

Glamour and the **Geek**
Communication Tips
from URL (Online) to IRL (In Real Life)

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Mikki Williams
Dave Nelsen

BOOKLOGIX®

Alpharetta, GA

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ISBN: 978-1-61005-XXX-X

Library of Congress Control Number: 2016913975

10 9 8 7 6 5 4 3 2

1 0 2 6 1 6

Printed in the United States of America

∞ This paper meets the requirements of ANSI/NISO Z39.48-1992 (Permanence of Paper)



MIKKI WILLIAMS, CSP, CPAE Hall of Fame Speaker and TEDx speaker, was chosen as one of the best speakers in the country by Meetings and Convention Magazine along with Tony Robbins, Bill Gates, Rudy Giuliani, Lou Holtz, Zig Ziglar and Jay Leno.

She is an award-winning speaker for Vistage Worldwide, the world's leading executive organization, Master Chair of two Vistage peer advisory boards in Chicago, a global celebrity speaker and sought-after executive speech coach.

Mikki is the creator of Speakers School™, the original Keynote Kamp™ and The Mikki Mouth Club™.

Mikki has spoken in every U.S. state, every Canadian province and every continent except Antarctica, where she can't wear her stilettos.



DAVE NELSEN is President of Dialog Consulting Group, a boutique consulting firm that uses proven social media, Internet and mobile technology tools to help business executives enhance conversations with their most important audiences.

Dave has more than thirty years of telecommunications experience and has been at the leading edge of the social media revolution since founding TalkShoe.com in early 2005.

He's been recognized as Ernst & Young Entrepreneur of the Year, as Tech Council CEO of the Year, and as Vistage Speaker of the Year.

Dave is an engineer by training, with a Master's degree in Operations Research from Stanford University.

INTRODUCTION

Google defines communication as:

1. The imparting or exchanging of information or news
2. Means of connection between people or places

It's hard to imagine any human endeavor, in business or in life, that isn't based primarily on communication.

In the beginning humans communicated strictly face-to-face, or at most over very short distances (within earshot).

Early cave art made it possible to communicate across time, although not across distance.

Next, humans developed numbers for recordkeeping. With the advent of written language there was great fear about what would happen when humans could communicate across time and distance without actually speaking face-to-face. Does this fear perhaps sound familiar to you today? LOL!

With the printing press, written communication went mainstream. With the telegraph and telephone, the world began to shrink more rapidly. Then came radio, television, copiers, pagers, faxes and mobile phones.

And then came the online social networks like Facebook. (Interestingly, humans invented social networks hundreds or thousands of years before they went online. Think: Royal Society of London or the Knights of Columbus.)

Dave Nelsen joined Vistage Worldwide, a social network for CEOs and key executives, in 2003. Shortly after that time, a Hall of Fame speaker named Mikki Williams spoke to his Vistage group in Pittsburgh, Pennsylvania. It was the beginning of an unlikely partnership between "Glamour" and "The Geek."

If you've never met either Mikki or Dave you can still probably guess who's Glamour and who's The Geek.

As a world-class speaker Mikki's expertise is in communicating IRL (in real life).

As an early participant in LinkedIn (member number: 98,323) and podcaster since 2005 (before iPhones), Dave's expertise is in communicating online, URL as it were. (URL stands for Uniform Resource Locator, the geeky acronym meaning webpage address, as in www.___)

Together, Mikki and Dave have mastered their respective halves of the art of communication. Together, they can tell the whole story.

In today's world business leaders (if not everyone) must master communication in both IRL and URL forums. In this book Glamour and The Geek share their most important tips for communicating both in person and online. Applying them will help you become more successful, in business and in life.



1

SOCIAL MEDIA FOR BUSINESS; THE MOST IMPORTANT POINTS

After leaving TalkShoe.com in 2009 (a live podcasting service my team built – check it out), I decided to write a book about how small and medium-size businesses can most effectively use social media and social networking tools. That book is called “How Can I Capitalize on Social Media When My Kid Has to Program My DVR - A Busy Executive’s Guide to New Tools No Business Can Afford to Ignore.”

Thinking back about that book as I begin another, here are the three most important things you need to know about *social*:

1. It’s not about you; it’s got to be about them. If it’s not valuable to your target audience why would they devote their time and attention to you? Right...they won’t. If you’re pushing the same old marketing monologue (e.g., look at our products and services, check out the pictures of our company party), you’re wasting their time...and your resources.

2. The majority of the economic value in social networking will come not from external communication (read: marketing) but instead from internal applications (e.g., Yammer, Chatter, Slack). These are tools that can improve communication among your employees. Even small gains in employee collaboration can result in major improvements in profitability. And that's to say nothing about improved recruiting results, longer employee retention, better product management and enhanced customer service that can result from smart application of social networking tools.
3. Ken Blanchard once said, "None of us is as smart as all of us." Participating in social makes everybody smarter. For most companies there's at least as much potential in *listening* as there is in *talking*. You can get new product ideas, learn about competitors' weaknesses, discover new sales opportunities and know what your coworkers know. *Social* accelerates organizational learning.

That's why your company needs to embrace external and internal social media and social network tools.

2

THE THREE Ws... WALK, WEIGHT/WAIT, WOW!



Begin your presentation with the three Ws:

WALK into position.

WEIGHT on both feet, shoulder width apart, forward on the balls of your feet.

WAIT for the attention of the audience. There should be a discernible pause before beginning.

WOW! Your amazing hook.

If you want to make an impact when you begin your presentation never open with, “Good morning,” or, “Thanks for inviting me,” or, “Good to be here.”

Open with a surprise, a shock or an interaction. Open with something that makes a connection, something that entertains or that leaves people wondering.

Be different. Be memorable. With a great hook you’ll have the audience on the edge of their seats, wanting to know what’s coming. A great hook will give you a legitimate chance to have a lasting impact.

Some openings to consider: a story, a quote, a question, statistic, joke, someone’s name, a date, location, music...

Juggle! Use magic. Use a cartoon or a video...I bet you’re getting the idea.



3

SOCIAL MEDIA: 10 THINGS *NOT* TO DO

Social is not your father's marketing. When participating in social media and social networking in business here are 10 basic rules about what *not* to do:

1. Don't get started in social media if you have significant product weaknesses or customer support issues. Social media makes good businesses more successful and bad businesses bankrupt.
2. Don't use social media to explicitly sell. Instead, educate, enlighten, inform and entertain your audience. In so doing you'll position yourself and your company as experts.
3. Don't "set it and forget it." Lack of conversation makes you look worse than not showing up at all. Once started, sustain your participation and interaction.
4. Don't go negative. Never, never, never criticize your critics. Thank them for their input and do your best to address their issues. Even if you can't make your critics happy you'll demonstrate to everyone

else that your company is tuned in and responsive.

5. Don't mix personal and business accounts. In fact, make sure that your company owns your social media accounts. After an employee departs, the company may not be able to access their personal account.
6. Don't expect to control the conversation. Social media is not an advertisement, product brochure, newsletter, email blast or one-way monologue; it's a conversation. Conversations are bidirectional and can have rough edges. It's likely that your customers and prospects are already talking. Join in.
7. Don't worry about a little negativity. Studies show that a little negativity increases credibility and empathy. Paraphrasing Abraham Lincoln, "You can't please all of the people all of the time." Be responsive to the negative but know that such information can actually accelerate purchasing decisions.
8. Don't feel the need to talk about everything. I like sausage but I don't want to see it made. Be honest and use discretion. Authenticity is one thing; opening the kimono is something else.
9. Don't be a generalist. With literally hundreds of millions of blogs, videos, podcasts, tweets, etc. to choose from, every individual can tailor their content consumption to his or her exact interests. Focus on one topic and do it well.

10. Don't overwhelm your followers with too much information. Everybody is busy. Providing too much information is as bad as providing too little. Find the "Goldilocks Zone." As a side benefit, this helps you to focus on the content with the highest value.

4

THE POWER OF THREE

The power of three is a writing principle that suggests that things that come in threes are funnier, more satisfying or more effective than other numbers of things.

We remember things in three. This is because having both brevity and rhythm with the smallest amount of information creates a pattern. It's a tradition that grew out of oral storytelling, for example:

- Three Little Pigs
- Three Musketeers
- Three Blind Mice
- Three Stooges
- Snap, Crackle, Pop

Use the Power of Three in your presentations for greater impact.



5

THREE RULES FOR USING SOCIAL MEDIA



Have you ever noticed that eight of the ten Commandments are things *not* to do? *Thou shalt not...*

Just two of the Commandments are affirmatives. In keeping with roughly that same ratio, to go with the ten “don’ts” of the earlier chapter, I offer three affirmatives for using social media in business.

1. **Social media is like a cocktail party.** What works or doesn’t work in one of these venue applies equally in the other. Good cocktail party behaviors include: Asking questions, actively listening, engaging in conversations and building relationships. The same is true in social media. Bad cocktail party behaviors include: Talking all about you, introducing yourself and then completely shutting up (or down), and any form of active (or passive) selling. Again, the same is true in social media!
2. **P.I.E.**, an acronym that comes from the radio business. “P” stands for “personality.” Social media is about people connecting

with people, so be a real person and display some personality! Have you heard the old sales adage that “*People buy from people*”? That’s what this is all about. “I” and “E” stand for “interesting” and “entertaining.” That’s what attracts and holds their attention. If you’re boring, they won’t follow you for long. Practice P.I.E.

3. And the toughest of the three rules (this is where most business social media initiatives fail): Pay it forward. Start by creating value first for your target audience. Only if your initiative is valuable for them will they continue to follow what you do. With that attention comes the opportunity for a relationship.

If you follow these three simple rules you’re far more likely to connect with, and retain, your business target audience. And that means the potential for more business.

6

EARN THE RIGHT

Don't be too vulnerable, too disclosing, too "in their face," right off the bat.

I've coached and witnessed many individuals who, because of their personality or style, tend to overshare in the hopes of connecting with the audience. There are others who have a bottom line/get-to-the-point personality, and that can often appear confrontational when what you want to be is 'care-frontational.'

Avoid being "too" anything until you've delivered enough content and value that your audience likes you and trusts you...until you've earned the right.

