
K E Y P O I N T

IT'S NOT WHAT YOU KNOW, IT'S WHO YOU KNOW

WHAT IS YOUR BRAND
IDENTITY?

EXERCISE ONE



What is your strategy on social media/

Twitter:

- special offers on products

Facebook:

- customers can talk about their experience with you and/or your product.
- Develop collaborative strategic partnerships

LinkedIn:

- build your credibility
- Referrals
- Skills
- Connections
- Engagement
- Likes—rule of thumb if the post you read provides value, give it a “like”
- Like 3 updates from your news feed

YouTube:

- Infomercial
- Put all your videos out there

EXERCISE TWO



Define your goals and target (people)

Action plan of who you want to build connections with.

How do you plan on doing that?

Make 2 lists:

Make an action plan for each list.

Update this plan regularly

- People I want to strengthen my relationship with.
- People I want to meet

EXERCISE THREE



How can I provide value to people in my network?

- VALUE 1ST

- ASK 2ND

Get Active

- What can I get involved with online?

- Add this to your calendar. Once a week.

Follow-up

- It's as simple as a like or a comment.

LEARNING BY APPLICATION



ENRICHMENT ACTIVITIES

APPLIED LEARNING
EXPERIENCE
HOW TO MAKE A GREAT
INTRODUCTION!
ARE YOU JUST STATING
YOUR POSITION OR ARE
YOU REALLY SAYING
WHAT YOU DO?

REPHRASE:
WHAT DO YOU DO? "I
LOVE TO..."
WHAT DO YOU WANT TO
BE KNOWN FOR? "I AM
GOOD AT..."
WHAT PROBLEMS DO
YOU SOLVE AT WORK?
"AND I WANT TO HELP..."

BE INTERESTING AND
MEMORABLE.
BE AUTHENTIC!

**Recommended
Reading:**

Never Eat Alone