



HOW TO BETTER CONNECT WITH CUSTOMERS & REMAIN TOP TALENT WITH JANE ANDERSON

THANKS FOR HAVING ME
HUGE GENEROSITY!

STRATEGIC COMMS
- BRAND
- CONTENT CREATION
- TRIBE BUILDING

HOW TO SURVIVE DURING THIS TIME

85% LOST IN 2012
STARTED WRITING CONTENT

THINK OF BUSINESS AS
YOU RUNNING COMMUNITY AND TRIBE

HIGHEST WEEK OF RETAIL VISITS!

DON'T CREATE NOISE



COME BUY A CAR...
NO TOUCH POINTS NO TRUST

LEARN & MAKE DECISIONS



NURTURED LEADS SPEND 47% MORE

10-15 TOUCH POINTS ARE NEEDED

2015
\$118 BILLION
NEXT YEAR
\$412 BILLION
INDUSTRY

FEAR OF ADDING TO NOISE



IM NOT THAT GOOD

IMPOSER SYNDROME

NO TIME

BE THE ROCK

DON'T KNOW TECH

NO IDEA WHAT TO SAY?

TRANSLATE CONTENT INTO CASH

COST TO REVENUE

EVERYTHING ELSE

AD SPEND IS DOWN

WHAT ARE PEOPLE SEARCHING FOR?

THINK CREATIVELY ABOUT YOUR CONTENT!

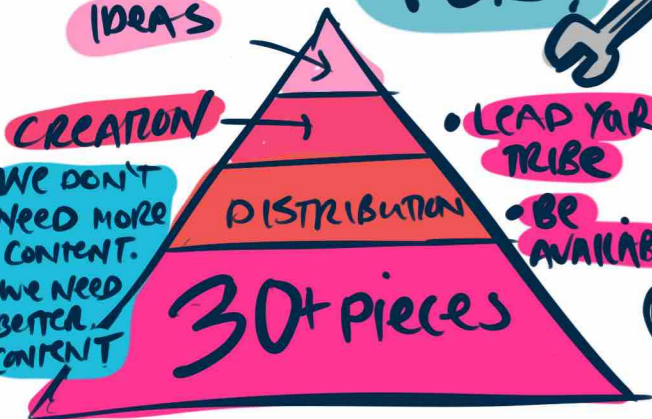
60% INCREASE IN CONTENT!!

DON'T KNOW IF CAN TRUST YOU...

TRUST

HERE TO CARE, SERVE & HELP YOU...

"EDUCATION IS THE MOST POWERFUL WEAPON FOR CHANGING THE WORLD!"
NELSON MANDEL



LEAD YOUR TRIBE
BE AVAILABLE

Panic TO PROLIFIC



VIRTUAL DRINKS



STAY CONNECTED & KEEP EDUCATING

IDEAL CUSTOMERS

100 FRIENDS
HOW MANY FRIENDS DO WE NEED



ROBIN DUNBAR

ALWAYS HAVE SOMETHING TO INVITE PEOPLE TO...

CONQUER the CRISIS™

#CONQUERTHECRISIS



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