

# RAVIN' FANS Conversion Workshop: Listening, Lurking & Learning Worksheet

Use this worksheet to set up your “**Listening Devices.**”

Check them off as you go.

- Set up a new Gmail email account: Use this account as you set up the rest of the information below.
- Several Google Alerts: [www.google.com/alerts](http://www.google.com/alerts) - watch the video that walks you through setting up both Google Alerts and Feedly
- Feedly account: [www.Feedly.com](http://www.Feedly.com)
- Readability account: [www.Readability.com](http://www.Readability.com)
- Survey Monkey account: [www.SurveyMonkey.com](http://www.SurveyMonkey.com)
- LinkedIn account

## Start Lurking

Go to <https://adwords.google.com/KeywordPlanner> and set up your keywords. Use your new Gmail email to sign in.

For a more indepth look at keywords, watch this video.

List the keywords and keyword phrases you chose that relate to your topic?

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Join 3 Groups on LinkedIn (list them here: \_\_\_\_\_)

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Join 2 groups on Facebook: \_\_\_\_\_

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- Search Twitter, Pinterest and Google+ for discussions and comments around your topic.

**Choose the questions for your survey**

Create 3-5 questions around your topic. Write them below:

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Make the questions easy and simple to answer. Multiple choice is best.