



Action Guide

Laura Madison

1. Make a YouTube Video

Laura talks about how creating YouTube videos have proved to be invaluable to her. She can convey information in a much better manner, being compelling, engaging, and most people prefer to watch something than to read something. Laura uses the videos to show her knowledge in her specific area.

How Does It Apply?

Write down what information people are always looking for in your business area. From this, you can now go about planning an informative video. You now need to think about the style and length of you video. Have a go at recording something, play about with it, and put the finished product on YouTube.

2. Make the Online/Offline Connection

Laura explains how she is always trying to combine her online and offline work. For her, gestures such as sending cards to customers on special occasions (birthdays, car anniversaries etc.) with personalized messages prove to be very valuable. Laura uses Facebook to keep up-to-date with what's going on in her customers' lives.

How Does It Apply?

Write down below what you are currently doing offline to combine with your online work. Is it enough? Write down some new ideas that you have.

3. Invest in Yourself

Laura describes how her success at work came after she begun to invest in herself. This wasn't just through her online branding and social media campaign, but also in training to improve her own 'micro-economy'.

How Does It Apply?

Write down what you are currently doing to invest in yourself. Are you doing anything that will improve your 'personal brand'? Think about what areas you would like to improve on and write them down. How can you begin to invest in yourself?