

Glossary of Terms for Teleseminar Secrets™

Audio Postcard (n.): a digital communication e-mail with voice embedded which is sent once or at preset time intervals for a number of weeks.

Audio Testimonial (n.): an audio recorded message declaring the person's expertise, competence, character, and a recommendation to use the product or service.

Autoresponder (n.): a computer program that automatically answers e-mail sent to it. Autoresponders are utilized as e-mail marketing tools to instantly provide information to their potential customers, and then follow-up with them at preset time intervals.

Blog (n.): a website (“web log”) where posted entries (article, stories, news releases) are written in chronological order and displayed in reverse chronological order.

Bridge Line (n.): a conference call service for listeners to get live Teleseminar access.

Call to Action (n.): a tested and measured time in a 40 minute presentation when you ask the potential customer to make a buying decision.

Case Study (n.): a business or marketing story that identifies a success or failure from which students can learn (e.g. “Case Method” teaching at Harvard University)

Cold Call (v.): to call by telephone prospective clients who have not consented to an interaction with you, and who could reject you.

Database (n.): a formalized collection of records or data that is stored in a computer.

Domain (n.): a name of the website you purchase for a set period of time.

Ethical Bribe (n.): a teaser, something valuable to them which you give potential customers for free, as an incentive to give you their name and primary e-mail address.

FAQ Call (n.): a call specifically to answer frequently asked questions.

Fax Broadcast (v.): to send instantaneously a customized fax message that matches the needs of your recipients to hundreds or thousand of fax numbers.

Highly-Responsive Database (n.): a pool of e-mail addresses which allow marketers to target or get direct access to specific buyers.

Joint Venture (n.): an uncommitted relationship formed between two or more parties to undertake business activity together. The parties agree to create a new entity by both contributing equity, and they share in the revenues, expenses, and control.

Leverage (v.): measurable “output” in business; maximum productivity with minimum effort.

List (n.): a structured pool of opt-in names and e-mail addresses in a database. The goal is to create a highly responsive database, a revenue generating machine, which is quality rather than quantity.

Monetize (v.): to repurpose the promise of your book, to create new products, to follow a step by step process to turn your website into a money-making machine.

Opt-in (v.): to agree to receive information via email. To send email messages to those who haven't “opted in” is called “spamming,” which is against the law.

Outsourcing (v.): to hire others to do the time consuming, detailed work, such as website design, presentation skills coaching, or setting up a blog.

Productivity (n.): measurable “output” in business; maximum results in minimum time.

Repurposing (v.): to recreate in another format or product. The hard cover book is redesigned as a compact disk or a soft cover book or eBook.

Response (n.): a signal from a prospect or customer who has taken action by “opting-in” or buying a product for a “direct response” marketing offer.

Signature Story (n.): a personal story. You are recounting an event and telling a story that impacted your life. It is powerful, universal, unique to you, and clear.

Special Report (n.): a written, researched, in-depth study of a topic or subject.

Squeeze Page (n.): a web page on your website which is intended to get the name and e-mail address of visitors to the page.

Strategic Alliance (n.): a formal collaborative relationship created between two or more parties whose intention is to achieve agreed upon goals to meet a critical business need or immediate challenge while remaining independent organizations. In the cooperative endeavor each party has the expectation of mutual benefit.

Tell a Friend (n.): a word of mouth marketing tool button to be put on or next to the most interesting content on each page of your website. A referral adds real credibility to your message, which can convert a visitor into a customer.

Template (n.): a pattern or model used to create documents, a prototype.

Testimonial (n.): a written statement guaranteeing the quality or worth of a person’s character, conduct, competence, or excellence of a service or product.

Thank You Page (n.): a page that comes up after a purchase or sign up.

Traffic Source (n.): a strategy to get visitors to your website. It could be a blog, search engines, Directories, reciprocal links, article sites.

Transcription (n.): a repurposed, written product after a teleseminar has been recorded.

URL (n.): a registered domain or web site (“Uniform Resource Locator”)

Vendor (n.): an independent professional hired to do work (“outsourced”) and who excels, is competent, deadline sensitive, accountable, reliable, etc. for specific tasks.

Virtual Book Tour™ (n.): a teleseminar experience with a host interviewer and the talent, being the author, who responds to who, what, when, where, and how questions to opted in listeners on a free or fee based call. The goal is to sell more books faster, easier, and better than through brick and mortar bookstore signings.

Voice Broadcast (v.): to send instantly hundreds or thousands of interactive phone alerts, notifications etc. Price is based on 60 second phone call.

Web Pitch Page (n.): a registered domain such as AskBillClinton.com when your intention is to reach the gatekeeper of the celebrity or gain the celebrity’s attention.

Welcoming (v.): to ask each of the listeners to introduce himself or herself prior to the beginning of the teleseminar to the host and other participants on the call.

White Paper (n.): a special report or “consumer awareness guide” that captures, confirms and clarifies a specific position or solution which your product or service can remedy.



PUSH BUTTON INFLUENCE™
BROADCAST YOUR BRILLIANCE

The Ultimate New Media Influencer Glossary of Terms



Alex Mandossian



PUSH BUTTON INFLUENCE™
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Steve Olsher

Welcome to **The Ultimate New Media Influencer Glossary of Terms!**

To become a new media influencer, you must be able to speak, and understand, the language of this ever-evolving landscape. In new media land, it's hard to keep pace. With bleeding-edge social media networks, innovative software products, mind-blowing technology, powerful amplification tools and genre-specific distribution platforms cropping up nearly every day of the week, even seasoned new media influencers are bound to run into a term or acronym that leaves them puzzled.

To help you navigate this terrain, we've created **The Ultimate New Media Influencer Glossary of Terms**. Inside you will discover an exhaustive list, and definitions, of today's most popular new media influencer jargon. Refer to this guide whenever you need to brush up on your knowledge, understand something you've never heard of, or simply entertain your friends with your new media brilliance.

Though extensive, this document reflects merely the beginning of your education. As with any field that requires tactical expertise, you must continually keep your finger on the pulse of what's now, what's new and what's next by subscribing to industry-related newsletters, attending conferences and webinars and following your preferred new media icons.

Happy studying!

Alex & Steve

A

ADD THIS: AddThis is a web-tracking technology company that offers a wide range of social media and content tools—from responsive sharing buttons to custom follow buttons to recommended content plugins—designed to help increase engagement and earn more followers on social media.

AGGREGATOR: An aggregator is a person who collects related items of content and provides access to the findings.

ALL-IN PRINCIPLE: The all-in principle reflects a singular commitment to the attainment of a set goal or objective.

AMA: AMA is an acronym for “ask me anything,” which originated in a popular subreddit where users will use the term to prompt questions from other users. Since its inception, the term has gone on to be used in other online social settings.

ALGORITHM: An algorithm is a set of formulas developed for a computer to perform a certain function. This is important in the social sphere as the algorithms sites like Facebook and Google use are critical for developing content promotion strategies.

AMPLIFICATION: Amplification is the strategic increase of exposure for content, resulting from leveraging tools and software designed to effect widespread distribution.

APPLICATION PROGRAMMING INTERFACE (API): An API is a documented interface that allows one software application to interact with another application. An example of this is the Twitter API.

AVATAR: An avatar is an image or username that represents a person online, most often within forums and social networks.

B

BID-BASED PAY PER CLICK: Bid-based Pay Per Click is an auction whereby advertisers compete with each other to have their ad displayed by setting a maximum price they are willing to pay for each available click.

BITLY: Bitly is a free URL shortening service that provides statistics for the links users share online. Bitly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter.

BIO: Short for biography, a bio on social media refers to a short bit of explainer text that explains who the user is. On a website, it provides a longer, often very detailed, overview of the featured person.

BLAB: Blab is a social video app that allows up to four users to broadcast a live video ‘show’ from their mobile device or desktop. Viewers can engage with broadcasters, browse live or recent broadcasts and ‘follow’ others to receive notifications of their current activity.

BLOG: Blog is a word that was created from two words: “web log.” Blogs are usually maintained by an individual or a business with regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video. The word can also be used as a verb, meaning *to maintain or add content to a blog*.

BLOGGER: Blogger is a free blogging platform owned by Google that allows individuals and companies to host and publish a blog typically on a subdomain. Example: yourblogname.blogspot.com.

BLOG TALK RADIO: Blog Talk Radio is a free web application that allows users to host live online radio shows. It provides recordings of each episode and allows for both real-time chat and inbound callers through a dedicated phone number.

BLOGOSPHERE: The blogosphere is the collection of all internet websites which are, or relate to, blogs. The term implies that blogs exist together as a connected community or as a collection of connected communities in which authors write and publish their opinions.

BOARD READER: BoardReader is a free search engine that allows users to search for keywords only in posts and titles of online forums, a popular form of social networking.

BOOKMARKING: Bookmarking online follows the same idea of placing a bookmark in a physical publication, whereby the URL of specific website, post, product, etc. can be ‘saved’—allowing for one-click access at a later time. Bookmarks can be added to one’s browser or saved to various bookmarking services available, such as Pocket.

C

CANVA: Canva is an easy-to-use design tool for non-designers and designers alike. The tool offers several templates that adhere to the required dimensions for sharable social images on Twitter, Facebook, Instagram, etc.

CHAT: Chat can refer to any kind of communication over the internet but traditionally refers to one-to-one communication through a text-based chat application, commonly referred to as instant messaging (IM) applications.

CIRCLES: Circles are clusters of a user’s friends, colleagues, family, or connections on Google+. Users choose the names of their Circles and can adjust sharing options to allow content to be viewed by all clusters, certain clusters or individuals.

CITIZEN REPORTER: The concept of citizen journalism is based upon public citizens playing an active role in the process of collecting, reporting, analyzing and disseminating news and information.

CLICKBAIT: Clickbait is a term used to describe marketing or advertising material that employs a sensationalized headline to attract clicks. They rely heavily on the “curiosity gap” by creating just enough interest to provoke engagement.

CLICKTHROUGH RATE: Clickthrough rate is a common social media metric used to represent the number of times a visitor clicks through from an ad or piece of content to a specific webpage/offering divided by the total number of impressions it receives.

COLLABORATIVE CONTENT: Collaborative content is the term used to describe the joint development of content that has been created and distributed as a combined effort of multiple parties.

COLLECTIVE INTELLIGENCE: Collective intelligence is a shared intelligence that emerges from the collaboration and competition of many individuals and appears in consensus decision-making in social networks.

COMMENT: A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network.

COMPETE: Compete is a web-based application that offers users and businesses web analytics. It also enables people to compare and contrast the statistics for different websites over time.

COMMUNITY MANAGER: The community manager is responsible for building and managing the online communications for a business in an effort to grow an online community.

CONNECTIONS: The LinkedIn equivalent of a Facebook ‘friend’ is a ‘connection.’ Because LinkedIn is a social networking site, the people you are *connecting* with are not necessarily people you are friends with, but rather professional contacts that you’ve met, heard speak, done business with, or know through another connection. Connections are categorized by: 1st degree, 2nd degree, and 3rd degree.

CONSISTENCY PRINCIPLE: The Consistency Principle is the on-going curation, creation and connection of content into one’s chosen New Media channels.

CONTENT CREATION DAY: Content Creation Day is the identified day of the week one’s content (podcasts, blog posts, videos, etc.) is created for subsequent repurposing and distribution.

CONTENT THEME: The Content Theme is the sub-topic of one’s Topic of Influence.

CONVERSION RATE: Conversion rate refers to a common metric that represents the percentage of people who complete an intended action, such as filling out a form, following a social account, purchasing a product, etc.

CREATIVE COMMONS: Creative Commons is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof.

CROWDSOURCING: Crowdsourcing, similar to outsourcing, refers to the act of soliciting ideas or content from a group of people, typically in an online setting.

D

DELICIOUS: Delicious is a free online bookmarking service that lets users save website addresses publicly and privately online so they can be accessed from any device connected to the internet and shared with friends.

DIGG: Digg is a social news website that allows members to submit and vote for articles. Articles with the most votes appear on the homepage of the site and subsequently are seen by the largest portion of the site’s membership, as well as other visitors.

DIRECT MESSAGES: Direct messages—also referred to as “DMs”—are private conversations that occur on Twitter. Both parties must be following one another to send a message.

DISQUS: Disqus is a comment system and moderation tool for websites. This service allows for the addition of community management and social web integration to any site on any platform.

E

EBOOK: An ebook is an electronic version of a book that is typically published in PDF form.

EDITORIAL CALENDAR: An Editorial Calendar is the primary planning tool leveraged to curate, create and connect content on one's chosen New Media Channels at specified times.

EMPLOYEE ADVOCACY: Employee advocacy refers to the act of employees using their own social presence to increase the reach of the company and its content.

ENDORSEMENT: An endorsement on LinkedIn refers to an instance in which a LinkedIn user vouches for the skills listed on another LinkedIn user's profile.

ENGAGEMENT RATE: Engagement rate is a popular social media metric used to describe the amount of interaction—likes, shares, comments—a piece of content receives.

ETHICAL BRIBE: An ethical bribe is an offering made to a prospect in exchange for their contact information. Examples include eBooks, PDF reports, DVDs, CDs, MP3 recordings, physical books, consultations, etc.

EXPOSURE: Exposure is the level to which one is visible online. Higher exposure equates to a greater online presence. Lower exposure equates to a smaller online presence.

F

FACEBOOK: Facebook is a social media platform founded by Mark Zuckerberg in 2004. The site connects people with friends, family, acquaintances, and businesses from all over the world and enables them to post, share, and engage with a variety of content such as photos and status updates.

FANS: Fans is the term used to describe people who 'like' a Facebook 'Fan' Page.

FAVORITE: Favorite is a term used to represent the action taken by a Twitter user to indicate that they like another Twitter user's action. This approval is provided by clicking the star icon at the bottom of the 'tweet'.

FILE RIPPING: File ripping is the act of processing and converting a raw audio or video file into a usable and compatible final format.

FORUM: Also known as a message board, a forum is an online discussion site. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dial-up bulletin board system.

FOLLOWER: In a social media setting, a follower refers to a person who subscribes to an account in order to receive their updates.

FRIENDS: Friends is the term used on Facebook to represent the connections made and people followed. These individuals have full access to their Friends' Facebook profiles.

G

GAGGLEAMP: GaggleAMP is a social media marketing platform that provides businesses with the ability to leverage its employee's online presence to increase brand awareness and expand its reach.

GEOTAG: A geotag is the directional coordinates that can be attached to a piece of content online. This is often used to highlight the location of a photo being taken.

GIF: GIF is an acronym for Graphics Interchange Format. In social media, GIFs serve as small-scale animations and film clips.

GOOGLE CHROME: Google Chrome is a free web browser produced by Google that fully integrates with its online search system and other applications.

GOOGLE+: Google+ is Google's social network. It serves as a platform for users to connect with friends, family, and professionals while enabling them to share photos, send messages, and engage with content. Google uses the "+1" to serve as the equivalent to a Like on Facebook or Instagram.

H

HANDLE: Handle is the term used to describe someone's @username on Twitter.

HANGOUT: A Hangout is a video service on Google+ that allows video chat for up to 10 Google+ users at a time.

HASHTAG: A hashtag is a word or phrase preceded by a "#" on various social networks as a way to annotate a message. Social networks use hashtags to categorize information and make it easily searchable for users.

HOOTSUITE: HootSuite is a social media management system that provides a 'dashboard' interface and supports network integrations for Twitter, Facebook, LinkedIn, Google+, FourSquare, MySpace, WordPress and other platforms.

I

IFTTT: If This, Then That is a web-based service that allows users to create chains of simple conditional statements, called "recipes", which are triggered based on changes to other web services. At present, more than 200 services can be connected by the technology.

IMPRESSION: An impression refers to the number of times an advertisement is viewed.

INFLUENCE: Influence is the ability and capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

INFLUENCER: An influencer is an individual who has the ability and capacity to have an effect on the character, development, or behavior of someone or something.

INSTAGRAM: Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare. The app is targeted toward mobile social sharing.

INSTANT MESSAGING: Instant messaging (IM) is a form of real-time, direct text-based communication between two or more people. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling.

INTERVIEW TEMPLATE: An interview template is a defined series of questions created by an interviewer for usage during an interview.

ITUNES: iTunes is a media management software created by Apple, Inc. for both the Mac and Windows operating systems. It can be used to manage and play both audio and video files on either mobile or desktop devices.

K

KLOUT: Klout is a measure of social influence. The service allows users to connect various social accounts such as Facebook, Flickr, YouTube, etc., and then provides every user with his or her Klout score. The score is out of 100—the higher the score, the more influence it estimates the person has in the social world.

KRED: Kred is an influencer management tool that uses social media data to produce separate discrete scores for a user's overall social network participation as well as its affiliation with interest-based communities.

L

LIKE: A Like is an action that can be made by a Facebook or Instagram user. Instead of writing a comment or sharing a post, a user can click the Like button as a quick way to show approval.

LINK BAIT: Link bait is any content or feature within a website or advertisement that catches viewers' attention and entices them to click the provided link, often with the promise of immediate gratification.

LINK BUILDING: Link building is an aspect of search engine optimization in which website owners develop strategies to earn links to their site from other websites. Often, these efforts result in improving the site owner's search engine ranking.

LINKEDIN: LinkedIn is a business-oriented social networking site with members in over 200 countries. It is mainly primarily for professional networking.

LINKEDIN PUBLISHING: LinkedIn's publishing platform functions as a platform for its members to publish long-form posts related to their professional interests and expertise. Formerly limited to LinkedIn Influencers only, the platform is now open to all users.

LINKEDIN SLIDESHARE: LinkedIn SlideShare is an online social network for sharing presentations and documents. Users can favorite and embed presentations as well as share them on other social networks such as LinkedIn, Twitter, and Facebook.

LISTED: While many definitions exist, in this context, being "listed" is related to Twitter, whereby an individual user curates a custom list of other Twitter users, often related to a specific subject, to more easily organize and view their tweets.

LIVE STREAMING: Live streaming is the act of delivering content over the internet in real-time through video.

LURKER: A lurker is a person who reads discussions on a message board, newsgroup, social network, or other interactive system, but merely observes and seldom participates in the discussion.

M

M3 PROCESS: The M3 Process is the proven, three-step sequential formula for dramatically boosting social influence and revenue. The three steps are: **1) Model** (identify and replicate the actions of one's chosen New Media role model). **2) Market** (share one's mission and message with their target audience). **3) Monetize** (convert intellectual or physical assets into cash).

MA: MA is the acronym for Move-Away. Within one's content theme, the Move-Away format focuses on errors, fears, don'ts, disasters, etc. one's audience should avoid.

MASHUP: A mashup is the curation of content drawn from multiple sources to create a new work. Digital mashups allow individuals or businesses to create new pieces of content by combining multiple online content sources.

MEERKAT: Meerkat is an app that allows users to stream live video from their mobile devices.

MEME: A meme is a short form thought, idea, joke, or concept, typically created as an image with text above and/or below it.

MENTION: A mention is a Twitter term used to describe an instance in which a user includes a fellow user's @username in their tweet to attribute a piece of content or start a discussion.

METADATA: Metadata is a set of data that describes and gives information about other data.

MICROCASTING: Microcasting is the creation of small, focused audio and video programs delivered directly to a specialized, niche audience via multiple display and delivery devices.

MONETIZE: To convert an asset, which can include knowledge, products or services, into cash by selling the asset or using it as a source of income.

MT: MT is the acronym for Move-Towards. Within one's content theme, the Move-Towards format focuses on secrets, tactics, strategies, etc. one's audience should leverage and/or implement.

MULTI-PLATFORM: Multi-platform is the usage of more than one medium for the distribution of content.

N

NATIVE CONTENT: Native content is online advertising that adheres to the style of the website it is displayed on. The intention is to appear less like an ad and more like a continuation of the conversation.

NEW MEDIA: New media most commonly refers to on-demand content available via the internet and is accessible on digital devices. The information is 'pulled' by the consumer who has complete control over what is received and when they choose to access the available content. Key characteristics include interactivity, such as user feedback and creative participation. Examples include social media, email marketing, podcasts, blogging and vlogging.

NEW MEDIA INFLUENCER: A new media influencer is someone who is able to share their message at the click of a button on their preferred platform with a large number of subscribers, fans or followers.

NEWS FEED: A news feed is a continual stream of updates and information. On Facebook, the news feed is the homepage of a user's account where their friends' latest updates can be viewed. On Twitter, the news feed is referred to as the Timeline.

NEWSJACKING: Newsjacking is the practice of building upon, or repurposing, a trending news story to benefit from its popularity.

O

OLD MEDIA: Old media most commonly refers to content that is distributed via one-way media channels including print, television and radio. The information is 'pushed' to the consumer who has no ability to control what's received, nor interact with the content creator.

OUTBRAIN: Outbrain is a content discovery platform which provides publishers with increased revenue and advertisers with significant traffic.

P

PANDORA: Pandora is a social online radio station that allows users to create stations based on their favorite artists and types of music.

PBI METHOD: The PBI Method, or Push Button Influence Method, is the proven, four-step process for becoming a new media influencer. **The four steps are: 1)** Curation (gathering of the required data). **2)** Creation (compiling the data into tangible form). **3)** Connecting (releasing the data via one's preferred distribution channel). **4)** Connection (developing relationships with aspiring, and current, new media influencers).

PBI PROCESS: The PBI Process, or Push Button Influence Process, is the proven, four-step system for engaging with one's target market. **The four steps are: 1)** Fascinate (provide intrigue that captures attention). **2)** Captivate (continue to attract and hold attention). **3)** Motivate (move people to take a desired action). **4)** Activate (turn on and inspire).

PERISCOPE: Periscope is a social video app that allows users to broadcast live video from their mobile device. Users can engage with other users, browse live or recent broadcasts and 'follow' others to receive notifications of their current activity.

PERMALINK: A permalink is an address or URL of a specific blog post or website that remains indefinitely unchanged.

PINTEREST: Pinterest is a photo sharing social network that provides users with a platform for uploading, saving, and categorizing "pins" through collections called "boards." Boards are typically organized by theme and users have the ability to "pin" and "repin" content that they like to their respective boards.

PLATFORM: A platform is any distribution channel available to creators for the dissemination of their content.

PLATFORM INTEGRATION: Platform integration is the intentional connection of dissimilar and/or complimentary platforms via applications and services that allow for content to be delivered amongst multiple channels.

PODCAST: A podcast is a series of digital media files, typically audio, that are released episodically and often downloaded through an RSS feed.

POCKET: Pocket is an app that enables users to manage a reading list of articles they've saved from the internet to read later. Pocket has an open API that allows it to integrate with over 500 applications including social networks like Twitter.

PPC: PPC is an acronym for pay per click. Pay per click is an online advertising model in which advertisers pay publishers when a visitor clicks on the advertisement.

PRIMARY BROADCAST PLATFORM: A primary broadcast platform is the preferred distribution channel chosen by a content creator.

PUBEXCHANGE: PubExchange is a platform that helps publishers find partners to promote one another via widgets, social media links, or in articles on a like-for-like basis.

PUBLIC DOMAIN: Public domain is the term given to intellectual property, such as a literary work, which has lost copyright protection, by dilution or expiration, and becomes available for public usage without penalty.

Q

QUANTCAST: Quantcast provides traffic and demographic detail for websites and is primarily used by marketers and agencies to evaluate their advertising options.

QUORA: Quora is a question-and-answer website where questions are asked, answered, edited and organized by its community of users.

R

REAL-TIME MARKETING: Real-time marketing is a publishing strategy implemented by marketers to release timely content as news breaks.

RECOMMENDATION: Related to LinkedIn, a 'recommendation' is a user's written review, and validation, of another user's professional credibility or expertise.

REDDIT: Reddit is a social news website that contains specific, topic-oriented communities of users who share and comment on stories.

REPLY: A reply is a Twitter action that allows a user to respond to a tweet through a separate tweet that begins with the other user's @username. This differs from a mention, because tweets that start with an @username only appear in the timelines of users who follow both parties.

REPURPOSING: Repurposing is the adaptation of existing content into a new, modified form.

RESPONSIVE WEBSITE: Responsive web design is aimed at crafting websites to provide an optimal viewing and interactive experience with easy reading, navigation, resizing, panning and scrolling across a wide range of mobile and desktop devices.

RETARGETING: Retargeting is an online marketing and advertising technique that allows marketers to display advertisements to people across the internet who have visited their website or are part of their contact database.

RETWEET: A retweet is the sharing of another Twitter user's tweet with their followers. A retweet button allows them to quickly resend the message with attribution to the original sharer's name.

RSS FEED: RSS is a family of web feed formats used to publish frequently updated content such as blogs, audios and videos in a standardized format. When initiated, publishers can syndicate new posts directly to subscribers.

RSS READER: An RSS reader allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for faster and more efficient information consumption.

S

SEARCH ENGINE OPTIMIZATION: Search engine optimization is the process of improving the volume or quality of unpaid traffic to a website from search engines by improving that website's ranking through embedding keywords and industry-specific terms in posts that are related to one's topic of influence.

SELFIE: A selfie is a self-portrait that is typically taken using the reverse camera screen on a smartphone or by using a selfie stick (a pole that attaches to a camera). Selfies are commonly shared on social media networks like Instagram, Twitter, and Facebook using the hashtag #selfie.

SIMULCAST: Simulcast is the broadcasting of programs or events across more than one medium, or more than one service on the same medium, at exactly the same time.

SKYPE: Skype is a free, or fee-based, online communication program that allows for text, audio, and video chat between users.

SME: Acronym for Subject Matter Expert, Small/Medium Enterprise or Social Media Expert.

SNAPCHAT: Snapchat is a social app that allows users to send and receive time-sensitive photos and videos known as "snaps," which are hidden from recipients once the set time limit expires. Users can add text and drawings to their snaps and control the list of recipients their snaps are sent to.

SNAPCHAT STORY: A Snapchat story is a string of Snapchats that lasts for 24 hours. Users can create stories to be shared with all Snapchat users or a customized group of recipients.

SOCIAL BOOKMARKING: Social bookmarking is a popular way to store, classify and share search links with other websites or blogs.

SOCIAL INTERMEDIARIES: Social intermediaries are resources that allow users to collect and submit links to news, websites and other media that are then rated, or used, by others.

SOCIAL MEDIA MONITORING: Social media monitoring is a process of monitoring and responding to mentions related to a business that occurs in social media.

SOCIAL PROOF: Social proof is a psychological validation mechanism whereby a third party provides approval of one's goods, services, social media posts or online presence through testimonials, comments, likes, shares or number of followers.

SOCIAL SELLING: Social selling is a sales concept in which company representatives leverage the power of social communication to engage with prospects by answering their questions, providing helpful content and/or clarifying information.

STEAMFEED: SteamFeed is a blog that focuses on the latest trends in social media, technology and marketing and provides widespread syndication of exclusive blog posts and proprietary articles.

STITCHER: Stitcher is an on-demand internet radio service that focuses on news and information radio and podcasts. It provides free online streaming through its website and mobile applications.

STORIFY: Storify is to describe or narrate imaginings, happenings and/or life events in story form.

STUMBLEUPON: StumbleUpon is a free web-browser extension that acts as an intelligent browsing tool for discovering and sharing web sites and posts.

SYNDICATION: Syndication is the licensing of the right to broadcast programming by multiple channels, without the utilization of a broadcast network.

T

TABOOOLA: Taboola is a leading discovery platform that publishers, marketers and agencies leverage to retain site users, monetize their traffic and distribute their content to high-quality audiences.

TAGGING: Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in a picture or targeted by an update.

TOPIC OF INFLUENCE: The topic of influence, or TOI, is an influencer's declared area of focus and/or expertise that can be marketed to a specific, identifiable audience, and monetized.

TRENDING TOPICS: Trending topics reflect the most popular topics and hashtags on a social media network at a specific point in time. These commonly appear on networks like Twitter and Facebook and serve as clickable links in which users can either click through to join the conversation or simply browse the related content.

TRIANGULATION: Triangulation reflects the 'surrounding' of a desired connection by having multiple mutual friends reach out on their behalf to introduce the unconnected parties.

TROLL: A troll is a person who disparages a creator's content by insulting or criticizing their online conversation or contributions.

TUMBLR: Tumblr is a microblogging platform that allows users to post text, images, video, audio, links, and quotes to their blog. Users can also follow other blogs and repost other users' content to their own blog.

TWITTER: Twitter is a real-time social network that allows users to share 140-character updates with their followers. Users can favorite and retweet the posts of other users, as well as engage in conversations using @ mentions, replies, and hashtags for categorizing their content.

TWEEPI: Tweepi is a social media management tool that provides users with a platform for simplifying the way they manage their social following. It's typically used for mass following or unfollowing a group of people based on certain criteria.

TWEETDECK: Tweetdeck is a Twitter tool that provides users with the ability to manage their Twitter presence through the creation of custom columns and both send and receive tweets.

TWITTERVERSE: Also referred to as the Twittersphere, Twitterverse is a nickname for the community of users who are active on Twitter.

U

USER-GENERATED CONTENT: User-generated content is content, such as blogs, videos, photos, quotes, etc., that is created, uploaded, and often maintained, by participating members of a website's audience.

V

VINE: Vine is a social video sharing service that allows users to create short-form, six-second video clips. Each video can be liked or shared and, when played in its entirety, each view is counted as a 'loop'.

VIRAL: Viral is a term used to describe a piece of content that achieves noteworthy awareness.

VIRAL CONTENT BUZZ: Viral Content Buzz is a credit-based, vote exchange platform for bloggers and social media marketers to promote their best content on social media.

VISIBILITY: Visibility reflects how easily a person, brand, company, product or service can be found online. High visibility equates to a significant presence. Low visibility equates to a nominal presence.

VLOGGING: Vlogging is the act of creating and distributing content that employs video as its primary medium.

W

WEB 2.0: Web 2.0 is the term given to the second stage of development of the World Wide Web, characterized by the change from static web pages to dynamic or user-generated content.

WEBINAR: A webinar is an online seminar or presentation that is hosted by an individual or a company.

WEFOLLOW: WeFollow is an online directory enabling individuals to find people of the same interests from Facebook, Twitter, Instagram and LinkedIn.

WYSIWYG: WYSIWYG is an acronym for "what you see is what you get". A WYSIWYG editor provides an immediate way to see changes made to codes, or markup.

Y

YAMMER: Yammer is a private social network for companies, primarily used by organizations for internal communication purposes.

YOUTUBE: YouTube is a popular, video sharing website.

ZAPIER: Zapier is an application that leverages “zaps” to connect apps and provides users with a way to automate tasks through the creation of Triggers and Actions.

ZERGNET: ZergNet is a content recommendation company focused on sending incremental traffic and unique visitors to participating advertisers at scale. Content partners implement ZergNet’s proprietary recommendation module and receive promotional consideration from many of the largest media properties on the internet in exchange.



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The Glossary of the Play Language Terms

4 Ways to Play Better: the “Play Two Win” Coach assists their Player to play bigger and better by utilizing: 1) Game Plans to leverage strengths, 2) Teach skills for “master-ability,” 3) Expand Inner Freedom, and 4) Design winning environments.

5 Stages of Play: **Stage 1: *Don't to Play***—The Player resists participating in the Game. **Stage 2: *Pretend to Play***—The Player participates in the Game, but prefers to remain invisible to other Players, Coaches and Fans. **Stage 3: *Play Not to Lose***—The Player participates in the Game, but plays defensively in order to avoid mistakes. The result is to play a smaller Game which reduces the Player's growth. **Stage 4: *Play to Win***—The Player is fully engaged in playing the Game, creatively seeking the desired result, but does it independently without the collaborative of the other Players on the Team. **Stage 5: *Play Two Win***—The Player is fully engaged and 100% committed (“All In”) to playing a bigger, better game that is winnable and their own terms. The Player's aim each Game season is to reach “mastery-ability” of skills.

9 Environments of YOU: the Player's environment is the world around them and anything that can be designed to support results toward “master-ability.” The 9 environments of YOU include: 1) **Memetic:** the Player's personal beliefs, ideas, knowledge, cultural norms, values and frameworks. 2) **Body:** the Player's physical attributes, body structure, general health and energy. 3) **Self:** the Player's traits, talents, strengths/weaknesses, emotions and thoughts. 4) **Spiritual:** the Player's connection to their “Higher Source” and their capacity to love self and others. 5) **Relationships:** the Player's family, friends, closest colleagues, and loved-ones. 6) **Network:** the Player's community, strategic alliances, vendor and customer spheres-of-influence. 7) **Financial:** the Player's income, investments, budgets, insurance as well as their personal and business income statement. 8) **Physical:** the Player's home, office, furnishings, equipment/ technology, auto and other assets. 9) **Nature:** the Player's outdoor surroundings, natural beauty, seasons, cycles of life and adventure.

A-C-R-D Method: an acronym that stands for **Action – Challenge – Result – Debrief**. This is the fundamental cycle of all Games. The Player takes actions and faces challenges in pursuit of the desired results. Each Coaching session has a “debrief” segment to explore what did happen and didn't happen for the Player. Players who choose to “play two win” produce one of two types of results: 1) **Winning** and 2) **Learning**.

All-In: the mindset of Playing the Game with 100% commitment during which the Player eliminates all other choices and plays with ONE resolve to win at any cost. Also known as “doing whatever-it-takes” (WIT), Players who are “all-in” know that passion does not produce commitment; rather, it is “all-in” (100%) commitment that produces passion.

Big Game: a meaningful Game is what matters most in the Player's personal or professional life. The “big game” fulfills a deep purpose for Players so they can play bigger, better and win on their own terms. Ultimately, the “big game” motivates playing in spite of fear.

Blind Spot: an aspect of the Player's ability or character that limits their results without the Player being aware of it. This is the condition of “not knowing that they don't know.” The Coach's duty is to make Players aware of their “blind spots” so that they “know what they don't know.”

Check-In Call: the Player's ability and entitlement of seeking out the Coach's support between the normally scheduled Coaching calls.

“Check-in” calls are brief and assist the Player to play bigger by expanding their “comfort zone.”

Friend vs. Coach: in “play language,” a friend is someone who listens to a Player's stories and sympathizes with Game challenges; a Coach is someone who reminds the Player to take 100% responsibility of breaking through the barriers so they can play bigger, better and win on their own terms.

Game Challenge: any obstacle that prevents the Player from accomplishing a desired result in their Game Plan. The Coach's responsibility is to encourage the Player to embrace challenges for two major reasons: 1) Challenges make Games more interesting to play; and, 2) Overcoming challenges defines world-class players and separates good Players from great ones.

Game Fundamentals: the Player's ability to perform the basic, recurring activities required to play a bigger and better winnable Game, on their own terms.

Game Plan: the Player's agreement with the Coach to achieve desired results in the Game based on the Player's current situation and skill level.

Game Sweet Spot: a winnable Game that is too easy and does not engage the Player. A game that is too difficult frustrates the Player. The Coach challenges the Player to play challenging, yet winnable Games. The Game zone between too easy and too difficult is the Player's “sweet spot.”

Game Time: winnable Games have time boundaries with a pre-defined start time and end time. It is the Coach's responsibility to have the Player commit to when the Game is “on” and when the Game is “done.” A never ending Game cause the Player Never to feel overwhelmed, frustrated and even apathetic.

Influential Fans: individuals or resources that provide encouragement so Players can play bigger Games, play them better and win on their own terms.

Inner Freedom: the flow of Game experiences when the Player pushes through obstacles and expands their “comfort zone” by utilizing the Play Two Win method.

Judgment-Free Awareness: the Coach's ability to respond to Player performance with a neutral and objective perspective. Players are guided to play Games better with two outcomes: 1) Winning and 2) Learning. The principle of “judgment-free awareness” espouses “master-ability” of the Player's skills and views the Game's challenges as opportunities for improvement and enjoyment.

Manager vs. Coach: in “play language,” a manager focuses on a Worker's ability to complete a task before a deadline. A Coach focuses on the Player's ability to improve and adapt to play bigger and better on their own terms.

Master-Ability: the “practice” approach to play the Game with the intention to master the skills to play better and play bigger games in spite of fear.

Mastermind: the Player who is 100% committed to a group of like-minded entrepreneurs who routinely meet and explore what's working, not working with judgment-free awareness. The aim of the Mastermind is to create synergy to achieve bigger and better results by utilizing the “Play Two Win” methodology.

Method: a duplicable and predictable step-by-step process to produce specific results.

Method-Based Learning: the methodical sequence of actions designed to consistently produce desired results. When Players utilize “method-based” learning, they protect their confidence while playing the Game.

Off-Season: the time period after a Post-Game season and the start of the next Pre-Game season. The purpose of “off-seasons” is to allow Players to rest and rejuvenate mentally, emotionally, physically and spiritually. This is the time period when Players do not play and is commonly called “vacation time”.

Paradox of Play: the condition when two universal truths are both true. If a Player cannot lose, then the Game is not worth playing. If the Game is too challenging, the Player may perceive the Game as “unwinnable” and stop playing.

Perfection Trap: when the Player resists taking action as a result of not doing it perfectly, the result is “action paralysis,” procrastination and “playing small.”

Playbook: the Player’s lesson plan that documents specific strategies, expectations, rules, and explanations of how the Game is winnable with the support of the Coach.

Player Resistance: the Player’s mental and emotional condition that prevents their Inner Freedom. The common “stages of play” Coaches notice during “player resistance” are: a) Not playing, b) Pretending to play and c) Playing not to lose. The best way to burst through “resistance” is to play with fear.

Play Language: a distinct language pattern that elicits Players to think and feel engaged in winnable Games that are fun. Play language is distinct from work language. Examples of words and phrases include: “let’s play,” “game time,” “skill level,” “rules of the game,” “playbook,” “fans,” “play season,” “scorecard,” or “Coach” just to mention a few.

Play Season: the Player’s time frame when agreeing to play a series of Games. The Player and Coach mutually agree to a defined play season period to assess progress, measure results and learn how to play bigger Games, play them better and play on their own terms. The purpose of the “play season” is to improve and strengthen the Player’s skills to accelerate their path to “master-ability.”

Play Sheet: a document that helps a Player organize their thoughts and ideas about how to play the Game better with a winnable “game plan.”

Play-Two-Win™ Coach: a skilled Coach who utilizes the time-proven 9-step Play Two Win™ method assists the Player to: 1) Define the object of the Game, 2) Design a winnable Game, 3) Play Games bigger and better, 4) Respond to Game challenges, 5) Evaluate the Game’s results, 6) Leverage the Player’s strengths and talents, 7) Teach skills to play bigger and better, 8) Expand “inner freedom,” and 9) Design winning environments.

Post-Season: many Games engage Players an extra period of play (after the Play Season) to enhance performance and earn the opportunity to reap greater rewards.

Practice Skills: any skill is an action taken to produce a specific result. The definition of a skill is the percentage of time a Player acts to produce their desired result. When the Player is dedicated to “practice skills” the path to “master-ability” is accelerated.

Pre-Season: many Games engage Players with an extra period of play (before the Play Season), to enhance performance by getting into the habit of playing better through preparation. As Robert Schuller once said, “Spectacular achievement is always preceded by unspectacular planning.”

Reasons to Play Games: Players commit to play Games for several reasons: a) Boost personal productivity in a fun way, b) Become a much better player, c) Play bigger on their own terms, d) Build stronger relationships, e) Make new connections with others, f) Celebrate victories, g) Create inner freedom, etc.

Recurring Actions: actions of a Game that occur repeatedly and ultimately defines how Players play the Game. The Player’s aim to reach “master-ability” of the skills to reach specific results.

Rules of the Game: every Game has “rules” and the most important rule in any Game is to play by the rules. Common rules include: how to score points, defining the play season, how to measure improvement, boundaries that define the “field” of the game, just to name a few.

Scoreboard: a public visual display of the Player’s progress of the Game. The Coach and the Player commit to be aware of the “scoreboard,” but commit not to focus on it too intensely while playing the Game because such behavior can reduce the Player’s ability to play bigger and better.

Social Game System: a Game environment that transforms any real life activity into a playable Game that is shared among many Players and publicly observed by other Players and Fans. The aim of the Game is for the Players, Coaches and Fans to support and challenge each other.

Spirit of Play: the fundamental aspect of human nature and desire to engage in recurring activities that are challenging to make the Game winnable and fun.

Team: a group of 2 or more Players in pursuit of a common objective with the intention to support each other in order to win the Game “interdependently” as a Team.

Theory: an idea or thought process about how a methodology works in a step-by-step way and produces duplicable and predictable results.

Triple Play: the three fundamental pursuits that make good Players great so they can enjoy Games, achieve their desired results and reach “master-ability” faster.

Unwinnable vs. Winnable Games: in “play language,” an unwinnable Game discourages the Player because their desired results are far too difficult to achieve given their current skill levels. A winnable Game challenges Player’s to play better and their own terms utilizing the “Play Two Win” method.

WIT: an acronym for “whatever it takes.” This is the Player’s mindset of being “all-in,” and play the Game with 100% commitment.

Worker vs. Player: in “play language,” an “industrial worker” is someone paid to complete specific tasks. The “worker” is a by-product of the Industrial Age of mass production starting with the factory and then the cubicle. A worker typically follows and abides routine responsibilities; their value is determined by “output. An “Inspirational Player” is someone who expresses their strengths, talents and creativity in pursuit of getting better results on their own terms; their value is determined by how much value they add to others.

Zapping Tolerations: a toleration is anything in the Player’s environment that distracts from their focus or energy. Zapping a toleration is when Players redefine boundaries to play bigger, better and focus on winning on their own terms. By sharpening the blurry boundaries they have unknowingly tolerated, the Player heals wounds through awareness and gains more confidence by championing their “personal power.”