



Latest Episode



ANNE VS APRIL: WEEKLY POV

Why is 'What do you do?' ALWAYS the first question people ask?

Anne: Because people tend to have social anxiety when meeting new people and it seems like an easy opening question. The problem with this question is it feels like a set-up for judgement. Oh...you're a CEO of a new start-up? Cool!! Oh...you have a branding and marketing agency? Hmm...interesting (said in a tone that really implies "what do I do with that?"). The question one could ask instead is "how do you spend your day?". It feels more approachable and opens it up to a broader response which could invite connections. For example, how I spend my day included yoga and going to my daughter's soccer game. Generally, these responses usually prompt a bit more interest than "writing a Brand Story for a client", but you never know!

April: This is a good one. Because jumping into cold conversation is not easy for anyone, (even those that profess that it is). It is an opener where you hope the other person will start talking about themselves at length because it is open-ended, and then you can pick up with follow-up remarks and questions or stay silent while they ramble on. But this is a loaded way to ask this question because it implies that you have a professional job outside of the home. And that is why it doesn't always work for everyone and creates awkward responses. It is harder to ask more interesting questions, but I lean more into, "What made you come today?" or "What is your relationship with this organization?" Or something that I noticed about them before we met, "I saw you looking at 'X' auction item - are you a fan?" Yes, you have to work a little harder, but it is more consideration and inclusive and gives you points for thoughtfulness!



BUILDING SAVVIER MARKETERS

TIP OF THE WEEK

When leveraging partners, it is hard to find the optimal place to play which plays homage to the partner but still ensures the brand comes through. Sam Baier (formerly of the Carolina Panthers and now with Charlotte FC) says "If both the content team and the partner are a little upset, I've done my job in finding a middle ground". Here more on how she does this in the Marketing Smarts episode: [4 Principles for Leveraging Partners to Create Content that Drives your Brand.](#)



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Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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