

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: Hello everybody, welcome to the Enchanting Lawyer podcast. This is a podcast where we interview the most inspiring entrepreneurs who share their stories with us and help us do our job better. I'm your host, Jacob Sapochnick. Today we have a very, very interesting and exciting guest.

In the past few weeks we'll be sharing stories about technology, of new ways where we can connect and share information with our audience. My guest today is one of the foremost leaders in this area. Today we have Bryan Kramer who's the world's foremost leader in the art in science of sharing, has been credited with instigating the H2H human business movement in marketing and social.

With over 300,000 social fans and followers and intimate understanding of the intricate and networking of both social technologies and social behaviors, Bryan is a very well-respected person in the space of social media and he's advocating the science of Shareology. I'm very excited to have Bryan here today.

Welcome, Bryan, to the show.

Bryan: Thank you for having me. I appreciate it, man.

Jacob: How are you today?

Bryan: I'm doing well. How about yourself?

Jacob: I'm doing very well.

Bryan, I told you before we started the show that I was really excited about your book because as attorneys, in our firm, and I advocate the power of connection and making people understand that they need to be more open and sharing and connecting. Unfortunately in our space, it's not happening. That's why I'm excited that you're here today kind of give us more of an in-depth as to what is Shareology, why did you write a book, and kind of dive into more about the concept as you talk about in the book.

Before that, why don't you just tell us a little bit about yourself and how you started doing what you're doing.

Bryan: Well, the book is branched out from my ... it's an extension of my first book called Human to Human. There's no B2B, or B2C, it's human-to-human. That

book was really exciting and also ... it was a very successful book and I had a lot of good times with ... just how much the message was resonating.

I decided to write this book really as an extension of that. H2H was a [500 foot 00:02:49] level kind of book and this is really down a little bit more in the trenches. It's the art and the science of sharing but it's really all about how sharing powers to human economy. Everything that we're doing right now is really all about sharing, connecting, building with each other.

As such things like Airbnb, and Uber, and all these different shared services using all these different ask, connecting people, connecting services to people. Everything really is about sharing that experience or sharing the service or sharing the product and trusting each other out of all these different things. It's really kind of heightened what we are already are about – what we've already done in the past which was really built on relationships. It's just to put a magnifying glass to it.

I wrote this book based on [unclear 00:03:45] or in the science of sharing and broken down into those two segments or two kind of parts for that reason.

Jacob: I think I heard you say it in a speech or an article but you always ask your audience if they took a class on sharing. Bring the example of Kindergarten with kids we learn how to share toys and things like that. It's a skill that we start with but we don't care with it. I'm curious, what do you think this comes from? We learn how to share as children but then we kind of lose it as we transition into adulthood. Why is it so important?

Bryan: Yeah. That's a skill that we teach ourselves. It's not something that we've ever been taught in a class. You're right, that's something I bring up quite often because ... Especially with social media, it's now becoming ... started become a classes in college but it's not for a lot of people and a lot of generations behind us, or I should say in front of us, that learn this as part of their role, or part of their job. Here you are, you're in the legal field and it's probably as prominent there as it is anywhere else. We've all learned it as a skill growing up and how we learned it online that we really know how the two needs to work together. That's really why I wanted to write a book.

Jacob: The question of sharing comes often. As children we always say, "Well, why do I have to give the toy to this person? Why do we share?" I know you've done the research before you wrote the book. I think it took you almost two years to come up with the material for this coming from the first book. But during that time I want to know, first of all, why people share and why sharing is so important to understand, especially now in 2015?

Bryan: Well, it's important right now because we're able to get out and meet so many different people whether it's for our jobs or for what ... We need to build and grow our networks, our communities. It's a global community now and we're able to actually get across continents and easily hear back from each other in seconds about things. It's the biggest focus group on Earth and it allows us to connect with people to be able to share more about what interests us and learn new things more quickly than we ever could before.

It used to be the only way you're going to educate yourself is go to college or go to school. Now you have Google and YouTube and there isn't anything that you can't learn online if you put your mind to it. That's not to say that you shouldn't go to college because if you could [unclear 00:06:52] there.

There's so much out there of content and information and, again, on the human side the people connections and how do you bridge the two together. It's done through sharing. When your friend says ... I had a friend that told me which bike to buy because he was interested in seeing me get on the right bike. But if I were to go ask the company which bike should I buy or ask any company, of course they're going to say their own brand.

We trust our friends more than we trust the brands themselves and that perpetuates the question of whether in the individual brand is stronger than a brand itself. I bet you to say that they're either equal or yes, individual brands are more powerful in certain situations because they are people and we do trust people more. That plays a role into the whole sharing aspect and the human economy as well.

Jacob: Right. I think that one of the things that you discovered ... I believe you interviewed more than 250 people, or close to that, during the research. One of the things you realize, the people do that because we want to connect. Connection is important because connection means that we can learn, it means we can reach people, it means that we can share and let them know more about us, about our services. You found out there's six types of people who share. I'm curious, first of all, how did you come up with that division of shares?

Bryan: Well, that's from a study that The New York Times did two years ago. They brought up the different types of shares through a report study that they did on ... I think it was over 2,000. I could be wrong on that. I think it was over 2,000 people they classified their different types of shares into those six different categories. I think it's really exciting because – or important, I should say, because you can take just about anybody and fit them into a certain area.

Now that doesn't mean that people can't share in different categories. We've all slid between one category to the next. It makes us a human that way because we can slide in between certain different category.

So that category, just in case you're wondering, is the altruist, the careerist, the hipsters, the boomerangs, the connectors, and the selectives. When you're doing your marketing planning around social media or social marketing, or even just around how you're going to engage with people in general, you can definitely design like a persona or a different kind of person and craft your message around it because, you know, a selective is somebody who observes, they're not somebody who is going to engage a lot like a hipster.

A hipster is somebody who engages a lot. They have a lot more. They're the first people to go out and get technology and show it off to everybody. They're first to like something and so on and so forth. A selective wouldn't do that.

[Crosstalk]

Jacob: That's hobo.

Bryan: Yeah, yeah. Hobo would be a hipster.

Anyway, these different categories these ways of thinking should enter into our minds as business people and as marketers to figure out how we're going to engage differently because, again, not everybody is the same.

Jacob: For example, let's say in everyday life, let's say we are in the service business and I'm dealing with different people. Do you think it's important for us to try to determine what type of shares they are to help us make our communication with them easier? If somebody is a connector or if somebody is a hipster then we deal with them differently or we know how to communicate with them.

Bryan: Totally. Yeah. We can use this stuff in life as just basic skill sets. Knowing who you're talking to only makes engagement better and that goes for life.

If somebody's more interested in their career or somebody is a connector, they're more interested in connecting people together, that's what they thrive off of. There's different aspects to what goes with that kind of a person, what [unclear 00:11:32] on. You can help them to meet those needs pretty quickly by knowing what they are.

Jacob: Right. I totally agree with that.

I don't know if anybody asks you this question but it's something that bothers me personally. What do you think of people that refuse to share? What does it tell you about them and how do we handle that? I'll give you an example.

When I started in the legal field, I just opened my law firm, it was just me, I was reaching out to different attorneys and asking for advice. Some were kind, some were less. I remember a case where I actually reach out to somebody and I asked them for a sample of a brief because I was two days from a deadline, I could lose

my case. I was talking to the attorney, he told me more or less about it, and he said he's done a similar case but then he refused to share the brief with me and I asked him why. He says, "It's my work and I'm not going to give it to you."

I felt very bad. I keep thinking about it over the years. What does it tell me about this person about the way they do business, about how they continue to grow their business. I'm curious to hear what you have to say about that.

Bryan: People are interesting especially as brands. I think the crux of what you're asking is around personal branding and how you grow your business and move around your brand.

It's interesting. I'm putting together a presentation right now about how to embrace yourself and how to embrace yourself around a business. I think that we identify with people, again, I think I've said this before, people that we do brands. I think it's important now to separate yourself from the brand at the very least because people are going to connect and understand you more.

We've been a business for 15 years but for the last – I would say for 10 years I just believe solely in pure [unclear 00:13:47] or business or digital agency. There was no personal branding whatsoever. We had always struggled with getting new business. We'd always struggled with where we're going to find the next piece of business or sustain ourselves because we were always very dedicated to the clients that we had. As any business, you also have to look forward to make sure that you're always keeping your pipeline and your options open to more opportunities. Because we're so focused on pure matter and the brand, it was constantly hard to keep up which, I'm sure, a lot of business have that problem.

I just decided that it was [unclear 00:14:31] of the rat race and I started to breakout from the brand and brand myself. I had a really hard time with that because I'm not really that good at shouting my own name from the roof tops and rather shout somebody else's from the roof tops. When I started to get out and talk to people and really kind of be ... obviously be me, be authentic, but at the same time really build my own voice and my own tone and my own community and connect with people, the more opportunities we started to get. Because people wanted to – they start to get to know me better and they start when they get to work with us better more.

If I were to throw out a different brand like Apple or Amazon then you'd probably say Steve Jobs even though he's not there or Jeff Bezos. Every company has a strong leader and that leader is a part of the brand and they're also a separate brand. The reason that they're so successful is because each of those leaders has branded themselves personally, just as well as they branded the company. For that reason, I think, that would be my suggestion to everybody is to make sure that you're really branding the person behind the brand.

Jacob: I think in the examples you provided, the fact that they are there and branding themselves, they over provide a sense of security and comfort. People know that Steve Jobs' behind the product and Amazon's and they feel that there's some value there. It's not just a name of a company, there's somebody there who stands behind the product. In a way you've done it for your brand. People believe in what you tell and how you teach what you do. So I like that.

Bryan, can you share with us some mistakes that you've seen people do with sharing whether it's online or offline and what we can learn from that?

Bryan: Yeah. Gosh, there's so many of them. We're all making mistakes every day. The mistakes are so ... there's so many of them. Like the mistake with US Air when they accidentally tweeted out a picture of a lady who is naked with the plane going into the improper place; little toy plane.

They accidentally pasted the link of the plane in the shot into the tweet instead of flagging it and telling them that there was something wrong with it. That person, instead of getting fired, US Air actually kept them on board and said this person knows how to do it better than anyone else in terms of not doing that again.

There's a lot of these kinds of things that happen and I think you need to embrace them is the biggest thing. When it does happen, just speak up and say, "Hey, here's what happened. Here's what we're going to do differently next time." I think people tend to forget and forgive when you do that but when they go do that and they're hiding it and having a hard time with it then that's when I see brands start to fall down and have a much harder time with it.

Jacob: Especially when they're not accountable for what they do. It's one thing to make a mistake, how you fix it is really kind of ... I guess it's also part of Shareology because we all makes mistake but what do we do to show we make it right. Right?

Bryan: Exactly.

Jacob: It's interesting because right now ... I mean there's so many tools to share. We have ... I'm curious to hear your take on this. We have tools like Meerkat and Periscope and Snapchat. I've been using them a lot and I'm sure that you have. How can we use tools like that for sharing and what does it do for us?

Bryan: I think that you can automate sharing. You can't automate engagement. It's okay to automate and schedule and put things out in plan and all that. I do think that there's moments and there's times when you need to be real in the moment, and when you are it's going to be seen that way and people will like that as much. But not everything in life is either scheduled or not scheduled. It takes a

good balance of the two. I don't see a reason with not doing either or, I think doing both is great.

Using a thing like Hootsuite or Buffer to send out your tweets was a great idea. But, you know, mix it in and throw some of your immediate thoughts in and embrace the moment that's different or funny and share it out and you'd be surprised what people are going to [unclear 00:19:33] and do. There's that.

And then I think on the flipside when somebody says something back, it's really important to reply back again and have an engagement because that's what the whole thing's about. You're just going to just push messages out. It's not really that innovative to push information out. That's what advertising was all about. Social media is much more about the engagement and the relationship.

Jacob: Building relationship, building connections, and actually showing people that you care. I think that's really something that has been missing and now with all the tools that we have, we can show people we care. If we do a live stream, we can actually speak to them and say, "Yes, I care about you and my audience." I think it's just going to grow.

Bryan, for people that want to buy the book, can you please share with us where we can find it and what's the best way to get it.

Bryan: Best way to buy it is if you wanted to go [unclear 00:20:30], just type in Shareology, you'll get the book there. Or if you wanted to go over to my website at bryankramer.com, just click on books and they'll be there as well.

Jacob: Perfect. I'll make sure that we have the links in our show notes for people to be able to buy the book.

As we come to the end of our episode, Bryan, I would like you to leave us with a tip or some words of wisdom. How to make sharing more effective or anything you want to share with our listeners that will take this Shareology concept and take it forward.

Bryan: That's a good question.

One of the biggest tips I can say is if you're looking to really get quality engagement, like really good engagement, I would highly suggest that you look for tweet chats. If you find a tweet chat that you like, there's a bunch of them. Bufferchat has a great tweet chat or you can join mine, I have one on Mondays at noon called the H2H chat. But there's hundreds of them literally.

If you jump in to those tweet chats and you've had any kind of challenges with Twitter before, you'll quickly get a lot of engagement, you get a lot of followers, you get a lot of good information. You may meet some new people that you

couldn't have met before without doing something like that. It's just a really quick and easy thing to do. You can jump in one and take part for five minutes, 20 minutes, or there's some up to an hour. So there's a lot of really good uses. And I would say jump into a tweet chat, you'll find a lot of really good stuff there.

Jacob: This is great tip.

Bryan, for people who want to find yours, basically what we can do is just search in the Twitter search box for the hashtag that is associated with your chat, right?

Bryan: Yeah. Just search in the Twitter search for H2H. That's H2H chat. Or just look for H2H chat on Mondays at noon at Pacific Standard.

Jacob: Perfect. Again, I'll make sure we link that as well in our show notes for people to be able to find it. I'll be sure to join one of those as well, Bryan.

Bryan: Awesome.

Jacob: Thank you so much for taking the time to join our show. We really appreciate it. Thank you our listeners for tuning in every week. If you have any questions, you can email me at jacob@enchantedlawyer.com and we'll see you at our next episode. Thank you so much.

Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at enchantedlawyer.com. That's www.enchantedlawyer.com.