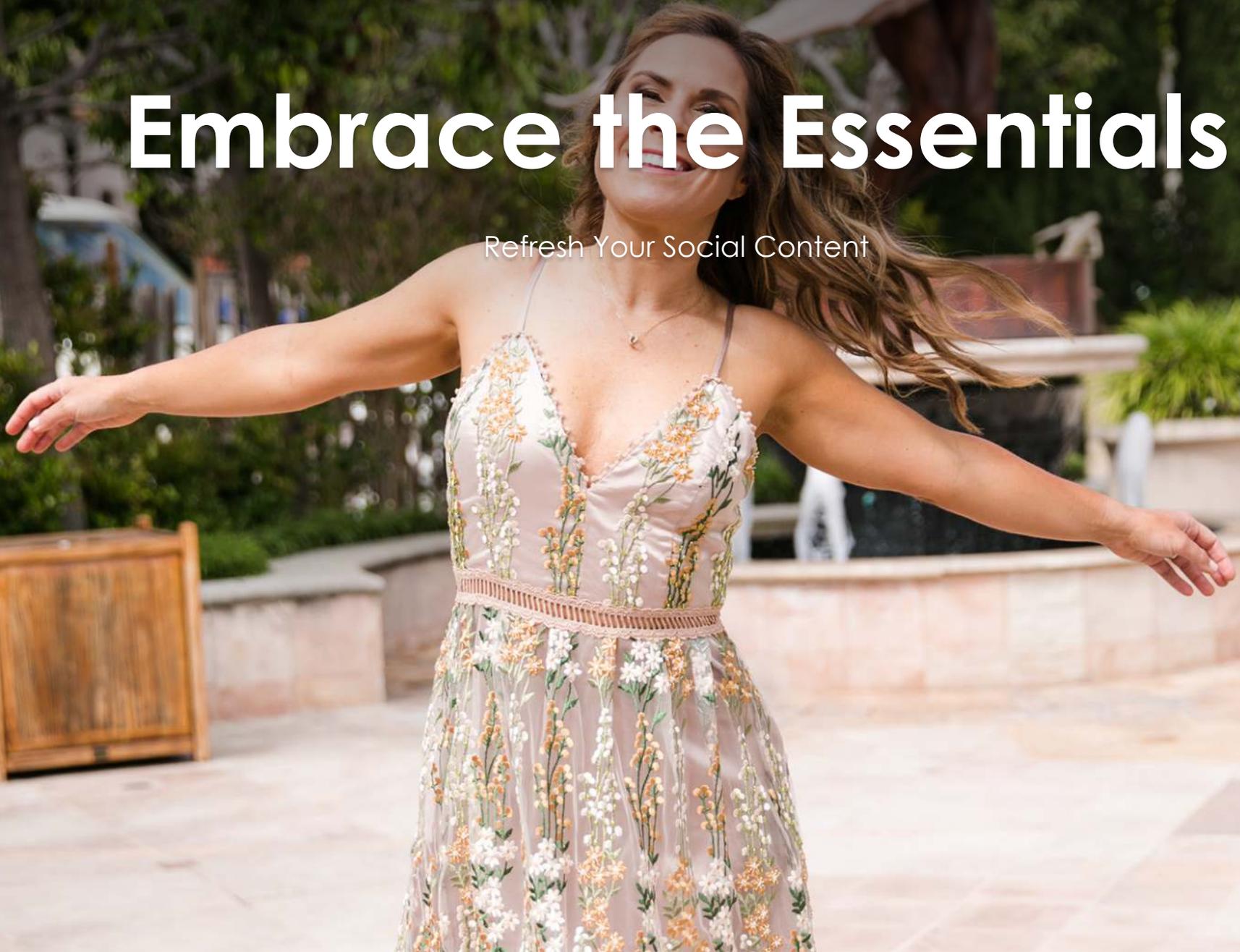
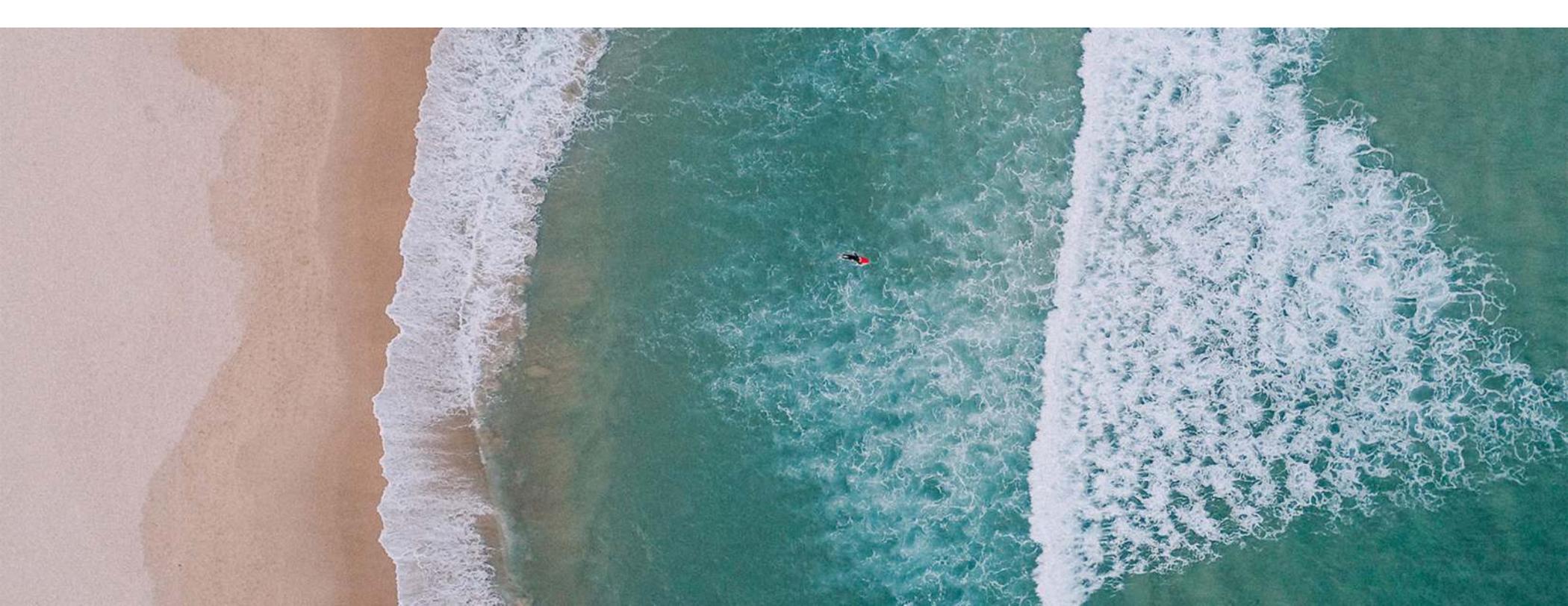


Embrace the Essentials

Refresh Your Social Content





The most persuasive digital content you can ever create is content that SHOWS about YOU but TYPES about THEM.

Visually-YOU.

VERBALLY- them.

How?

You PUB before you PUBlish.

The PUB Method means looking at your message and asking yourself:

Am I opening with something **P**ersonal (to your audience-not you)?

Am I offering something truly **U**seful?

Am I keeping it **B**rief?

EXERCISE: Please pull up the last post you shared with your social media network. Your last Instagram feed post, Facebook Live description, whatever was the very last message you shared with your tribe. I want you to examine your message under this PUB microscope as we break down each step below. Let's do this!

Is your opening line **P**ERSONAL to your audience?

The very least persuasive word in the English language is also the most used unfortunately: **I**! Persuasion is personal! Reducing your number of

“I”s and replacing them with “YOU’s” is the very easiest way to force your mind to make your content ABOUT your audience. When you replace “I” with “YOU” it moves you out of "Dear-Diary-just-talking- to-myself-but-online" mode, and flips your focus towards speaking directly with another human being. This simple trick will help you better replicate real life conversations where we are inherently more empathetic and persuasive.

Look at the social media post you have pulled up. How might you rewrite it to open with a "YOU" based phrase. Experiment with:

Imagine that you...

Have you ever...

So there you are...

What would you...

Now that they can see themselves, you can switch back to first person to share your content. You can use transitions like:

Same!

Yep! Me too.

Well that was me.

I feel you on that.

Exercise: Look at the very last post you shared on social media or email you sent to someone: how many times do you use the word I? Rewrite your opening line to use some of the above phrases, or better yet, come up with your own "You" based opens?!

Can't you see the difference already? And that's just step one!

Go back to your post.

Are you offering something TRULY USEFUL? Or are you posting just to post?

How do you know if it's useful? You have left someone inspired. Or smarter. Or happier. Or curious. Or motivated. Or entertained. Or thoughtful. Or lighter.

When you share truly USEFUL, your content WILL stop the scroll, give your viewer pause and persuade them to engage. So how do you know if your content is useful? Well there are three questions to ask yourself.

1) Will this give them more TIME?

Influencers win because they shortcut our ability to discover awesome. They shine a light in the overwhelming information jungle which is the internet. We value recommendations because they save us the TIME and energy of having to research and evaluate every single option. Tutorials win because How-To's are typically packed with shortcuts and best practices to save us from the time we might have otherwise spent making mistakes.

2) Will this give them more CURRENCY?

Does this show someone exactly how to possess more of the currency they value? Maybe that's money, knowledge, connection, ideas,

success, relationships? Are you connecting them with the currency they crave?

3) Will this save them from PAIN?

Making others smile and laugh and feel SEEN on the internet is no small thing. In a world where we are comparing ourselves to others, feeling less than, and having 24/7 access to all the news in the globe in the palm of our hand- relieving that constant tension and anxiety and worry is sometimes the most USEFUL value we can deliver of all. Making others feel that they aren't alone, making them feel understood, making them feel part of something bigger than themselves, helping them find mental, emotional or physical clarity...if your content elicits these types of emotions and responses, you KNOW it's truly useful.

Exercise: Look at the last post/email you sent out to the world. If you were on the receiving end of that message, would you honestly, truly, clearly feel that the message would give you more TIME or CURRENCY? Do you feel that message would save you from pain? If the answer is "not sure" or "probably not", write down an idea for how that message might have been positioned to accomplish one of those outcomes:

Finally, ask yourself is this brilliantly, blessedly BRIEF?

We do not type like we talk. We tend to repeat ourselves, write paragraphs and multi-scrollers full of “I” bombs like “I just wanted to”, “I was hoping to”, “I thought I would let you know”- UGH NO NO NO. Don't dance around, just DIVE IN. One thought per message, keep it right to the point and if you repeat for goodness sake DELETE. A good rule of thumb is to look at what you wrote and cut it in half.

Exercise: Look at your last post. Is it brilliantly, blessedly BRIEF? Can you cut unnecessary words, phrases? Can you make it shorter? Did you repeat yourself? If so, rewrite it your more succinct post below:

Run every post, email, text through this formula.
When you PUB before you PUBLISH, the responses
from your communication will elevate
INSTANTLY!

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Credits:

Created with an image by Alex Widmer - "Racing across Sydney in rush hour traffic is no joke. We barely made the sunset at Bondi Beach to capture what we needed. We were finishing up our shoot and we wanted to get the drone up one last time just to see if anything caught our eye from an aerial perspective. And there he was. This lonesome adventure warrior chasing wave after wave until dark. I love that the color of his board popped off the water. You couldn't help but be drawn to him with hardly anyone around him. It was a reminder of how important it is to keep chasing your dreams and goals, even when no one's watching."