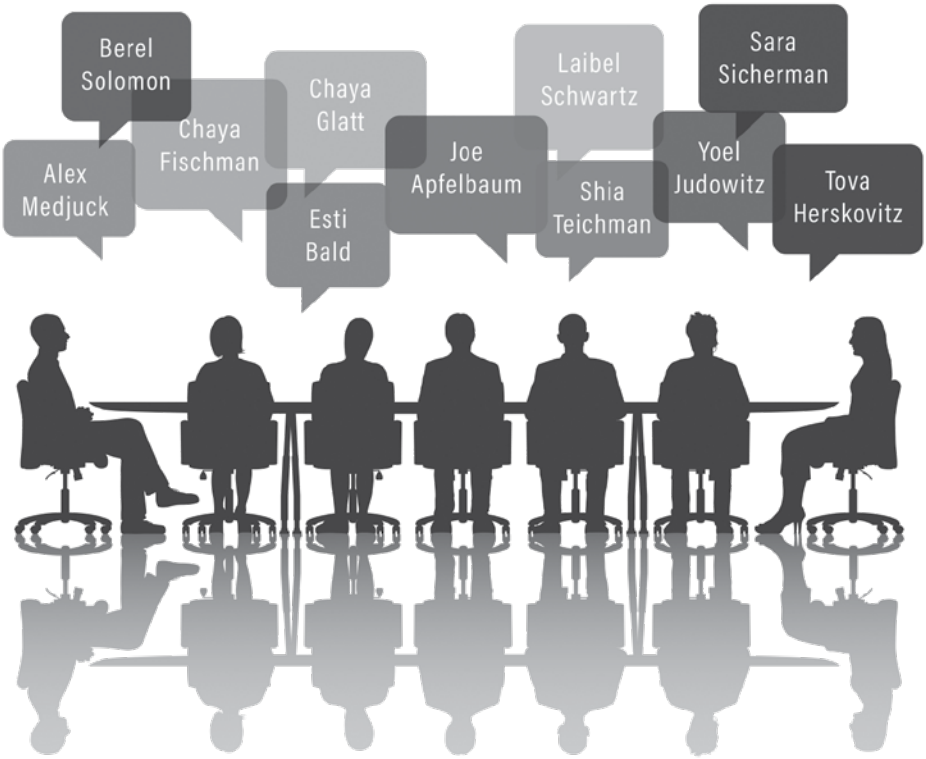
BUSINESS BITES

10 Experts Break It Down



THE BAM BUSINESS ADVERTISING MEETOUT EDITION
EXPO & CONFERENCE 12.03.19

PRODUCED BY **SHAINA KEREN**
EDITED BY **ESTI BALD**

Menucha Publishers, Inc.
© 2020 by Shaina Keren
Typeset and designed by Deena Weinberg
Cover design by Hi Five Web
All rights reserved

ISBN 978-1-61465-437-7

No part of this publication may be translated, reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior permission in writing from both the copyright holder and the publisher.

Published and distributed by:
Menucha Publishers, Inc.
1235 38th Street
Brooklyn, NY 11218
Tel/Fax: 718-232-0856
www.menuchapublishers.com

Printed in Brooklyn, NY

CONTENTS

Foreword | Shaina Keren 5

Marketing with Clarity | Sara Sicherman ... 7

Branding | Tova Herskovits 17

Copywriting | Chaya Glatt 28

Website Design | Chaya Fischman 41

Graphic Design | Shia Teichman 54

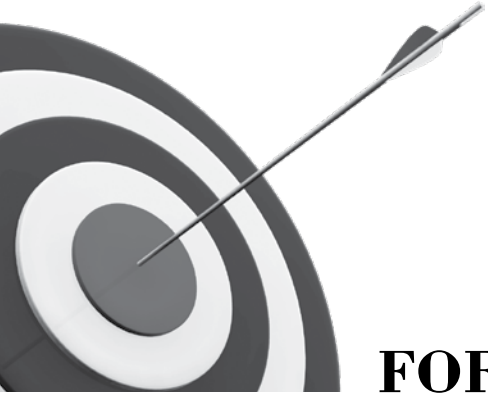
Corporate Photography | Laibel Schwartz .. 64

Social Media Marketing | Alex Medjuck .. 73

Video Marketing | Berel Solomon 82

Content StorySelling | Yoel Judowitz 86

Leveraging LinkedIn | Joe Apfelbaum 98



FOREWORD

Do we know each other?"

"Well, yes. I mean, no. I mean, I know you! I know who you were working with yesterday, how many cups of coffee you've had recently, and what the people of LinkedIn had to say about your latest post. So, I feel like I know you. But honestly, I'd really like to get to know you as a real person, offline."

That's the conversation I've imagined with so many business stars I admire from afar.

I'm a hard-core career coach, who within milliseconds of meeting someone (online or offline), starts wondering: What do you do? No, what do you *really* do?

What made you want to do that? Did you always know you were going to do that or did it just "happen?" When did you decide to start your own business? And how, oh how, did you get from there to here?

I want the whole story. The good, the bad, the mistakes, and of course, how to avoid them.

Why do I care? I think that hearing success stories, especially from people who've created something from nothing at all, inspires us to recognize that each of us has the power to create our own success story, no matter where we're coming from.

This book was written to answer some of those questions, to inspire and help each of us go on and create our own stories that are waiting to unfold. The authors have opened up in this volume, sharing not just their personal journeys, but actual business-building techniques, tools, and strategies. The conversations I've been dreaming of — in a book.

I hope you enjoy getting to know these experts as much as I have and that you'll continue the conversation on your own. BAM! That's the way it's done.

Shaina Keren
12. 03. 19
Monsey, New York

I'm a career coach whose mission is to help you turn your strengths into happy income. Visit at Shainakeren.com

SHAINA KEREN
CAREER CONSULTANT

CHAPTER ONE

MARKETING WITH CLARITY

> **"The essence of strategy is choosing what NOT to do."**
>
> — *Michael Porter*

Entrepreneurs love action.

Especially when they see results — it eggs them on to do more, faster.

Who cares to stop and punch the address into the GPS? In the honeymoon startup phase, everything is fun and figure-out-able. Marketing is just another way to turn the music up and rock it out. The louder, the better. Shiny Object Syndrome is a badge of honor. This, and this, and this, and maybe also this — let's try it all.

It's like trying to climb up a ladder that's flat on the ground. You'll make some moves but you ain't going nowhere. It's clearly not positioned to give anyone a chance to move on up.

This slightly exaggerated portrayal of a business riding high, without much clarity and skipping critical steps, is a bit similar to how I started out, more than 20 years ago...

While working with clients as a marketing strategist at our publishing and advertising company, I noticed an interesting pattern.

During our brainstorming sessions, business owners would bring up different challenges they were struggling with. It didn't matter which industry the business was in, the frustrations were similar — constant cash flow issues despite successful marketing campaigns and increased sales, not having a good grip on hiring and managing employees, and feeling overwhelmed by the roller-coaster-like-ride, some on the verge of burnout.

The same issues I'd struggled with at an earlier stage in our business.

So I started sharing with them what I'd learned from my journey as an entrepreneur and the systems I'd created to solve those challenges.

For us, those issues began bubbling up about a year into starting our publishing and advertising business. I remember our first meeting with our accountant very clearly. He concluded the meeting by congratulating us on our successful first year, impressed by our fast growth and turning a profit. As we stood up to leave, I asked if it was okay to pay him the following month since we were very tight on cash. He didn't ask any questions and willingly agreed.

The irony of it was lost on all of us.

Only later did I realize something was off. How did it make sense that our accountant gave us a glowing report about our finances, yet we were struggling to pay our bills?

That was the day work became an obsession for me.

I was going to pull us up by the bootstraps and do whatever it took to increase our sales so we could get ahead of our cash crunch and stop struggling payroll to payroll.

We immediately started a hiring blitz, adding new salespeople and support staff. I started working 12- to 18-hour days managing our growing team and business.

Until one Purim evening when I found myself at the printer proofing files instead of at home enjoying the festivities with my family.

And it hit me. Hard. This wasn't normal. I was suffering from what I now call "On the Verge Syndrome" — that incessant drive, when you give up too much of your life for your business in the mistaken belief that if you push just a little harder, for a little longer, success will be right around the corner and then you'll settle back to normal. Often, it lasts for years because you keep on changing the rules. Left unchecked, OTV Syndrome always leads to burnout.

I knew there had to be a better way.

When the student is ready, the teacher appears.

I found my answer in a book I picked up at Barnes & Noble, *The E-Myth Revisited*, by Michael E. Gerber: You can — and should — run your business in a way that serves your life, your pace. There was even a system how to do that.

I did a deep dive into learning all I could on the topic, taking advanced courses from E-Myth and other

business trainings, and applying it all to our business.

There were three main parts to the approach:

- Clarify your "why." Clarify your life dreams so that your business can serve you and make it happen.
- Work more *on* your business, not just *in* it, so that the business is not dependent on you and can run by itself.
- Learn from the franchise model to document your systems and processes.

But first... Clarity.

I was going to have to define what success looked like for me.

I wrote down my "why," my Personal Vision. I got really specific. I then reverse-engineered my Business Vision and created a One-Page Business Plan.

Writing it all down was so powerful. It gave me clarity and focus, made me more intentional and strategic about every move in business. It was the equivalent of punching the address into the GPS. Exact destination finally known.

It was a gamechanger; I ended up working half the time and doubling our revenue.

As I started sharing my system with clients, it was gratifying to see those who applied it getting similar results. I continued refining the methods and framework and coaching clients. I realized I'd found my passion and entered a new destination into my GPS. I slowly eased myself out of the publishing and advertising business by following my own Clarity, Strategy, and Systems Framework and founded Strata Consulting, a company

focused on coaching clients to help them grow their business in a way that fulfills their personal life dreams and financial goals — the true definition of success.

PLANNING WITH CLARITY

> **"Plans are worthless, but planning is everything."**
>
> *—Dwight D. Eisenhower*

Every great marketing plan has three parts to it:

1. **Foundation** (clarity of purpose, values, where you are going, and why)
2. **Strategy** (thinking, planning, how you're going to get there)
3. **Tactics** (execution, the things you do along the way)

At its most basic, marketing means spreading your message in a way that makes it resonate with the right people, who will then buy from you and refer others.

Why is clarity so important?

Because it allows us to be less reactive and more creative. It allows us to make our business and marketing decisions from a place of confidence, knowing who we are as a business, whom we serve, and how we best serve them.

While most of us like to believe we are savvy and logical shoppers, research tells us that 95% of buying decisions are actually made subconsciously and are driven by emotions. This makes the case even stronger for clarity in marketing. It's crucial that we understand who we

are, the purpose and reason for which the business exists, who our ideal clients are, *and based on that,* create messaging that appeals to their hearts, not logic.

Clarity at every level is critical, but especially at the Foundation, the core level.

Core purpose.

Core values.

Being clear about the essence of who you are and what you are really selling.

Many brands and companies make the mistake of skipping the Foundation step, going straight Tactics (creative visuals like logo design and ads) or Strategy, and then flounder around trying to get their footing, wasting precious time, energy, and marketing dollars with almost nothing to show for it.

In marketing, you have a choice: You can go "skin deep" or you can go "soul deep."

Everlasting companies like Nike, Unilever, and Apple go deep to the core. They know who they really are and what they are really selling, and that clarity of purpose translates to powerful, intentional marketing.

Nike *honors athletes and athletics.*

Unilever *makes sustainable living commonplace.*

Apple *honors those who make a change in the world, those who "think different."*

They easily know which celebrity is a good fit, which advertising opportunity to take a pass on, which social media platform will best showcase their latest products.

With clarity, decisions become easier across the board.

I find the "Six Critical Clarity Questions" in Patrick Lencioni's book, *The Advantage*, to be a great, practical tool to help entrepreneurs get clarity at every level in business.

When you can answer these six questions, and all the people on your team know the answers — including everyone involved in marketing strategy — you exponentially increase your chances of success.

The Six Clarity Questions are:

1. Why do we (as a business) exist?
2. How do we (as a business) behave?
3. What do we do?
4. How will we succeed?
5. What is most important, right now?
6. Who must do what?

I love the refreshingly simple wording used in these questions. It's much more easily understood than the phrasing typically used for the fundamentals every entrepreneur should know by heart:

1. Core Purpose
2. Core Values
3. Value Proposition
4. Primary Focus
5. Key Activities
6. Key Resources

Once you answer the Six Critical Clarity Questions, you will have identified your Core Purpose, Core Values, Value Proposition, Primary Focus, Key Activities, and Key Resources.

With this foundational level of clarity, it becomes much easier to productively plan your marketing strategy and make decisions about which marketing tactics and tools to invest in — solidifying your three-part

marketing plan and positioning yourself for success.

A TALE OF TWO BUSINESSES

About two years ago, we started working with a client who had burned through close to $500 thousand (two rounds of investment) in their first year, with nothing to show for it but a flailing business, a demotivated team, and bleeding a loss of several thousand dollars a month.

They came to us for help creating a marketing strategy. The goal? Grow their business "as fast as possible."

They were oblivious to the fact that marketing isn't a magic wand — even the most strategic marketing only amplifies what's already there. And that was the last thing they needed at that point. (Who needs more chaos, losing more money, and more HR issues?)

It took a lot of cajoling and convincing to get them to take a step back and change their approach. They needed to create Clarity first. We focused on the fundamentals, clarity about their **purpose**, their **big vision**, their **ideal customers**, and understanding their **customers' buying journey**.

We also urged them to cut the open-ended investment funding flow. It wasn't doing them any good. They were throwing money at a problem without any clarity how to address it. They were a bit flummoxed by this counterintuitive advice, but to their credit, they listened.

It worked. Their situation improved after just a few months — their team was excited about the new direction and focus, the monthly gap closed, and the business started breaking even, allowing a bit of breathing space for a pivot (two actually) to prove that their business

model worked. They were now ready for business growth and strategically planning their marketing... with clarity.

Around the same time, we started working with an extraordinarily driven entrepreneur who was launching a new business in the construction industry with zero funding. While he'd had success building a business in the past, this was new territory for him and he wanted guidance on how to do it right from the start.

He understood the importance of clarity before strategy, working on his **purpose**, **vision**, and **values**, and a one-page business plan. He embraced the "Clarity First" approach and that gave him a powerful edge over his competitors, fueling his growth at an extraordinary pace for a startup in its first year — $2 million in revenue, healthy profit margins, and always cash-flow positive.

This client had the foresight to focus on fundamentals before even launching his business. He understood the value of investing in coaching — not because he needed to, he was an experienced businessperson in his own right — but because he wanted to accelerate his growth and avoid as many pitfalls as possible.

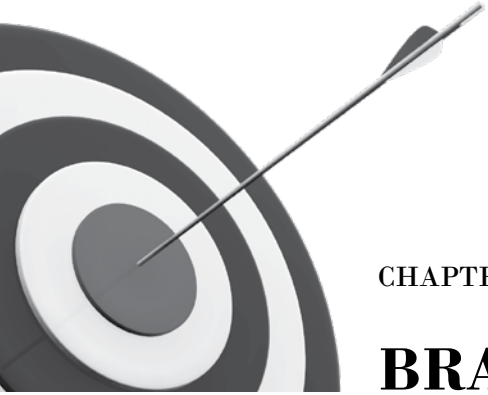
He is still on this amazing path of learning and growing, staying open and coachable as we work together on business growth challenges. He lives his "why," making sure to keep his eye on the ball, ensuring his business runs in a way that serves his life and not the other way around. He is leading strategy planning with clarity, taking owner's pay and time off, showing appreciation to his team in many ways, consistently working the sales pipeline, and managing his cash from a Profit

First mindset. He is living the freedom lifestyle most entrepreneurs only dream of.

Sara Sicherman is a Business Coach and Consultant, helping entrepreneurs get what they really want out of their business — growth, profit, and time to do what they love.

A serial entrepreneur for over two decades, Sara is the founder of Strata Consulting, a strategic-growth coaching company and creator of business training programs including Profit First & GetLinkedin Workshops.

linkedin.com/in/sara-sicherman
sara@sstrata.com



CHAPTER TWO

BRANDING

I took a roundabout path — a long detour through a psychology major and social work master's degree — to get here.

And where is here? Boss Brands: a design agency focused on web design and branding that I co-founded with my partner, Baila Sassoon. I also do consulting for anyone who needs to brainstorm on all things branding and strategy.

Some days, though, I wonder if my leap from the world of social work to social-media-ready brands is actually more straightforward than it appears.

After all, social work is obsessive about communication: communication between client and practitioner, communication about issues of injustice, and communication on how our social constructs influence everything about how we live.

So when I stumbled upon this quote from Simon Mainwaring declaring that "The keys to brand success are self-definition, transparency, authenticity and accountability," it felt downright familiar.

Because branding, unlike its cool-kid reputation, is actually pretty flakey stuff. It's built from the things that social workers dream of: clarity, communication, authenticity, and relationships.

Today, more than ever before, consumers demand — and respect — corporate social responsibility. For millennials and Gen- Z consumers, brands that take a vocal stand on social issues and authentically communicate their values are more likely to win their loyalty.

One example of a brand with a strong social conscience is TOMS. Their website reads "At TOMS®, we believe we can improve people's lives through business." With their "One for one" model of donating a pair of shoes to disadvantaged children for every pair they sell, TOMS is a perfect example of a modern company that takes branding more seriously than just a pretty logo or name.

And while charitable donations might not be a part of every corporate strategy, values can still be an excellent differentiator. Take for example, Honest Company, the eco-friendly, natural baby care products that saw $10 million in revenue in its first year alone. Started by a celebrity mom who wanted healthier options for her children, the rapid success of Honest Company can be

attributed to its total embrace of values that resonate with young, eco-conscious parents.

If you're only reading this chapter to find out what kind of logo to choose for your brand, you might be wondering what ethics has to do with anything.

It has a lot to do with it.

There's nothing wrong with pretty, but today's consumers are smart; they can see right through a superficial brand without any values or perspective to speak of.

Coming up with a decent aesthetic, deciding on a catchphrase, and checking "brand development" off your to-do list is easy. But the real goal of any branding exercise is to develop a comprehensive, cohesive brand that is laden with depth and can immediately connect with your target audience.

A brand is not a logo or a name or a motto. We've seen too many successful companies without a knockout logo (think Costco, Starbucks, Google) to attribute brand strength to visual elements alone.

And while the visual elements can be helpful, I believe that they have to be grounded in something unique and compelling to really do the legwork you want them to.

Because branding is more than skin deep.

WHAT DEFINES A BRAND?

> **"A brand is the set of expectations, memories, stories, and relationships that, taken together, account for a consumer's decision to choose one product or service over another."**
>
> — *Seth Godin*

Branding gets a bad rap.

If you've ever wondered out loud why one item is five times the price of its competitor, chances are, someone will blame it on "branding."

Branding is the evil that convinces us to buy the shoes, cars, and coffee that we could get elsewhere for a lot cheaper.

But branding also lets us have choices. As superficial as it might sound, there is something satisfying about taking a position on what brand you've chosen.

Do you drive a Tesla because you're a technophile?

Do you love showing off your Lexus because you're so "classy"?

It's the joy of expressing who you are when choosing a brand that makes it compelling. And, of course, for those who aren't sure who they are or aren't comfortable in their own skin, brands can be something of a safety net.

You might not feel successful yet, but your Gucci belt says otherwise.

But retail isn't the only space where branding rules. Service-based businesses can nab their fair share of the branding game too.

Working with one of the "top six" accounting firms gives a stamp of honor to any company.

Hiring the "best" lawyer to defend your case gives a sense of calm.

The funny thing? No one wants to admit that they're a sucker for branding; and yet we all are.

I've had many conversations with individuals who shrug off branding as a trick that only naive consumers fall for. Branding is just fluff, they say. But when I look down, chances are that their shoes have a distinctive logo on them. They're drinking coffee from Starbucks

and there are Apple air pods sitting on their desk.

And if I would grill them further, I would find that they only buy Heinz Ketchup, brand-name soda, and the medicine in their cabinet is Tylenol or Motrin.

I try not to smirk, but it likely comes out anyway.

Branding does work, it's just embarrassing to admit it.

But what if our brands could be something that clients will be proud to show off? What if we stood for something so relatable and close to their hearts that they showed us off as regularly as the lining of their Burberry raincoats?

For that, we'd have to mean something. It doesn't have to be magical or unbelievably meaningful.

A feeling, a mood, or a value that you as a company can own as your brand will let customers find you and adopt you into their lives with pride.

BUILDING YOUR BRAND

Hopefully, at this point I've convinced you that a brand is worth investing in. (Yes, both time and money.)

To start building your brand, you'll need to answer some fundamental questions:

- Whom do you serve?
- What do you offer them?
- Why would they choose you over your competition?
- What kind of mood or vibe is associated with your brand?
- What values are at the core of your brand?
- What aesthetic best represents your brand?

Let's dive deeper into each of these questions.

WHOM DO YOU SERVE?

One of the biggest pet peeves among marketing professionals is when someone fails to define their target audience. Selling to "humans under the age of 114" isn't helpful to anyone. When your defined target audience is vague, it makes it impossible to move forward.

Try to get as granular as possible when answering this question. The more you can identify the interests, motivations, and other demographic and psychographic elements about your target audience, the better.

Pick the target market that is most likely to get enthusiastic about your product and service and chase them. Keep your brand consistent across your aesthetic, communication, website, and social media since the same person will likely see all of it.

WHAT DO YOU OFFER THEM?

While we all do more than one thing for our clients, we don't have to incorporate every piece of it into our main branding message. Less is more, especially when our potential customers are being bombarded with stimuli. Do whatever you can to simplify what it is you offer your clients when communicating what you do. You might also offer fries on the side, but don't let it clutter your brand message.

WHY WOULD THEY CHOOSE YOU OVER YOUR COMPETITION?

It always shocks me how few people can answer this one. Blank looks get shot around the conference table

when I bring this question up in meetings. If you don't know why your customers should choose you over the competition, then why should they? The answer to this one doesn't have to be anything earth shattering. Maybe you are more focused on the smaller accounts. Maybe you specialize in a specific niche in your industry. Find some angle to differentiate yourself and run with it.

WHAT KIND OF MOOD OR VIBE IS ASSOCIATED WITH YOUR BRAND?

Now the fun can begin. It's time to choose a personality for your brand. This step will largely reflect whom you choose as your target audience; the mood of your brand should match their preferences. A soft, warm feel will work well if seniors are your target audience. A cool, snarky vibe will appeal to a younger audience familiar with sarcastic meme culture. In some instances, a mood can set you apart even when there isn't much differentiation in your services from your competition.

WHAT VALUES ARE AT THE CORE OF YOUR BRAND?

Pick a few attributes that describe what is at the core of what you do and why. A brand that offers technology might choose the following: innovation, creativity, and service. An accounting firm might opt for reliability, accuracy, and integrity. For a luxury retailer, the values they might choose would be craftsmanship, quality, and customer service. Whatever three values you choose should always serve as a guiding light for the brand and help influence future decisions.

WHAT AESTHETIC BEST REPRESENTS YOUR BRAND?

This is my favorite part of the process; it's where you get to pick a color scheme! Based on the answers you gave to the other questions, decide on what aesthetic best fits your brand. For example, a brand that targets children might choose a bright, colorful color palette, a playful logo, and a cheerful design aesthetic. Everything about the brand should be reflected clearly in how it appears to the world. I still remember when I met with an agency that serviced very young children and the discrepancy in their black, grey and deep-red logo. They claimed they were friendly, warm, and child-centered but their logo screamed corporate.

Now it's time to see how all of these ideas translate into actual brands that consumers love.

I've chosen Target, a brick-and-mortar retailer, and Geico, an insurance company, as examples. The two couldn't be more different in how they serve their clients, yet they both utilize strong branding practices to gobble up huge market shares.

Let's see how.

Target:

I often think about the difference between Target and Walmart. While they sell many of the exact same products (toys, books, electronics, and food), the two couldn't be more different. You just don't find suburban moms obsessed with Walmart the way they are with Target.

What is it about Target that attracts the fierce sort of loyalty that's fueled their growth to become the eighth largest retailer in the U.S.?

The secret of their success has been their clear differentiating brand of a mass merchandiser of affordable chic goods. A *Harvard Business Review* report credited Target's success to "designer partnerships and clever, creative advertising." As someone who is more than a little obsessed over the colorful, Missoni-print plastic tumblers I bought last month from Target, it's hard to disagree.

Compared to Walmart, K-mart, and other competitors, Target has successfully established itself as younger, hipper, and more fun. And to prove their loyalty, Target is often pronounced by fans in a faux French, "Tar-zhay," as a nod to the higher end experience it conveys.

Let's break down the Target brand by the questions we presented earlier.

- **Whom do you serve?** Young, female millennials who make over $50 thousand a year.
- **What do you offer them?** Affordable, chic clothing and housewares that they can't find anywhere else.
- **Why would they choose you over your competition?** Affordable designer items and status.
- **What kind of mood or vibe associated with your brand?** Happy and cool.
- **What values describe your brand?** Outstanding value, continuous innovation, and an exceptional guest experience.
- **What aesthetic best represents your brand?** A bright, modern, minimalist design with red and white, as reflected in the target symbol logo.

Geico:

Geico's brand is based around a remarkably simple premise: they are a low-cost insurance provider. "Fifteen minutes could save you 15% or more," is a highly memorable line that, if you're like most people, you wish you could get out of your head. The use of a talking gecko, caveman ads, and wry humor made Geico relatable and even fun, helping it break apart from other insurance companies. Today, it switches between various ad campaigns, including the cavemen and rhetorical questions that help cement its brand as the user-friendly company. If you take a look at their website, social media, or print ads, you'll almost always see the Geico gecko lurking in front or back in an act of consistency that has made him a permanent presence in our minds

- **Whom do you serve?** Auto-, boat-, and homeowners.
- **What do you offer them?** Insurance coverage.
- **Why would they choose you over your competition?** Increased savings,user-friendly service.
- **What kind of mood or vibe is associated with your brand?** Fun, quirky, and witty.
- **What three values describe your brand?** Outstanding customer service, being the low-cost provider, uncompromising integrity.
- **What aesthetic best represents your brand?** Basic blue color, unfussy designs, and the presence of the Geico gecko.

Tova Herskovitz is a New Jersey based marketing strategist and consultant as well as the founder of Boss Brands, a design agency specializing in web design and development. When she's not advising brands on how to look their best, she can be found trying to do good as a community activist while working with the media on their portrayal of the Orthodox community.

732.403.3035
theboss@heybossbrands.com
heybossbrands.com

CHAPTER THREE

COPYWRITING

NO ONE WRITES COPY UNLESS THEY'RE A LITTLE BIT CRAZY.

I only have a few obsessions. Being honest about painful truths is one of them. Here are a few:

- The flu shot
- Lego. In the middle of the night. *Barefoot*.
- Writing copy

Why is copywriting so hard? Because effective copy is not just words, but words that *sell*. You want to create a

response in the reader and **move him/her to action**. *That's* the hard part.

Imagine your audience as a guy sitting on his couch watching his favorite show. Now you want him to stop what he's doing, listen to what you have to say, and then *take out his wallet*.

Making someone want to do that definitely requires a little bit of crazy. But it's not chutzpah-crazy. It's art-of-persuasion crazy. It's being able to show this person that *your product or service is worth grunting out the wallet for*.

Ka-ching.

Make no mistake, finding the right words to get someone hooked enough to take action is *work*. But, when done right, it can also be extremely rewarding, and even fun. (Hear that, miserable job-hating latte-sippers out there? You're about to have some *f-u-n*.)

WHAT'S IN THIS CHAPTER:

- Madly Effective Guide to DIY Copy: Easy-peasy steps you can do all by yourself. *Look, Ma, I'm writing copy!*
- Case study: How one web development company used simple-yet-effective copy to increase web traffic by 315%.
- Pathologically Honest Guide: When you should stop writing your own copy and get the help of a pro.
- My own little-bit-of-crazy story.

THE MADLY EFFECTIVE GUIDE TO DIY COPY

This guide was written for **you** if:

- You're a newbie copywriter
- You're a non-copywriter writing your own copy
- You're a designer who also writes copy

This is *not* a guide for professional copywriters (and if you're a seasoned pro, you already knew that).

Business owners and marketers have effectively used this guide to write web copy, digital ads, print ads, and email copy. Here's what they said about it:

> *"I was able to get into the head of the person I'm targeting and feel his pain points."*
>
> *"I was able to format the copy more effectively. I felt as though I was filling in the blanks and it all came together so nicely. I just had to follow each step and it was practically done for me."*
>
> *"Using it as a framework helped me stay focused on what I needed to write and kept me in the right mindset — customer focused. I used it as a sort of checklist after I finished each piece of copy."*

Ready to get the results these people did?
Dive in.

STEP 1

RESEARCH

Determine what kind of ***media*** you are writing copy for and get familiar with it.

Website?
Brochure?
Sales email?
Print ad?
Something else?

Every media form has its own norms and standard format. A website starts with a hero section featuring a headline and a call-to-action button. A sales email leads with a compelling subject line. Digital ads are subject to tight word-count limits. Familiarize yourself with these norms by checking out a few examples. Use Google. Then use this Guide to write your copy, adjusting the format for the media you've chosen.

Identify your target audience and get to know them well.

Ideally, you'll want to interview members of your audience to get inside their minds. You want to understand the way they think about their problems or desires, what kind of language they use, and what they already know about available solutions/products.

Make sure you are highly familiar with other options on the market.

You'll need to persuade your target that your solution or product is the best, so get familiar with your competition!

STEP 2

PLAN

1. **Describe the problem (or desire) your audience is experiencing.** Then agitate by laying

on just how bad that problem can be or how intense the desire is.

Ex: Your child's birthday is coming up. You want to throw a great party, but you don't want to have to supervise 15 sweaty kids all fighting to get into the same bouncy castle. You wish there was a way to give your child an awesome party + long lasting memories, without having to go through the stress of planning, hosting, and cleaning up.

2. **Add a call to action.**

   Ex: Book a party at KidzRock

3. **Describe your solution or product.** Get specific about how your solution/product is better than other solutions/products out there.

   Ex: All the fun of a rockin' birthday party with none of the stress. Enjoy multiple bounce areas, choose your own music, comfortable parent zone with free Wi-Fi, toddler-only area for safe bouncing, plus cake and party goods included for a completely done-for-you party.

4. **Win trust by backing up your claims.** Prove you're legit in as many ways as possible (number of years in business, combined experience, products sold, services rendered, client logos, awards, memberships, certifications, success metrics, retention rate, referral rate, case studies, testimonials, survey results, etc.).

Ex: Celebrated over 100 birthdays, four private party areas, CPR-trained staff, winner of the 2018 Kids' Picks Award, pics of birthday parties in action, testimonials from happy parents

5. **Remove inhibitions.** Know what might be holding your reader back and address it.

   Ex: Packages start at only $99

6. **Create a sense of urgency by communicating scarcity or a limited-time offer.**

   Ex: Only 14 slots open in January. Book your party now!

STEP 3

MAKE IT MAGNETIC

Follow these rules to make your copy madly effective.

Rule #1

AANC!!!! (not to be confused with "AUGH!!!!")

AANC!!!! stands for *Always Assume No One Cares*. The four exclamation points are to drive this home — because too many entrepreneurs forget this too easily. The world is *not* waiting with open eyes and ears to hear what you have to say. In fact, any member of your audience has 25 other activities to do instead of reading your copy.

AANC!!!! means *work hard to earn your audience's attention.*

- Lead with a hook
- Use fresh, interesting language
- Be entertaining when possible (but be careful to stay on-brand. If you have a funeral home, humor may not be the best strategy for your copy).

Rule #2

Talk about your *reader*, not *yourself* (avoid Entrepreneurial Enmeshment Syndrome).

Of course you're enmeshed with your business; you've poured your blood, sweat, and tears into it. But you need to let go of that when writing copy. Talk about the reader's problems, emotions, and experiences. Not yours.

Entrepreneurial Enmeshment copy only talks about the **process** you go through as a business or **features** of the product. Good copy talks about the ***benefits*** your clients/customers experience because of those processes or features.

ENTREPRENEURIAL ENMESHMENT COPY	GOOD COPY
We spend eight months of our year overseas, ensuring the quality of our products by personally supervising production.	***Every belt is endurance-tested, so that even daily wear won't diminish the sleek, leather sheen.***

All of our therapists are required to attend ongoing training programs.	***Your child gets the advantage of newly emerging strategies that identify and focus on his/her strengths.***
We have a custom fleet of trucks packed with all the tools and equipment our technicians need.	***Get the problem diagnosed and fixed quickly — sometimes in just one visit — thanks to our fully-equipped fleet of trucks.***

Rule #3

Cut words and phrases that don't carry their own weight.

Go through your copy with a fine-tooth comb and eliminate or replace:

- Confusing jargon. Industry-specific language is okay, as long as your audience uses it comfortably. Don't overdo it or their eyes will glaze over.
- Generic superlatives like "the best," "leading," and "most advanced."
- *Anything* that does not provide clarity, entertainment, or persuasive value to your audience. This is **fluff** and it should be *decimated*.
- Words that can be communicated more succinctly with a symbol or badge (i.e. "we are fully licensed and insured," "price-match guarantee," "satisfaction guaranteed").

Hooray! You're done!

At this point, most people are either fist-pumping or crying. If this process has been gut-wrenchingly difficult, it's probably time to hire a copywriter. If you've successfully completed the steps, you should have clear, compelling copy that can move your audience to action.

Make sure to retrofit your copy for the media form you're using. Then go out there and *crush it*.

Case Study: How Atar & Co increased web traffic by 315%

Rochel Einhorn and Elisheva Sorotzkin of web development company Atar & Co came to me because they were looking for highly effective ad copy to draw more traffic to their site. After identifying their target market, we dove into the next step: defining how Atar & Co solves a problem for their clients. We came up with three different problem-solution stories.

1. Client has an old, outdated website → Atar & Co modernizes the site with a whole new look.
2. Client doesn't have a website yet → Atar & Co creates an impressive website for them.
3. Client has a glitchy website → Atar & Co fixes the problems.

Since these three problem-solution stories are significantly different, we segmented our ads so that each ad targeted a different group.

The print ads agitated and pointed to the benefits of websites developed by Atar & Co (make more money, impress potential customers, stand out from the competition).

We kept the digital ads short: identified the problem

+ gave a CTA. For example, the first ad simply said, "When your website looks like an **ancient relic**." The CTA button simply said "**Modernize**."

It worked! Touching the pain point + giving a targeted CTA did the trick and generated exactly the results we were looking for: more people from the target audience checking out Atar & Co's services online.

Effective copy can help you achieve things you wouldn't achieve without it. Simple.

Thinking about hiring? Here's another helpful guide.

PATHOLOGICALLY HONEST GUIDE TO HIRING **Are any of these statements true about you?**	
You're a fairly good writer.	You struggle with written communication.
You are ready, willing, and able to put in the work and planning necessary for high-performing copy.	This project has huge ROI potential: converting just a handful of new customers is = or > the price of the copy. (Hello? This is a no-brainer. *Run* to hire).
Your business model is still evolving.	You have absolutely no time or patience to plan and write.
You are directly in touch with and get consistent feedback from your target audience.	Your business is complex: B2B or Software as a Service.
You have a crystal-clear understanding of how your business is unique + desirable to your target audience.	You're competing in a crowded market and need a way to STAND OUT.

You're writing your own copy already and it's WORKING.	Your copy isn't working.
"Yes" to two or more of these? You can *probably* write your own copy for now. Try it!	**"Yes" to two or more of these?" Get yourself a pro, pronto!**

MY LITTLE-BIT-OF-CRAZY STORY

Before I was a copywriter, I'd been published in magazines and written a bestselling novel for the *frum* market (*The Freedom to Be,* Israel Bookshop Publications). I got my high creating powerful, memorable characters that were larger than life.

Then I wrote my first piece of copy. As soon as I started, I realized two things:

1. My copy had to sell a unique + desirable value.
2. I was going to *nail* this.

I'd thought born-for-this moments only happened in books, but right then I was Harry Potter getting on a broomstick for the first time, Luke Skywalker destroying the Death Star, and Nick Foles bringing it home for the Eagles. I was bitten by the copywriting bug, but good.

After my first few shots at copy, I immersed myself in the world of professional copywriting. Relentless research and development, as well as G-d given collaboration opportunities, helped me grow quickly and gain expertise.

What I appreciate most about my work is the clients I work with.

My clients are great entrepreneurs and executives who are genuinely awesome at what they do. Most of them struggle with the same question:

> *We know we're good. Our existing customers know we're good. But how do we stand out and win large-scale, long-term loyalty?*

The answer lies in building a brand that is much bigger and more meaningful than the simple product or service you provide. This requires a deep understanding of your target audience, the way they relate to your product or service, and the existing market.

To answer this question for my clients, I started combining the data-driven practices of conversion copywriting with foundational brand strategy. And... the mad strategist was unleashed.

I help businesses that are

- shifting market position
- scaling or looking for broader reach
- struggling to stand out in a crowded market

Brand strategy encompasses many things, including your problem-solution story, unique value proposition, positioning, brand voice, business name, and business slogan. I also write copy to deliver on that strategy and help you climb out of your status of "just another business." I help your business become a larger-than-life ***brand.*** That means you stand out in the mind of your audience, develop loyalty, and ultimately, make more money.

Chaya Glatt is a brand strategist and copywriter. She helps businesses stand out, nail their message, and win customers with data-driven brand strategy and madly effective copy. She specializes in business, service, and product naming.

Let's talk about a powerful brand strategy for your business.

chayaglatt@gmail.com
www.chayaglatt.com

CHAPTER FOUR

WEBSITE DESIGN

MY STORY

I'm Chaya Fischman, of Lakewood, NJ. I'm an identical twin. That's remarkable isn't it? I grew up in Baltimore, went to a regular Jewish school, a regular college — but with five amazing children, the oldest 10 and the youngest a baby, nothing is regular anymore…

…You see, when my son was 7 years old, he needed a boost of confidence. I took it upon myself to help him become the coolest kid on the block. (Yes, a block in Lakewood.) And the answer was obvious.

My boy needed a unicycle.

I couldn't find a unicycle teacher in Lakewood, so I took the job.

For two hours every night, four weeks running, I bumped, bruised, and assaulted every bone in my body as I learned to ride that ridiculous unicycle. My trial-by-bruise continued until I could cruise with ease around the kitchen and I unofficially became one of the coolest moms in Lakewood. Then I taught my son how to ride. I'd done it — now he was going to do it and quitting was NOT an option. Now he coolly rides his unicycle all over the neighborhood.

And he has a taste of what it feels like to be an entrepreneur, like his mom.

STARTING MY AGENCY

My very supportive husband owns his own bookkeeping business. (As opposed to most business owners, I don't worry about keeping track of the money.) He understands, intensely, what I've had to do to create and sustain my own creative agency. I mean, if you haven't cried at work, you haven't really worked, right? Being a self-starter, I opened my own business in 2007. Back then, I was a freelance graphic designer. Some months I did really well and made $2,000. Others, I made $85. Gross. The reason that most hem-of-your-skirt businesses fail is because it takes 10 times more work to make them work than founders expect.

You have to get used to discomfort and pain.

Maybe it's because I was always trying to catch up to my older twin but wired into my personality is a pit bull's resolve to clench and not let go. No matter how busy (or underemployed) I was, I sat doggedly at my computer

teaching myself every new software out there. I honed my tricks for hours on end. On most nights — for many years — I worked until 1 a.m. You don't have to be sleep deprived to make a business work... but you actually do have to be IF you're going to create a happy family along with happy clients. (A happy family, by the way, is 15-20 times harder than you think it's going to be.)

My goal was always to do great work and to make each of my clients happy. In fact, they were so happy I was able to grow my business strictly by word of mouth.

WHAT TO DO WHEN YOU'RE ON BEDREST

I spent a chunk of 2013 on bed rest. How could someone as energetic as me be on bedrest? I adapted. Taught myself HTML and CSS using YouTube videos. I learned how to code. (What did *you* do when you were pregnant?)

With more skills, I was able to do more. Earn more. Slowly, I began hiring people to help me with my increasing workload. Over the years, I've hired eight people and now offer branding, graphic and web design to business clients.

I've made many mistakes as I've grown. Mistakes that cost me money. Mistakes that cost me business. Thankfully, mistakes have *earned* me money, too! Learning from my mistakes and most of all, *learning not to repeat them* has given me a lot more success than failure. If business success means creating a profitable agency from an $85 low — I've found it — through a lot of hard work, hustle, perseverance and significant *siyatta diShmaya*.

WHAT MY PARENTS TAUGHT ME

All my life, my parents have built me into a person who knows you get nothing for free. That's the best training for the regular world of work. You need to work *hard* if you want to make it. Failure happens when people can't withstand that. At the same time, my parents planted within me the trust that nothing is impossible.

That's why I ride a unicycle.

WHY BUILDING YOUR BRAND IS LIKE RIDING A UNICYCLE

The vice president of the International Unicycle Federation says this incredible thing about learning to ride the unicycle:

"You're going to fall a lot."

He also says:

1. You're going to have to want to learn to do it.
2. You're going to have to fall down and get back up.
3. It has to be your size.
4. Use your dominant foot to pedal.
5. Pedal like you're climbing steps, one at a time.
6. As the unicycle moves underneath you, pick up your less-dominant foot and pedal.
7. Hold onto something for support.

Building your company is just like that:

1. You have to want to learn to do it. (Nobody just *knows!*)
2. You're going to fail at all kinds of things.
3. Unlike big companies, your business has one wheel, and one driver.
4. That's why you need a business that fits you — otherwise, how can you operate?
5. You operate your business using your dominant skill, to move ahead one step at a time.
6. As your business begins to move underneath you, you're going to have to pick up your less-dominant skills and use them to keep the business moving.
7. If you're smart (or you receive enough hard knocks), you'll hold onto something for support.

Support is what I offer, in the form of websites, branding, and design.

My support gets you leads. It gets you into the *heads* of your leads. It helps you turn those leads into clients. Being a unicycle-riding business owner myself, I understand the need for solid marketing. It sustains you. From a beautiful, functional and lead-generating website — to the social and sales infrastructure.

There are three reasons why you need a website, which is your face to the world.

1. People check you out.

Automatically, we're all wired to investigate each other — even before we pick up the phone to speak. Anyone considering doing business with you wants to see your website.

If you don't have one, you must be a tree cutter who works via referrals and the sign on the side of his truck.

2. People want to see what you do.

Maybe they met you at a conference or you had a quick call. Because it's so easy to look for everyone online, it's now expected that you'll be there, showing what you do, what you sell, and why. (You wouldn't hide your business from the Yellow Pages; you don't want to hide your business from Google.)

3. People hire and buy online.

If someone wants to make a purchase, how do you help them do that? If a lead wants to hire you, where can they go to do that? As one car mechanic in Far Rockaway says: "MY money in YOUR pocket, I don't like." That's why he services your car fast. If a hot lead is ready to hand you cash, make it easy for them to give it to you. Easy = Online.

THE BOTTOM LINE

So now you know why you need a website: *so people with money can 1) see that you're real, 2) learn about what you do, and 3) pay you for it.*

WHERE I FIT IN

I create your website, your brand, and the associated marketing that makes it easy for people to pay you.

So, How Do People with Money Find My Website?

With every service there is a caveat.

Here is the web designer's:

It's very important to understand that having a beautifully crafted site is **not** automatically the same thing as having a site that people **visit**.

There are two ways that people locate your site: either by typing your name or a search term related to your business into a web-browser's address bar (URL) or by tracking you down using social media.

1. Search

Google is Googlezilla because it controls most of what everyone sees online, and businesses pay them handsomely to get in front of their customers. Google receives 63,000 searches per second. Once you have a website registered with Google, you're eligible to *compete* to appear in some of those searches. You compete either with paid ads or through Search Engine Optimization (SEO).

Both cost something...

Either you **pay for ads** (a varying spend depending on your search terms, competition, and how often the ads appear, not to mention hiring a pay-per-click pro to build and run your account) or you **create good content** (a cost of *consistent* time or money to hire a content writer who knows how to implement the stuff). If you can't afford this, you can't afford a website. I mean, you can *build* a site. But no one will visit. Doesn't matter how pretty it is.

These days, SEO has morphed into a combination of creating a high-performance site and getting active on social media, which brings us to the second way that people find you online.

2. Social

When you use social media, you're using someone else's platform for your personal messaging. It's not like

a website, because you don't own it. **The plus is**, you get instant exposure to like-minds without having to worry so much about optimization or ads (although they do exist on major social platforms such as LinkedIn and Facebook). **The minus is**, you don't own it, so you're limited in what you can present on it, and you can't sell willy-nilly, like you can on your website.

Takeaway: Generally, people get to know you on social media. But they go to your website to buy.

WHY ALL SITES AREN'T EQUAL

There are many ways to build a website.

Sites have different goals: to sell, educate, inform, and impress.

Sites are built in a variety of ways on unique platforms, such as Squarespace and WordPress. There are template sites. There are custom sites.

So if someone is trying to sell you a custom HTML and CSS website, while it may sound super cool because you love anything with the word "custom," know that it's going to be complicated and expensive to change (which you will inevitably wish to do). Unless you have a clear and present need for a customized site — and the deep pockets to support it — a custom site is effectively designed to make you miserable.

Remember, it took me three months on bedrest to learn to code.

The site will look awesome the first few weeks... but the second you need to change something, you'll have to track down the designer (a feat by itself) who is busy making money on his next job, and ask him to tweak it for you, which he isn't interested in doing. So you'll ask a

friend's kid or hire someone on Fiverr. A newbie.

Who will trash your website.

WHY I GO WITH WORDPRESS

Most people use WordPress. When I say people, I include businesses of all shapes and sizes, agencies and organizations. Once you're hiring a web designer, you may as well use WordPress, which is an open source platform. This means it allows you a lot of flexibility compared to template-only sites like Squarespace and Wix, which are private companies (similar to using LinkedIn or Facebook) mainly for non-designer, DIY creators.

I love WordPress because I can create a fully "custom" website on the front-end (what you see) with a user-friendly template on the backend (the HTML and CSS that makes it work). This backend is simple enough that you, as the non-designer owner, can make changes yourself. In less than an hour, you can learn how to manipulate the backend to make text changes, which is enormously helpful.

FEATURES ALL WEBSITES MUST HAVE

1. **Basic SEO:** The right plugins, proper use of header and paragraph tags (HTML), properly sized images with alt text, and a site that passes Google's site-speed test. Plus, well, a whole lot more. For instance, if you want Rich Snippets or to appear as a Featured Result on the Search Engine Results Page (SERP) — the entire page has to fit Google's parameters.

2. **Bite-sized text:** Like it or not, few people read paragraphs of text anymore. Chunky text is outdated — at least, if you're talking about a business website. Short sentences are a must. Even single words? Yes.
3. **Clickable contacts:** Phone and email and address must be responsive to touch, so you can call, email, and redirect to Google maps instantly.
4. **Sticky header:** This moves the nav bar, which is almost always at the top of a site, down as you scroll. This allows visitors to easily navigate your site. (A menu in the footer is helpful as well.)
5. **Attractive home page:** The better looking your site, the more visitors will take notice and the longer they'll stay. If you create an impressive site, you'll get people to spend some time with you. If you build a site with great user experience (UX), you'll be able to sell on it and not have people click out. You have two seconds.
6. **Google analytics:** Without this, you won't know who's coming or going. You can use this to choose effective keywords and see exactly how effective they are, on which page and when. (The only thing it can't quite tell you is *why*. That's what SEO specialists are for.)
7. **Responsive site:** There are more purchases made today on mobile than desktop. That means your website has to look perfect — and perform perfectly — on every screen size. Google penalizes non-responsive sites. But it doesn't matter, because the user experience is so poor on a non-responsive site that few will buy from one anyway.

8. **HTTPS for security:** You need a Google SSL certificate.
9. **Favicon:** Whenever you see an icon on a browser tab, it's called a favicon. You can change it to your logo, or even your photograph. It's a gram of branding that helps people remember you.
10. **CTAs:** This stands for "call to action." A call to action is: "Order now!" Usually, you have to tell people what you want them to do. This includes telling them to click, to read, or to pull out their credit card and type in the number.
11. **Testimonials:** These can be on the website itself, Google, or in certain cases, Yelp reviews. Testimonials help people trust you and may entice them to work with you.
12. **Contact forms with "Flamingo" installed:** This is a plugin that works alongside a contact form, which will store your data in the backend of your site so that you always know who is contacting you.

A NOTE ON E-COMMERCE

I hate Magento, which is an open source e-commerce platform. It is very complex and requires a programmer to write your site. Simply the worst, in my opinion. The updates are horrific and my phone rings off the hook with depressed people begging me to fix their Magento issues. I will never use it.

Instead, I'll go one of two routes:

1. **Shopify**, which I love and generally advise my clients to use:

Pros: It's fast, easy to use, and ideal if you're in charge of a multi-product e-commerce store with inventory, marketing, and records. We don't advise a Shopify template, but create fully customized Shopify stores.

Cons: Three to four levels of fees make it more expensive than a self-hosted store. If you have someone with tech know-how and you're a smaller store, you'll save money over the long run using a custom platform. Onboarding is easier than it used to be, but still not simple. And, if you ever want to ditch them and change to another vendor, Shopify is going to make your life hard.

2. **A custom platform**, which is proprietary.

Pros: A custom site has no limitations. You don't have to pay a fee that deducts from each purchase.

Cons: You pay a hosting fee, and you pay for any feature that isn't built yet, so even small design changes take time and are expensive.

HOW TO GET IN TOUCH WITH ME

Speaking of CTAs, here's a good place for one: If you want to learn more about creating a website and building your brand, please get in touch with me and my team at Brand Right!

(Unicycle demonstrations cost extra.)

Almost 13 years ago, Chaya Fischman founded BrandRight Marketing Group and quickly earned a reputation of doing amazing work and taking massive stress off of business owners like you. Chaya recognizes clients' goals and makes them attainable. BrandRight offers a multitude of marketing and web design services to ensure that your company gets the results you need to grow and succeed.

732-372-0404
Chaya@brand-right.com
www.brand-right.com

CHAPTER FIVE

GRAPHIC DESIGN

The first design I ever made was a sign for our *sukkah*.

My grandfather was a graphic designer, and when I was nine or ten, I would sit in his home office so he could show me "how it's done."

I began by watching videos my grandfather recommended. One of the videos was of Bert Monroy, who recreated Times Square with Photoshop. I was floored. I decided I needed to learn everything there was to know about this man and the thing he cared about most: graphic design.

A pioneer of digital art, Monroy is known for building digital art the way one would build "regular" art. Now a 40-year veteran of both the advertising and commercial illustration industries, Bert says his designs live on digital canvases.

Another one of my mentors is John McWade, who takes design concepts and molds them into a science. McWade is known for his emphasis on graphics not as decoration but as a form of communication. For example, McWade lectures about how a graphic designer might use lower-case handwriting to make the text appear extra inviting but if the typeface has hard edges and sharp points, it's actually agitating to the viewer. A gentle typeface with round, pillowy shapes is much more appropriate.

After I got married, during one of my father's traditional Friday drop-offs for the Shabbos food my mother had cooked for my family, I had great news for him. I'd been offered a position as a graphic designer and was going to be paid $800 for my services.

I've made it, I remember thinking.

But my father, a man of great pragmatism, told me not to take the job and, instead, make two cold calls and report back to him each Friday.

I had soon booked up a whole client base.

I named my company Art Official. (Get it?)

Later, I changed the name to "Shia Teichman" — with this seemingly insignificant marketing technique, I was able to triple my business.

Businesses need to pivot constantly if they want to evolve and become more profitable; they can never stop tweaking their moving parts.

As my company grew more mature, I continued to learn about the many subliminal things you can do to

make a business more profitable, in terms of both my own business and those of my clients.

I could no longer keep up with the workload I had generated. I needed to hire people, and fast. I started with freelancers and then made full-time hires, so I have a good understanding of both.

You know that feeling of excitement about landing a project, *any* project? Throw it out the window right now!

Everyone knows that a graphic designer is commoditized quite regularly. This has always been true. *But it's also true that businesses can't afford to pay cheap*.

I've yet to see a cheap designer solve a problem. They're too busy looking for the quick buck. If you hire someone on Fiverr or 99designs and that person messes up — which they will — the mess-up will become *a part of your brand*.

HERE'S HOW TO CHOOSE THE RIGHT GRAPHIC DESIGNER:

1. Figure out what your goal is. What are you trying to achieve from a business perspective?
2. What will bring you closer to your goal? This will depend on your ROI. If you want a campaign that will make you $10,000, don't hire an agency for $10,000. If you're a technician and want to be a one-man band who fixes computers, don't hire an agency to create your brand because there goes your yearly salary. However, if your plan is to have 10-20 employees in the next two years, it makes sense to go for the big agency so you can hit it out of the park. Ask yourself about your

desired tier of investment, cost, and opportunity cost of this work. For example, if you want it done right and don't want to second-guess, it might make sense to hire an agency that will do it right. Approach this as a business, mathematical, and science-based decision.

3. When hiring an agency or freelancer, ask them what their specialty is. There are logo designers, layout designers, brand developers, marketing people, illustrators, etc. The one you hire should depend on *your* individual needs.

Aiming to solve million-dollar problems with a few thousand dollars solutions became my motto. After all, I'm not an order taker, I'm an expert!

So how did I "flip" my business model to *become* an expert?

I pivoted to branding, the sales engine of any business. Accordingly, I renamed my business Gallop Branding. After all, what drives marketing is the messaging and what drives the messaging is the branding.

I found new mentors, like Marty Neumeier, creator of *The Brand Gap*, and Scott Adams, creator of *Dilbert*. I learned from these and other experts everything I needed to know about persuasion, which I believe to be one of the most important aspects of branding.

Again, my target audience had become big companies with big, expensive problems. I became an expert on branding and persuasion, which would solve these problems for them.

Everything my business does is logic-based, meaning it can be backed up with research and statistics.

At Gallop Branding, we use a three-pronged approach:

1. First, we gather information directly from the client so we can understand their unique point of view. We also ask about other agencies they've already consulted with and what has worked or not worked in the past. The goal is to find the unique gem already in the business so that we can polish it.
2. Next, we call 5-10 of the client's customers to make sure there are no discrepancies in client perception.
3. Finally, we do market research. We look at competitors and companies in similar industries that are doing similar things. We see what worked for them in the past and what did not. This gives us real data to work with. Remember: It's not about feelings, it's about data.

If I'm going to do my job and earn the money I charge my clients, I need to be able to answer this question for them: "Is graphic design solving my business problem?"

But two plus two is four and one plus three is also four, right?

Yes, the equation is different for everyone but there's still only one right solution for each company.

Our motto is "In a world that says the customer is always right, we double check."

After all, pretty pictures don't solve business problems. Design needs to a*ctually move the needle*.

Accordingly, there are certain rules in design like:

- Design follows copywriting. Writing is step one.
- The color thing is real. There are certain color rules, such as blue evokes a feeling of trust.

- You can communicate emotion through font.
- The words you say and visuals you use need to match. If they don't, people can sense the conflict subliminally.
- Everyone's taste is different. Look at the law of averages for the best thing to do.
- Creating a logo is just the tip of iceberg. Logos are always used in context; if there's no context, there's no use for them. What are you telling people with your logo? Speak wisely. Your logo is your face. Most importantly, you face needs to be unique so people can recognize it.
- Your logo and branding tools need to fit your industry. The tools used for a construction company should be very different from the ones used for the daycare industry. Your "face" should not be in conflict with your industry!
- Think of it as a dress code. The colors, fonts, shapes, and photography are all part of the *branding dress code*. A lawyer has a dress code, right? Well, a lawyer's branding also has a (similar) dress code.

BRANDING VERSUS BRAND IDENTITY

This is an important distinction and something I am asked about very often.

Brand identity: This is *who you are*. It includes your core values, what you like, what you believe in, what "language" you speak, and your voice (i.e. sophisticated, casual, etc.).

Branding: This is what people think *about you*; your reputation. The gut feeling a client or potential client have when they hear your or your company's name. In other words, it's not what *you say* but what they say *about you*.

Branding is *the son of identity*.

A lot of people get these two very confused. Oftentimes, when prompted to describe what they do, individuals will give the most technical answer. Writers say they write, programmers say they program.

Not shockingly, this is not the best way to generate sales for your company.

Before answering this question, ask yourself this instead: "What do I do *for others*?"

A plumber doesn't say he turns a valve with a wrench; he says he *fixes leaks*.

If you're not taking care of your image, it's surely not taking care of you.

BUT WHAT ABOUT PRICING?

I'll try to tackle this complex topic with the simple example of pricing a burger:

Option 1: I want to make a $5 burger. I need to find some cheap meat and grade B lettuce to meet my $5 price point.

Option 2: I want to build the world's best burger. I use the best lettuce, meat, onions, and cheese. In the end, it comes out to $50 to make the burger. I decide to mark it up to $120 to compensate myself for my work.

In the beginning, I worked at the prices "the market would allow." I was stuck listening to what people told me I should charge. Because of this, I was forced to give a lower-quality product. *But it doesn't have to be like this.*

If I'm going to allow myself what I know need, such as the hours allotted for sketching, research, and designing touchpoints, I need to charge a lot more. Why? Because the customer will get a lot more!

I can now tell my customer: "According to my understanding, I need this amount of time to create this presentation. Here is my vision and exactly what I plan to do for you. This is what it will take. My cost is X and there's a markup of Y, so my price is Z."

Since this results in a much better product, the customer sees the value and, in most cases, becomes more than willing to adjust to my pricing.

UNDERSTANDING YOUR BRAND AND BRAND ARCHETYPES

We all want a following but what we really need is a *loyal* following.

A magic bullet that makes us irreplaceable doesn't exist; we have to actually *be* irreplaceable.

These connections we seek are *relationships*. But for a relationship to work, you need to be clear about who you are. You need to *understand your brand*.

Here are some sample brand identities, with some help from psychologist Carl Jung. Remember: You can't copy a brand identity. These identities will only give you ideas about how to approach your branding:

- Disney uses magic as a brand tool. It's a media company, but it's nontraditional because it offers something everyone wants: an escape from reality on-demand.
- Prestigious clubs, universities, etc. Let's face it;

their popularity and respect has to do with the "snob effect," one of the two effects widely used in economics (the other one being the bandwagon effect, meaning people want what everyone else already has so they can fit in). Both effects are extremely powerful. Have you ever seen someone who isn't that smart but acts really smart? I bet you many people believe them just because they said it!

- Brands appealing to people who just want to be happy: These companies often rely on feelings of nostalgia that elicit a comforting emotional response.
- Rebellious brands: Brands like these appeal to someone with a "dark side." They often tell you to be yourself (*whatever* that is) at any cost.
- The Jester: The goal for a jester brand is to provide light-hearted fun and smiles using humor and silliness.
- The Lover: The lover brand appeals to passion and pleasure.
- The Explorer: The explorer brand sells freedom. Instead of selling you a home, it will sell you the idea you don't need one and that it's better not to have one.
- The Ruler: This brand appeals to people who like to be controlled in some way. They want someone to tell them what to do.

And so on and so forth. So what are *your* values, outlooks, and morals? Whatever they may be, make sure they align with your target customer's values. If you're not

being true to yourself, they'll know. They'll also quickly understand that this means you won't be true to them, either.

In short, identifying the type of brand you are will help you nail down your target audience, which is more than half of your company's battle.

More than anything, business is about three things: learning, growing, and pivoting. As long as you continue to think about these three things on a regular basis, success is on the way.

Dealing with a branding agency can feel like you're rolling the dice. It shouldn't. Because no matter how creative those dice are, your business is worth more than a gamble. At Gallop, we're more concerned about results for your business and less concerned about giving ourselves a creative adrenaline rush. It's YOUR business on the table. YOUR sales. YOUR revenue. We take that seriously

gallop
BRANDING

project@shiateichman.com
718.305.7225

LAIBEL SCHWARTZ

CHAPTER SIX

CORPORATE PHOTOGRAPHY

I've always wanted to work with people.

I originally fell into photography on an archaeological site in college and was immediately intrigued by the art and science of the craft. As my skills improved and my passion grew, I realized that a photography career would provide the perfect flexibility that I needed to support a growing family while pursuing our family's personal goals (i.e. *kollel*).

For the next eight and a half years, my wife, Chana, and I built a Boutique Wedding studio, where we constantly challenged the industry norms and pushed to

create what we knew was possible — a strategically pleasant and efficient wedding photography experience. All the while, Chana was fully running the operation while I checked in with clients between classes and answered emails while the rest of the world was sleeping.

Fast forward a bit to 2017, when we made the decision that our company would step into the corporate sector and that I would be building this branch of the business independently. I initially had huge reservations about doing it without my wife, as she is the most amazing and talented person, photographer, and designer I know. Going out on my own has taught me the tremendous power of overcoming fears, leaving my comfort zone, and reaching goals I once thought impossible.

EVERYONE'S GOT A STORY

Everyone's got a story to tell, but often, we are so busy living that we don't take time to share our experiences with the world. Many of us don't even realize that our daily interactions and functions are interesting to other people!

My personal mission, my "why," is to help people identify their stories, to help them find those encounters and traits that make them unique and share their experiences with the world. My work as a photographer is both a personal mission and a career. It's dual fueling, each one feeds the other. I would never be able pursue my passion for tapping into and documenting people's stories if photography was not my profession, and I wouldn't succeed at photography if the results were not personally fulfilling.

As I grow my business, I've been sharing my own story too, and it has definitely made me more aware of my self-development. Running a business in today's world is a lot more than pitching just to a group of select clients. Through social media platforms including Instagram Stories, LinkedIn, and WhatsApp Status, I share a lot of my behind-the-scenes processes. I am always conscious to act in a way that represents the best version of myself and my brand. An assistant on a project once marveled at my interactions with my clients, staff, and even complete strangers. I explained that since I'm constantly filming and sharing my work, I'm always camera ready. It's a great reminder of the Ultimate Camera that is always watching.

As much as I enjoy sharing my story, I love sharing others' stories and successes. Social media is a great forum for cheering people on in my own space, as well as the larger business network. I know there are people I've never met who are sharing and celebrating my journey. Connecting and building relationships with colleagues and collaborators on public platforms also provides countless opportunities to represent myself and my business in the best light possible.

THE KEYWORD IS BUSINESS

The key to succeeding in the photography industry (any industry for that matter) is understanding that running a photography business involves just that — running a business. Just as it's important to master photography, it's equally important to learn how to start, manage, and grow a successful business. We

realized from the very beginning we couldn't be good at everything and brought in David Wanounou, a master business strategist, who has led us to this point and keeps our vision focused on the future. I have found that the most successful photographers I know are business masterminds as well, while some of the most talented photographers I know lack basic business acumen, and are often left with no one to appreciate their perfect pieces of art.

I like to compare business skills to a camera. Both have few technical moving parts but those few parts are essential. Once you master the basics, you'll be able to tailor the concepts to your specific goals. And in both, don't forget to find your style! There are a million photographers taking pictures but you're the only one with *your* vision. Blending your unique vision with strong business fundamentals will ensure your success.

BE YOUR AWESOME SELF

In the wedding photography industry, it's easy to see how pivotal a wedding day is for each couple. Their dedication to each other and to the life they're about to embark upon together is front and center in every image. I've learned that the same is true in the corporate space. Starting and running a business requires a personal dedication, commitment, and a long-term vision. But often, the human factor gets lost behind the corporate shield and outsiders don't get to see the incredible humans and fascinating processes that make the company tick.

The goal of my work is to present a company in their

most real and human way and to create imagery that showcases that humanity. I try to break down the barriers between the corporation and the people behind the brand, so future and current clients will feel comfortable with whom and what they're investing in.

Here are three tips to leveraging your unique self in order to show clients and prospects why you and your business are worth doing business with:

- **The most important part of showing your personal side is to show your personal side.** People are naturally fascinated by the expertise and talents they don't have. By demonstrating your unique skills and sharing your wisdom in a personal way, you drive interest in your business and ultimately, revenue.
- **There's no such thing as giving too much.** People often worry that if they share too much, their competition will mimic their processes and take away clients. But the opposite is true! The more you educate your client base, and even the general population, the higher your value becomes. And when people believe in your value, they'll want to do business with you.
- **Own your space.** Everyone can own a unique space within their industry. The key to finding your niche is to identify your interests, sharpen your skills, and build on your experience. Once you carve out your space, you'll become synonymous with your specific service and your value will skyrocket. Find your inner voice! Connect

to it, believe in it, and then sell it. I mean really... who ever thought that headshots would be a thing?

HEADSHOTS: SMALL BUT POWERFUL

In today's digital age, we often do business and build relationships with people we never meet in person. Instead, the only visual experience we have with many of our daily connections is a tiny photo on a screen. That's why your corporate headshot is a powerful and necessary sales tool. You have one second and a quarter of an inch to connect with someone on a human level.

A good headshot with the right amount of confidence and approachability connects the viewer to you. It intrigues them and makes them want to get to know you better. I often tell clients that it's my job to get a lead to call them. It's their job to mess it up once the lead calls :)

More than creating that initial relationship, your headshot is the way people remember you. Think about the contacts saved on your phone. Often, our only visual association with our friends and family are those tiny pictures that show up next to their name each time they contact us. Similarly, a corporate headshot becomes the way people experience you.

THE HUMAN PUZZLE

Every human being is a puzzle. My job is to define all the pieces of that puzzle and create images that showcase the client's message. Therefore, each image that we

create is on brand, conveys the intended emotions, and expresses the client's unique personality.

While shooting, I first determine the appropriate lighting, position, and scene that emphasize my client's message. I then connect to my subject in a real and human way in order to draw out their most natural expression, making the image personable and authentic.

I recently photographed the CEO of a large company. While directing him I must have done something slightly childish and he asked me if I mostly photograph children. I replied, "No, only CEOs." That brought out a hint of a smile, which is exactly what the image needed.

Besides for bringing out natural reactions, my connection to my subject makes their photos convey a strong sense of connectedness. And when a prospect sees a photo of someone in a connected state, they will automatically feel connected to the photo, making my client's image an even more powerful sales tool.

YOU'RE IN THE DRIVER'S SEAT

People often feel self-conscious and vulnerable in front of the camera. In order to make clients feel more comfortable, I explain that they're in control. I'm simply the guide helping them create their best image. I have found that being in control empowers them and evokes confidence, which makes their portrait even more persuasive.

An interviewer recently commented, "You make people look good." In truth, G-d creates the beauty, I just know how to shine the light to feature it.

KEEPING LEADS PIPING HOT

Besides attracting leads through headshots, I also help my clients keep their prospective clients interested. I create short, powerful pieces of marketing material that perfectly showcases our clients' value. My impactful images and sixty-second videos can be sent and seen during a sales conversation, allowing business owners and prospective clients to experience the process together, get excited together, and close the deal faster. With this method, the business owner does not need to re-establish the interest from the initial sales call and rewarm the lead.

My goal is to create marketing material for my clients that goes straight into their clients' bloodstream. The content is short, relatable, and engaging. It is designed to intrigue, excite, and leave prospective clients begging for more.

I know my product works because it is exactly how I have grown my own business. Every time I step into a significant project, I create video content demonstrating what I'm doing and how I'm doing it. This way, I've amassed a huge collection of short, impactful videos that summarize my processes and services in a way that can be understood by anybody, instantly.

When clients call, we schmooze, create a rapport, and then I ask if they have an extra sixty seconds. While still on the phone, I send a video and I stay on the call while they watch it. After they watch the video, there's generally a few seconds of silence. Then, "Laibel, this is incredible. When can we start?"

Have I reached my professional goals? At this point in my career, I've accomplished way beyond what I ever

imagined possible... but at the same time, I know that we're just getting started.

Laibel Schwartz is a storyteller who uses his camera as his quill. Whether showing he humanity of his corporate clientele or a newly bonded relationship of a couple at their wedding, it's always been Laibel's belief that the technical aspects of photography shouldn't get in the way of creating images that either timeless masterpieces or powerful sales tools. Laibel has an insatiable love for light that is full of fun and a bit contagious!

laibelschwartz | PHOTOGRAPHY

info@laibelschwartz.com
laibelschwartz.com
845-418-2527

CHAPTER SEVEN

SOCIAL MEDIA MARKETING

Hi, I'm Michal. I'm writing this for Alex, and he told me to start with, "Hi, I'm Michal..." Our company is built on honesty and being real, and since essay-writing is not Alex's strength, he asked me for help. So here I am, writing up his chapter. Hope you enjoy.

HOW IT ALL BEGAN

Some people choose what they want to do. They have a plan set in their mind, a path they choose to walk on. I fell into social media marketing quite by chance, or

at least that's how it could seem. It began in Lakewood, learning at a yeshivah and occasionally attending the local gym. It was at this gym where the seeds took root.

It started with a conversation about marketing. I'd always been fascinated with it because it seemed to be the perfect fusion of my creative abilities as well as my business sensibilities. I once told my brother that I had a messed-up way of thinking. He looked at me and said, "Why do you think that?" I told him I did things differently than everybody else. "It's called thinking out of the box," he said. This is why I'm good at what I do. I'm not looking in the box for solutions, but outside.

But back to the gym. I asked the owner who he was using for his advertising and marketing. He told me he was debating between two different ad agencies. A couple of weeks later, I followed up with him and asked which agency he chose. He said, "I'm choosing you!" He gave me a three-month internship, which eventually led to me becoming the director of operations for the gym. From there, he offered me a job working with his other company, selling ad placements throughout the city.

Selling ad placements is where I really began to develop my skills. On many occasions, I would ask a prospective company if they wanted to use our agency. Often, their knee-jerk response was, "No." I always had a response to this, which was, "Why not?" They usually stated that they wanted to advertise outside of Lakewood in different newspapers or magazines. I had some relationships with those other venues, and I ended up connecting a lot of clients through those channels.

As I spoke to more people, I began to realize that instead of printed advertisement, many people wanted to post on websites. I saw that businesses were looking

to hire people to manage their social media accounts, to both save them the time and effort it would require and to help build their business. So I started a service to manage online marketing platforms.

As time went on, I saw that there was a demand for someone who would provide business owners with everything. Instead of trying to find three different people for three services, it would be much simpler to work with one person who would provide it all. I made the decision to become a full-service marketing agency. We do it all: video, online reviews, Facebook ads, business consulting, social media management. The bottom line is we do anything and everything to make your business successful.

LET'S BE REAL, PEOPLE

I would say the first and most important thing a person should do before entering any industry is to do market research. Make sure you are in the right business. Why do you want to do it? What is the right niche for you? Who are the people you'll be targeting? What types of people would you want to work with? What is your unique selling point? How are you going to stand out? All of these things are important to have down when starting your own business.

There are many people doing what you might want to do. If there's one piece of advice I'd want you to take away from this, it's to follow the experts in your field. I learn a ton from Facebook. I gain so much from following people and listening to podcasts. Continuously learning about people is key when you're working *with* people, which is what my company is about. We are about understanding our clients and being real and honest.

Chris Voss, a global negotiations expert, CEO of the Black

Swan Group, and author of *Never Split the Difference,* taught me about listening. He says that not listening can amount to 70% of missed opportunities. What is "right listening"? Right listening means active listening, that you aren't only listening to hear but to understand. Understand what your clients aren't saying as much as what they are saying.

A professional in this business is someone who listens to people. They listen to struggles. They listen for what is not being said, for what is needed, and then do it. It's about being there for your client. A professional doesn't use the word "I," he or she says, "What can I do for you?" A professional understands that it's not about dealing with businesses but with people. I have a client, E-Copier. They save people money on copy machines. I'm helping them save other people's money on their copy machines. I love helping people. I love being there for people. Doing everything for the customer. Don't be in business for yourself. Be in business for the people you can help. Bottom line, the main thing is customer service.

I had a client who decided to discontinue our services when their contract came up for renewal for various reasons. They wanted us to provide them with influencer marketing, which at the moment, my company doesn't provide (though we are looking into it). We told him that when we gather our research, we'll provide him with the information at no extra cost. Additionally, we included the two weeks' worth of content we had scheduled in at no cost.

I have a group of around nine nursing homes for which we provide social media support. Recently, we dropped a nice chunk off the price they're paying per month because we saw that the work they needed was less than expected. I did this because customer service is everything. I want to add value for my clients. In order

to be successful and present for the long haul, a business needs to do what is best for the customer.

One of the things that's important to me is to provide the best service and quality for the best price. What helps me do this is outsourcing. We have a team of freelancers working around the clock.

> *Hi again, it's Michal; I live in Israel. Then there's Gaily, who's my neighbor (kind of). Last but not least, we have Elkie, who lives in the Philippines.*

I outsource because it cuts costs and the people I outsource to are great at providing the best service. People usually feel that outsourcing means getting lower quality. We would never jeopardize the quality of the work we provide; everything is 100% satisfaction guarantee. If the client isn't happy with the service, we will redo the whole thing to make them happy. Our workers go through an intense screening process before they even start working with our customers. I have integrity toward my clients and nothing comes at their expense.

I don't look at my customers as customers, but as friends. I'm a big believer in mixing business with pleasure because I believe I deliver good results and if that's good for my friend, I'll tell him so and I'll provide it for him.

Amateurs, on the other hand, don't think about people. They think about themselves and what they can gain. They think about how good it will look. They don't listen. It's so important on social media to think about the people. The business is about people. It's not about how your account looks.

The reason I do what I do is that I love helping people accomplish their dreams. No matter what the client wants, I am invested in his success.

As a starting point, I help clients identify what they require in their respective marketplace so that they move beyond growth. This makes all the difference in shaping the contours of your business model with social media marketing; you have to identify, understand, grow, and evolve to accommodate the demands of the clientele. I listen and ask the right questions. I try and understand who the client is.

I once had someone come to me and tell me he wanted online marketing. I told him, "Listen, you can't go to a doctor and tell him what you need, the same goes for me. Tell me who you are and what you're about and we'll see what you need and what I can do for you." I'm honest and upfront with people and I'll tell them if it might not be the right time for them to start marketing. My company is built on honesty and transparency.

One of the challenges I have is hiring the right people to be part of my team. People often think that success is about how you run the show, but success is more about having the right people working for you. Firing is a real art. I've spoken to many people and everyone is struggling with finding the right employees. It's a matter of understanding who you are and who you can work with.

I'm a big believer in being true to yourself and embracing who you are. I hire real people. I work with real people. We get real results and we have real service.

THE IMPORTANCE OF SOCIAL MEDIA

Social media has changed drastically in the past few years. Organic reach on social platforms is dead for the most part. This stems from the change that in order to promote your business, you now have to pay. This

goes for Facebook, Instagram, and Google, and soon WhatsApp will be having status ads as well. There is not an exact launch day set yet, but the changes will be taking place in 2020. At the moment, LinkedIn is the only platform where organic reach is still good.

Most *frum* people are on Linkedin, Instagram, and WhatsApp, so for any Jewish business, these platforms have great potential to create more business and get more awareness out there. Social media is a huge thing if you're looking to expand your business.

When Agudath Israel of America started preparing for the Siyum Hashas, they approached me to help them on social media. It was a very different campaign from their previous one and they needed help with a digital strategy. Bigger organizations are now realizing the importance of social media.

Hava Java is a very popular cafe in Monsey. They came to me to manage their social media accounts. I asked them, "You're very popular and well known, why do you want me to do your social media accounts? It's a lot of money every month, with no guaranteed return on investment." He told me he isn't looking for ROI, he's looking for innovation. Since their whole brand is about being on top of their game, he wants his social media to be on top of its game too.

Putting yourself on social media is putting yourself out there and being real. It's taking who you are and showcasing that in the best way possible. It's messy, but it's real.

A RESTAURANT TO REMEMBER

I work with various clients across the spectrum, from health care facilities to getaways, and everything in between.

When I was running ads on SimchaSpot, I was approached

by a restaurant by the name of Bordeaux Steakhouse, located in Brooklyn. I noticed that their social media needed help and offered to help them with it. I helped them launch and do all their marketing for their Pesach program. We sold out the first year, with profit, which is unheard of in the Pesach programs world.

Those ads were so successful that I still get stopped by people who recognize me from there. Just recently I was in Israel for Sukkos and was stopped by someone in David's Citadel. "Hey, you're the Bordeaux Steakhouse guy!" I have people ask me all the time what they should order from Bordeaux, what I'll be bringing them from Bordeaux.

The content I share on social media for my clients and for myself is what people will talk about. It creates hype. It creates buzz. It's hard to see conversions from that. But it will be remembered and that's what's important. People remember me; I'm the AdsDoneRight guy, the Yapchik guy, the Bordeaux guy. Instead of people watching Netflix, they're watching me eating a steak. You know you've done something right when they're watching you instead of all the competition you have on the internet.

I'm a person with imagination. The only way to do social media is to know where it's heading. When I first got involved in marketing, I wanted to know where it was going. I flew to San Francisco, to Silicon Valley, where Facebook headquarters is located. A Rabbi I know had a father who provided kosher food via his kosher food truck for Jews who worked in Facebook. Only Facebook employees can get into Facebook headquarters, and since this truck was considered an employee, I was able to ride along and get a tour. This totally changed how I viewed marketing on social media. It hit me that the way to be successful was not by posting company projects but by posting about myself

and being entertaining. Since I started this new content idea and changed around what I post, my following has grown. I get stopped all the time and people have told me I inspired them because I'm real.

People are limited because they are afraid. I'm not afraid; I know I can do anything in the world. Costco goes against every retail rule, they don't focus on one thing. They sell diamond rings next to the tires, which is next to a restaurant... and they charge you to get in. I push the boundaries and think outside the box. This is what leads my success and my clients' success.

We would love to be the voice of your company. Looking forward to helping you with your marketing!

At Ads Done Right, we specialize in media placement to help clients reach their target audience for the best price. Clients benefit from our long-standing relationships with contacts at every major newspaper, magazine, radio station, billboard site, and online news forum. Beyond ad placement, we offer a full range of services from product photography, graphic design, and marketing consulting to copywriting, email marketing and social media management.

From A-Z, Ads Done Right is your "one stop" marketing agency.

Linkedin.com/in/alex-mejduck
Adsdoneright.com
212-796-6653

CHAPTER EIGHT

VIDEO MARKETING

I've always been somebody who has been interested in business. My father was a businessman and I grew up on his lap watching him run his metal recycling company.

Before I became more observant in my Jewish faith, I promoted nightclubs. The thing that separated me from my competitors was video. All of my competitors would take pictures of their events, put their logo on the right-hand side of the photo, and then publish them on Facebook the day after the event. My company's claim to fame was taking videos of the event and putting those

up on Facebook the next day. The videos would always go viral and people would want to show up to the events just to be on the video.

I truly realized the power of video from an event where I was expecting 500 people and only 30 showed up. When I got the email from my videographer, I was embarrassed to even open the video file. But when I opened it up, I was shocked. He had made the event look like the most smashing party of the century. And I realized then and there that with video, you could tell any story you want.

Once I was living a God-fearing lifestyle, I gravitated away from the nightclub business and I went to go work for my father in our family business of metal recycling. I found it very difficult to break into bigger companies, because they wouldn't give us the time of day. So I hired a video company to produce a video for our business, and that video got us through so many doors and helped us secure so much business. I loved the whole process. I was great at it.

I helped grow my father's business from 10 million to 30 million in eight years. I'm the type of person who likes to be in control, and as more family members were coming into the business, it was hard for us to get along. I valued my relationship with my family too much to let business get in the way, so I made the painful decision to leave and start my own business.

I sat down with a piece of paper and a pen, and I listed all the possibilities of what I wanted to do. Video production was one of the things on that list, I enjoyed it, it had a low barrier to entry, and high profit margins.

Fast forward three years, I now have 15 employees, we do $2.5 million a year in sales, and thank G-d, we have a thriving business.

The biggest mistake I see people make when they're producing content for their business is not having sales in mind. We have competitors who make music videos for their clients — the entertainment is there, but there's no sales strategy whatsoever. The other common mistake I see is huge companies — I'm talking companies that do over $100 million a year in volume — that don't have proper video to explain what they do. I think the root of the problem is that people don't know how to utilize videos in regards to sales.

The type of videos we produce are tools that salespeople use to help open doors, pitch, and close deals. I always tell my clients that just like you wouldn't send a soldier to war without a weapon, companies cannot send salespeople out into the market without proper sales materials.

When creating video for business, it should be clear, entertaining, and demonstrate the obvious value that the product or service brings to the table. One of the best ways of doing this is incorporating a video of a client giving a testimonial about how your product or service helped them. In a world of fake news, there's nothing more credible than when your clients are doing the selling for you.

One of our most successful products has been videos for the senior living industry. We use cutting edge online video marketing to fill senior homes, like skilled nursing facilities, assisted living facilities, and retirement homes. When the marketers are talking to potential residents, they're able to show them the location instead of telling them about it. We've done over 200 buildings, which has resulted in 10 of millions of dollars of revenue for our clients.

We are constantly coming up with new products to offer the market, and this is really just the beginning. It's been a wild ride and an exciting one as well.

At the age of 28, Berel Solomon started the video production company Wealthy Commercials. They use cutting edge online video marketing to fill multi locational-based companies. They work with Nursing Homes, Assisted Living Communities, Rehabilitation Centers, Daycares and more.

WEALTHY
COMMERCIALS

Phone: (866) 931-4303 ext 100

CHAPTER NINE

CONTENT STORYSELLING

STORYPATHS

Have you ever been completely lost in the forest? You'll *never* forget the feeling.

Behind the baseball field in Sh'or Yoshuv bungalow colony in upstate New York is a narrow trail that leads into a thick forest.

As a young teen, I was hanging out near the entrance to that trail one hot summer day, when a bunch of little kids asked me if I could take them on a hike.

"Sure," said big, proud, responsible, teenage me.

We started down the trail, and at some point, I decided

to be even cooler and show the little tykes an old campfire site off to the side of the path.

Ten minutes later, we were completely lost.

I remember the creeping horror traveling down my spine as we walked between endless, towering pine trees. I was sure I was walking in the right direction, and we walked in silence for some time with my heart pounding out of my chest.

Finally, when I was about to stop and wait for rescuers, a cornfield appeared.

We walked through the field, and I realized we were behind a farm far down the road from the colony — the opposite of where I thought we were headed.

We know exactly where we're going.

Until we don't.

We walk every step with the grace of G-d.

A SOCIAL ARTIST

It's funny, the winding paths life takes.

If you would have asked that teenaged version of myself if I would end up as a professional artist and writer, I would have said "yes" without hesitation.

I've been sketching, writing, and creating art from as early as I can remember.

But ending up as a marketer and professional content storyteller is a plot twist I would not have predicted.

Here's how I ended up writing the words you're now reading, and how my experience can help you succeed at telling your own story and earn the attention that leads to followers and sales.

Fast forward 20 years past that lost-in-the-forest episode, and now I'm a 30-something-year-old sitting in an

apartment in Monsey, New York facing an age-old question: How am I going to support my family?

The first thing that hits me is art and writing. I'd been selling portraits over the years to family and friends; it's the obvious route.

I develop digital painting skills and begin to illustrate children's magazines, books, comics, products, and posters. Within a short time, I'm spending hour after hour hunched over my touch-sensitive screen producing books like the *Middosman* series, covers and comics for *Spotlight Magazine*, and designing many of the toys and *tchotchkes* that your children know, love, and break shortly after receiving.

After a while, I reach the point where my hours are full. At this stage, the only way to advance is by hiring other artists to work for me, and I soon develop YJ Studios, a full-service illustration studio with artists around the world working under my direction.

Hiring people means you need a large supply of steady work, and that leads me to social media, which, my friends tell me, is the place to hang out if you want to find new customers. Facebook is helpful for a while until it peters out, and that leads me to a business networking site called LinkedIn.

LINKEDIN LAND

LinkedIn: an old platform known as a stuffy place for businesspeople to post resumes and look for jobs. However, in 2017, LinkedIn introduces native video and everything changes.

Suddenly, businesspeople are posting videos and telling stories about themselves. Instead of sharing dry tidbits

about industry news and updates, the platform is rocking with engagement as the storytelling style of Facebook meets business networking and content creation.

My entrance into this world is perfectly timed, and the storytelling skills I have developed over years of writing stories, comics, and magazine articles quickly become assets in helping me share information in a captivating way. I develop a strong following, which leads to many opportunities for my illustration business.

I watch others in various fields like video production, graphics, and interior design create large followings overnight and gain exposure and business. It's a "digital boom town" and the winners all seem to have one thing in common: the ability to share engaging content and develop a captivating, ongoing story — either through text or video.

THE ONLINE STORYSELLING FORMULA

As I spend more time on the platform, I work on perfecting the techniques of strategic business storytelling. I distill it to a simple formula:

1. Create consistent content that is inspirational, informative, or entertaining.
2. Embed in the content signals of professionalism, competency, and integrity.
3. Frame the content stream in the context of a personal narrative or story.
4. Sell occasionally and clarify your product or service.

I use the formula to promote my illustration business, and with time, friends ask me to help with their own social

media accounts. I expand into social media marketing and content creation, and soon I'm developing content for accounts from a wide assortment of industries.

I currently have a team of content creators and creative artists working under my direction, and I have successfully developed a social media presence and community for businesses and individuals leading to sales, collaborations, and valuable networking opportunities.

I also use my unique blend of storytelling and marketing skills to teach others the art of business storytelling and online marketing via classes and workshops.

The recent crowding of platforms like LinkedIn means that not only do you need to share stories, but it needs to be high-quality content and storytelling to stand out.

Our team has become expert at exactly this skill, and here are some of the most powerful techniques we have learned over time.

WHAT DO I POST ABOUT?

Instead of posting about topics that interest you and your fellow industry colleagues, share a general story that is of interest to any businessperson.

The strategy behind this approach is that your content should appeal to a wide audience, encouraging active followers from all industries to engage and comment on your posts. This engagement fuels the reach of your post and gets it in front of the eyes of potential clients who often lurk on social media platforms, checking in here or there, but don't engage or comment much.

The front-end of your posts (collectively) appeal widely to active, engaged followers — while the backend

showcases some valuable signal to target clients.

Here are four general topics to post about:

Business Journal:

Jobs/Project Updates
Success/Deals
Challenges/Struggles/Dilemmas
Meeting Interesting/Important People
Office/Team Incidents
Events/Shows
Travel Updates/Stories
General Business/Sales/Marketing Insights & Tips

Industry Info/Updates:

News
Events/Shows
Useful Information/Education

LinkedIn Journal:

Success stories
Insights, Tips & Questions
Hashtag Campaigns/Challenges
Shoutouts/Collaborations

Personal Journal:

Funny or Interesting Incidents/Stories/Insights
Inspirational Ideas/Books/People/Quotes/Speeches/Videos/Insights
Personal Challenges/Successes
Travel/Events — Community

Now that you know what topics to post about, see if you can frame the post in a way that provides information,

inspiration, or entertainment to a general audience, while signaling your worth to target clients.

PICK A FRAME, ANY FRAME

Example: You're a real estate broker. You recently tried to sell a house to a young couple, but they were so picky that nothing you offered was good enough. Finally, on a whim, you decided to show them a quirky house that had been sitting for quite some time and no one seemed to be interested in. They immediately fell in love with the house and purchased it.

Challenge: How do you frame this "business journal" episode as an engaging, strategic post that appeals to viewers from any industry while signaling competence to potential target clients?

You have a number of options:

Informative Angle: You can talk about the general business challenge of appealing to millennial clients and how purchases for that demographic often involve personal connection and style preference, rather than "old school" emphasis on quality and value. You can frame this notion as a debatable topic.

Signal: Mention the neighborhoods you specialize in, and the type of clients you want to target.

Entertaining Angle: Open a window into your life. Share the story. Find the relatable humanity. Talk about how you'll never get into the heads of some clients, no matter how hard you try. You don't need to write this up like a professional comedy writer. You can share this via a short (thirty- to sixty-second) video, and talk naturally, like you would be sharing with a friend after work.

Signal: Being warm and open makes you someone people would like to do business with.

Inspirational Angle: Talk about the pounding headache you had as the day progressed, and that one moment when everything turned around. Can you envision your readers nodding their heads and saying, "Yup, I know exactly what you mean," as they read the first few lines of your post? Can you add enough unique detail so it doesn't sound like a typical, cliché inspirational post?

Signal: You are tenacious in your work, and you will get the job done no matter what.

MIX IT UP

Now that you understand the basic mechanics of composing storyselling posts, the challenge becomes to create a mix of post types and signals that continuously engage your audience while signaling a full range of professionalism, competency, and relevance.

Think of your post stream like a printer that is continuously creating a portrait of you using a number of color cartridges. Always check if a particular ink color is running low. Have you been running low on signaling professionalism? It might be time to do a video that showcases your truck fleet. Have you been leaning too hard toward informational posts? It might be time to throw in a personal post that reminds viewers you are someone they would want to deal with.

ADD SELLING AND NETWORKING TO MAKE IT ALL WORK

The storytelling content is important to establish your

online profile; however, it's also important to add occasional direct selling, where you explain exactly what you offer via clear example. These posts won't get the most engagement, but they will lead to the most sales. It's also critical to engage with other posters and develop an active supportive network via comments, messaging, and meeting offline.

THE BIG STORY

The final ingredient in an online business story is putting all your posts in context of a larger story arc that people can cheer for. We are attracted to stories where a main character is up against a difficult challenge and risks failure. We enjoy watching the story unfold and witnessing the ups and downs as our hero battles with challenging forces.

This doesn't mean you need to disclose the personal challenges of your life (although you can if you are comfortable with it and don't overdo it). It means you need to showcase cheer-able goals that are difficult but realistic and show your followers how you strive toward them.

They can be business goals, such as an older person starting a new career, a woman excelling in a "men's field," a young person proving he has what it takes, or a brash person showing he can do things his way and succeed. These are unspoken story arcs that underlie your online presence.

Find yours and learn its power.

THE STORY OF JACOB

Jacob sells human resource services (name and industry changed). He had been active on LinkedIn for a

while, but aside from occasional messages from clients who weren't relevant, he had gotten little from it.

Jacob had never posted a video of himself, and he was unsure what to post about and how. He reached out to us via message for help.

First, we clarified his target market. It quickly became clear that much of Jacob's target market was probably not actively engaged on LinkedIn, but many of them checked in once in a while and kept tabs on what's going on.

We began to develop posts together showcasing who Jacob was as an individual. I believe in a collaborative process of post development, where we work together with clients to flesh out post direction and content. This preserves the authenticity of a client's content. We also don't comment or engage on a client's behalf, although we advise in important situations.

The first stage of establishing Jacob as a warm, friendly human being took approximately three months. During this time, Jacob did not "sell" much in his posts and instead focused on showing the ups and downs of his business efforts and filling out the portrait of his background, interests, and values.

He also focused on community building by engaging with other people's posts, connecting with relevant members, and attending meetings and events.

By the end of this stage, Jacob saw few direct sales, but got consistent positive feedback on his posts.

At the three-month mark, Jacob was comfortable enough to start sharing videos. I immediately noticed that Jacob had a strong and natural video presence. The video created higher levels of trust among Jacob's audience, and we began mixing in subtle selling. Several of Jacob's videos were quite popular and soon "I saw you

on LinkedIn" became a consistent refrain for Jacob offline, helping warm sales opportunities.

Over the next two months, we pushed video more consistently and Jacob began to see incoming inquiries regarding his work.

By the six- month line, Jacob had become a known name in his field among his online community. We increased sales posts and the trickle of leads turned into a consistent flow of business requests, often on a daily basis. Others in his company are now eager to join the bandwagon.

LESSONS LEARNED

The first lesson learned from Jacob's story is that business social media marketing takes time. It often takes three to six months to see consistent incoming leads. The second lesson is that it takes strategic and varied posting coupled with engagement to establish your online presence.

Composing posts takes time and effort and doesn't come naturally to everybody. If you find yourself going in circles and wasting time on business social media, it might be time to attend some content strategy classes or hire some help. I don't believe that *everyone* is capable of using business social media in a manner that is cost effective relative to the time investment.

Anyone can build a network up to the point of gaining followers and support, but if the goal is consistent incoming sales, it often takes more than just posting and networking, especially as the platforms become more crowded.

We provide both content creation classes, and content creation services for individuals and businesses. We also

provide full social media content across platforms for companies, with a designated executive or salesperson serving as a "brand ambassador" on LinkedIn.

My greatest satisfaction is watching the personal growth our clients experience as they learn about strengths they never knew they had. I'm looking forward to getting to know you as well.

I've been illustrating, writing, and cooking up creative mischief for as long as I can remember. Ten years ago, I opened YJ Studios, an illustration & design studio. Today, I lead a team of ridiculously talented content creators at StoryTribe Media, a social media marketing agency. We've developed a smarter approach to business social media.

storytribe
MEDIA

heyjudo@gmail.com
info@stribemedia.com
(845) 405-3238

CHAPTER TEN

LEVERAGING LINKEDIN:
GET MORE REFERRALS AND MORE REVENUE

When I started Ajax Union ten years ago, I had no idea how to get referrals. I remember going through advertising magazines and randomly calling small businesses to ask them if they were interested in SEO. 99% said ***No***!

Yeah, cold calling works, but it's hard work. The clients I was getting were very hard to work with. Many of them were **not referable**.

Have you ever met anyone that you don't want to refer to anyone? Those difficult people in life?

Yeah, those are the ones that you can get if you cold

call. They need your service and are happy to pay you (late) and make your life **miserable**.

Once I discovered the power of referrals, I realized that the clients who were referred to me got on the phone with me 80% of the time.

I was not a CEO when I started. I was just the average Joe. I went to yeshivah in Israel to learn how to become a Rabbi. When I came back to the States after earning my Rabbinical Ordination, I worked as a Rabbi in Fort Knox teaching soldiers about Judaism, teaching in a Jewish elementary school, and doing some kashruth work.

On the side, I taught myself web design, graphic design, and how to sell things on Ebay. I also learned computer networking and basic development. I was sold on technology. I decided that I would rather have a career than use my Rabbinic training. So at 23, I decided to start a web design business, an IT company, and a bunch of other side hustles.

Fast forward a few years to 2009. I found a great partner and started Ajax Union because people wanted SEO back then. I realized that this was the opportunity of a lifetime, so I dropped everything, jumped in, and dedicated myself to building Ajax Union into a million-dollar business.

Within 18 months of me going in full time, we were 178 on the INC 500 and we kept growing from there.

I learned hundreds of lessons — the hard way — about belief systems, failure, work ethic, focus, fear, relationships, and purpose. That's why I wrote *Average Joe to CEO: The seven stages to seven figures*, which I plan on launching in 2020.

I went from being afraid of writing, afraid of public speaking, and afraid of networking, to building one of the fastest growing marketing agencies in the U.S.

Now my mission is to help 1000 hungry entrepreneurs go from FRUSTRATION to MOJOVATION. So I launched a new company called Evyrgreen. We teach hundreds of business owners, consultants, and coaches how to build relationships, set goals for their business, and be better at closing deals.

In my podcast, "The Breakthrough Maze," I coach entrepreneurs about how they can have more power and more freedom in their life. I take 15-minute phone calls with anyone who needs help and support, at no cost. I do about 1000 of these per year.

What makes me feel alive is helping hungry entrepreneurs take their business from zero to five million in revenue without sacrificing their personal values, without suffering financially, and without putting their mental, emotional, and family life at risk.

I learned the hard way. I gained weight, I lost relationships, and I went through lots of trauma growing my businesses. I realize now that I would not have had to go through all that if I had read books, talked to mentors, and hired coaches like I did in the past few years.

Awareness is the name of the game because you can only grow your business as much as you grow yourself.

GETTING MORE REFERRALS

We all know that the best clients are the ones that are referred to us; there is inherently a higher level of trust with clients we get from referrals.

If you are servicing other businesses, referrals become even more important. In the B2B world, we need leads that turn into sales because the best leads come from our clients, vendors, referral partners, and friends.

Social media has become the way most people in business stay in touch. Using LinkedIn allows you to establish relationships with business connections who are in a position to refer business to you.

There are over 650 million people registered on LinkedIn, as of September 2019: 25% of those people are in the United States; 40% of LinkedIn users are engaged and many of them log in to LinkedIn every day. Interestingly, only a million posts go up a day, meaning 99% of people are not sharing any content.

Most people on LinkedIn are just **lurking** on their feed. This is a problem! It's like showing up to a networking event, not speaking to anyone, but still expecting results.

If you are a fly on the wall at an in-person networking event, you will not benefit. You must engage in conversation, stay top of mind, and follow up.

It works the same way on LinkedIn; you must be an active participant to really benefit from the incredible opportunity the platform provides.

Most people tell me that they don't have time to spend their entire day on social media sites like LinkedIn. What I say is, ***Please, do not do that!*** You don't want to spend your entire day networking. Instead, you need to spend 15 minutes a day, *proactively*, on LinkedIn.

Checking the feed is not proactive. Checking your messages and notifications is not proactive. That is *reactive* time that you have to put into your calendar.

Proactive means posting something of value to your network. Engaging with people who are in a position to send you referrals. Direct messaging with people you're connected to. Endorsing, recommending, and mentioning contacts on the platform.

There are many other proactive things you can do to maximize your activity each day:

Step 1: Write down your LinkedIn strategy before you begin.

The biggest problem people face when it comes to marketing is doing things without measuring results. You cannot measure results if you have a fuzzy goal that is not measurable.

"More business" is not a goal; it is a wish or a dream. "Lots of success" is not a goal; it is a desire or a hope!

Hope is a great thing but it's not a strategy and **you need a strategy**.

Here are the three basic areas that you need to clarify on paper before you begin your LinkedIn journey:

1. **You need clear goals.** That means you need business goals, marketing goals, and LinkedIn goals. Without SMART goals (specific, measurable, attainable, relevant, and time-bound), you will probably just be spinning your wheels.
2. **You must have a clear target market.** Most people are just looking to connect with everyone; that is not the best strategy. If someone does not have the ability to refer business to you, why do you want to spend time with that connection? Instead, know who is your ideal client and most ideal referral partner.
3. **The right messaging will help you get people interested in your business.** You won't be able to compel people to do business with you if you don't have a compelling competitive advantage. Being the lowest price and having

> integrity is not enough. Good customer service is not enough anymore. You need something more. Do you have a solid competitive advantage that makes people want to talk to you?

Write down your strategy on the back of a napkin and you'll be able to get started. If your strategy is too long and you cannot read it quickly, you'll never remember it. Have few rules, repeat them often, and they're more likely to be followed.

Step 2: Collect your stories to be able to share on LinkedIn.

People don't know this, but stories sell. That means that if you want people to take action, you must give them a good story. People are drawn to stories and having a list of great stories in your arsenal will help you connect better with your audience.

Sam walked into my office a few weeks ago and he asked why his prospects are not engaged with him. I asked him to role play with me so I could get a sense for the conversation he was having with prospects. I was not shocked to hear him tell me about his features and not give me any stories. I showed him how storytelling would capture the interest of his prospects, and then he understood. Now he has compiled stories, case studies, examples, and much more. People are really interested and he is closing deals.

Do you want to be like Sam? (Do you see what I did there? By telling you this story about Sam, it drove home the point I was trying to make, and maybe you even enjoyed it.)

Step 3: Optimize your LinkedIn profile a few times a year.

Way too many people **set it and forget it** when it comes to their website, business profile, and LinkedIn profile. Things are changing all the time and you should update your profile as things change in your life.

If you'd try to make your profile perfect in one sitting, it would take you several days of work. You would probably get burned out trying to get it right. Instead, I recommend spending one hour every month improving your profile. That will help you keep making it better and better.

Most people do not spend an hour *a year* on their profile, let alone an hour a month. If you want to look really good in front of your prospects, you need to spend time optimizing these three areas.

1. Your LinkedIn Identity
2. Your LinkedIn Summary
3. Your LinkedIn History

When it comes to your identity, you need to have a professional photo, background photo, your name displayed correctly, and lastly, a great headline that describes who you are, what you do, and who you serve.

Your summary is also known as your "about section." You can add 2000 characters into that section, including media and links. Many people fail to add a "call to action" in this important area and instead leave it blank. Do not miss out on the opportunity to really stand out with a great summary on LinkedIn.

Finally, you need to optimize your history. This section includes your work history, accomplishments, and

social proof. What have you done and what have people said about this?

Step 4: Create the right dashboards to track success on LinkedIn.

If you want to improve it, you need to measure it; what gets measured gets managed. You cannot know if you have progress if you aren't tracking measurable key performance indicators.

We recommend three types of dashboards:

1. Strategy Dashboard
2. Connections Dashboard
3. Activity Dashboard

The strategy dashboard contains your content calendar, asset library, and scripts that you use to message people. You want to have a documented plan if you want to get results and be consistent on LinkedIn. Your strategy dashboard should be updated at least once every 90 days.

The connections dashboard needs to be updated monthly. During each update, you need to make sure that you label the contacts who are strategic to your business and are priorities for you be in touch with. You know what they say, "Out of sight, out of mind." You don't want to be out of mind, so stay in their sight. You need to be reviewing your connections on a regular basis and recording your interactions.

The activity dashboard gets updated daily and here is where you document what you've done. We recommend keeping track of your posts, articles, and engaged connections that you use to help you promote your content.

The more you track, the more you'll see what's working and what's not.

Step 5: Posting on a daily basis is the key for LinkedIn visibility.

If you want people to remember you, you need to post. Posting is not hard if you have a strategy dashboard that contains all your posts, created in advance and organized in a content calendar. If you do the work and create your stories, understand your messaging, and have a clear target market, you'll be able to push out lots of posts.

Here are some thoughts about posting that you can keep in mind: each post needs to not just have value, but it has to also be entertaining. People want to be moved, and if you are boring, no one will be interested in you.

You also have to be engaging; stories are so good because they are often entertaining and engaging.

Remember, though, this is LinkedIn, so you need to keep it relevant to a business audience. The right balance between content and information is the key.

Step 6: Creating evergreen articles on LinkedIn that last forever.

One of my favorite things to do on LinkedIn is to write articles. Why do I love creating articles? Because articles give me the opportunity to say more than I ever could if I just used posts. Articles allow me to just go on for a while, kind of like this chapter; I can really get my thoughts out properly.

Articles also allow me to add images and video, as well as change the way the text looks. Adding different elements into a document allows me to tell a better story.

Did you know that articles rank really well on the Google search engine? That means that someone might find you on Google, read your article, and want to do business with you.

I've had many people reach out to me telling me that they've read my articles and they want to talk about marketing their business.

You don't have to have millions of articles to be successful. Posting one article per month will not only give you a great piece to share with your network, it will also give you fodder from which to create posts, videos, and images to share with your network.

Step 7: Posting video to build relationships with your audience.

If an image is worth a thousand words, what is a video worth?

Personally, I believe that videos can create a type of connection with your audience that images and text alone do not.

I think it has to do with your personality. When people see your personality, hear your voice, and see your face, they are more likely to connect with you and want to build a closer relationship.

I get referrals from people who see my videos on a daily basis, because they trust me.

Video can be very intimidating; most people are afraid to put their face out there. If you can overcome your fear of expressing yourself with video, you'll benefit greatly.

When you start doing videos, your self-esteem becomes greater. You stop worrying about the opinions of other people so much and start being more present and more comfortable expressing yourself.

Video also allows you to rapidly create lots of pieces of content. You can turn a video into a few articles, posts, and images.

When starting with video, it's important to start with shorter videos. Go ahead and try to make a three-second video on your phone. Don't even share it with anyone.

Step 8: Engaging with the right people on LinkedIn.

Do you want to get more people to trust you? Posting is about establishing visibility with other people, while engaging is about building community.

Did you know that every single time you leave a comment or like a post, that post will then go into your feed so your connections can see it? This means that even something as quick and easy as liking a post or leaving a comment, allows you to stay visible in front of your connections.

Imagine how often people would see you if you just engaged 10-20 times per day!

Make sure to spend time creating meaningful comments because those comments can be very valuable to you. You can turn great comments into their own posts, and you can also turn valuable post into comments that you can later use.

Engaging with content seems intimidating but once you get used to it, it becomes a lot of fun.

Step 9: Getting recommendations from your clients and connections on LinkedIn.

Social proof is powerful and allows you to build instant credibility with your connections.

That's why recommendations are so important.

The average profile has less than three recommendations, but most people have over 500 connections on LinkedIn.

Getting recommendations from your connections might seem hard, but with the right strategy, you can get better at getting recommendations from your clients, vendors, and networking contacts.

The first thing I tell people to do is give other people compliments. When you give somebody a compliment, not only does it make them feel good, but it also makes them want to return the favor.

If you get a compliment from one of your LinkedIn connections, ask them if they'd be willing to leave a recommendation for you on LinkedIn. Explain to them that you're looking to grow the amount of recommendations you have on your profile. People are more likely to give you a recommendation to help you with your goal.

As I am writing this right now, my goal is to get 300 recommendations on LinkedIn. I want to get at least one recommendation per week.

When someone agrees to leave you a recommendation on LinkedIn, don't just wait for them to give it to you. Go to their profile, click on the "More" button near their name, and request a recommendation.

Remember to customize the request. Don't just leave the default text there, as customized requests are more likely to be completed.

I like to include some text about what I want to be recommended for. For example, if I want them to say what a great speaker I am, I will send that request to someone who recently hired me to be a speaker at their

event. In my request, I'll ask them to indicate the value that I brought to the audience and the overall energy I brought to the event.

If you make a request from somebody and they do not comply right away, follow up with them. It's nothing personal, people just get busy and sometimes forget.

Step 10: LinkedIn direct messaging strategy for outreach and meetings.

Don't wait for them to come to you. You need to actually **reach out** if you want people to get on the phone with you and build a real relationship.

Sending direct messages to people can be very intimidating, and most people don't do it. The last thing you want to do is be annoying in somebody's direct message inbox. Most of the time, even if you're adding value, people will ignore you; nobody wants to get rejected.

But if you're willing to put yourself out there and not take rejection personally, you're much more likely to succeed in getting meetings with other people.

The key is to use our three-step process that allows you to quickly build rapport and connect with the right people.

First, you want to start with "Greeting," which means you don't want to take up people's time with requests. You're just sending them a greeting. For example, "Thanks for connecting on LinkedIn" would be a great greeting to a new LinkedIn connection.

The next step is "Feeding," which means you're giving them value. You might appreciate them for something they did or you might invite them to a webinar or event. You might feed your connections with helpful

information that is relevant to them. You might even make a proactive introduction for them that will help them expand their network. For example: "I loved that recent post you shared about how to improve your health. I really enjoyed reading it. Thanks for the value that you add on LinkedIn!"

Finally, when the person responds to your feeding and nurturing, you want to set up the meeting. That means in a non-weird way, ask the person if they are willing to get on the phone with you. Always give a good reason; this way, people are more likely to comply with your request. For example: "Great chatting with you here on LinkedIn. Are you up for a quick call with me next week? Would love to ask you a few more questions about your business and who your ideal clients are. Let me know if you are up for an offline conversation and I'll send you my calendar link to pick a time."

Now go out, make a list of people you will message through our #OperationDM process and keep on BOOMIN'!

Bottom Line: Remember that the purpose of LinkedIn is to build real and meaningful offline relationships with your connections.

Hoarding lots of connections and never posting or engaging through messaging will not allow you to use the power of LinkedIn to get more business.

If you need more support, feel free to reach out to us at hello@evyrgreen.com. We will give you a special deal on our latest training products to help you go from Lurker to Influencer in just 15 minutes a day.

Sign up for our next free training program at http://learn.evyrgreen.com/webinar BOOM!

Joe Apfelbaum is the CEO of Ajax Union, a B2B digital marketing agency based in Brooklyn, NY. Joe is a business strategist, marketing expert and certified Google trainer. Joe is the author of his new book, High Energy Secrets: How he lost 95 pounds and has more energy than ever. When he is not Mojovating entrepreneurs at events and on social media, he chills in Brooklyn with his wife and 5 kids.

ajaxunion

Want to learn more about our LinkedIn Foundations course, visit our website http://learn.evyrgreen.com

evyrgreen

hello@evyrgreen.com