

Introduction: Welcome to the Enchanting Lawyer Podcast, the show that walks you step-by-step to improving strategies you can use today to grow your business. We show you how being kind, useful, and, of course, enchanting will bring you more clients and build a thriving community.

Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hi, this is Jacob Sapochnick with the Enchanting Lawyer Podcast. Welcome to our show. Today, I have an international guest on our show. Her name is Samantha Kelly. She is known as the Twitter Goddess in Ireland. I'm very, very excited to have her on the show.

Samantha is a mom of two beautiful girls. She was a business owner. She started using Twitter as part of her marketing strategy and discovered, to her delight, that she was a bit of a genius, of a wiz.

Samantha is passionate about assisting others to get on and use Twitter as a fantastic marketing tool to show off what you do, what you can do. She won the #Tweeieinspire award on Oct. 2nd. RaboTweeie award as well in Ireland.

Samantha is the founder of the #IrishBizParty which is an increasingly popular event on Twitter which trends every Wednesday night to 11PM on Twitter. She started it out of frustration one night just for fun and then it took off. She recently wrote a book about her success on Twitter.

Samantha, I'm very happy and excited that you are on our show. Welcome.

Samantha: Hi. Thanks for having me. This is cool.

Jacob: I just want to tell our audience that -- I want to apologize for the quality of the audio today. Usually we have a better sound because I'm actually recording it from Social Media Day in San Diego. I'm at the event right now and this is really cool because I'm here in San Diego and Samantha is in Ireland and this is Social Media Day.

Samantha: Yeah.

Jacob: What a better guest we can have for somebody who is such a great Twitter user. Samantha, I'm so excited.

Samantha: This is exactly what social media is all about; the fact that we connected on Twitter and now we're doing this interview. It's just perfect example of what can happen like two people in two totally different countries that would never, ever, ever have met probably.

Jacob: Exactly.

Samantha: Well, unless we went to the same pub or something if you're on holiday.

Jacob: Correct. Exactly.

Samantha: That's what I love about social media. I have made so many connections all over the world, you know. It's great.

Jacob: Why don't you tell our audience what they can do differently to make their business better, to make their business a bit different? I think you're going to share some great ideas with us.

Why don't you tell us about your story? Because, I think, you can be anybody who started from nothing, didn't know anything, you kind of build this interesting following.

Samantha: Yeah. It's really amazing.

I suppose in October 2011 I started a business and it was called Funky Goddess. It was a gift box for a girl who came to puberty. It was a bit of a taboo over here in Ireland and probably is a little bit still everywhere else. It kind of got a lot of attention but I didn't have any money. I was a lone parent. I had no money, no social life. What I did was I said, "Alright, I'll try this."

My father had just passed away as well which, I think, had a lot to do with it as well. He was a bit of an entrepreneur himself. We have lots of funny stories about things he tried to invent but didn't quite work. He was very influential in the way that when he passed away, I was kind of in the headspace of, "You know what, you only live once. Life's too short. Come on, just go for it, Sam." So I decided for it. Just go for it. Even though I hadn't got a penny.

I don't know if you have Shark Tank. The equivalent of Shark Tank over here would be like Dragons' Den. It's like a TV program. I went to this TV program here in Ireland trying to get an investor and also to get exposure. I went on that program to get investment to help because I just hadn't any money. I mean as a lone parent, come on, you're not going to have very good bank record, you're not going to have very good -- you're going to have a few unpaid debt and stuff.

What happened was I started using Twitter to market the business because it was a free way of marketing the product. I realize it was a whole world out there because there was a lot of them. People in the same kind of industry, especially in the states, that kind of warm to me and connected with me; kind of connected me with others and so on. Then when I went on the television, of course, that helped my profile, more people followed me.

At this stage, I had about 6,000 followers. I got investment on the television but then it didn't materialize which sometimes happens, you know, but I carried on anyway.

I like helping people. I like think that has been a huge part in getting me to where I am now because we can't judge other people. Everyone should be given a chance. And because I was given a chance and got the chance to go on the show and all this kind of stuff, a lot of the things that happen to me had been very unbelievable. If you told me a few years ago that I've written a book and I'd be talking to someone in the states about it, I'll just laugh at you and said "You're mad." But, you see, these things have all happened through Twitter.

I started helping other. If I saw someone new coming on Twitter I'd go, "Oh hi," I said, "Why don't you connect with such and such," or connect him or her with someone who I know might be able to help them. So I'd always try and make one introduction per day but I didn't realize how many people are watching me do that. So I got this reputation as being very helpful.

People like to see others helping others especially if they're new people, young entrepreneurs especially. I just love that whole [boss 00:05:29] about just so many entrepreneurs out there and I love the fact that I can connect with someone from the other side of the world, and we can have a chat, and we can get on so well. And then we connect on Facebook, then we connect to other places. Then next thing we're emailing each other. It just goes on and on and on. So I just kept doing that.

Because I couldn't get the money for the business I decided out frustration because I thought, "You know what, I'm really being kept in the poverty trap here because I haven't got the funds to do this business." Even though the orders were coming in and I couldn't scope with the orders and stuff and I hadn't got the stock.

Out of frustration, that's when I created the #IrishBizParty. I just said, "Come on Irish biz ..." we're in recession here at the moment so I just said, "Come on guys. Look, if anyone wants a retweet, just tell me what you do and I'll tell everybody else. Let's have an Irish biz party."

That Wednesday night, two years ago, all of a sudden people were talking to each other, connecting, telling each other what they did. And then they were saying, "Oh gosh! You know what, my mother would love that." And then I was seeing sales happening before my own eyes. I'm like, "Whoa! This is deadly." Sorry, cool, deadly. I don't know if you use that word over there. Then they all said, "Can we do this next week?"

Every Wednesday night, for the past two years, I've been doing it just for free but it's just my profile [unclear 00:06:48]. I become known now as being a connector. It's a great place for small business owners and entrepreneurs to kind of just get network because I was a lone parent. It was hard for me to get to these breakfast networking events, it was hard for me to get to evening ones; hadn't got money for a baby sitter. For me, this online network every Wednesday night for two hours was perfect, you know?

So, that's really where it kind of all started, to be honest.

Jacob: Why did you choose Twitter as your platform as oppose to Facebook?

Samantha: Well, my sister actually, Ross, she set me up on Twitter. She says, "Look Sam, you have to be on Twitter," and I was like, "Oh my God! I barely had a Facebook page," and I said, "Sure." I could barely turn on a computer and I said, "Okay, I'll try."

But what I did was I started off and following some really big like Richard Branson, Theo Paphitis, some guys that I've kind of admired. He was running a competition at the time and it was in the UK and they hadn't had many Irish winners. So, of course, when I entered, all I had to do was tweet what my business was on a Sunday night and I tweeted to him. He's got, like, 400,000 followers. And then he selected my business.

That really helped me because then I got loads of followers from the UK all of a sudden. I thought I've made another thousand of followers or something just from that because the fact that he had chosen me and I was only the second Irish business kind of helped, you know. So it really helped my profile.

I kind of stalked him a little bit too. I would have conversations with him, "I think it's time to have Northern Irish winner." I was just very persistent. But I suppose the way I go about it [unclear 00:08:26]. I joke a bit, I'd be quite funny a bit, non-stalker-ish but at the same time, he noticed me.

Yeah, that kind of helped and that's why I stick with Twitter because I had built up a much bigger network. Because it was more global -- was so instant as well. Facebook is for friends and family you already know, you know?

Jacob: Right.

Samantha: This is was for strangers like friends I haven't met yet, you know.

Jacob: Tell our audience, what was your strategy in the beginning when you started using Twitter. Did you have a goal? Particular milestone that you wanted to say,

“Okay, I want to get so many followers and I’m going to do this when I get them.”

Samantha: Honestly, I just wanted to market the business. I had no idea I was going to end up doing what I’m doing now. You just don’t know where your journey is going to take you and that’s, honestly, what happened. I really wanted to reach 10,000 followers but the reason was --

I’ve never been to college. I wasn’t lucky enough to go to college. So what I did was I kind of wanted to build up the following and build up my knowledge so that I’d be able to teach Twitter workshops. Because here in Ireland, there’s not enough businesses using Twitter I feel. I could see the potential that it had and how it helped my business.

I was getting orders. I was exporting like I was getting orders from America, from Switzerland, from Denmark. It was nearly a global business at this stage -- in a small way, if you know what I mean. But still, I was getting orders from those countries.

I just felt, “God, Irish businesses need to do this to reach the global market. If they need to reach a global market, Twitter is the way to go.” Just really passionate about getting people online and getting them using Twitter. That’s why I kind of wanted to teach. People were asking me to run their Twitter accounts because, I think, we’re doing so well on Twitter.

I couldn’t understand how I had so many followers. I was even accused of buying my followers and all this kind of stuff. You know the old begrudgers that are out there. There’s a few, I tell you. You kind of just have to ignore them.

I said, “I don’t know why I have so many followers.” But then people were saying it’s because I was helping people and people were watching this. People like to see someone that’s helping other people. People just like that. People need it. They need to see it.

Once I got to 10,000 then I went and did the trainer course and now I teach Twitter workshops. Because running the Twitter accounts when I was asked to do that, it was just taking up too much time. I have two children. One’s a teenager. She started [unclear 00:10:59]. Abby is hearing impaired. She’s seven. They’ve got their own challenges and they kind of need mom around as well, you know? It’s trying to find the balance.

I said, “Well, I could teach a man to fish instead,” you know? Teach them how to use Twitter instead and advice them and stuff. So that’s what I do now. It’s just great.

Jacob: First of all, I mean the story is just so inspiring to me and I'm sure that people who listen to the show as well. But if you're teaching right now somebody who's just starting out with Twitter or is using Twitter but it's not getting him any results, what would be the first, let's say, three things that you would recommend somebody to do on Twitter, can prove their engagement, or if they're just starting out to make sure they do it now.

Samantha: The first thing I would recommend is your bio is so important. People buy from people, okay? If you are a small business owner, I would always suggest, recommend that you put your picture there in your avatar and then you can put your logo in your background if you like.

But I really feel if you're a small business owner. People buy from people. Just the human. People want to see the human. Your picture there, Jacob, you got this lovely smiley face in the sunshine. We want to see that. We want to see the smiley face, you know. I'm not going to connect with someone who looks grumpy, you know?

And then your bio. It's important to get a little bit of the human side. Okay, the professional side of things which is, "Okay, I ..." Let's say, for example, I'm an accountant. But also make sure you put a bit, "I'm a dad of one. I love my dogs. I love my cats," something personal. I love hill walking or passionate about windsurfing. Put something in that makes us kind of go, "You know what, he looks quite interesting, that guy. Yeah, I think I'll click follow."

On Twitter, it's so fast. We make our minds up so quickly whether we're going to follow someone back or not, you know? That's what the picture, the bio.

The third thing would be, "Oh, don't be just me, me, me." Let's say this 10 tweets, three of those can be sales-y ones like, "Oh, check out my website, check out my blog or whatever." but then 7 out of the 10 should be just chatting. "Well, how was your day today?" I'm not going to connect with you if you don't care what my day was like. Do you know what I mean? It's a bit of give and take, a bit of retweeting.

If you see someone struggling, they're trying to get something out there, just retweet it, you know?

Jacob: How do you know if your tweets are doing well? What are you measured by? Is it retweets or is it by people that have mentioned you?

Samantha: See, your followers are your own marketers. Think of them as your own little army of marketers. They're your allies. You need to build those relationships.

I don't know if you're familiar with Ted Rubin. I love him. He's over there. Yeah. I'd love to meet ...

Jacob: Ted is going to be my guest on Thursday. I'm going to say hi to him from you.

Samantha: Oh, please do. He has been so supportive of me and I never met the man. It's so funny. And yet we've never met, and yet we're both very supportive of each other on Twitter because, I think, we have the same kind of relationships. It's all about building relationships.

Jacob: Absolutely.

Samantha: If you think of your followers as your own army of marketers, they will actually do your marketing for you.

I've had several people say, "Oh, sure. Why don't you ask Tweeting Goddess?" or "Maybe Tweeting Goddess can help." It's like, "Oh my God! People are actually telling other people about me without me even knowing it," you know?

Well, obviously, you'll see the traffic from your Google Analytics and you can check your click to sales. If it's a hotel, for example, I run the Whites of Wexford Twitter accounts here in Wexford and their clicks to sale from Twitter went to 15% when I took over the account.

Now the reason it went up so high was because I was talking to the customers. The customer said, gave me a retweet. I was saying, "Oh, thanks for the retweets." I look back on their tweet and see what happened to their stay and then I say, "Oh, I hope that went well" or "I hope your charity went well." Then they're like, "These guys are actually interested in what I have to say even though they're this big company." Do you know what I mean? You can measure them.

I suppose you mentioned retweets, yeah, as well but I think it meant to people who actually mentioned you without you even knowing the best ones. That's how you can tell.

Jacob: I'm glad that you mentioned Ted Rubin because one of the things that I like about Ted, and the reason why I wanted him to come on the show and he was very gracious to do it, is because he's saying that these days, people are forgetting the social in social media. They ignore it.

I think Twitter is one of those quick mediums where you can just shoot people tweets say, "This is what I have to sell. Here's my link." You have to engage. You have to try to understand what they do and follow them.

If they have children or if they have failures or successes, you, first of all, support them in that way. You become [unclear 00:15:44]. Just like in a party, you know. If I'm going to go to a party and I meet you ...

Samantha: Exactly.

Jacob: I'm not going to shove my business card in your face and say, "I'm a lawyer. Hire me." I'm going to try to find out ...

Samantha: I would run the other way.

Jacob: Exactly. I want to try to find out maybe go for a drink or try to kind of be social and people forget about it. I think that this is really the key with Twitter right now, continue being social.

One of the things that people complain about when they have Twitter or Facebook is managing that particular engagement. Why don't you share with us some of the tools that you use or some of the strategies to manage your Twitter strategy. How many tweets do you post a day? How do you do it?

Samantha: First of all, I'm probably slightly addicted. It's just a warning.

For example, if I was running a business Twitter account, I would always tweet in the morning. A good morning tweet on the morning commute, so between 7:00 and 9:00. I would also chat a little bit on that commute because, don't forget, people are checking their phones on the way to work and they're having a little [unclear 00:16:43], see what's going on. And then coffee break time, lunch time from 1:00 to 3:00 -- except on Fridays. After 3 o'clock, Fridays, it's just -- forget about it. Everyone just wants to go home and they don't want to tweet so it's bad time.

Jacob: That's in Ireland maybe. In the US (crosstalk).

Samantha: In Ireland, yeah. In Ireland, yeah. Sorry, I'm thinking of Ireland.

Jacob: I'm kidding. They should be the same here.

Samantha: Yeah, but it's probably the same.

Another time is 9:00 to 11:00 at night. They're a great time. That's primetime. You see, when I was at my own at home and the kids were in bed, I had no social life. So that's probably what really help me was because I was actually socializing at the primetimes on Twitter. So the kids are going to bed. I'm not the only one, you see, everyone else.

The kids have gone to bed, the news is finished, the primetime programs. They might be watching and tweeting about it. So, I'd be sitting there in my pajamas. That's why Irish Biz Party, I call it networking in your PJ's, you know, because it is. Most of us would be in our pajamas.

That's how I kind of built up the following was -- I was tasting Twitter at the primetime and I didn't realize that at the time myself, you know? But that's a nice start to building relationships there. Between 9:00 and 11:00PM is absolutely brilliant time.

Jacob: Excellent tips but how do you actually pull it? Do you schedule your post? Do you use any (crosstalk)?

Samantha: No, never.

Jacob: Talk to us about that because a lot of the people, a lot of the expert that I talk to here, they recommend tools like Hootsuite, Buffer app, Bitly. They use those to ...

Samantha: I do like Bitly, I like TweetDeck, but I don't like to schedule tweets at all because what happens if someone replies to you? You have to kind of answer them, you know? I don't know. It's not something I recommend.

In an emergency, yes. Like I said, a doctor's appointment for my daughter and I was running the Twitter account. I would tell them though. I would tell the business accounts that I'm going to actual schedule some tweets. They're fine with that but I just don't. It does take up more time.

I'd be tweeting from nine-to-three, if I was running a business account, and then I do a few nighttime for them. I'm very fast though, you've seen it. I'd be very fast. I just prefer not to schedule tweets. That's just my own preference.

Jacob: Of course which is good to hear because you take a very personal approach to the whole engagement. But at the same time, if there's a business and maybe like a law firm or professional service where they do want to have some presence on Twitter, they don't have the time to do it during the day. They may want to schedule it but also monitor the response just to make sure.

It's easy to monitor because, in my case, the tweets come to my phone. When you respond to my tweet, I could respond to you right away. This way, it feels that I'm still paying attention to this.

Samantha: I would have them in my phone. I think I have about four Twitter accounts on my phone just when I'm out and about. I can hear notification come in and stuff, yeah.

Jacob: Samantha, what do you think about choosing the Twitter handle? Some people will choose their name, like the first last name or first name with initial. Some people they have, in my case, is the Visa Lawyer blog which is something that I had for years and I build my following. Do you think there's a difference of how you choose your handle?

Samantha: I think you should think about it carefully because -- Okay, that was obviously going so long, the Visa Lawyer, so it stuck with you and that's your brand now and you are your brand. Even your face is your brand. An attractive face that is part of your brand and people would recognize that face.

Now, don't get excited now, Jacob, I'm just saying. [unclear 00:20:27].

Jacob: I was blushing here.

Samantha: (Laughs)

Jacob: (Laughs) Thank you.

Samantha: But even for me, my photograph, I do not look like that. As you know, you saw me earlier. I do not look like that every day but my picture, even people have said when I try to change the picture ones they went, "No, don't change it. I love that picture. That's your brand. I love seeing your face pop up." So they know that that's my brand. Every time I tweet, my picture is coming up.

If you're a big business like, let's say, big phone company or something, use your logo, your name. Definitely I would use the brand name and the Twitter name if you can, definitely.

Jacob: Right.

Samantha: Something very similar to your brand name even.

I was called Funky Goddess, you see, that was my first company. So I decided, "You know what, I think I'll call myself Tweeting Goddess now," and it just stuck now. It's great. I was very lucky.

I just kept the Goddess, got a bit of grief over. Some people like, "Who does she think she is? She's 43 years of age, Tweeting Goddess ..." But you know what, forget it. It's just a brand as far as I'm concerned. I am a goddess as well but that's another story.

Jacob: That's another interview.

Samantha: (Laughs) Yeah.

Jacob: Samantha, one of the biggest thing about Twitter is the hashtags and would like to hear from you. First of all, what do you think about the best strategy for hashtags? How to choose them? How to use them? What is really the best etiquette in using hashtags?

Samantha: Don't use too many. It's just too confusing if you see too many hashtags in a tweet. But you can target your customers through hashtags which is wonderful. Like if you're in a baby or wedding business -- let's say you're in the wedding business -- you can actually hashtag -- there's a wedding hour, for example. You can hashtag brides. If you go into the search box and search the hashtag bride, you can see what your competitors are up to.

It's just a great way to find people who are talking about your product or talking about the business. You need to be talking to these guys basically. You can actually have a look at the followers of the other guys who are using the hashtag and see if there's any brides there and so on and so on. It can kind of go on forever. It's like a domino effect.

But I just love the hashtags. If I'm doing Twitter workshops, there could be an accountant, there could be a solicitor, there could be all kinds of business people in the workshop. They actually can't believe. Oh my God! There's actually a hashtag for accountants when we look up whatever their particular business is. But I find them great and it's great for creating chats.

Irish Biz Party has trended a lot since we started this. If you're in an event, it's great because I actually was tweeting at the Wexford Business Awards here where I live and I got it trending in Ireland -- trending number three in Ireland. It was great because it encourages people to get into the conversation, encourages people to see what's going on, and then you're actually promoting the county as well. I just love hashtags. I think I need a big hashtag on my bedroom.

Jacob: Exactly. You should have a t-shirt created for you.

Samantha: I should. We should.

Jacob: Today, at the event where we were, whole day we have two hashtags people follow. Each presenter, they have their own hashtag. So whenever they could come up on stage, they do content. "If you tweet the following, we select from the first five tweets." It's a great way to engage and I think live events, hashtag has really changed the way people are interacting with each other. So this is just an amazing power of Twitter.

Samantha: I have one hashtag but you can't see. Maybe when the interview's finished I can show you.

Jacob: Yeah.

Samantha: I have a hashtag award that I won, the Tweetie Inspire Award. That was great. That's a big hashtag. I have a Twitter bird.

Jacob: Samantha, what are some of the mistakes that you see people are doing on Twitter and that really kind of catches your attention?

Samantha: Mistakes? Well, no picture for -- [unclear 00:24:20], you know. No picture is just ... You know the egg head? I just won't follow you. I just won't. No ID of who you are at the bio. No bio. Another past mistakes of mine is somebody has just putting up the same thing all the time. Like targeting, let's say, me and saying, "Oh, please check out my website," and then they're talking to some other high influencer and they're saying, "Please check out my website." You look down to their tweet and that's all they've been doing all day. It's like, "Gosh! You have to engage. This is not right." They're pet hates of mine.

I was in a workshop there recently and a guy said to me, "Oh, this particular guy told me it doesn't work. Twitter doesn't work for him." I said, "Well, who is he?" He said whatever his name was. I looked at his tweet and I was like, "Well, I could see why it didn't work for him." It was just me, me, me, me. It was just all about him and what he had to offer, and what he had to offer. There was nothing. No engagements, no interaction, and there was only like one tweet a week, you know? Of course it's not going to work. You have to put the time in as well.

Jacob: Right. Twitter is really about building engagements. It's less about building a community because it's not your community but you become part of some groups or you become part of the conversation about your brand or about the business. Let's say if you're on the legal field, maybe somebody -- criminal lawyers or whatever -- and you can just engage with them and contribute from your expertise.

Samantha: I think that's really important to share your knowledge. Sometimes it's nice to reach out to see someone who is struggling and say, "Look, would you mind if I suggested something?" that kind of thing because people do appreciate that.

Jacob: In my case, use Twitter a lot to follow and engage with the media. We have a lot of reporters that we follow, especially in our legal field. I do business immigration. Just yesterday I was CBS television and that was the result of direct interaction that I had with a Twitter reporter, reached out to me and ask me a question about a legal topic that is currently trending. I responded and then within the next hour, they asked me to come to the studio to comment. I think engaging with the media is really helpful because all the reporters are on Twitter. That's the number one tool, right?

Samantha: Yeah. All the journalists.

Jacob: Exactly. That's another tip that we share with our audience. If you want to build kind of like a media following or get into the faces of reporters. If you're not going to be on Twitter, they're not going to find you. They're not going to care about your email, right?

Samantha: You need to be active on Twitter. The journalists, especially. If you want to know the news, it's happening now. I don't even watch the news. I just look at what is trending. These journalists will -- yeah, they will reach out to you if they need to know something about a certain subject. They will actually reach out to you. I've had several do the same to me now. They know that you're the ...

See, another thing about Twitter is -- blogging is very important as well, by the way. You know this but for people listening, if you want to show yourself as the expert in what you do, you have to blog about it. People are going to read your blog and they're going to go, "Gosh! He knows what he's talking about." Even though I will admit, and be honest, but that's another thing. I'm very honest, right?

Jacob: Of course.

Samantha: I will say, "Look guys, I didn't go to college. This just kind of happened by accident. But I love what I'm doing now and I want to learn more and more and more because I'm actually really passionate about it." People want to know your little tips. They want to hear these little nuggets. They want to know a little bit more. I think it's only fair to share your knowledge with others, you know? Hopefully, they share the same with you.

I remember one time something happened to my computer and I had no clue what was going on. The guy on Twitter said, "Look, let me help you out." He rang me and then he fixed the problem and I said, "Whoa! That was through Twitter," you know? And I had no clue what was going on. He knew though. He knew a lot of stuff. I was able to help him with Twitter in return.

Jacob: It's all about reciprocity.

Samantha, you wrote a book about your journey. What are the few points, the few nuggets that you think people would take away from your book?

Samantha: It's called Tweet Your Way to Success. It's a guide your business to success in 140 characters. Really, a lot of it is my journey, how I started. A little bit about my story. How I actually started the business and the benefits of networking. It's about nurturing relationships, building relationships. A lot about this and this. Also, Twitter tips, beginner's guide, my top tips for Twitter. And then I've got lots

of human Twitter stories so real life stories from people. Do you know Bill Liao? He sent us a Twitter story as well. There's a few Twitter tales which is kind of nice because the true stories of what happens through Twitter.

Jacob: Very good. Can we buy this book on Amazon already?

Samantha: You can. Yes. It's on Amazon.

Jacob: If there's any book that inspired you that you read or want to read that you want to share with our audience, that will be great.

Samantha: You know what, I never really read books until I started on Twitter because people started sending me books.

There is one, Stone Soup by Bill Liao He's a really cool guy. He started CoderDojo Movement which is teaching children's how to code. That's on Amazon as well actually. Stone Soup. How to build something out of nothing.

Jacob: Excellent. That's great.

Samantha: Yeah.

Jacob: First of all, Samantha, I wanted to thank you for coming on the show. It was really true pleasure; just listening to your accent and all. Where is the one place they can find you online?

Samantha: Well, Twitter.

Jacob: On Twitter. Perfect.

Samantha: @TweetingGoddess.

Jacob: Excellent.

Samantha: @Tweeting Goddess, tweetinggoddess.com.

Jacob: @TweetingGoddess and tweetinggoddess.com. Perfect. Thank you so much, Samantha.

This is Jacob Sapochnick, enchantinglawyer.com. Thank you for listening to our podcast. If you have any questions about what we talked with Samantha, please post them in the comments or email me at jacob@enchantinglawyer.com. Thank you for listening. We'll see you at our next show.

Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at enchantinglawyer.com. That's www.enchantinglawyer.com.