

Cory Perlman

TOPIC: SOCIAL MEDIA

STOP SELLING START SERVING

The platforms have changed but the principles share stayed the same

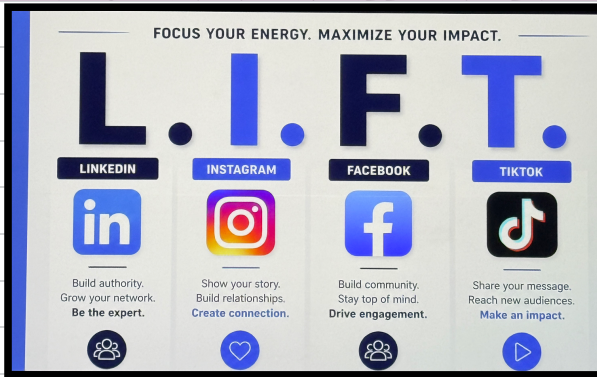
THE SQUAWKING PARROT

self serving, selling first, chase attention short term thinking

THE WISE OWL

Serves others value first build trust plays the long game

1: DON'T BE A JACK OF ALL SOCIAL MEDIA SITES



Focus on instagram and Facebook

2: GO DEEP NOT WIDE

Instagram Reels, Stories, Carousel Posts

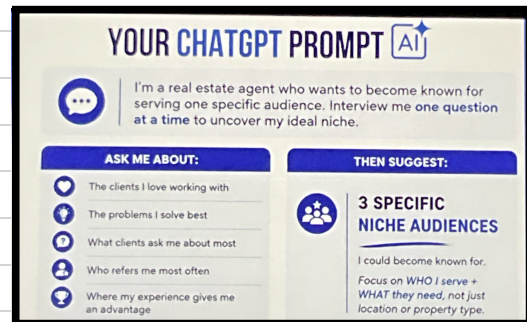
LinkedIn: newsletter

3: KNOW WHO YOU ARE TALKING TO

When you talk to every one you talk to no one

When someone feels seen or heard they will engage with you

Less noise, more relevance



4: BE THE SHOW, NOT THE COMMERCIAL

Instead of one off posts, you do a consistent series.

It's an episode you do on a consistent basis.

What is the call to Action - it's the missing piece. Hook → intro → value → CTA



5: DOING GOOD IS GOOD FOR BUSINESS

Show your humanity and build your community.

6: BE DOWN WITH O.P.P Other People's Posts



Social Media

SPEAKERS: TOMMY CHOI AND JESS LENOUEL

TOMMY

Community content

More engagement with non followers

Traffic, Content, Transact

Traffic → you need people to connect → pull them off the platform.

Comment for the author: write a comment that is meaningful to the creator

You have to comment back and DM people

Engage

JESS The listings lab

Create → refine → product ties