

FOUNDER'S CARDS #354



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ABOUT THE “CORNERS OF THE INTERNET” → There’s a lot of true value in The Internet today because many are putting their best work (including Fortune 500 companies) on it. What I want you to know about this principle is simple: LINKS are the end result of viral attention these days, and they can bring sudden attention to your business with very low cost. What you need to do NOW is one thing: monitor brands, famous companies, influencers and TV personalities in your social networking profiles. Then you’ll try to appear on the links that get MASSIVE attention and you’ll share your best work through something like a comment or a shared post reinforcing the same keywords in order to appear on the spotlight with your company as well. This works because people will naturally associate your business to something “sexy”, trendy, and you’ll get more eyeballs for low cost at the end. So start monitoring the Entertainment Industry, The Media Industry and your own Industry and find out which links are getting known. Then deliver your best next. Show people who you are and what you are here about. They want to know more about you. Take care.

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