

## Chapter 1: How It Works You Can Use My Journey to Success as a Model for Your Own

I went from being an unhappy salesperson to being a small business owner who has clients approach me. Whether you choose a career in sales or run your own business, you can use my strategies to replace cold-calling with warm-calling and ultimately get most or all of your clients or customers through referrals. I'll tell you my story in this chapter.

For the first six years of my career, I was a ~~top-top~~-earning B2B sales rep. I started selling local TV advertising for Fox. ~~From there~~ Next, I ~~went on to sell~~ sold ~~trade~~ trade-show software to Fortune 100 exhibitors at trades shows such as CES (~~consumer~~ Consumer ~~electronics~~ Electronics Show), NAB (~~National association~~ Association of ~~broadcasters~~ Broadcasters), and CCIA (~~computer~~ Computer and ~~communications~~ Communications industry ~~industry association~~ Association). I was selling ~~into~~ to businesses in multiple verticals (~~niche markets~~): convenience stores, ~~the~~ automotive ~~industry~~, software, medical devices, ~~and~~ pharmaceuticals, finance, and ~~more others~~. ~~Next~~ Then, I sold websites to ~~corporations such as~~ Whole Foods, Black & Decker, Linksys, ~~and~~ Imax, and other major ~~corporations~~.

~~I was a ~~sales~~ was my thing~~ person, but I absolutely hated ~~cold~~ cold-calling. I always felt ~~like~~ that I was annoying people and it made me feel cheesy. ~~so I was able to use my sales skills to get a marketing job~~ I switched over to marketing for ~~with~~ a global online corporation. ~~In that role, salespeople were calling on me. Overnight, I was on the other side of the table and I became the person I had been selling to. I was being~~ They pitched ~~on~~ software solutions and products. Most of the people who approached me ~~were just exhausting~~ exhausted my patience, mainly ~~primarily~~ because of how they spoke and what they said. ~~They, They~~ were, ~~in fact~~, annoying and cheesy.

If you're ~~a~~ good ~~at~~ salesperson, you know how to tell a good story. I knew how to create compelling communications and translated that skill into ~~successful~~ social media campaigns. ~~My employer~~ In a very short period of time, the corporation I was working for ~~quickly~~ went from being virtually unknown to having the largest social media presence of any ~~other~~ company in our ~~space~~ industry. Marketing magazines called ~~up~~ for interviews, and sales went through the roof. ~~It~~ Our growth was amazing ~~and exhilarating for me~~ to be a part of, ~~but~~ Yet, I was 28 ~~years~~ years-old and ~~quickly~~ grew bored ~~ready for a new challenge~~.

Comment [JH1]: Your philosophy is to make this about the reader, not the author.

Comment [JH2]: This chapter desperately needs a compelling introduction. The author is supposed to be good at this sort of thing. The not-really-relevant title and the dive into what reads as a lengthy cover letter are the weakest points here.

The story also needs to be readable by people who are older, perhaps considerably older, than the author. Throughout the chapter, I have tried to preserve her tone (even some of the brattiness), while making the copy readable by a mature audience.

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Comment [JH3]: Not clear: is this still the software sales?

Comment [JH4]:

Comment [JH5]: The choice to name Fox, a controversial company, and omit the names of other employers is inconsistent. For clarity, I would name all the employers. The second best choice would be to use an explanatory noun phrase (e.g. a software startup, an airline, a food manufacturer).

Comment [JH6]: Is this a new job? What does selling websites mean?

Comment [JH7]: Is this what happened? Is this a new employer? Needs some clarification.

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Comment [JH8]: This wasn't quite a run-on sentence, but the author has a habit of using a dozen words when 3 would suffice.

Comment [JH9]: People often parrot what they read, but terms like "space" are muddy jargon.

Comment [JH10]: Avoid passive voice in business writing unless you need to obfuscate something.

Comment [JH11]: Who would you rather hire: someone who is bored in his or her current job or someone who is ready for a new challenge? Who would you like better? When the author is the protagonist, she needs to be likable.

Seeing the power of social media as a marketing and selling-sales tool inspired me to take on a few side consulting gigs. Those side gigs soon became enough to sustain me and I decided to start my own agency. I was living in Laguna Beach, CA. I was young and hungry but I also wanted the chance to have the yearned for a work-work-hard/play play-hard lifestyle I'd always dreamed about. Breakfast meetings, surfing at lunch, and prospecting in the afternoon seemed ideal. When I started my own company, suddenly I was suddenly in sales and marketing for both for myself and for my clients and myself. There was I had less free time than I had imaginanticipated.

Comment [JH12]: Wordy, run-on sentence is resolved by grammatical fix and converting 10 words into 3.

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Most of the my initial early jobs clients I had were were business-to-consumer (B2C) companies. I acquired them through word of mouth referrals and in the business to consumer arena. They came to me because of what I'd done in my marketing success in my last job with the global corporation. All that That favorable publicity press had paid off for me, and I worked with clients in retail, hospitality, wellness, and fitness—businesses industries that lend themselves are beautifully to suited for social media and photographed well.

Comment [JH13]: With XYZ Inc. would be better

Once I had my own agency, I had a sales pipeline to fill. But I resolved to approach sales in a new way and position myself as an ally to my prospects, rather than an irritation. I wanted to test-market the waters and to see if my social media marketing skills worked as effectively for B2B companies as they did for B2C. Selling the value of my services to clients on my services was as a big a part of my job as a business owner than as delivering the results was. If I didn't drum up enough business to pay the rent, I'd have to go back to working for someone else, which That prospect was even less desirable than cold cold calling.

Step one was First, I had to make create a legitimate public image for my company look legit. Even though it was just me and two 22 year olds working from my kitchen table, the The whole world didn't need to know that it was just me and two 22 year olds working from my kitchen table. We needed to project professionalism. Our home page was our front door because it evoked consistently all over the very first place impression anyone would loom looking for us which is onlineould experience. If we didn't look look appealing fresh out of the gate to prospective clients, I knew feared we'd get stuck with local jobs with crappy budgets, and it To would be a prevent that disaster. Our website was the cornerstone of our online personality se, I invested in making sure ensuring our website itaccurately represented us and our services, accurately.

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Comment [JH14]: Until this paragraph, the author's writing was sufficiently satisfactory to preserve most of her wording. Here, mistakes (e.g. misuse of "loom," and the sequence, "step one," "second," "step three" just make her look stupid. We have to fix it.

Second, I ~~started~~ observed to pay attention to what the top L.A. marketing agencies were doing, ~~and modeled after their best practices~~. We ~~started to~~ created smart, engaging content and ~~frequently posting frequently and consistently~~ new material. We focused on creating blogs and videos for social media. Whenever I went to a meeting, I recorded the conversation, ~~(always with permission)~~, so I was better able to pinpoint ~~areas to~~ what ~~invited~~ provoked emotion in people—either positive or negative. I'd flag those emotions and subsequently create content around them ~~later~~.

We kept our content short, visual, and helpful. We ~~weren't trying to win any prizes, but we~~ were trying to provide our followers and prospects with useful nuggets of goodness. After a few months, anyone who Googled my agency would find a ~~wealth~~ treasure trove of podcasts, videos, blogs, and reviews and ratings. ~~That content was intended to~~ would help to ~~shape~~ enhance their first impression and ultimately lead to their buying decision. We gained followers and people were talking. Even though we were three ~~girls~~ young women working out of a kitchen in Laguna Beach, online we looked as comparable ~~tent and professional to as~~ the big L.A. agencies do.

~~Step three~~ Third, was to ~~start~~ ed ~~stalking~~ companies and people who would say yes to the services I could offer them. I started researching events and activities in ~~the~~ our area that could be enhanced ~~or heightened~~ by having a stronger social media presence. I was so close to Hollywood ~~that, there was no shortage~~ plenty of cool things were going happening on all the time, but I had my eyes on the largest entertainment awards show on the planet.

Comment [JH15]: I have no idea what this means in this context. Researching?

I didn't want to just pick up the phone and call the ~~decision~~ decision-maker because ~~that's annoying~~ that's annoying. I noticed the lead marketing executive "Sarah" ~~was~~ very active on social media so I started stalking following her online. I took a deep dive into her profile and to get ~~on a~~ handle on ~~stuff what~~ she liked ~~or and~~ didn't like. I read all ~~of~~ the articles she shared and I ~~trolled~~ explored around her Instagram account, ~~(which, surprisingly, was actually public)~~, so my detective work was ~~all that~~ much easier.

Comment [JH16]: A made-up name makes future references clearer.

On LinkedIn, I noticed that the ~~woman I needed to get in front of~~ Sarah went to my Alma Mater, the University of Maryland. She ~~spent a lot of time~~ enjoyed skiing in Jackson Hole, as did I. How many U of M grads ~~had been transplanted to the~~ LA industry ~~and~~ were working in the L.A.

entertainment industry? ~~The~~ Along with those remarkable commonalities kept stacking up. ~~W~~ we shared ~~one~~ a LinkedIn connection; ~~;~~ Mandy, a woman in real estate agent, whom I had ~~actually~~ just referred a friend to ~~Mandy~~. Perfect. I had an in. ~~The real estate woman so she~~ owed me a favor, ~~and it was a good value exchange~~ All parties benefitted.

However, ~~an~~ random introduction out-of-the-blue ~~introduction~~ also felt a little forced. I wanted to demonstrate to ~~Sarah~~ the woman at the awards show that I ~~was someone with~~ had valuable information ~~that was interesting to~~ for her. My plan was to get on her radar and offer a solution at the same time.

One of my ~~girl~~friends runs social media for global athletic events and I asked her what some of her biggest challenges were. She told me ~~that~~ the trickiest aspect was to figure out who does what so that correspondents are not overlapping each other or running ~~in~~ parallel lanes when so much is happening in real time.

I had created a process called “Push, Pull, Watch” for a small, local event that I thought would scale well for a significantly larger event. ~~I took the concept, which~~ I already knew ~~the concept~~ worked, ~~and template it for scalability. I posted the new idea on~~ so I wrote a post for LinkedIn and called it “5 Keys to Your Entertainment Event: Social Strategy to Scale.”

Next, I ~~reached out to~~ contacted ~~Mandy~~ your mutual acquaintance, copied the article, and ~~said~~ asked, “Hey, I see you know the lead marketing executive at the awards show. Do you think she might find this article helpful? She is probably deep in planning mode right now. If you think she might appreciate this insight, please pass it along.” ~~Mandy~~ The real estate girl ~~said~~ replied, “Sure, happy to send it her way.”

A few minutes later, she tagged ~~Sarah~~ the marketing woman in the comments section of the post. A day later, I received an incoming connection request from ~~Sarah~~ the marketing executive with a note that said, “Hey, I see you’re a fellow U of M alumni. Nice article! You guys look like you know what you’re doing. Do you have some time next week to talk about an event I’m planning?” I ~~just about~~ almost fainted. I wrote back and said “of course” and we set a meeting time, all ~~ever~~ through LinkedIn.

I remember sitting in my kitchen and looking up her address, which was in ~~some-a~~ fancy office building in Beverly Hills. I couldn't believe I had landed a meeting with the ~~decision-decision-~~ maker at the largest awards show on the planet. Any of the top ~~L\_A~~ agencies would kill for the ~~same~~-meeting I had just scored.

~~When I got to the meeting, I decided to go in guns a blazing and just went into the meeting with high energy and followed the woman Sarah~~'s lead. We hit it off right away because we had ~~some~~ many things in common. The majority of the meeting was spent talking about Jackson Hole, what it was like going to college in Maryland, and how we each felt about living in Southern California. Toward the end ~~of our conversation, Sarah~~ she asked me a question about one of the tips I had shared in the article, which I explained to her in some detail. She said she had thoroughly vetted my agency and thought we had some really interesting clients. ~~At the very end of our talk, s~~She concluded by asking for about pricing and how soon we could get started.

Comment [JH17]: This neologism is usually used in context of arguments. It doesn't fit and it will make some people (e.g. me) who aren't gun fans wince.

I had an hour-and-a-half drive home from Beverly Hills and I was freaking out the whole way. ~~Little old me~~ had just landed the biggest entertainment industry event in the world ~~as a client~~. ~~Little old me~~ It was nuts. All I ~~had done was~~ my homework and come up with a creative way to approach the person I needed to ~~get in front of each~~. I found a commonality.

Comment [JH18]: The whole paragraph is redundant, but sharing the author's exuberance has some value.

~~On the way back to Laguna Beach,~~ I kept thinking that my situation would ~~look be~~ completely different if I had just ~~cold-called the woman up Sarah out the blue~~. She wouldn't have had ~~a~~ reason to take my call, and she would be just another "unresponsive" on my call list. If I had sent her a random LinkedIn connection request, she would have thought, "What is this ~~chick cheesy creep~~ trying to sell me?" and ignored the request. ~~Not for the first time, I realized had been gradually learning that social media was has become~~ the ticket to ~~modern day~~ selling. I knew it worked for B2C, but this was the first time I saw how magical it ~~would could~~ be for B2B. I ~~started worried to worry maybe that~~ it was just beginner's luck.

Comment [JH19]: Instead of using a word that will offend many readers, why not stick with the clever "cheesy" theme?

When the day of the event came, my two assistants and I worked our tails off. ~~We~~ crushed it. We were the top-performing vendor and got ~~them our client~~ the highest ROI. We created a ton of valuable content from interviews and had access to ~~all of the many~~ A-list celebrities ~~in attendance~~. The testimonials that came out of the experience ~~were absolutely~~ priceless and we learned some ~~invaluable precious~~ lessons along the way.

Using ~~I~~the same process of "Push, Pull, Watch" process and ~~with~~ the referrals from the awards show, helped our ~~the~~ business ~~took off~~ skyrocket. In ~~a year's~~ time, we moved from three ~~girls~~ women working in their sweatpants around ~~the~~ a kitchen table to a beautiful, oceanfront office ~~space~~ in Laguna Beach with ten people on staff ~~full~~ full-time employees. The ~~high~~ high-profile clients continued to roll in. We represented Mercedes-Benz at fashion week in Miami, Visa in Barcelona, and Nelson Mandela's Legacy of Hope in ~~new~~ New York City (to celebrate his 95<sup>th</sup> birthday), ~~and it's~~ Business has continued to blossom ~~from~~ since ~~there~~ then.

Comment [JH20]: Eliminating 2 tenses in 1 run-on sentence.

In the history of ~~the~~ my agency, we haven't made a single cold call or annoyed a soul. All of our clients have come to us organically through word-of-mouth or mutual friends ~~in common~~. I can barely ramp up my team fast enough to keep up with the influx of business. This level of success is completely within ~~everyone's~~ your reach, too.

In this book, I'll share all ~~of~~ the ins-and-outs and how-to's of social media so that you ~~too~~ can grow exponentially and save yourself the hassle and humiliation of being hung up on day after day ~~year in and year out~~. You can eat your cheese instead of spreading it. It's about more than making a few careless posts here and there; it's about Success comes from using the proper approach doing it right and getting results.

Comment [JH21]: Needed a stronger and clearer conclusion to keep people reading.