

APPROACHABILITY

PROFESSIONAL

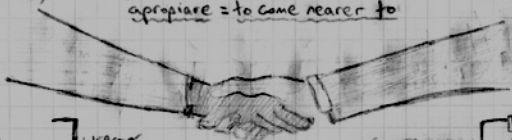
To magnetize customers, fans & guests to your organization via authentic, unique & valuable marketing

PERSONAL

To magnetize friends, strangers, coworkers & customers to yourself via permitting comfort & confident interactions

TWO WAY STREET!

appropriate = to come nearer to



AREAS
↓↓↓

AREAS
↓↓↓

DO SOMETHING COOL

Make people stop & say "Duh, no way!"

TELL YOUR STORY

be transparent with who you are & o.g.

BE THAT GUY

Somebody who reminds everybody of nobody else

FANS, NOT CUSTOMERS

obtain & maintain people who "love your stuff"

OWN A WORLD

midshare based on your expertise & experience

MARKET YOURSELF DAILY

duh!!

CHANNELS

WEBSITE
SEARCH
BLOG
MEDIA
COLLATERAL
PRODUCTS
PEOPLE
SPACE
EXPERIENCE



CONVERSATION
PHONE/EMAIL
NAME/TAGS
NETWORKING
GET IMPRESSION
INTERACTIONS
HOSPITALITY
SPACE
PERCEPTIVE

CHANNELS

PERSONAL AVAILABILITY
openness of mind & heart
PHYSICAL AVAILABILITY
openness of personal space
DROP ME A LINE
capability of being reached
WHAT YOU SAY
questions, answers, etc.
WHAT YOU DON'T SAY
nonverbal behaviors
BUILDING SOCIAL CAPITAL
willingness to develop new relp.
KEEPING IT REAL
authentic personality

WHO CARES!!

because...

- isolated is out; approachable is in
- formal is the past; friendly is the future
- it's not cool to be a jerk
- customers want to do business w/ their friends
- friendly always wins