

Translating our brand and who we are to what we project virally using social media.

Dialogue Points:

↳ The importance of syncing the message up with all of our social media channels rather than randomness across the plains of this new medium.

I view this through the lens of the 80/20 rule in that 80% of our posts are relational and 20% are informational. This accomplishes several things...

A. People will get to know who you are, what makes you tick, and things that are important to you. This creates trust and buys you the capital you need for...

B. ...You to speak about your business and what you offer.

Make no mistake;; building up capital is one thing. But, how you spend it is another. So, syncing up the message is critical, but how you sync it is crucial...

Be deliberate, don't overdo it, be conversational, ask questions, respond accordingly, have fun, be consistent.

Homework for this...

- In 20 words or less, write 8 different messages about your brand through the “relational” lens
- In 20 words or less, write 2 different messages about your brand through the “informational” lens

Don't try to be someone you're not. BE YOURSELF.