



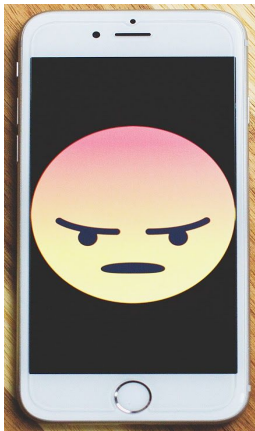
Communicate Clearly With the M&C 3

Your best friend:



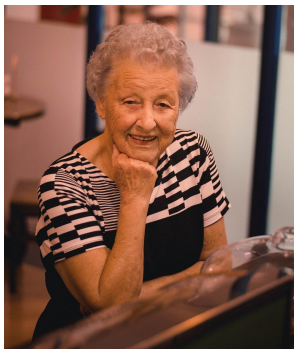
- This is the person you're generally "talking to" in social posts
- You know this person's sense of humor, what they like, what makes them laugh
- Your energy is high and you're excited to share a piece of information with him or her

Your worst enemy:



- Your worst enemy is vile and vindictive
- They hate your guts and will take any opportunity to hurt you personally, your business and your brand, and they will not hold back
 - They will take a post, a tweet, or even an initiative you created as a good deed and try to ruin you with it
 - They'll twist your words, they'll distort your meaning and they'll dent your reputation
 - Think about how someone who is dead-set against you could possibly take what you're trying to say or do and turn it against you, and don't let them get the chance

Your grandmother:



- She's the sweetest person on the planet but doesn't always understand what you're talking about and won't tell you
- Stay away from industry buzzwords
- Keep your sentences short, positive, and direct
- If you need to use an industry term, follow it with a quick explanation
- Stay laser-focused on your message. If grandma gets what you're saying, chances are, everyone gets what you're saying

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