe a video or graphic even, even just the logo of GVO up there and you post about GVO you have a... And then you're going to hit all these other social networking sites when you post.

You're going to have a real business presence to make money through whatever program you want to and to me that is where the real money is going to be made on Sokule is the ability to setup your own page selling whatever your own business is and getting it posted all over the Net. What do you call it, economy of what?

**Willie Crawford:** Economy of action.

**Jane Mark:** Thank you. That's a great phrase. I've got to remember that Willie.

**Willie Crawford:** Time savings.

**Jane Mark:** And so that is really the other way you can use Sokule and make money from it.

**Willie Crawford:** Excellent, excellent. Let's see now. I had a few more questions, but let me see what they're saying over in the chat room. I know a number of people are setting up and they're wondering if they setup their categories now can they go back later and change them.

**Jane Mark:** Absolutely, yes. If they just go to I think it's settings.

**Phil Basten:** Settings, yeah.

**Jane Mark:** Right, it's settings and they'll see that they can change that category anytime.

**Willie Crawford:** And another category question was one person said they didn't see a legal category. I imagine the categories are growing or whatever, but there are quite a few aren't they?

**Jane Mark:** I'm making a note. I like that. I don't think... I think that's right. I don't think we do have legal. It will be done.

**Willie Crawford:** Excellent, excellent. Okay, we've already mentioned the ability to... The terminology is different, but to direct message all followers, so it really is like a... more like a list.

**Jane Mark:** You know what we didn't talk about Willie? My favorite application in there, it's called sokens, s-o-k-e-n-s and what is, is we know that people, many people don't have a lot of lists or contacts and we want you to be able to get trackers fast and the way you do that is when you sign up depending on your level or membership, you can come in with... I'm not sure of the number, but I think it's 200 sokens for free members and 300 for bronze and it goes up. When you sign up you'll see in your account how many sokens you have and sokens are really just coins of the realm where you can bribe, purchase, I don't know what you want to call it.

**Phil Basten:** Encourage.

**Jane Mark:** Encourage, thank you.

**Phil Basten:** Entice.

**Jane Mark:** Entice by making an offer of your sokens, so for example if you have 500... And you can earn sokens by the way. You can buy them if you don't want to read people's posts or read posts you can buy sokens, but more people earn sokens and here is the way you earn sokens, two ways. You can read people's posts and if you like them you rate them one to five and when you do that you earn a certain amount. It's random. It's anywhere from what, 20 to 100 or...?

**Phil Basten:** Yeah.

**Jane Mark:** Right, so you read somebody's post. You like it. You give it a five star and bingo, pops in anywhere from 20 to 100 sokens right then and there. The other way you earn sokens is that you offer them and people track you and when... How does that work Phil because I'm getting it confused?

**Phil Basten:** Okay, let's say. Yeah, yeah, let's say that I want to actually track some people or I want to offer sokens for people to track me, so I might offer 250 sokens for everybody that tracks me and let's say I'm a newbie. I don't have a list. I don't have people, the ability to bring in people and get people under me by signing them up, so I'm going to buy the trackers to start me off.

So I would bid a certain amount of sokens for this particular thing.

Now let's say I've got a job and I don't have a lot of time on my hands, so I'm going to buy the sokens. I'm not going to take the time to earn them because I just don't have that sort of time on my hands, so I'll go buy them

and then I'll put these in there and people will come along and they'll say okay, I can earn those sokens by following this person.

**Jane Mark:** Right and there is a place where you make an offer. Let's say it's 250 sokens for somebody to track you and then when people log in to their member's area they can go to claim sokens and they'll see a list of people who are offering sokens who they're not already tracking and they just hit track and instantly 250 of the tracking... Phil. 250 of sokens go into their account, so now they have those sokens to offer and to keep getting more trackers. I

t's a very... First of all, it's great fun. I do it every day and Willie I snuck something in on you. You probably don't even know this, but I offered some sokens on your behalf, so Willie may be up there at the top of the list right now and he probably doesn't even know it. But that is a very good way to build trackers because not everybody can go out and get a lot of them.

**Phil Basten:** It's also fun too because one of the things that we've noticed as we've been traveling around looking at different things is that people love to have fun when they're marketing and we wanted to make it a... Being a community, we wanted to make it a fun environment so that they would actually get into sort of the soken bidding wars together.

**Jane Mark:** Right, so you'll see people in the members' area and one day they'll be offering 400 sokens and the next day somebody sneaks ahead of them and offers 450 because they want to be at the top of the list because the first 25 highest soken offer-ers I guess you call them, show on the front page, so that is where everybody initially looks. Now that doesn't mean...

You can also offer 25 sokens and many, many people do that. That doesn't mean you won't be tracked because once people go through those top 25 the others keep appearing and eventually people will track you even if you're offering 10 sokens, so anybody can play. Let's put it that way, but obviously you want to earn enough sokens, which doesn't take very much time.

**Willie Crawford:** The tokens are basically a currency used to buy followers. Can they be used for other things at this point?

**Phil Basten:** Not at the moment, but we're working on that.

**Jane Mark:** Right, we have some ideas. Let's put it that way. We have some ideas on the drawing board.

**Willie Crawford:** Okay and I imagined you were. That's why I asked. Now we talked already about the fact that you can display up to five URLs based on your membership and those are basically ads displayed on your homepage. Certain other levels of membership like the founder's level actually lets you enter founder's ads, right and so there is a lot of different...

**Jane Mark:** That's right. If you're a founders... Do we have time Willie? You have to tell me what the time is.

**Willie Crawford:** We've got 18 minutes remaining.

**Phil Basten:** Okay.

**Jane Mark:** Okay, because the founding membership really has some special features to it and if your listeners... if any of them can swing this you really should do it.

First of all, there are only 1,500 that are ever, ever going to be sold and Sokule is really getting a name around the Net, so they are limited.

We are selling, since we just launched really about four weeks ago, we're selling the first 500 at a discounted price.

They are going way up because people are very interested in them. We've already sold 238 out of 500 in a month and you know it's not inexpensive. They're \$1,299 at the discounted price, but what you get for that is a

permanent business listing right in the members' area. It's for founders only. You get two big nice text ads that rotate and right in the members' area, so people are in the members' area all the time, so it's a great spot.

**Willie Crawford:** I think in terms of Sokule someday being millions of members and I look at some of this as you know I look at corporate sponsorship and so it's going to be huge and you know because it does encourage businesses to conduct business right there on the site unlike Twitter you know.

**Jane Mark:** Right, that's why people are looking at this and grabbing them.

Now you get other things.

Clearly you get a 50% commission on every sale, so that is a big benefit right there.

You get a founding members seal, which is very nice to look at right now, but it's also going to be clickable in about two or three weeks and what it's going to click through to is actually a detailed explanation on the founding memberships, so that our founding members have an ability to resell the founding memberships and therefore make big chunks of commission.

The most interesting part of it to me actually is that Phil and I are developing I guess you'd call them adjunct sites to Sokule. Our founding... which will all have affiliate programs with them and one of them will probably be out like mid November. Our founding members will all get 48 hours early notice on those, so they go to town on any new... These are not applications now. These are really outside programs that we're developing that are related to Sokule, but are not part of Sokule, so they will be affiliate programs and our founding members will get first notice, get them out to their lists and they'll be able to be the ones cleaning up on whatever we develop as adjunct programs to this site.

**Willie Crawford:** Okay and I know that a lot of applications are already built in to the platform, but you also are going to have it setup so that outside developers can offer applications eventually too, correct?

**Jane Mark:** Absolutely.

**Phil Basten:** Absolutely.

**Willie Crawford:** Will that be restricted to the membership or can any developer?

**Jane Mark:** No, we're going to take ideas from...

**Phil Basten:** Anywhere.

**Jane Mark:** Anywhere, right, but we're going to be selective about you know what can happen at Sokule because we really do want to keep this a very business oriented community.

**Phil Basten:** And the applications would have to add something to Sokule.

**Jane Mark:** Right.

**Willie Crawford:** Okay. Now for people who aren't members... Well for people who are members what should they be doing now to position themselves to get ahead of that wave? We know that there is going to be a huge influx of members, so what should our new members or people who join tonight be doing to just get ready for it you know?

**Jane Mark:** Well I really feel that if... Let's approach it from two areas.  
T

he first is if you can afford a founding membership you need to grab this. Willie is right. Phil and I know this. We know we have a tiger by the tail here. Everyone who has looked at this site has loved it. I mean they really

see the benefit of it and so if you can grab that you are really in a good position and I'll tell you what else you get.

You get, I forgot to mention this part of the founding membership that you get I think it's 350 sokens, 350,000 sokens, so you're also in a very nice position to get a... to build a list and build it fast because you can offer those sokens virtually forever or at least for a very long time if you've got... banked 350,000 sokens.

Now if you can't swing that you certainly should take up the silver membership because for Willie we're offering 175,000 for the people who are on this call and sign up through Willie's link, so that also... I think the sokens you know it sounds like fun and games and everything. It's really much more than fun and games. It really is a way to build a list fast, so I think it's important.

You're certainly welcome to join free. We love you all, but you're not going to get the real benefit of these applications that are already in there.

Silver members will. You can use all the applications you just don't get some of the other founding membership benefits, but other members you know you're not going to get as much money on commissions and this thing is really taking off Willie. So it's very hard to sit here and blow our own horn. I don't like to do that, but it is a very exciting site and we urge you when you...

If you sign up free there is no one-time offers. You will see one-time offers. They're not going anywhere though. You can go in and play around at the site and you can upgrade in the members' area and so what we're telling you is go in, get your feet on the ground, but if you can grab one of these founding memberships you're really in a good position.

**Phil Basten:** Yeah, I mean if people are signing up just to be able to communicate with each other and have a bit of fun online then that's fine,

just sign up free, but if you really want to establish like you've done with your site Willie, a business presence online, a place that you can send people to and you can funnel them all into this one section then you really got to think about these upgraded memberships simply so that you can get to use all of the tools that are at your disposal.

**Willie Crawford:** And I've been in email marketing since 1996 and like you guys pointed out there was a time when if you had a large database and you sent out an email you made lots of sales and all the emails went through, but with all the filters today you send an email out, and at times you wonder if anyone got it just because, I mean a really enticing email and they don't always get through because of all the... depending on when you send it and where you send it from, what server and everything the deliverability is really horrible and so.

**Jane Mark:** It's terrible. It's terrible and that was really what led us to put this site together because we see this happening and we know that people are going to be really stuck in marketing if they're not using other means of communicating with people, so this is the really a perfect vehicle to do it with.

**Willie Crawford:** And you really are building a targeted list on the platform of people who are interested in your area because you select the category that you're interested in and you know people can... like you said they can search the database and find other people interested in that category and then follow them.

**Jane Mark:** Absolutely, absolutely and that's going to... as we grow that's going to just continue to grow and grow and so you are going to be able to build what we call warm prospects. That's who you want to talk to. You don't really want to talk to the gal next door who is making flowers unless you're into flower making, which I love, but you know it's silly to talk to people about golf if they're interested in tennis.

**Willie Crawford:** Right and yet if you are interested in flowers I imagine if it's not a category that it someday will if enough people request it.

**Phil Basten:** It should be.

**Jane Mark:** Oh my, God Willie I'm making a list here and I'm checking it twice.

**Phil Basten:** That's why we \*\*\*\* like you.

**Willie Crawford:** You will get to connect with other people interested in flowers or golf or quilting or marketing you know or...

**Jane Mark:** Or recipes. I bet we don't have a category recipes. Do you think we should have one - recipes?

**Willie Crawford:** I think that there will be lots of people who are... It is a social networking site and so I think while people conduct business on there that there will be people who will sell recipes even from the site.

**Jane Mark:** Absolutely. You know and now I'm really... You know this is great. We're getting ideas for this. And by the way, we have a thing on Sokule. It says send a suggestion in and people don't think... I don't know why, but we actually really do respond to people. We love members. We like the people we work with and if you send us a suggestion we actually take it seriously and our members do this all the time. The reason why the founding members seal on the founder's page is going to be clickable is because one of our members sent it in I said wow, that's a great idea. So by only...

**Phil Basten:** We actually did something with the what we call Sokule lingo, which is a little section on the side where you can go and learn Sokule speak so that you know what you're talking and when people say you know did you squeak today, people don't go away thinking that they need oiling.

**Willie Crawford:** Right.

**Phil Basten:** So we did a thing on that and we got some wonderful suggestions in and what we decided to do was put it to the membership to see which ones they liked, so we ran a survey and we'll do that with good ideas. If people send us in ideas we're going to put those ideas to the membership and see what the members want.

**Willie Crawford:** Now we're down to about six minutes to go. I want to make sure that we cover all the things that you think are important about the platform, things you think people should know just because I don't necessarily know all the right questions to ask and even though I've been looking at the platform for I guess about four months you guys have been at it a lot longer so any features, any benefits that I haven't touched on?

**Jane Mark:** We have things that are coming in.

**Phil Basten:** There is one thing in particular and this ties in with what you were talking about establishing this real business presence on the Web that is going to just blow people away and that is... That is taking a little longer than I wanted it to, but it's almost done and that is that every time you post on Sokule it is going to ping the web blogs all right, and when those web blogs get that ping from Sokule to say that there is fresh content on the Web it's going to take them straight back to your postit page where they can see that new content.

Now that has in terms of link-backs huge potential because that means that the search engines are going to be... They constantly browse the web blogs looking for this new content and when they see that Sokule, oh, new posting, new posting, new posting, new posting, fresh content, they're... Sokule is going to get a lot of traffic to each individual member's postit page.

**Willie Crawford:** And each individual member is really free to post almost anything to their post it page as long as it's not offensive or you know illegal.

**Jane Mark:** Right. We have the offensive words blocked out.

**Phil Basten:** We have a trigger.

**Jane Mark:** Yeah, we have a trigger, so if you start posting offensive words you're probably going to get kicked because it is a business community and we really want to keep it that way. Now other thing Willie, that I was going to mention is you will be able to post from your... from Sokule to your mobile... from your mobile phone to Sokule and Sokule...

**Phil Basten:** Yes, that is being worked on now.

**Jane Mark:** Right.

**Willie Crawford:** Excellent.

**Jane Mark:** \*\*\*\* through your cell phone, so that's coming. What I'm saying is we have a lot of stuff on the drawing board. Right now what we're wanting to finish up is really the posting on the 40 social networks, so that is going to take a little bit of time, maybe two, three more weeks, but then after that we have project after project and that's why I'm encouraging people to get involved at a little bit higher level because all of those come in free for you, so you never have to worry you know Sokule added a new application or I'm always telling people what it is and doing a training on it and that kind of stuff, but you get it free and silver and above will get all of those applications free.

So whatever mind man can dream up or women can dream up you will probably find it at Sokule one day and you'll be able to use it.

**Phil Basten:** Again, to give you a little taste or a little whet the appetite type thing when you use sokwall to write an article and you want to post that out it will not only go out on all these other little networks we're also looking at posting that or reposting that article to all the article directories as well.

**Willie Crawford:** Right, right. I saw that was on the drawing board and so you quite literally will have Sokule as your one stop place to go to make a post and have it appear across other social networking sites, across web blogs, and even article directories and so.

**Phil Basten:** Absolutely.

**Jane Mark:** We call it your one stop advertising site. I mean if you want it in a nutshell that's really what it is and you'll be able to advertise your business from one place and imagine the time Willie, that you can save if you can go to one place and get your message out in that broad a spectrum. That's what we're... where we're going and we're there, we're partially there now and we will be growing and growing and growing because it's really gotten a lot of good PR. Let's put it that way.

**Phil Basten:** You know assuming our programmers sort of hold together. I mean we're driving them nuts at the moment.

**Jane Mark:** That's right.

**Willie Crawford:** Now we're down to two minutes to go and I know there will be people who were on the call or who will listen to the recording in the archives. Five minutes after the show ends the MP3 is available and I'm also going to have it transcribed, so there will be people who have questions. Where should they go to ask those questions? I guess they could come to me and ask me questions since I'm a member.

**Jane Mark:** No, we have a contact thing, a support desk right on the site. Please use it. They are welcome to use it. We do answer it within

usually 24 hours, at the most 48, but it's usually 24 and it's usually faster than that, so they can come right to us and we're happy to answer anything.

**Willie Crawford:** And with a minute to go I do want to encourage anyone listening to this to go ahead and sign up.

If you buy... If you get one of the paid memberships like the silver membership you get a lot more benefits, a lot more capability to advertise to your followers, but if you don't feel inclined to pay for a membership a free membership still lets you get into the social networking site. It lets you post anything you want, your promotions for your businesses and so it is quite literally another website in your network, your arsenal of websites to promote your business and it also does let you build an email list right on the site that you don't have to worry about getting through all the filters. You're building quite literally a list that you're free to advertise to.

**Jane Mark:** And also if I can add one thing Willie. The 175,000 tokens for the silver membership is really for them to sign up under your... to sign up under you. This is a special bonus we did for this show, so I think people should know that so that they take advantage of it because it's not part of the usual silver membership.

**Willie Crawford:** Excellent, excellent. I feel special.

**Jane Mark:** Well you are special. That's why we did it.

**Willie Crawford:** And with about only five seconds to go I'd like to thank you two for joining me on this show tonight. I do encourage people to go ahead and sign up. We are out of time and so I wish Phil safe travels as he is going to Australia for a short while and I look forward to seeing the site just grow and grow and grow and I look forward to it becoming one of the primary tools in my marketing arsenal. That's for sure.

**Jane Mark:** Thanks Willie. We enjoyed this. Talk to you soon.

**Willie Crawford:** Okay, take care.

**Jane Mark:** Bye.

**Phil Basten:** Bye, bye.

**Willie Crawford:** Bye.

**Note: You can register for Sokule now  
at: <http://Sokule.com/williec>**