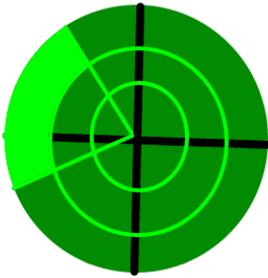


Staying on the Radar

Video Script



Get some helpful tips on producing content for clients and prospects and sharing it on social media.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hello, Nick Miller, Clarity Advantage, welcome back. This time: sharing content on social media.

We're all trying to figure out this social selling / social networking thing. Like, a lot of us are on Facebook and we post a few pictures a couple of times a month. And then there are our Facebook friends who are just blowing us away with daily posts, great pictures of their time on the boat, or their visit to Willy's Hard Cider Tavern with Uncle Bob, and the big bicycle fundraiser and we think, "we live the most boring lives, how do these people do all of this stuff?" That's not ACTUALLY what we think. That's more like, "what a complete waste of time, I've got a life I'm living here."

But we have the sense that we should be posting more than we are and posting more interesting stuff than we're posting. And, some of our Facebook friends solve that problem by reposting stuff they've seen somewhere else – the old, "here's an interesting video" that 2,350,458 other people have seen. OK, been there, done that, one out of 20 of those is interesting. After a short while, we stop paying attention to those.

Same idea in our business worlds with, say, LinkedIn.

We want to be helpful and add value to our social media contacts, so we try to post useful information whenever we find it. The operative word there being "find". In reality what we are doing is getting our networks to continually click away from us just like we ignore most of the video clips our Facebook friends post. We're sending the message that "I'm no expert, but these other people are...."

Try this instead: produce content and link to it.

Here's how: think about questions your clients have asked you and write short or long posts answering those questions. "How do we move money from Vietnam to the USA?" or "Which accounting software is the best for a business our size?" Or "Do you think we should do anything different to protect ourselves from fraud?" You could write an opinion about any of those, within your company's social media guidelines.

Or, think about mistakes you've seen your clients make and write about those.

The posts don't have to be long. Try for 100 words to start.

We will have to invest a little more time up front, but ultimately, we are making our jobs easier by redirecting our followers right back to ourselves. We're staying on the radar.