

*Strategies for Making Your Online Presence
More Human, More Engaging
and More Profitable*

E-pproachable!

yet another ebook from...

Scott Ginsberg
That Guy with the Nametag



“If they can’t
come up to you,
how will they ever
get behind you?”

@nametagscott



I. Build online
knowability.

Since day one, you've been beaten over the head with three words:

Know your customer.

Actually, there's a bigger question at stake:

How well do your customers know you?

This question matters because trust is a function of self-disclosure. It's a basic tenant of human communication. And when trust is the only currency that counts – which it is – if your customers don't know you, you lose.

The secret to making your online identity more knowable is a combination of several elements.

First, photography. Images showing you doing what you do in front of the people who matter most.

Second, role definition. Mapping out the various ways customers can use you.

Third, memorializing your values. After all, people don't just buy what you sell – they buy what you stand for and why you stand for it.

Remember: Hiding the true picture of who you are is a form of reputational risk you can't afford to take. Share yourself. That's all branding is anyway: Committing to and acting from the best, highest version of yourself – every day.

How well do your customers know you?



2. Keep the
virtual loop
open.

You have to develop an ongoing relationship with your market, audience, customers and other people who matter.

The secret is to **combine outreach with attraction**. To make it easy for readers, subscribers and audience members to engage with you, every day.

Whatever online tools you use to keep the loop open, here are the essentials:

First, the speed of the response is the response.

Even if you're not able to solve your people's problem right away, providing consistent assurance that you're on the case preserves their sense of control.

Second, ask for their feedback. Take heed. Take notes.

People will tell you how to serve them better. They will also tell you how to sell to them better.

Third, communicate with meaningful concrete immediacy. Address only what's relevant to their experience, be concise in your messaging, and give people actionable ideas they can execute – today – to make their lives better.

Do you get back to customers quicker than your competitors?



3. Consistency is
far better
that rare moments
of greatness.

Did you know that eighty percent of divorce lawyer have reported a spike in the number of cases that use social media for evidence of cheating?

Apparently, Facebook is by far the number of cases that use social media for evidence of cheating. According to the study by the American Association of Matrimonial Lawyers,

“Flirty messages and photographs are increasingly being cited as proof of unreasonable behavior or irreconcilable difference.”

Here's the reality: It's not a computer problem – it's a character problem. The longer you keep lying to the person you're supposed to be committed to, the more it's going to show – not just on your Facebook page – but on your face.

And if you're a cheat, your body will always tell the truth.
Especially to the people who matter most.

If you plan to live a dishonest life offline, there's going to be a huge echo online.

And your digital footprint will slip on the technological banana peel to destroy the most important thing in your life.

Don't scapegoat your dishonesty on social media – blame it on social stupidity.

Is your online performance equal to your offline reality?



4. Be a thinker,
not a seller.

My definition of a smoking hot piece of brain candy is, “A *psychologically attractive, trusted source who moves people with innovative ideas.*”

Here’s how to become one:

First, be a world-class noticer. When you notice more, you learn more. And when you learn more, you earn more.

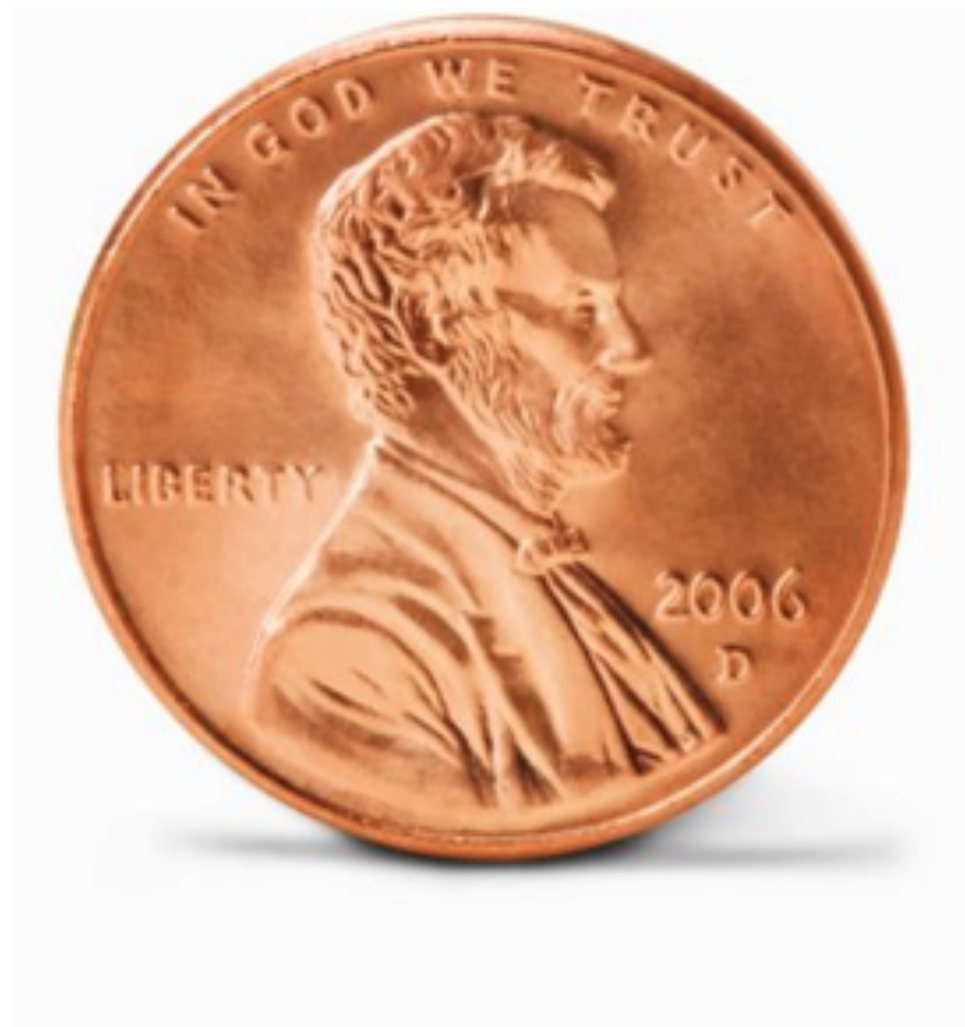
Second, be prepared to express yourself. Bring all of who you are to the statement you make about the world.

Third, bring a new view into existence. Stop quoting Ben Franklin and start quoting yourself.

Fourth, differentiate yourself. Define a process your competitors haven't. This is how you develop a competitive mental angle. By not following predictable lines of inquiry. By defining problems differently than anyone else.

Lastly, perfect your philosophy. Poverty of philosophy prevents profitability.

Is the message you're delivering right now giving people the tools to build your world?



5. Honesty is the
new marketing.

I've dabbled with dishonesty before.

And I completely understand why human beings do it: It saves face, shifts the blame, avoids punishment, evades confrontation, protects your situation, spares people's feelings, helps you get your way, makes you feel better about yourself and manipulates the way others perceive you. What's not to like?

The only problem is: I'm a horrible liar. Honesty is too much a part of my personal constitution as human being to do it. And when I don't tell the truth – to myself, to others and to the world – my body broadcasts it like a drive in movie.

So I just tell the truth. As often as possible. Which doesn't mean I never lie. But I'm doing the best I can.

And don't get me wrong: I would love to be dishonest. But frankly, it's simply too much work. And I've got books to write. That's what I never understood about the corporate world: They treat honesty like it's some sort of organizational initiative.

Excuse me, but that's freaking ludicrous.

First of all: If you have to tell people you are – you probably aren't.

Second: Honesty shouldn't have to be a policy. If you have to tell your people to tell the truth, you need new people.

Third: If your company wants to earn a reputation of truthfulness, make honesty a constitutional ingredient – not a corporate initiative.

That's what online communication is all about: Honoring the truth.

Honoring your truth. Honoring other people's truth.

So what if it scares people. Tell them how you really feel.

It might change everything.

How are you branding your honesty?



6. Grow
bigger
ears.

A few sad realities:

The world is not waiting breathlessly to hear what you have to say.

The blogosphere is not standing on the edge of their seats eagerly anticipating your next post.

And your followers on Twitter – who, by the way, don't care about your tweets as much as they care about their stats – are not waking up an hour earlier just to read the hilarious update about your Rottweiler's latest genital licking adventure.

Truth is: Social media isn't a marketing tool – it's a hearing aid. Stop using it as a selling tool and start leveraging it as a listening platform.

For example: I contribute to around fifty different publications, both online and offline. And as a writer and speaker, doing so is essential element of my visibility plan and a crucial component to my listening platform.

But I don't just give people my email – I offer them an additional resource to supplement the piece of content they just read, watched or listened to. That's how I've changed the interaction model.

And the cool part is: Growing bigger ears enables the following leverage question:

What does expanding your listening platform earn you the right to do?

Answer: Everything, that's what.

Everything.

Are you listening to the sound of your own voice or the music of your customer's voice?



7. Become a
virtual
extrovert.

Instead of getting people to join you, try joining them first.
After all, approachability is a two-way street.

In the pivotal book **Jim and Casper Go to Church**, I learned the difference between “outreaching,” which is inviting people to join your group, and “inbreaking,” which is joining an existing community action.

According to Jim Henderson, “We can find out what groups in our community are already doing to make life better for people and join them. Rather than start groups, we could join their groups. Rather than join groups to convert people, we could join them to connect with and serve people.”

Next time you go online, try this: Consider the types of members you hope to attract.

What groups are they already a part of?

What role in the community do they currently occupy?

Create a gameplan to take a more active role in those spaces.

People will notice.

Remember: People shouldn't have to adjust to you. You need to adapt for them. Less outreach, more inbreak.

Who life are you willing to become a part of?



8. Follow up
with value.

The two-word secret to following up via email:

Subject line.

That's the only thing customers see, the only thing customers have the time to read, the only thing customers will use to decide whether or not to open it and the only way you can immediately differentiate yourself in their inbox.

Your challenge is to make it engaging, interesting, curious and funny. It has to appeal to their ego and emotions, capture the interest and make their head tilt to the side like a curious dog.

Here's a rapid-fire list of subject lines I use regularly when following with prospects who want to **book me for a speech**:

Have you seen this article about your company yet?

You were right!

I blogged about you today.

Someone paid you a compliment yesterday.

Your ears should be ringing.

Your name came up in a conversation yesterday.

The only caveat is: Don't bait and switch people.

Give customers a valid reason for your persistence. Make sure your subject line actually has something to do with your message, and isn't just some trick to get them to open your email.

Ultimately, it's all about engagement, curiosity and emotion. It's about making the subject lines of your email fun, creative, memorable and attractive.

After all, if your customers receive hundreds of emails a day, what's going to make them want to open yours first?

REMEMBER:

“If you don’t make a name for yourself, someone will make one for you.”

@nametagscott



Thanks for reading!

My job is to be a
resource to my
audience and clients.

And I would love to
become part
of your life
somehow.

Here are seven options:

Author.
Speaker.
Columnist.
Producer.
Artist.
Mentor.
Mobile Host.



Author.
Speaker.
Columnist.
Producer.
Artist.
Mentor.
Mobile Host.



Author.
Speaker.
Columnist.
Producer.
Artist.
Mentor.
Mobile Host.



Author.
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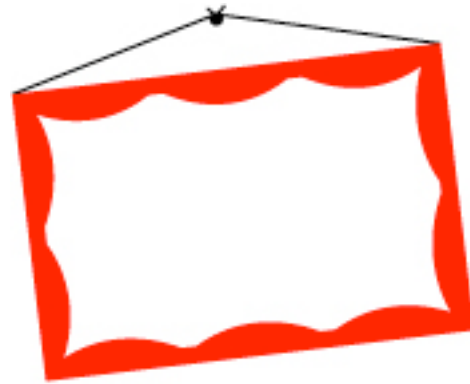
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HELLO, my name is Scott! 7563 Oxford Drive #2S / St. Louis, MO 63105 / scott@hellomynamescott.com

Author.
Speaker.
Columnist.
Producer.
Artist.
Mentor.
Mobile Host.

HELLO, my name is Host



Your Message, My Voice

Hire Scott to be your mobile host or on-camera talent.

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Cool?



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