

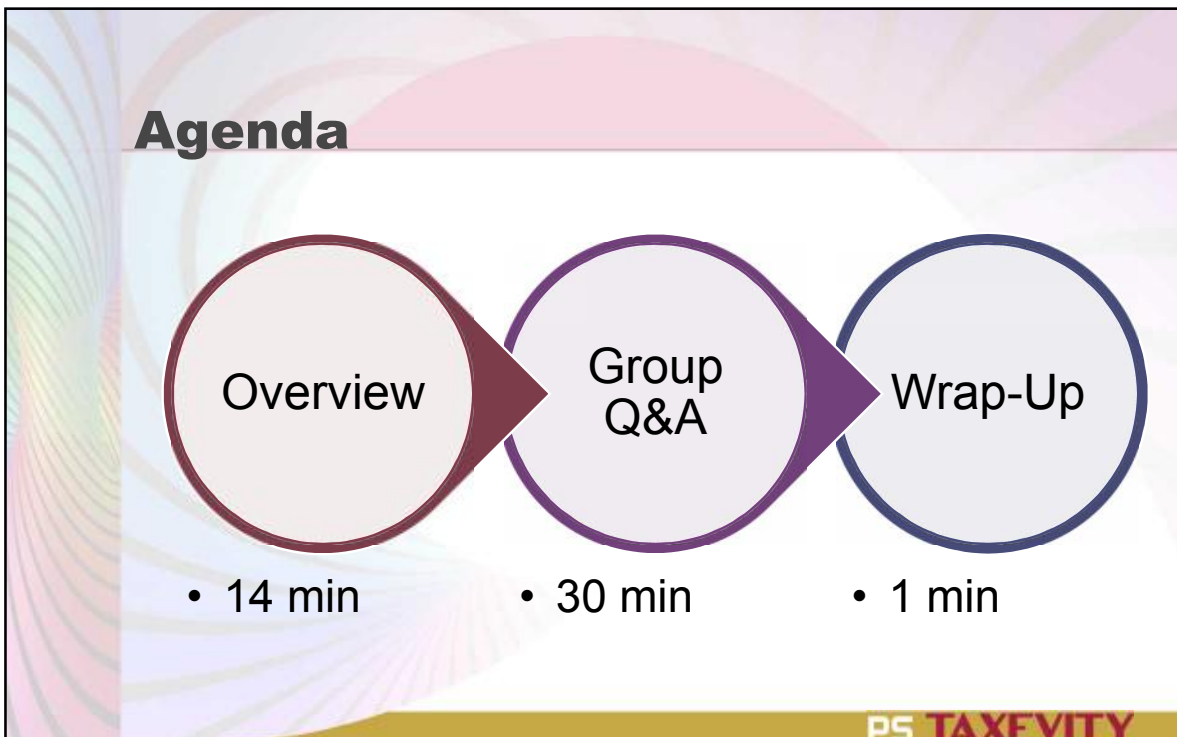
WORD • 11

Building Trust With Social Media BLOGGING EDITION



“pro-MODE”

Promod Sharma
Marketing Actuary
promodsharma.com





Do You Trust ...

Authority

*Every doctor in private practice was asked:
—family physicians, surgeons, specialists...
doctors in every branch of medicine—
“What cigarette do you smoke?”*

*According to a recent Nationwide survey:
**More Doctors
Smoke Camels**
*than any other cigarette!**

PS TAXEVITY

Do You Trust ...

Celebrity

"The roles I play in movies are far from easy on my voice— I can't risk throat irritation. So I smoke Camels—they're mild"

John Wayne
POPULAR, UNDISPUTED HOLLYWOOD STAR

"I've been around movie sets long enough to know how long-term cigarette addiction is an aweful, so when it came to deciding what cigarette was just right for my throat—I was very particular. I made a week's run—my own 30-Day Camel Mildness Test!"

"I gave Camels a real tryout for 30 days. The more pleasure I ever had from smoking. My own 30-Day test was just how mild and good tasting a cigarette can be! I found out for myself why more people smoke Camels than any other cigarette!"

Make your own 30-Day Camel MILDNESS Test in your T-Zone!
*For 30 Days, 1 Per Packet

Not one single case of throat irritation due to smoking CAMELS!

You have seen the statistics of people being smokers who a case of cold, cough, or bronchitis of the throat, or hoarseness of voice and swollen throat. Camels are mild and gentle. Camels are the most popular brand.

PS TAXEVITY

Do You Trust ...

Popularity

Camels first in sales. Lead by a record 50.8%.

Camels First in Sales! Lead second brand by record 50.8%

for Millions... for Flavor

CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!

PS TAXEVITY

Today



Distrust
Authority

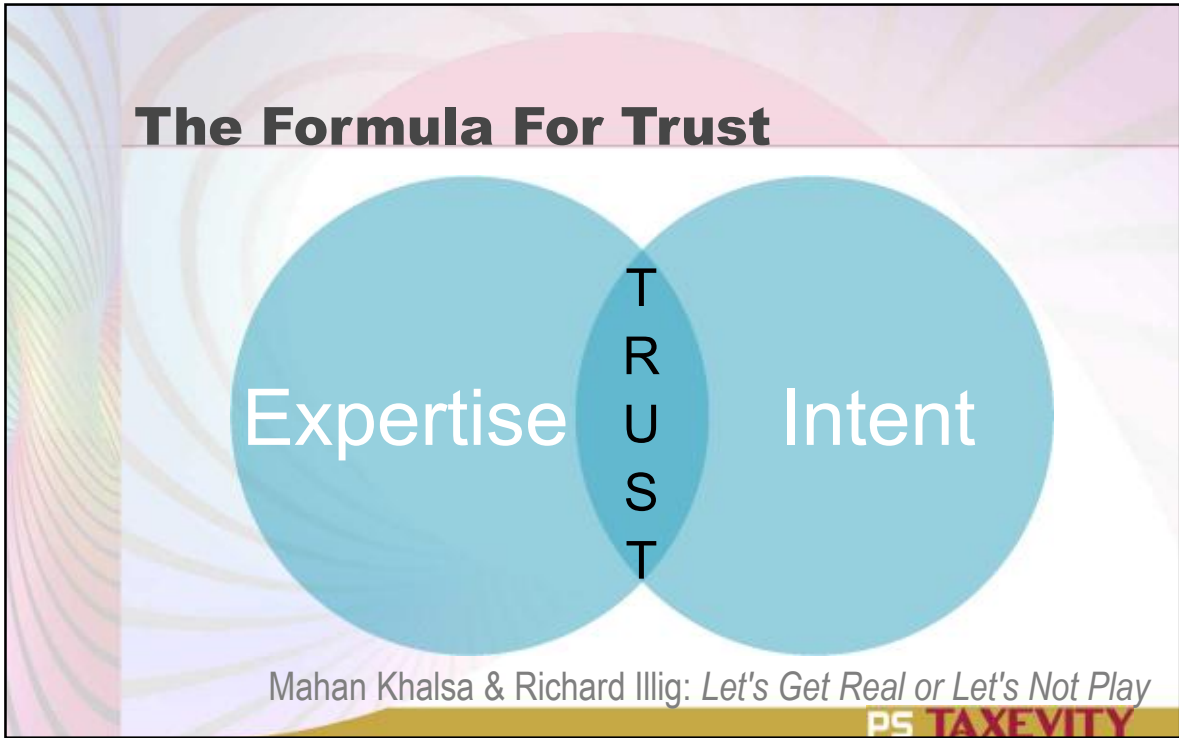
Distrust
Celebrity

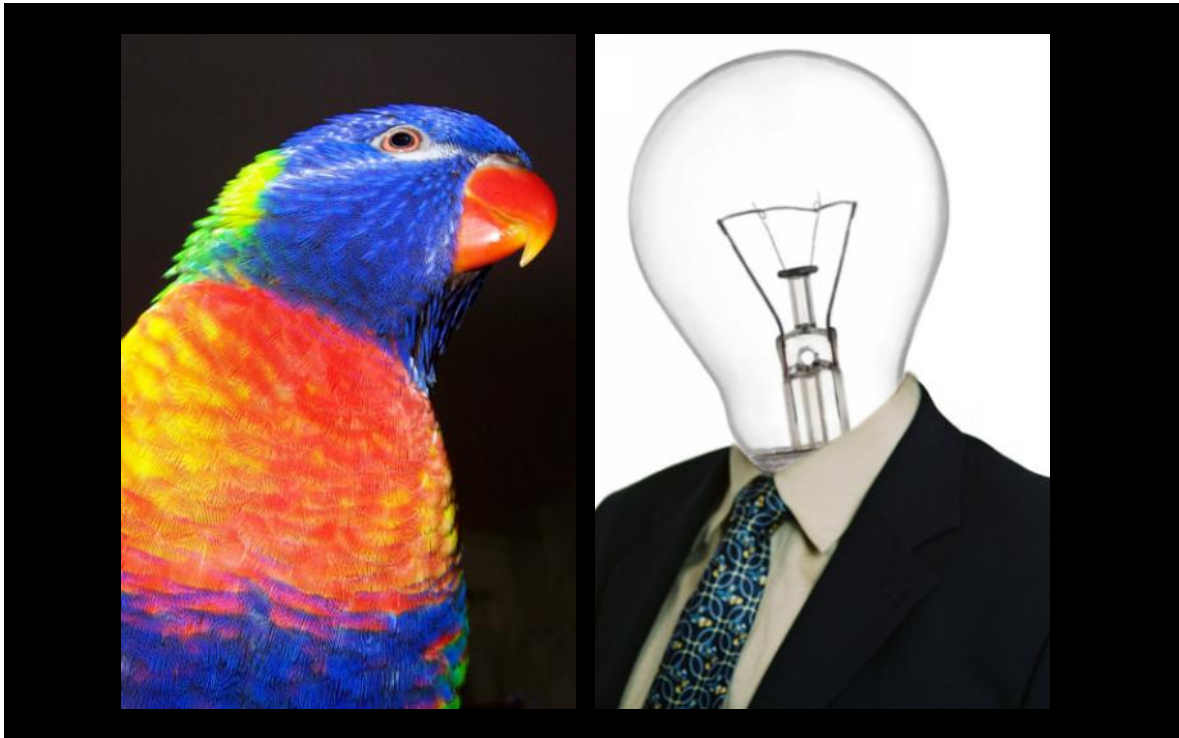
Distrust
Popularity

PS TAXEVITY



*Why would
anyone
trust you?*





Intent For Beginners: Curate



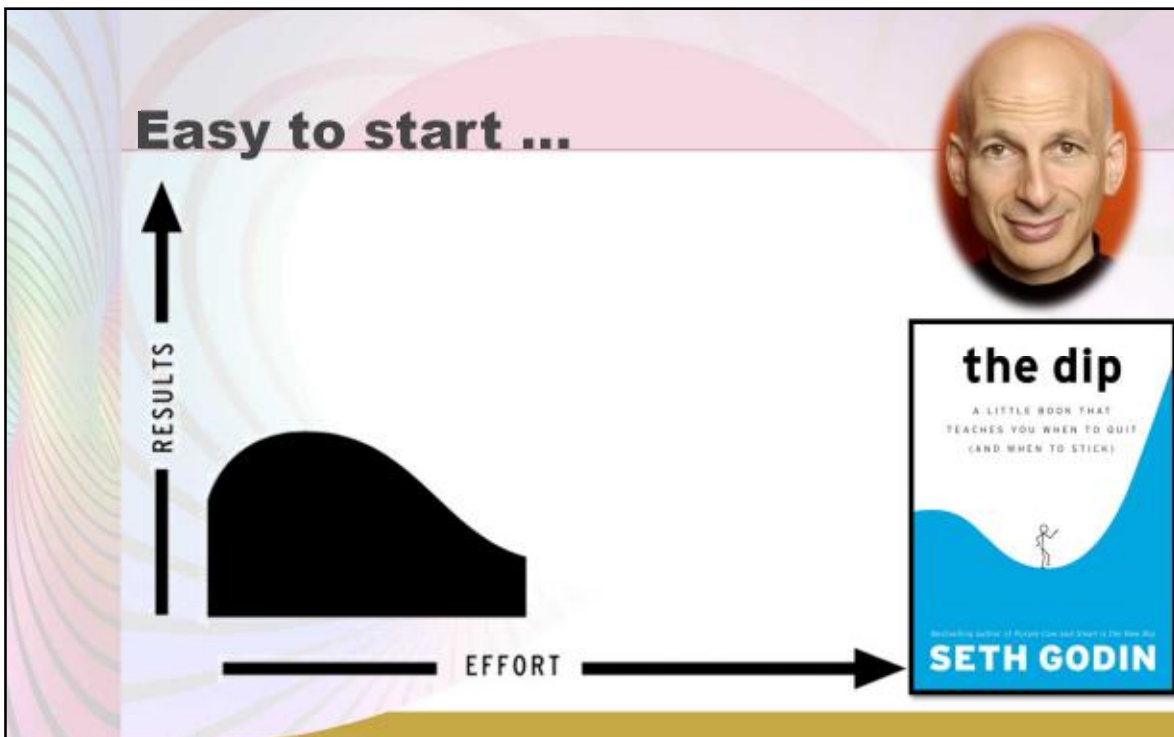
- ❑ Like or Retweet links from others
- ❑ Post links of your own
- ❑ Your choice of social networks
 - ▣ LinkedIn, Twitter, Facebook, Google+, ...
 - ▣ Experiment to see what your prospects prefer
- ❑ Easy to do → limited benefits

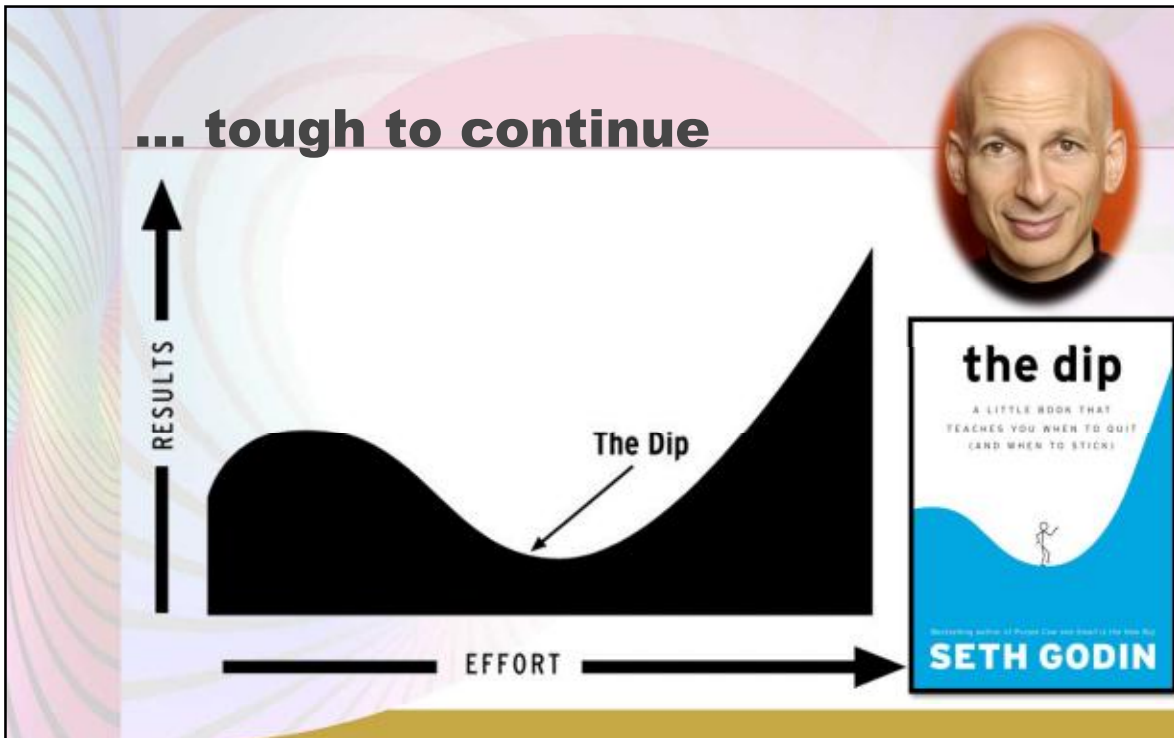
PS TAXEVITY



Seth Godin and Tom Peters

See video at
<http://www.promodsharma.com/word11>





MARKETING ACTUARY
HELPING ENTREPRENEURS MARKET BETTER

AUGUST 25, 2011
BUILDING TRUST WITH BLOGGING AT WORD11

You're reading a blog. That's easy.
Why not write a blog? That's easy
— probably easier than you expect.

A IS FOR APPLE
When you were a child, reading took practice. Yet you wanted to learn. Maybe you started with cloth books that jingled when you shook them. You were soon ready for Dr. Seuss. Now you can read (and understand) these **10 difficult books**. I can't but you can. Congratulations!

B IS FOR BLOGGING
Consuming content is fine but how does that help with your marketing? Creating content sets you apart and helps build trust. Yes, there is a learning curve. Yes, you need discipline. You've shown you have both by getting where you are today.

C IS FOR CONCERNS
You can certainly blog. What's holding you back? Perhaps concerns like these:

1. What do I write about?
2. Is my writing good enough?
3. How do I get started?
4. How do I keep shipping?
5. How much time do I need?
6. Where do I find the time?
7. What if I run out of ideas?
8. How do I invite traffic?
9. Is blogging better than writing a book?

WORD-11
TORONTO'S BLOGGING FESTIVAL
24 hours of Industry Experience
Saturday, Aug 27th
3 Streams, 13+ Speakers, Full Day
REGISTER

SEARCH
MARKETINGACTUARY.COM
powered by Google

PS NETWORK

MARKET BETTER
@mActuary
MarketingActuary.com
MarketingActectors.com

SPARK INSIGHT
Sparkinsight.com

GRASP RISK
@riscaho
Blog.Riscaho.com
Riscaho.com

TAME RISK
Tamevly.com

Discover my reasons for blogging at marketingactuary.com

470+ Posts Since Feb 2007

The image displays a large grid of approximately 470 small thumbnail images representing individual blog posts. The thumbnails are arranged in a grid that is roughly 10 columns wide and 47 rows high. Each thumbnail shows a different visual element, such as a person's face, a product, a chart, or a specific graphic. In the top right corner of the collage, there is a small, detailed image of a vintage typewriter. The background of the collage features a soft, wavy pattern in shades of pink and purple.

Speakers At The Conference for Advanced Life Underwriting (CALU)

Robert Cialdini (2007)



Mitch Joel (2010)



Promod Sharma (2011)



Ted Rogers (1991)



Ed Rogers (2011)



Stephen Harper (8X)



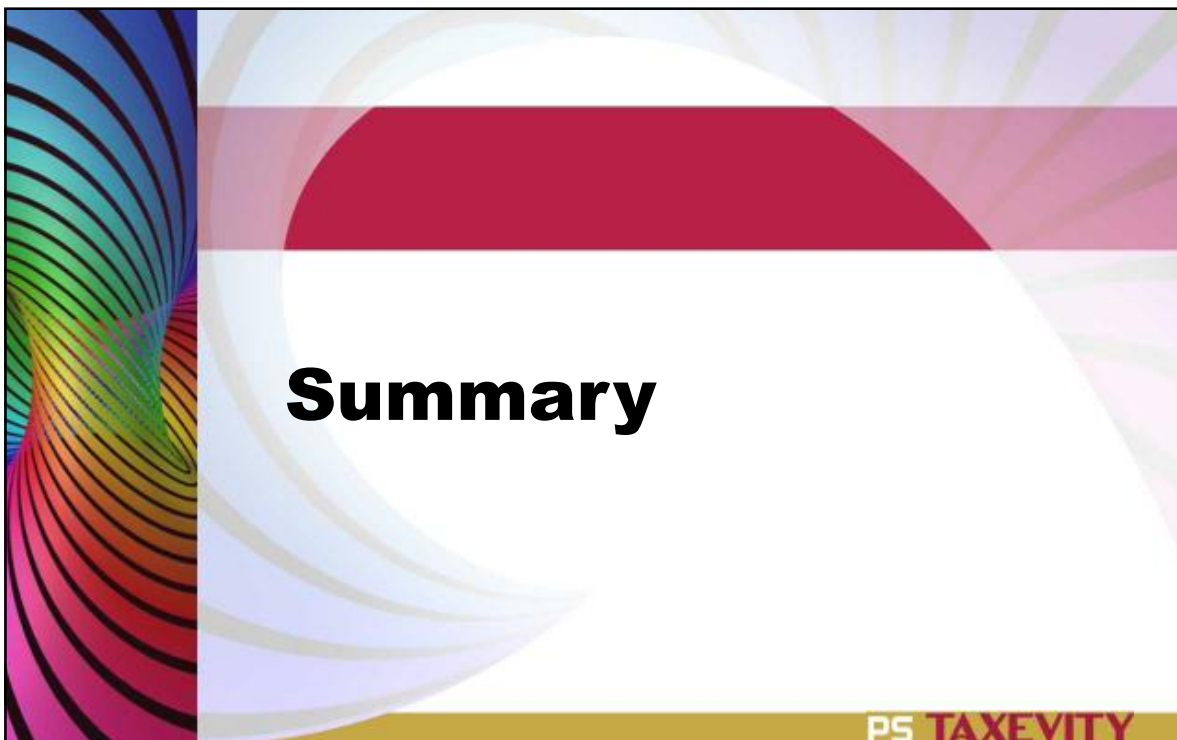


Discussion

More resources at
<http://www.promodsharma.com/word11>

PS TAXEVITY

The slide features a background with a large white circle and a red semi-circle. On the left, there is a vertical strip of colorful, curved lines. A laptop in the center-right displays a blog post by Promod Sharma titled 'Word11'. The laptop screen shows a profile picture, a title, and some text. The text 'PS TAXEVITY' is visible in the bottom right corner of the slide.



Summary

PS TAXEVITY

The slide features a background with a large white circle and a red semi-circle. On the left, there is a vertical strip of colorful, curved lines. The text 'PS TAXEVITY' is visible in the bottom right corner of the slide.

Your Digital Tapestry



Everything public you do online adds permanent pixels that affect the trust that others have in you

Go Beyond Building Trust With Social Media

- ❑ Do you have questions or comments?
- ❑ Do you know other audiences which would benefit from a live presentation?
- ❑ Do you want to stay in touch?
- ❑ Contact Promod Sharma via
 - ❑ promodsharma.com
 - ❑ LinkedIn