



Austin Social Media Book Club

Trust Agents

Week Four – Archimedes Effect

Synopsis: Using leverage

Online communities are valuable

Multicapitalism – multiple, varying forms of value; exchanging one type of capital for another

You can leverage “attention on your blog to help with another project”

Owning the game by leveraging online relationships – in person

Google – free search; now best contextual ad placement provider on the net

.com mistyped .cm = millions of additional views (*discussion – does it result in revenue for Ham?)

Stand tall. Think Gary Vee. Don't wait for permission.

Building a following takes solid leadership, creating a sense of belonging, gracious attitude, transparency & empowering your community to feel important

Think creatively about your content. Make it exciting. How would you explain it at a party? What you think is interesting vs what the average person thinks is interesting (*google.com/insights/search)

Spend time in projects that are both sticky and spreadable