

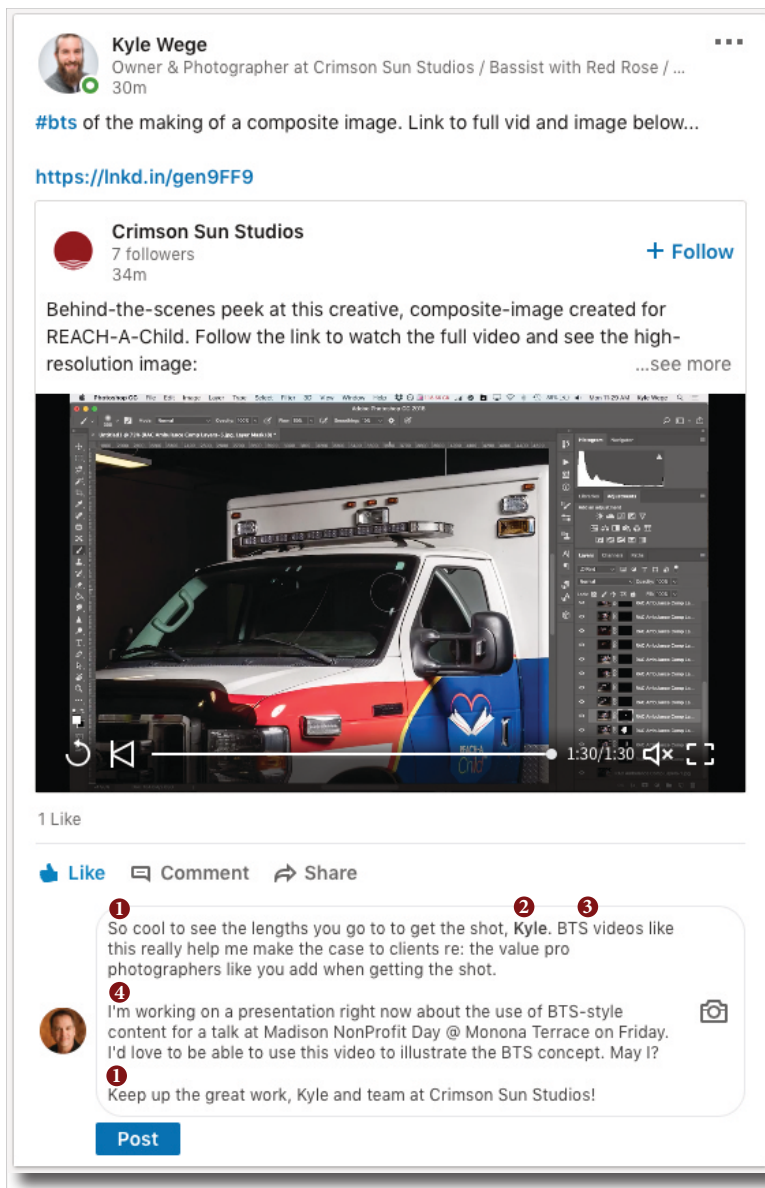
Love the LIKE+™



The 'thumbs-up' emoji is everywhere online. And it's the one-click easiest way to register your approval for someone else's post—but it does almost nothing to boost your personal brand.

The **LIKE+** technique fixes this situation by allowing you to maximize your personal brand boosting power while still keeping the attention where it should be: on the original poster.

Remember, the best way to look good on social is to make others look GREAT.



The LIKE+™ Recipe

1 Appreciation

Showing thanks to the poster is a great way to start your comment and puts a smile on the poster's face right away.

2 Recognition

Using the poster's @-tag (and their company's when appropriate) makes sure they are notified of your comment.

3 Addition

Adding to the conversation allows you to demonstrate your expertise in a legitimate, non-salesy way.

4 Task / Takeaway

In a perfect world, a comment is a volley back to the poster that becomes part of a larger conversation.

This creates engagement. Engagement ensures wider sharing on the social media platform (reach), and that's a win/win for both you and the poster.

A R A T—

In other words, always make sure there's a in your comment.



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