

Evaluate Your Online Messaging


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<http://digitalfilipino.com>

Exercise #1 Do you provoke
strong and emotional reactions?

“
A leader must be
a terror to the few
who are evil in order
to protect the lives
and well-being of the
many who are good.
”

 Duterte 2016

 @RodyDuterte2016



**My God, I hate drugs. And I
have to kill people because
I hate drugs.**

DAVAO CITY MAYOR
RODRIGO DUTERTE

MB

#BeFullyInformed

 Manila Bulletin  @manila_bulletin



Exercise #1 Do you provoke strong and emotional reactions?

Positive

Negative

Exercise #2 Do you create
advocates?

Panatang Maka-ALDUB

AKO AY AMBASSADOR NG ALDUB NATION!

SAMAHAN NG MALAKING PAMILYA NG MGA ALDUB CITIZENS
MULA BATANES, JOLO, AT IBA'T-IBANG DAKO NG MUNDO.

TUTULUNGAN KO ANG ALDUB NATION NA PATULOY NA MAGING
POSITIBO, MATATAG, MARANGAL, AT INSPIRASYON
SA BAWAT ISA AT KARATIG NA MGA BANSA.

DAHIL MINAMAHAL KO ANG TAMBALANG ALDUB:

“ALDEN RICHARDS AT MAINE MENDOZA”;

SISIKAPIN KONG MAGING MABUTING KINATAWAN AT
MAMAYAN NG ALDUB NATION.

SA AKING KAKAYAHAN, IBIBIGAY KO SA DIYOS LAHAT NG PAPURI
AT KALUWALHATIAN, PAKIKINGGAN KO ANG PAYO NG AKING
MGA MAGULANG, PAG-BUBUTIHAN KO ANG AKING
PAG-AARAL, GAGAWIN KO ANG AKING TRABAHO NG
MAY KAHUSAYAN, AT TUTUPARIN KO ANG AKING TUNGKULIN
BILANG AMBASSADOR NG ALDUB NATION SA ISIP,
PANANAMPALATAYA, SALITA, AT GAWA.

Aldub Ambassador

FOLLOW ME ON TWITTER @IAmWholeHearted

Can you create ambassadors?

- How would you reward them?
- How would you inspire them?
- How would you support their communication with you?
- How would you support their communication with one another?

Challenge yourself

- What would it take to compel someone to pay for a t-shirt bearing your logo?
- What would it take to make people stand in line for hours to purchase your product – even if the product use has not change much?
- What would it take to become so beloved that it never went on sale?

Earn attention by focusing on a
specific message.

Exercise #3 Do you embody specific core values?

- Do you represent such a distinct point of view that you can stand as a symbol for certain values?
- What's one essential quality without which your brand will not survive?
- What core values is your brand so committed to that it would be willing to go out of business before sacrificing them?



BOOK AN APPOINTMENT

GET BELO BRIDE UPDATES



Pioneering the latest surgical & non-surgical beauty breakthroughs, Belo's promise is to transform patients into the most beautiful version of themselves.

Be Belo Beautiful Today!

Belo Live Chat!

Exercise #4: Are you a “cultural shorthand” for a set of action or values?

- People identify with fascinating brands.
 - Themselves
 - Opinions
 - Community



GENERAL

AppleTalk
272 7,839

MACS



How do customers use your product
or message tell the world about
themselves & their point of view?

Exercise #5: Do you incite conversation?

- Do people want to interact with you?
 - Play with you?
 - Learn from you?
 - Connect with you?
 - And with one another?
- What opportunities do you create for people to connect with one another?



S
SUCCEEDING
PERFORMANCE

MILO-APEX Running School

Amateur Sports Team

Sign Up Liked Message ...



<https://www.facebook.com/milo.apex.running.school/?fref=ts>

Exercise #6: Are you forcing
competitors to realign?



Search for products, brands, shops



Electronics Women's Fashion Men's Fashion Home & Living Health & Beauty Baby & Toys Sports & Travel Automotives, Music & More Highlights Shop Brands

HIGHLIGHTS

SHOP BRANDS NEW

SHOP CATEGORIES

Father's Day Treats
2-in-1 Laptops
Up to 60% off



SAMSUNG Galaxy On7
Available on June 15 at 12nn



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LAZADA EXCLUSIVE LAUNCH

GIFTS FOR DAD UP TO 80% OFF



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Hot Deals
Ace 24" Super Slim Full HD LED TV
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DAILY DEALS

Everything Under P500




Exercise #6: Are you forcing competitors to realign?

- How could you communicate so distinctively that your innovations turn into your consumers' expectations?
- How can you set your competitors on the defensive?

#7 Do you tap into or trigger social revolutions?

- How can your message capitalize on emerging changes?
 - For instance, could your advertising or advocacy pinpoint a new trend, and use it to your advantage?
- Could you tie your message into what people are already doing and saying around a specific cause?
- What groups, communities, and tribes could your message excite and activate, so that they champion your message as part of their own?



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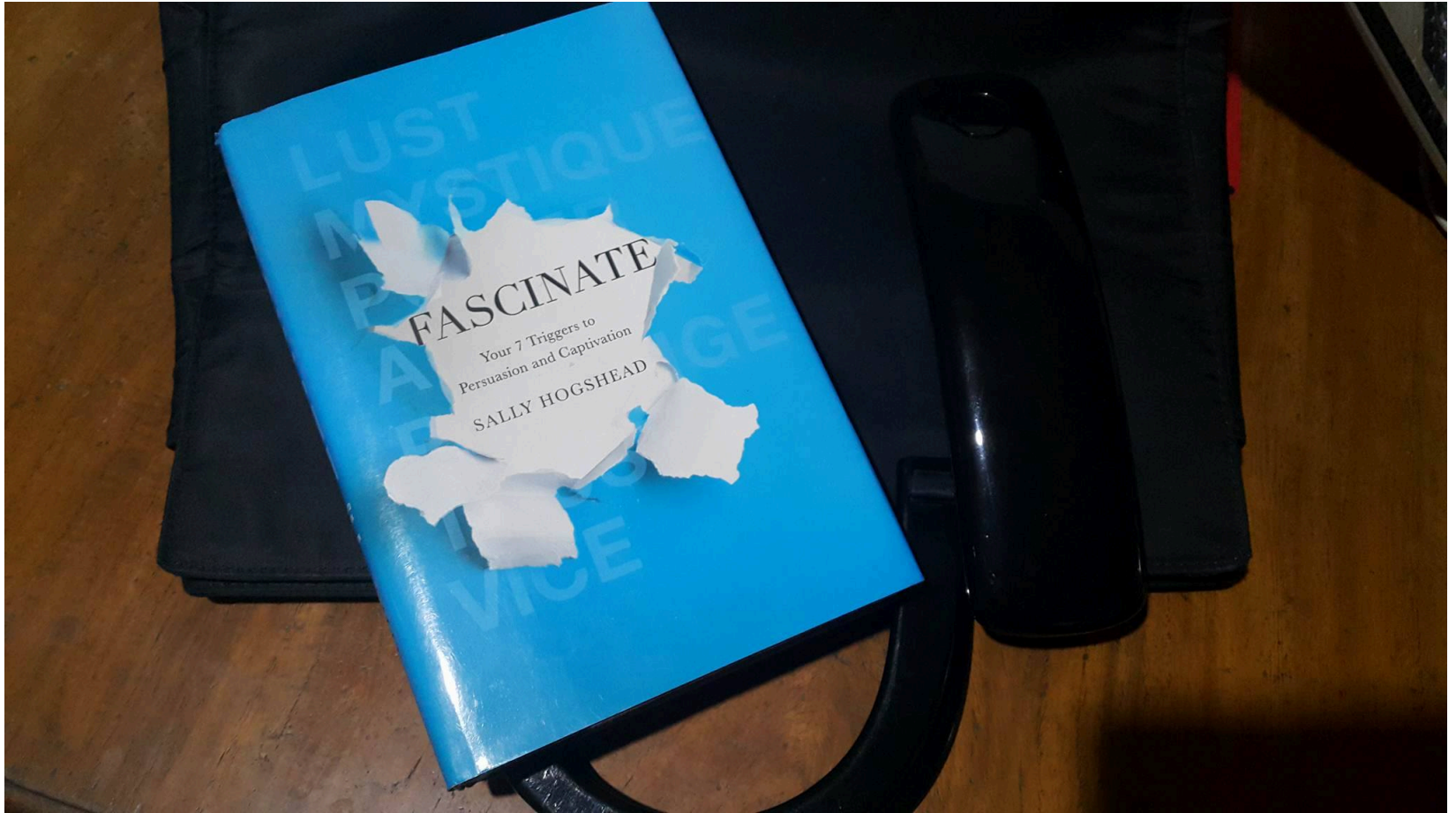
THE 49 PERSONALITY ARCHETYPES

		SECONDARY ADVANTAGE						
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
PRIMARY ADVANTAGE	INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
	PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
	POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
	PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
	TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
	MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
	ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

To Do

- Know your Fascination Advantage[®] Archetype to improve your communication approach:
 - Take test at <http://bit.ly/fascinateprofile>
 - Get the following:
 - Your Primary Advantage
 - Your Secondary Advantage
 - Your Fascination Advantage[®] Archetype
 - Your Dormant Advantage

Reference



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