

Social Media Marketing is all About Adding Value to Peoples Lives

I want you all to think about something. What if I just came up to you on the street and handed you a package? And what if, it was something that you really, really, really, desperately wanted? What if it was something that you've wanted for your birthday for about 5 years? And there I am, a complete stranger, coming up to you and giving you a gift what would you do?

That's how I want you to think about social media. A complete stranger handing you a gift you've always wanted. The best social marketers out there are the people that are doing just that.

How do you do that? First off, you need to find out what people's pain points are. You need to find out what keeps them up at night. You need to find out why they get up in the morning. You need to find out what their hopes dreams and in most secret desires are. I know this all sounds pretty crazy; and it's actually the thing that will set you apart as a business owner for years to come.

There's one thing that I have found that makes all the difference in the world. Adding value to people's lives in a meaningful and very human way. The folks that fall short on social, are the people that are afraid to be vulnerable, that are afraid to be, human.

So, I want you to think about some silly post you could do. Maybe it's something that you're very afraid of. For the past 5 years, I've been extremely afraid of showing my artwork to the world. I was so afraid that I didn't have any shows in all that time since graduating college. And, what many of you don't know, is the college I went to was very, very, difficult, and we were told almost daily that our work was crap and we needed to go home and do it over. That scared me to show my artwork ever ever again.

I would make a work of art and put it in the closet. I illustrated an entire book, over 30 illustrations! And guess where it was? It was in the closet. It was getting eaten by moths the corners were getting bent. It wasn't being treated as the gift that it truly is. Just last month, I worked up the courage to show my work, and guess what? it was extremely well-received and I even recouped the cost that it took me to frame everything. It was a wonderful experience and I met such wonderful people and I will cherish those relationships that I built that one night forever.

We need to talk about our failures. Do you know anybody that is not afraid? Do you know anybody that is hasn't had any failures? What sets us apart, is the ability to do something after the failure to get up again, strive harder and farther. To act in spite of fear, to do what we were put on this Earth to do. To help the people that we were meant to help.

All of you have such unique gifts. All of you have such unique talents and abilities. You solve somebody's problem. You enrich people's lives in ways that you may never know unless you try. Unless you move through the fear, and do it anyways.

I want to challenge you today. Post something that makes you of just a little bit scared to be out there. Post something that makes you feel vulnerable, that makes you feel like you're giving away a secret. Maybe the people that are touched, become your friends, maybe clients, maybe you'll enrich somebody's life that you've never met? Maybe you'll change somebody's life that you'll never know?

Isn't that the whole point to living? Isn't that the whole point to being a business owner? Isn't that why we went into business?

Let's bring the humanness back into social.