

Introduction: Welcome to the Enchanting Lawyer Podcast, the show that walks you step-by-step to improving strategies you can use today to grow your business. We show you how being kind, useful, and, of course, enchanting will bring you more clients and build a thriving community.

Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hi, this is Jacob Sapochnick with the Enchanting Lawyer podcast. Hello everybody, welcome to our show. Today, I have Ted Rubin on our show.

Ted is a social marketing strategist. He's one of the most followed people on Twitter. He's a keynote speaker and author. He wrote Return on Relationship, a very, very interesting and one of the bestselling books on Amazon. Ted is actually a mentor of too many marketers and other professionals online and I'm very honored to have Ted here today.

Welcome to our show, Ted.

Ted: Well, thanks, Jacob. I'm excited to be here.

Jacob: One of the reasons why I wanted to talk to you is because I feel that there's a lot of content out there that is always the same. People always preach the same thing: how to be social, how to do this, how to do that. You have a lot of interesting things to say about this. Your approach is very different. And I wanted to share how we met.

We actually met by coincidence at a conference where you were waiting for your taxi to the airport, I was waiting for my car. We just kind of exchanged conversation. You, not even knowing me that much and you being who you are in your field, you just kind of gave me your card and said, "Sure, reach out to me," which I feel is very surprising because many people are not like that, unfortunately. I'm very happy that you did that.

Why don't you share with our listeners about you a bit?

Ted: Just real quick before we talk about me. I want to just address something you just mentioned. About exchanging cards, about telling people that you're open to communicating with them.

One of my problems, and I think maybe we'll get into this as we get into the conversation. One of the issues I have is that we've been given all these tools to be more social and to be better friends but, instead, we're becoming less social and not as good friends.

I can't tell you how many people say, "Oh, I don't have cards anymore. Just look me up on LinkedIn." And I'm like, "That means I have to remember your name, I

have to know how to spell it.” Imagine hearing that at a conference where I’ve met 300 people. If every one of those 300 people said, “Sure. Look me up on LinkedIn,” instead of giving me the tools to make it easy for me to do that.

So, let’s back it up a second. I’m happy to answer your question. My name is Ted Rubin. Tedrubin.com is my blog. My Twitter is @TedRubin. Google Ted Rubin and the first few pages will be about me. Other than the 97-year old Medal of Honor award winner from World War II, that’s not me. And I certainly hope if you saw it, you wouldn’t think it was.

I got introduced into the digital world back in 1997 when I joined Seth Godin and his startup called Yoyodyne. Now, I’m 56 years old. I’m not a kid. I’ve been around a lot of different things. Initially, I was in the sales field and investment fields. I’d like to say I think that the best marketers were former salesman because we learn how to listen. Expect what a good salesman. Learn how to listen. They learn how to hear, what’s important to the people they’re dealing with, and they learn to be problem solvers. So I think that’s really important and probably the most important part about my background.

I got involved in this new up and coming space. Again, I joined digital when it was called new media. Probably a lot of your listeners know that term but it wasn’t new media at all. It was old media in a new package. I think we’re really entering the era of new media now. It’s the age of influence where anybody can build a brand, affect change, make a difference right from their own bedroom.

I mean, for God’s sake, you don’t have to leave your home. I’m not saying you shouldn’t and I think you need to get out and meet people but you don’t have to. It’s what keeps me awake at night, Jacob. 24/7 I can be building relationships and adding value to my life, to my work, to everything I do. It keeps me all the time online. When I see people that aren’t taking advantage of connecting with people in a way that actually builds relationship, it truly makes me sad.

I’m a dad. I have two teenage daughters. I want them to understand. Not just point to the screen and say, “Hey Dad, I have 500 friends. Look. Look at this on Facebook.” And then the first ten people I ask who they are, they shrug their shoulders and say, “I don’t know.”

That isn’t scary to me as a dad because I worry about my kids and fear for them because I don’t. I think they’re really smart. I give them the tools to think for themselves. It worries me because people like you, people in your audience, Senior Executives in companies think that clicking a button means making a friend. And all that click of a button is is the initial handshake.

If you and I had simply shook hands, got into our respective cars or cabs and parted ways and never communicated again, we couldn’t call each other friend.

Jacob: You have an interesting post about this. You talk about taking the word 'friend' back. When I read this I felt, "This is just what it is. This is what we should be doing." People think that if we have a thousand friends on our page, if we have 100,000 likes on our page, then these people are our friends.

Ted: What I mean is taking it back from Facebook. I don't mean taking it back permanently or not allowing them to wrap their arms around it. I don't mean they did a bad thing but Facebook's done an incredible thing for them as a brand. They have taken ownership of the word friend. I mean imagine that.

Close your eyes. Think of the word friend and invariably, instead of a picture of your friend in your head, you see a Facebook logo.

Jacob: Right.

Ted: They've devalued the word because they led a lot of us to believe. And, again, they're not preaching this, it's just because of the tools they've provide that simply clicking a button means a friend. That simply liking somebody's post, that maybe saying hello to them on their birthday is all it takes. I just think that we really have to take that word back and give it value again by going beyond just the initial handshake, by reaching out to people, by connecting with them.

I don't mean every single person that you're connected with every single day but at different times I tell people, serendipitously, go into your following; reach out to people. Just like you might have in the old days when you had a telephone book and you'd sit at home and say, "Who shall I call this weekend?" You page through it and go, "Oh my God! I haven't spoken to Jacob in a long time. I should give him a call."

I think that we need to take back that word. I think we need to start taking advantage of these platforms where -- I mean think about it. Just a few years ago, how many people could you really be in touch with in a regular month? I mean let's think even pre-email because I consider email social. I consider it a social platform or texting. But think when it was just the telephone which we thought was remarkable instrument.

When I was growing up, there wasn't anything called the conference call either. You're probably not old enough to remember the dial phones. It took five minutes just to make a phone call. Now, we could be touching hundreds of people a day and we can be saying hello to them, ask them a question, actually answering their questions. Not just saying hello and then walking away. But if they respond to you, ask them a question. Talk to them. Just touch with them. I mean I also tell people to pick up the phone. Call people. I like to hold my iPhone up.

I hold my iPhone up when I'm at conferences -- to the audience -- and I ask them to tell me what this is. People kind of shrug their shoulders and then finally someone screams out "It's an iPhone!" I'm like, "What's the biggest word in iPhone?" Invariable everybody says "I". I go, "No. It's phone. It's not about you. It's about other people."

This phone is really cool. We all have apps on our phone. This one comes with a pre-loaded app that these numbers appear on the screen and if you press 7 to 10 of them, you can actually hear somebody's voice. You can laugh, you can cry, you can scream. You don't have to use emoticons to express emotion.

I challenge people to pick up the phone once a day and call someone they haven't even spoke to. Think about it, even attorneys don't use the phones anymore for God's sake.

Jacob: Right.

Ted: I mean unless, of course, it's something that they don't want on paper. (Laughs)

Jacob: Exactly. Exactly.

Ted: Everything is email, everything is text which, by the way, I don't have a problem with. It makes life easier. It makes it quicker. It allows you to touch more people. But we have to start thinking about how do we make that person a friend? How do we do it before? How do we do with that person that we do want to get to know us? We say "Hello." Here's a really important thing -- start calling people by name.

You mentioned at the beginning of the call you're going to ask me about a book but I'm going to throw it in now. People a lot of times ask me what are great books to read? And I tell them, "I'm going to tell you. I'm going to give you a secret -- and it's a pretty well kept secret." There's a lot of people that own this book but not a lot of people think of it as a social media book. It's the best social media book ever written.

The clue I'll give you it was written in 1936 and it's called How to Win Friends and Influence People by Dale Carnegie. When you read that book, you learn how to engage with people; how to make them feel good about themselves. Dale talks about always call people by name. The most beautiful word in any language to any person is the sound of their own name, but nobody does that.

Now, if you follow me on Twitter@TedRubin and watch the way I communicate with people, I always call people by name. Periodically, I might forget or miss one but 9 times out of 10, maybe 99 times out of 100, when I reply to you I say, "Jacob, have a great day. Thanks for sharing that. What's going on today, Jacob?"

People feel then that you're not just cutting and pasting or giving them a standard answer.

Jacob: You feel more connected with the person who writes it.

Ted: Exactly. But imagine when it isn't something that's automatic.

I mean a lot of people write to me and they go, "Oh, what app are you using to reply to everybody with their name?" I'm like "It's called my fingers and the human brain. It's not an app." Sometimes, it takes a lot of extra effort. Sometimes people's Twitter handles don't have their name and I have to go to their bio to see the name, or I have to even further and click on a link in their bio to get to somewhere. But I go to that effort because they know that you did.

Mention the town they live in. If they live in Park City I say something like, "Wow! I love to ski," or if they live in San Diego I say, "Wow! Best climate in the world. Aren't you lucky?" And then people know that you're paying attention.

Jacob: Right. I think you said that people would never forget how you made them feel.

Ted: Right.

Jacob: This is something that -- You mentioned something that is unique to them. In your case, people know that you ... colorful socks.

Ted: Yes.

Jacob: I notice that every time somebody gives you socks or mentions it, you like to highlight them because you feel that they actually took the time to learn that about you.

Ted: Exactly.

Jacob: They'll always remember that.

Ted: I even go to the extra effort. If I'm posting a pair of socks that somebody gave me and I already thank them for. Instead of mentioning them, let's say, in the post because it [unclear 00:10:25], I'll tag them in the post so that they know that I was wearing their socks. It's just showing people that you're considerate and that you care about them; that you're thinking about them. And more importantly, that the effort they took to connect with you was worth it.

I want people to know that when they go out of their way to connect with me -- it could be as simple as saying good morning to me -- I want them to know that's of value to me.

Jacob: For my audience who are professionals working in this hectic environment. We even think of this offline. When somebody comes for a consultation and they sit down there and they start telling you about their problem. Instead of going through the problem just say, "You know what, I like your shirt." Get it off topic. They'll remember that. "You know what, this guy made me feel comfortable. Maybe I should go back and see him again."

Ted: There's a couple of things. First of all, there's a great scene in a movie called The American President which stars Michael Douglas. He's a widowed president and he's going on like his first date and his daughter, who's a teenager, looks at him and says, "Dad, tell her you like her shoes. Girls like to hear that."

It's a little thing about -- like you said, making a comment -- or let's take it back to when you were first trained. I guarantee you learn this. Whether it was something that you learn in school from a mentor or from your father, they said when you go to the office to meet with somebody, look around their office. Look at the diplomas on the wall. Look at the photos on the table. Are they a father? Are they a grandfather? Do they like to ski? Do they like to surf? Do they like to sail? And then when you make comments about things, what it does is it adds to connection.

I got to tell you, there's not an attorney out there, or at least not a good attorney out there that I know, that won't tell you that it's all about relationships. That he's built this practice on relationship.

Sure. In the end, if you don't execute, you can have all the relationships in the world. But no matter how good you are at executing, if you don't have relationships, if you don't nurse those and make them valuable then you're not going to have a practice to go home to.

Jacob: Exactly.

Ted: The problem is a lot of them haven't taken the leap to how social media can help them do that.

Jacob: The number one question that people always ask me is when I tell them, "Listen, I use social media and this help build me my practice and it change everything for me." What is the ROI in social media? Tell me the ROI -- the number one question. I have some of my answers for this but I'm curious to know what you tell people. I'm sure you get to ask that question.

Ted: Well, when I get asked that question -- especially if I got asked about an attorney -- I would look them straight in the eye and say, "What's the ROI of trust and what's the ROI of loyalty?"

Jacob: Excellent.

Ted: He will look at me and he'll go, "Well, you just answered my question with a question." I'll say, "No. Think about it. Okay? If you get the trust of your clients, your friends, your family; if you get the loyalty of your clients then instead of having to constantly be building a business to keep it at the same level, you're going to be growing your practice to be bigger and bigger. If your clients come back then you don't necessarily -- you get new clients and your business just gets bigger instead of just maintaining its size. So that's one answer I give them.

Another answer I give them is that like I like to say, it's about -- Let's make sure we make this distinction. I'm not saying it's return on relationship versus ROI. I'm saying return on relationship enhances ROI.

So return on relationship will build your ROI because no matter what you do, if the relationship's bad. If you publish an article in the [large room 00:13:27], okay, and it goes and stands on its own and has so much value. If you have a thousand people on Facebook that follow you regularly, or Google Plus, or Instagram, or Twitter and you put it out there, more people are going to see it than just those people who are going to see it on via the [large room 00:13:44].

If your people, if you have a strong relationship with them, they're not only going to read it themselves, they're going to share it with their audience and friends which just took your reach and increased it exponentially.

You sit me down with any professional, any amount of time, and I can make him understand the value. What I can't show him, at least normally, is the direct line from that post to revenue because social media is not a direct marketing platform.

Look, I'm sure your audience is a little bit different but let's look at some of the, let's say, lower level attorneys out there, or some of the guys that are beginning. Maybe they put an ad out somewhere or the Yellow Pages ad or they put something in a direct mail piece. "Call Jacob. He can help you with ..." whatever. Sure. When you see that, you're going to get back exactly how many people that got delivered to, number one. Then you're going to find how many people called you because your receptionist is going to be trained to say, "How did you find out about us?"

So you're now going to be able to go back and say, "Okay, well, I spent X amount of dollars and look how many calls I got. But that's not ... First of all, that ad disappeared five minutes after the person opened it. It was either [unclear 00:14:55] or went in the garbage. Okay?"

Social media lives on. Your content lives on. Your brand lives on. Your ability to show you're smart, use a blog, to talk about whether it'd be immigration law, or it'd be litigating, or it'd be real estate or anything. It doesn't necessarily have to be about law. It could be about fine homes in the area, or it can be about how you can change your life by changing countries, or how companies could bring in amazing employees from oversea. It doesn't have to be the specifics of the immigration law.

All you're doing when you're doing that is you're building your brand. And then beyond that, you're building your reputation. So I like to say, "A brand is what you do, a reputation is what people remember and share."

Jacob: Right. In my case, using Facebook, using the tools of social allows you to maintain that trust with your people and they keep coming back over and over again. You don't feel that you're advertising to anybody. You're building a community of friends in a way who when they need you, they know that, "Listen, this is the attorney I want to send you to." Every single day.

Ted: And they learn like me that if I want to get your attention, Jacob, I write you an email on Facebook.

Jacob: Right.

Ted: Not somewhere else.

Jacob: Exactly.

Ted: But that's an important thing. Unfortunately, for this call, I was using the tools that were best for me which is regular email because that's where I keep track. But when you're dealing with your consumer, you have to find out -- just like your kids -- where they're most comfortable communicating.

I'm a divorced dad. I have to fight to keep my daughters in my life and now I don't see them that often because they're teenagers, I'm divorced. So I've learned that they don't want to talk on the phone. For a while, I was that typical dad, "Well, I'm calling you and I want to hear your voice." But I learn very quickly that they're going to respond to me if I sent a text to them. I also learned that if I sent a text and then didn't get annoyed if they didn't answer me, I also got more responses.

Jacob: Right.

Ted: The other thing, a great point you made, is that if you build a social presence, you give the ability for people to see into your head, to communicate with you about things, not just about work. As a lawyer, to know they're not going to get

billed when they email or write you. They can ask you a question on your Facebook page. What you're doing also is they don't necessarily have to directly communicate with you. They can do what I call participate vicariously by watching your communicating and engaging with other people that follow you.

Jacob: Correct.

Ted: That's another way that they build a relationship. Because they may never answer a question but when they see a person after person asking Jacob questions and Jacob answering in somewhat of a timely manner, that builds your brand in their mind. That says, "Wow! Look at this guy. This is the kind of guy I want to work with."

Jacob: Right.

Ted: "He's really responsive."

Jacob: That's a window of vision into somebody's life that they cannot get on any website that you put there only what you want. But in actual every day interaction like, "You know what, this guy, he's never swearing. He's always kind. He's always ..." whatever they want to see that you do on a daily basis, they can see it there as oppose of you putting on your website their words and you're the best lawyer in San Diego or wherever you're from.

Ted: Exactly. They're getting to know you a little bit. They're feeling comfortable with you and they're seeing, like you said, who you really are.

Look, I'm a big proponent of sharing my personal life with my business. I don't think there is a line anymore. I think people that believe there is are delusional. But beyond that, I do want people to know who I am as a person. I want them to know that my daughters comes first.

Perfect example was I was in the city the other night. I was involved in something at a local hotel. My daughter was actually listening to me a few days earlier when I mentioned to her I'd be in the city which, of course, that was another wonderful discovery for me because I thought she was totally ignoring me. She had a problem in the city. She got stuck in Penn Station and she reached out to me and called and said, "Dad, I'm stuck in Penn Station." I'm like, "Honey, do you want me to come over?" She goes, "Yes, please."

Number one is I had this opportunity to be the hero and run over and be there for her. But more importantly, the people I work with, they don't even second guess it. They looked at me and they said ... One of them was already looking at somebody else going, "That's Ted's daughter. He's out of here." I didn't have to explain myself because they understand that. They know ...

I'm not away with my friends and I'm not away with family and I've expressed that and I show that by sharing those kind of things. I just think that's important.

Look, it doesn't have to be that way. You can certainly keep things private. You can have a Facebook page and you don't have to share your personal life. But what you can do is share your professional life and that's important.

Jacob: Yeah, whatever you're willing to share that is not commercial and it gives a glimpse into what you are as a person is important. It doesn't have to be everything.

Ted: That's right. It allows you to be commercial because you're weaving it all together.

Jacob: Right.

Ted: So as long as that commercial is in everything, there's nothing wrong with sharing some commercial things in there, or some special things that have to do with business, or the fact that you're talk, speaking somewhere, or that you're offering a free seminar. Whatever it happens to be.

Jacob: Correct.

Ted, you mentioned the word 'brand' several times during our discussion. What are some of the tips you can share with somebody who wants to build their brand on social? Kind of starting out or trying to elevate that.

Ted: Well, again, this isn't necessarily directed at attorneys because that's a different space. But if you're looking to build your personal brand, the advice I give everybody who's a little bit uncomfortable with social media or doesn't necessarily know how to use it, is start with Instagram. It's just a very easy place to build your brand because click, click, click, you're creating content. You don't have to write blog post. You don't have to worry about "Is it 140 characters? That it fit right. Am I using the right terminology?"

And anything you put on Instagram, in my humble opinion, works everywhere. Instagram gives you the ability to syndicate from their platform. So you can be taking pictures, post it to Instagram, and simultaneously posting it to Twitter, to Facebook, to Tumblr, to Foursquare and being able to do with content that works there. Of course you can write things but you don't have to.

For me, that's just a great, easy place to start that makes it easy to create content that you can use on multiple platforms. That's number one.

Number two is ... I think Twitter is very important. I just do. It's one of my favorite platforms. I call it as Seeding Medium. I believe that a lot of content on

Twitter gets picked up and put up on other places. So when you post things to Twitter, you'll find that it finds its way to Facebook, it finds its way to Tumblr, to people's blog posts because it's a very easy, quick way to get content.

I got to tell you, the smartest people in the world are going to Twitter every early morning for their news, for things that are breaking because something that's in a newspaper was written the night before. Twitter, it's happening that morning. There are ways to use it that make it very easy to find that material and not just get lost in a lot of the nonsense or the junk that's being put out there.

What I say on Twitter is fill out your bio. I like to use a quote in my bio because I think it gives people the opportunity to interpret something for themselves. The quote I use which is near and dear to my heart is life is not about waiting for the storm to pass, it's about learning to dance in the rain. I've had a lot of challenges in my life and I've learned that you can't wait for everything to be perfect. Even my friends who have the best lives, are the most successful, all of them have had challenges. We've all had challenges. If you wait for everything to be perfect, it's just not going to happen. I get so much play from people mentioning that quote in my bio.

And then I advice people to use the real estate on their Twitter page to customize it. To get somebody who knows how to use Photoshop, to put a bigger photo of you, to put links to your blog, to your Facebook page, to your LinkedIn because people go there to find out a little bit about something about who you are. Even if they don't use Twitter for their tweet. If they're using TweetDeck or Hootsuite or one of the apps, they tend to go there to see who you are. So I think that's an important part of it.

And then, of course, I mean especially in the legal field or any of the professional fields, LinkedIn is so incredibly important. LinkedIn is giving us so many more tools now to publish, to give a better idea of who you are beyond your jobs and your schooling. I think that it's really important not to overlook that.

Jacob: Right.

Now the reason I ask you about the brand issue and specifically also in the professional field is because I feel that there's just too many people who do the same thing. There's just too many lawyers, too many doctors. The brand, in my case, the way I define it as, and the way we've done it for, in my case, is I separated myself from the rest.

We are the social lawyers. We focus on startups. Whatever we do. We're always in the media. We're always there. That creates this "This guy is everywhere" and the brand is "This is his brand." I think it can apply to anybody business. It can be a service, can be ...

Ted: Absolutely. I think that goes towards what we are talking about earlier about content, about providing value, about writing about things.

Look, I totally agree. Look, I've done it. My personal brand has a few parts to it. One of it is that I'm a divorced dad and that's very, very important to me. I fought to keep my daughters in my life. There was a landmark decision about it. I advise a lot of people how to do that. It's changed my outlook on everything.

Jacob: Right.

Ted: The way I view work, the way I view marketing. I talk about things I've done to engage my daughters and how I take that thinking to marketing. Then another one is that I'm responsive. So everybody knows that if you reach out to me, I'll reach back. Then, of course, there's return on relationship and there's something called "Just me nice." I tweet about that all the time. Just be nice. Smile at people. Be friendly to people. Be known.

The point you made is really important and I'm glad you brought it up. Find something that you can make that's special about you.

Jacob: Right.

Ted: Also, listen to the people who are your friends, who are in your audience. See what they think is special about you because it's most often what they think, not what you think and listen to them.

Jacob: This is very important, what you said. In your case, you're known as the responsive guy but it's not just you know, you're actually doing it. Another person like you is Peter Shankman. Peter Shankman was in the show a few weeks ago.

Ted: Peter's a good friend.

Jacob: He's known to be the nice guy. He advocates the nice in business, in relationship. Kind of like what we advocate in the Enchanting Lawyer. But when I met him in a conference, he was the keynote. I reach out. I told him what I do. He said, "You know what, I like what you do. Send me an email." I thought it was just like, "Send me an email. Whatever." But it wasn't. I sent him an email, he responded himself. Next thing you know, he was on my show. He does what he says he's going to do which is very -- Again, it's rare in the business but if you do it, people will mention it.

Ted: If you walk the walk, if you do what you preach, absolutely.

I think I should be interviewing you on the show, Jacob. I think we should be turning this around. I should be asking you the questions and you should be answering.

Jacob: We'll do another show.

Ted: Okay.

Jacob: On your site.

Once I started following you, one of these blogs that you wrote about Conversation is the Ultimate Content.

Ted: Right.

Jacob: When I read this I'm like, "This is exactly what we're doing," because you have this big page on Facebook, you have this following on Twitter. People are saying, "Oh, you have all this people but nothing happens. There's no engagement." If there's no conversation, there's nothing. You said that. What do you mean by that, first of all? How do we use that?

Ted: My point -- and you're 100% right. A big part of my point was getting brands to understand that it isn't always about amazing content or great stories. That the conversations themselves are the stories. They're the content. I see this happening. Brands push out content -- especially on Twitter -- and they never respond to people. I mean they don't respond to anybody. Even people that get on there and ask them questions and I'm like, "That's the best content."

First of all, that should be shared on your website. Some brands do that. They put the Twitter feed. But some of them are afraid of it because they know they're not doing anything or they know that nobody's conversing with anybody. But to me, that conversation is such valuable content. Unfortunately, it's being overlooked. It's not thought of as content. It's thought of as the byproduct of content.

Jacob: Right.

Ted: To me it's the best part of content.

Jacob: Another issue is it works well in any market. People are afraid of negative conversations.

Ted: Yes.

Jacob: I ask people, "Why aren't you on Google Plus? Why don't you have reviews open on your Facebook page?" "I don't want negative things to be said. People are

creeps.” The whole point is, of course, people are going to say bad things about you. Nobody has five-star reviews. If you have, they’re not real. But the fact that some people are saying things about you, you need to know and you need to be able to respond. I don’t know what’s your take on that. Conversation can be bad or good.

Ted: I take it a step further. I agree with you 100%.

First of all, if you’re not given the opportunity to tell you what you think then you’re wiping out all that incredible research.

Jacob: Right.

Ted: I mean it’s there every minute of every day -- You know how people keep a pad by their bed for when they have thoughts? Well, my head’s like a Twitter feed and I dream prolifically. Things go through my head all night. I don’t keep a pen and pad by my bed anymore and I keep my iPhone but not so I can write notes. I go to Twitter and I tweet out what I’m thinking. Because by the time I wake up I’ve got feedback. People are telling me what they think.

When I first came up with Return on Relationship, I tweeted it because I said, “Oh, this is kind of a cool idea.” I mentioned it to somebody. At the time we had a thousand Twitter followers. And within an hour, I had 20 retweets and I knew I was on to something.

So back to what you were saying. I think that critics are incredibly important. Every brand I’ve ever been at: Open Sky, Collective Bias, Elf Cosmetics, I would seek out critics on my Facebook page. I would welcome critics.

Jacob: Right.

Ted: Because, first of all, when you turnaround a critic, nine times out of ten they become what I call a Dynamic Advocate. It’s usually not very difficult to turnaround most critics.

Now, I want to differentiate something. I’m not talking about haters. Haters hates, critics give you valuable feedback. Critics can be turned around. Critics, nine out of ten times have a very minor issue that you can address and then they become advocates of your brand. Haters, I basically ignore. I mean there’s no reason to answer a comment that says “You suck.” It doesn’t require an answer. Or if somebody’s writing hateful messages like “I am not an advocate for taking things down off a page.” But if somebody’s writing something inappropriate and hateful, I’m all for taking that down. If they’re criticizing, don’t ever take that down. Respond to it. Reply to it.

JetBlue has a great saying. They like to say that if one person's complaining, the odds are there's at least another 150 with the same complaint. If we address it publicly, if we just listen to it publicly, people feel better about us.

Jacob: Right. Exactly. That kind of comes back to the point is ... and Twitter is one of those platforms where you have to develop the ability to listen.

Ted: Yes.

Jacob: Right? I should have asked you that question. How do you use Twitter effectively? In your case, you post a lot of things but you also listen because you want to see what's happening in your area. In my case, if I want to know what's happening in my field, I'll go into the search box and I'll type a bunch of things and I'll join the conversation. It's huge.

Most of the media exposure we get is because of Twitter. I'll respond to a reporter. I'll give them value for months. Next thing you know, they call me and say, "Jacob, come on to the studio. We need you now."

Ted: Like I said, you should be doing this call. I should be asking you the questions.

That's such a great thing. I tell people that all the time: follow reporters. Retweet what they're writing.

Jacob: Right.

Ted: They're going to want to know who this person is. What are they going to do? They're going to come and look at your bio. They're going to go look at your profile. Give them stuff to see. Give them stuff page. Give them the URL to your blog. Let them investigate you. And then, like you said, when they have questions, answer them. Then who are you going to become? A go-to person for them.

Jacob: Right.

Ted: Look, remember something. Everybody thinks that reporters are sought after. Reporters are doing the seeking. They need good content. They need people and things to write about. If you help them with that, you're going to become valuable to them. Like I said, you need to write a book, Jacob.

Jacob: You know what, Ted, it's funny because I wrote a blog article about how to get media attention. We just talked about it on Sunday when they reach out to me. And then yesterday, the MBC reporter came to my office and they were asking me about a particular issue that's happening right now with the border. She had no clue about how the legal system works. She said "Explain to me what happens

from the moment the person gets arrested to the moment they get into the custody of immigration.

Ted: Right.

Jacob: She had no clue and I knew that she had a deadline. So what I've done is I drew on a piece of paper, like a child. I gave her a scheme. Here's how it works. She took that paper, and I swear to God, on the show at 4pm in the news, she read the process, just like I described to her, and I saw how she was smiling on the news because I gave her value.

Ted: 100%.

Jacob: Coming back to what you said. You listen, you see where their need is, and you provide that value and just be nice. It's kind of like what you do in a way but, of course, you amplify it to all the industry.

Ted, if there's one thing that you want to share with our audience to take back with them from this conversation, what would it be?

Ted: Relationships are like muscle tissue. The more you engage them, the stronger and more valuable they become. It's really comes down to being that simple.

Everything is about relationships. If you nurture them, if you give value, if you do for others without an expectation of anything directly back in return, you will get it back tenfold. That's the way I feel. It's always worked for me whether it's been for good times or bad times and I'm a big believer. I'm going to be evangelizing that as long as hard as I can. Again, the other thing is let's take back that word 'friend' and give it value again.

Jacob: Perfect.

Thank you so much, Ted. If somebody wants to find you online, just give us one place where you're at.

Ted: I'll give you more than that. It's tedrubin.com. It's @TedRubin on Twitter. I've got about five or six other Twitter handles you can find. I'll make it even easier for them. My email address is tedrubin@gmail.com. My phone number is 516-270-5511. I look forward to hearing from anybody.

Jacob: Perfect.

Ted: Okay, great.

Jacob: Thank you so much, Ted.

This is Jacob Sapochnick with the Enchanting Lawyer Podcast. Thank you for listening to the show. If you have any questions, just email me and leave your comments. Thank you.

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