

How **YOU** Can Help **Dr.Mani** Fight **CHD!**



*A Short Guide to
Keeping the
Conversation Going
- and Growing*

Dr.Mani Sivasubramanian is a heart surgeon using his Internet marketing business to fund heart surgery for under-privileged children in India.

This message has reached several thousand people over the last decade. It has brought in over \$100,000 in donations to the [Dr.Mani Children Heart Foundation](#). The money has already sponsored 23 heart operations for children with congenital heart disease, with many to follow.

By helping spread the message to many more people about Dr.Mani's work with children affected by congenital heart defects, you will help save a child's life.

And you can do it easily. How?

By joining the conversation.

Good brands create conversation. And the conversation spreads and reinforces the brand. Dr.Mani's brand is all about saving a heart child's life. You will help in this worthy goal simply by extending and expanding the conversation.

In this short guide, you will learn

WHY you should care

WHAT you can do

HOW you can help

It will NOT take much time; it will NOT cost any money; it will NOT involve much effort.

And it will save a child's life.

Thank you for joining the conversation. Let's talk about where it's happening...

Dr.Mani & Congenital Heart Defects - Where's The Conversation?

Results from a survey we conducted showed that many people were inspired and interested in the queer combination of a heart surgeon using Internet marketing to raise money. That alone, together with the consistency of Dr.Mani's work over 10 years, led to many conversations about congenital heart defects.

They were in 2 areas:

Dr.Mani's work with 'heart kids'

Dr.Mani's Internet business

Some of it was 'Event based' and built around:

- **CHD Awareness Day** on February 14th
- the '**Heart Kids Blogathon**' (held in August-September)
- the '**Save a Child's Heart Firesale**' (held every quarter)

The rest was 'Activity based' and divided between Dr.Mani's CHD awareness work and his Internet business.

Much of the conversation is happening online - in discussion forums, via email, through personal messaging, on websites and blogs, and other places.

Some of it happens offline - at seminars and workshops, in discussions with clients and partners, and (as a pleasant surprise) even in conversations with family and friends.

How can you join the conversation and share your views?

Here are a few ideas (we'll discuss them briefly, but if you need any explanation or guidance in using them, [please contact Dr.Mani through the helpdesk](#)

BLOGGING

Maybe you already have a blog. If not, you can get one within minutes. It's easy for anyone to publish a blog on Blogger.com - visit <http://www.Blogger.com> to see

There's already a lot of conversation on blogs about 'Dr.Mani'. A quick search for the term threw up over 2,000 results, with even more about the '[Heart Kids Blogathon](#)' and '[CHD Awareness Day](#)'.

You can add your voice to the discussion, by posting a message from time to time on your blog.

What to write?

Anything that may help spread awareness about CHD. You can blog about your thoughts and views on helping children or fighting disease. You can write about your opinions and feelings on online fundraising.

Or you can even get controversial and bring politics, religion and finance into the picture! Just don't get too radical, or it may focus the wrong kind of attention on this important effort.

Even if you've never blogged before, try it. All it involves is typing words into a box and clicking PUBLISH. It's 'push-button publishing' and gives everyone a voice on the Web. Use it to highlight issues you think are important and need attention. If Dr.Mani's work with Congenital Heart Defects is one of them, I am grateful for your support.

SQUIDOO

Squidoo is a service conceived by best-selling author and marketing guru, Seth Godin. At its core, Squidoo was designed to give everyone a simple, non-geeky way to set up a professional looking website to focus attention and interest on passions and causes close to your heart.

Yes, it includes charitable causes and efforts. There's an entire non-profit section on Squidoo. And we've used it to [start building awareness about CHD](#)

See this: <http://Squidoo.com/groups/congenitalheartdefects>

There are 28 'lenses' in this group. With yours included, this number should soon be much higher!

Is it difficult to get started? No, not at all. Try it.

We ran a little challenge some months back, and many first-time Squidoo-ers enjoyed the process of building lenses for CHD awareness. Join in by building your site on Squidoo and adding it to the group.

You can get details here: <http://www.CHDinfo.com/squidoo.htm>

LINKING

In case you already have a website or blog, here's one more way to help spread CHD awareness - linking from your blog/website to Dr.Mani's CHD Awareness site at <http://www.CHDinfo.com>

You can pick up the necessary code from the awareness website at <http://www.CHDinfo.com/chdaware/>

Or you can take it a notch higher by using a short article or blog post to introduce Dr.Mani and congenital heart defects before linking to the CHD website from your article.

If you'd like to use some of the articles on the CHD Awareness website for this purpose, you have permission to do so, provided there is a link included back to the site.

Another attention-grabbing way (and one that sparks off conversation) is to feature personal stories or ones you've heard, about families and children affected by heart birth defects. By bringing an abstract concept like CHD into clearer focus and making it easier to understand by relating it to a child or family, you will create a bigger impact - and one that is more lasting.

BLOG COMMENTING

Conversations on the Web are often scattered and fragmented across multiple blogs, forums and bulletin boards. Whenever you stumble across conversations involving Dr.Mani's work, or even congenital heart defects in general, you could leave a comment or feedback.

This extends and expands the 'conversation' as new readers respond to your comments, which in turn gets an extra 'attention-boost'. Even if you (and every other reader of this document) capture the attention of only one person every day this way, the message of CHD awareness will have reached over 350 people within a year!

Yes, you can change the world. It doesn't take huge effort or costly advertising. Just persistence. And passion. Thank you for having both.

POST ON FORUMS

Online discussion forums are the meeting place of large crowds on the Web. Maybe you are already a part of such online communities. And they are places where dozens of conversations are already happening. You can start one - about an issue you care about.

Depending upon the topic and nature of a specific forum, it may be more appropriate for any conversation you start to be focused on either heart defects or on Dr.Mani's online business (that ties in to it). Or it may be something else completely different, that indirectly leads to a conversation about this work.

You'll have to use your judgement here. Walking into a forum discussing investment and finance, and trying to a conversation about CHD, will be inappropriate and frowned upon. A similar topic is an ideal fit for a health forum, or a non-profit discussion board.

WRITE ARTICLES

There are thousands of article directories online. Most accept submissions from any author. These articles are read by millions of people. Some are even re-published on other websites, extending their reach further.

Can you write an article that ties in with CHD awareness? Can you put it on article directories, with a link back to your website or blog? Can you then give more details about Dr.Mani's CHD effort there (or even link directly to Dr.Mani's CHD website) ?

What if your article gets picked up by a popular newsletter or gets published on a high-traffic website? It could be viewed by literally hundreds of thousands of people in a very short time!

Words can change lives. Or save a child's heart. Write those words. Then set them free to do their work.

EMAIL DISCUSSION

I'm sure you use email. Maybe daily. Probably very often.

And you sign every email with your name, maybe a few other details. I'm going to show you how Dr.Mani's email 'signature' looks:

Dr.Mani Sivasubramanian
Pediatric Cardiac Surgeon

Chairman
The Dr.Mani Children Heart Foundation
www.CHDinfo.com

"We're all about results. \$109,501 raised. 23 children heart operations sponsored. Over 532 donors contributed between 5 and 15,000 dollars. Every little bit goes to save a child's life. Help us - if you can."

GIVE - you will help a child live.
<http://www.CHDinfo.com/chdaware/howdonate.htm>

Every email message I send daily has this at the end. On average, I send 20 personal emails daily. That's over 7,000 times this message of CHD awareness goes out to recipients every year.

It isn't hard to set up. Most email programs allow you to select a signature and edit it... then have it automatically attached to every outgoing email you send.

By tweaking your signature to include a brief message about Dr.Mani's Internet business or CHD awareness effort, you'll be making a difference - every time you hit the SEND button!

This link will show you how to do it for different email clients:
http://email.about.com/od/signatures/Email_Signatures.htm

SOCIAL MEDIA & NETWORKS

At the heart of today's Web 2.0 user-centric Internet is the interaction of people directly, bypassing communication channels established by businesses or organizations.

Conversations are happening about you and me - everywhere.

Some of it is good. Some of it is bad. It all depends on how you perform. And everyone now has equal power to influence thinking by voicing an opinion using the power of social media and networks.

There are popular social 'destinations' like MySpace and Facebook. There are social bookmarking services like Delicious and Blinklist.

There are photo sharing sites like Flickr, video distribution channels like YouTube and podcast delivery services like iTunes.

And then there are short 'recommendation' and 'quick communication' services like StumbleUpon, Twitter and Skype.

Together, these social networks have given the power of one-to-one and one-to-many communication to everyone connected to the Internet - yes, that includes you and me. We can be newscasters, opinion-influencers, and thought-leaders - if we wish.

You can use social media networks to spread word about CHD awareness by joining any of these services (depending upon your tastes, skills and interests) and then using them to spread your message.

I recommend using these (you can of course try out others):

Twitter - <http://www.Twitter.com>

It's a micro-blogging, quick networking service where messages are limited to 140 characters only - making it a 'different' kind of instant messaging service where you can reach a large audience with relatively little effort.

[The Big Juicy Twitter Guide](#) gives more detail about using Twitter effectively .

StumbleUpon - <http://www.StumbleUpon.com>

SU is a service where you can pick websites, blogs and other online resources that you think have value - and rate them a 'thumbs up' or 'down' to show you like them (or not).

What makes this helpful in extending conversations is the capacity to make friends with others from within the pool of millions of users, and then communicate with them through messaging, share interesting links and build powerful networks.

Before starting, read these '[17 Power Tips for StumbleUpon Beginners](#)' (including the sites linked from the article)

YouTube - <http://www.YouTube.com>

If video is your passion, use YouTube to distribute your video presentation highlighting CHD awareness to a vast audience - at no cost to yourself (YouTube hosts the video and pays for your bandwidth, even if thousands of people view your creation)

MySpace - <http://www.MySpace.com>

It's quick and easy to create a profile on MySpace that reflects your personal interests and hobbies. Your profile could direct

attention to CHD awareness - and potentially reach millions of people who flock to MySpace daily.

Facebook - <http://www.Facebook.com>

A business-oriented social network with a user base that is exploding, Facebook can be your channel to start conversations about Dr.Mani's Internet business activities... and through that doorway, get viewers interested in helping the CHD effort.

Others

There are many other places on the Web where you can register for an account, and create a profile page that highlights CHD awareness. Many of these pages get high ranking on Google and other search engines, making more people aware about CHD.

The process of setting up a profile on each is quick and easy, so from the point of results-for-time/effort, these are good investments.

Here are some of these sites:

- **Zimbio:** <http://www.Zimbio.com>
- **Gather:** <http://www.Gather.com>
- **Wiki:** <http://www.wiki.com>
- **Wet Paint:** <http://www.WetPaint.com>
- **Flickr:** <http://www.Flickr.com>
- **Naymz:** <http://www.Naymz.com>
- **MeVu:** <http://www.MeVu.com>
- **Ziggs:** <http://www.Ziggs.com>

We could go on forever and still not be done.

Fact is, the Web is vast - and online awareness building and conversation generating efforts are unlimited.

Please do not feel compelled to do all of these things. It's hard and takes time (though we appreciate you greatly if you want to try!)

Do as much as you can to help spread the word. It's little drops that make mighty oceans.

And by doing one small thing today to set the ball rolling, you'll make a bigger contribution to changing the world than from the most elaborate plans that never get executed.

So start today. Pick any one of these online buzz builders. Take action. Create results. Help a heart child live.

Thank you from my heart.

I treasure you and your support for the Congenital Heart Defects Awareness effort and wish you all success and happiness.

Mani Sivasubramanian

& the team at Dr.Mani Children Heart Foundation

This document concentrated entirely on ONLINE methods of spreading the word. If you'd like to get some ideas for OFFLINE methods of buzz building, please download this other report from:

<http://www.DrMani.name/HowToHelp-offline.pdf>