

Personal Force Multipliers

force multiplier | noun

A capability that, when added to and employed by a combat force, significantly increases the combat potential of that force and thus enhances the probability of successful mission accomplishment.

- *Dictionary of Military and Associated Terms*

When it comes to creating and maintaining an effective social media strategy, very few have enough time, bandwidth, or budget to make it happen. And if you're a solo entrepreneur? There's only one truly effective way to keep that social media ball rolling: **force multiplication**.

All posts are not created equal.

Take a look at just three specific LinkedIn-based examples:



Article

Time to execute: ~2-4 hours

Views: 37

It can take quite a while to write, process and post a quality article on your blog or site like LinkedIn or Medium. But is it worth it for the readers it gets? Of course, if it went viral...

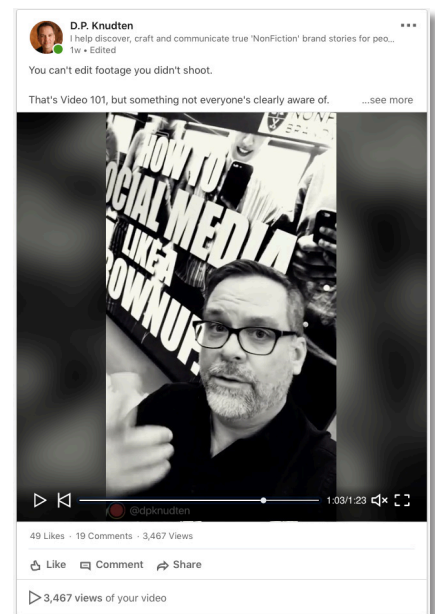


Post with graphic

Time to execute: ~1-2 hours

Views: 492

Not a bad number of views considering the time it took to design, write, process and post.



Post with Video

Time to execute: ~40 minutes

Views: 3,467

This what I mean by letting the market tell you where you need to be.

Video is my perfect personal force multiplier.

Guess which one of these posting types I'm going to be doing a lot more of.

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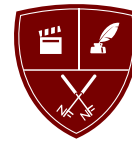
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Podcasts

The popularity of podcasts is rising every day. Marketing master Seth Godin has said “Podcasting is the new blogging” for a reason. By creating a podcast that produces episodes on a regular basis (weekly, bi-weekly, monthly), you’re creating an ‘always-on’ library of reasons to know, like and trust you. Listeners can’t help but get to know you, learn what you do, and understand how you think. And the killer tip here: ask experts to appear as guests on your podcast. Their audience gets exposed to you, and their quality, reputation and expertise can’t help but rub off on you.

Livestreaming

If you are the type of person and presenter that feels good on camera, can riff on topics and answer questions in real time, and don’t mind saying “I don’t know—what do you think?,” livestreaming is for you. It’s not just for gamers playing Fortnite on Twitch either.

As I type this, I’m watching Richard Moore, based in the UK, taking questions from his international audience re: cross-posting on social media. He has no script (other than a basic show rundown outline), and is fielding questions from California, Holland, Canada and the U.S. in real time. Impressive—and incredibly powerful.

My takeaway: this one man is growing his personal brand as a global expert, thanks to the minimal effort / maximal reach of livestreaming. And that’s exactly what ‘personal force multiplication’ is all about.

Webinar Series

Webinars require a pretty hefty amount of work upfront, but when done right, can be your unpaid, online sales force that never sleeps. Think of a webinar as a podcast that adds video to create a multimedia presentation that allows you to demonstrate who you are, what you do and how you do it—all wrapped up in a ‘and how it can benefit you’ package.

Do you have a presentation that you’ve developed over time and given to a number of live groups or audiences? Put it on camera, edit it for easy online / anytime consumption by people whenever they want to engage with it, and you’ll be amazed what happens. Example: a friend of mine started posting simple videos about his expertise on YouTube just to see what would happen. And what did? He started getting inquiries about his services from all over the world. People found him because they were looking for help with the exact things he does. And they found him, because he was there to be found.

Content Sprint

This is a really cool idea that I learned from LinkedIn hacker & specialist Sarah Grosz: Don’t just create content—serve it up in what she calls a content sprint.

This concept is about getting in people’s feeds and faces by consistently sharing quality content in a tightly defined period of time. In Sarah’s case, she’ll put in the work to create ten business days worth of LinkedIn video (with longish form written companions) posts, all orbiting a single theme or topic. They she’ll post them, at more or less the same time every day for the defined term of her content sprint. What happens, people who see it Day #1, engage with it by Day #2, and then are looking out for more on Days #3-10. By the time her sprint is done, she’s added a massive amount of new connections, but more importantly, garnered a huge new audience that, say it with me, knows exactly who she is, what she does, and how she does it.

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