

Are You Engaging With Your Audience Online And Offline?

Whether you are engaging with your target audience online or offline, it is important that you communicate in a way that is going to work for what you are trying to achieve.

Blatant “foot in the door” sales is not going to work. It doesn’t work for most people, so why would it work for you?

The challenge with networking in general is to develop a rapport; to establish common ground between you and the person you are engaging with.

It’s the old adage isn’t it? – You do business with people that you know, like, trust and believe in.

So why do some people feel that because all of a sudden there is social media online, that the goal posts have changed?

Of course it’s a fallacy.

Your job is to create yourself as the expert in your field, whatever that may be and connect with your readers/listeners – to be approachable. You don’t do that by “spamming” online (or a physical networking group) with a sales pitch every time you are present.

What you do is share information, ask questions, create surveys/polls, engage in conversation, give away tips and advice; create the situation that you are the “go to” person when it comes to anything relating your industry and area of specialism; as well as being genuine.



All of us have something to share when it comes to what we are passionate about, what we believe in or the uniqueness of our experience in life – this is fuel for generating a relationship and encouraging people to respond and communicate with you to learn more about you as an individual and as a person.

The more cynical amongst you will think, “What has this got to do with business?”.

Well, everything really – think about it. How have you developed relationships with your family, friends and existing business associates? What is it that connects you with certain people and not others?

We’re not born with any preconceptions, judgements or perceptions, these are all created by the influences that we have around us when we are growing up.

As we develop, we make choices about the paths we take and the decisions we make and all of these are driven by emotion.

It’s no different in business, the urge to buy is ultimately driven by an emotional response to something, that for want of a better word, has “stimulated” us to make a decision to invest in a product or service.

Whether you are interacting online in the virtual world or offline in the real world, consider the following stimuli that cause us to respond, engage and potentially make a purchase:

- more wealth
- better health
- feeling secure
- being more popular
- being more physically attractive
- having more fun
- getting more free time
- achieving inner peace

How are you “talking” to your audience?

Knowing Me, Knowing You



Do you know you're behavioural style? Or that of others?

Recently I had the privilege of attending a workshop that identified my behavioural style as well as enabling me to assess other people's; in order to make me better at relating to people in their natural style.

The principles explored were based on DISC, which some of you may have come across before in your corporate life or maybe in your current incarnation.

It is fascinating that the way we act in life and occur in the world is pretty much laid out for us in the first 8 years of our lives!

Whilst we can adapt as adults should we need to, how we grew up and the influences experienced around us during those initial years have crafted us to be who we are today.

For those of you unfamiliar with DISC, it originated in the US in the late 1920s and was put forward by Dr. William Marston in his book "The Emotions Of Normal People". Although early philosophers such as Hippocrates noticed 4 categories of behavioural style as far back as 400BC!

The basis of DISC is around whether you are a fast or slow paced person and if you are task or people oriented – this gives us four combinations.

- **D** stands for "dominance" and this would apply to fast paced, task oriented people.
- **I** is for "influencer", whilst fast paced, this person would focus more on people than tasks.
- **S** is "steadiness" and represents those people that are slower paced and people focused.
- **C** is for "compliance" and describes people that are task oriented and slower paced.

Typically we are all a blend of these 4 characteristics but will have one or two dominant traits that define what we do and how we are being in our lives.

Knowing your profile can help you determine if you are in the right job (or not), what you are most comfortable doing, how you relate and build relationships; both in your personal and professional capacity.

As each profile has specific characteristics, if you can develop a skill in picking up the profiles that people have around you, then this can significantly increase your ability to interact with someone the way that they want to be interacted with.



To give you an idea, someone with a high "D" profile would be clear, concise and to the point; they would be results driven and want to move on and get things done.

Now if you were more of an "S" profile, you are almost the opposite; patient, nurturing, taking your time – and therefore may want to adapt your natural style to better relate with someone who is a high "D".

I'd like to point out at this stage that there is no right or wrong profile or blend – we just are who we are and that's fine – that's life in fact!

So whilst this brief article only touches on this subject, hopefully it is food for thought and may help you think about your profile and that of others and how it might benefit you in developing stronger personal and business relationships.

I'll leave you with this – as a child you were taught the "golden rule" which is "treat others how you like to be treated". I hope you can see that this advice would only serve you if you only wanted to relate to people with the same DISC profile as you?

Therefore a more powerful adaptation of this is the "platinum rule" – a phrase coined by Dr. Tony Alessandra, which is "treat others as they want to be treated". Makes sense, right?

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