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## **Intention Or Attention: Sharing Targeted Content**

Jay Busselle - FLEXpoint, Equipment Zone, PromoKitchen

# INTENTION VS. ATTENTION



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# The TOP 4 most annoying types of attention seeking content (IMHO):

1. Vaguebooking, aka: Sadfishing
2. Clickbait headlines
3. “Like & Share” campaigns
4. Oversharing personal drama



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# **MORE industry specific annoying and attention seeking content:**

- 1. Repeating what everyone says without opinion or insight**
- 2. Blind link sharing without adding any insight**
- 3. Sales flyers and Product flyers in general**
- 4. Sale, Sale, Sale, I'm selling this thing... and it's on sale!**



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# The TOP 4 most effective, intentional types of content that can help build trust:

1. Customer Testimonials (video is 10x more compelling)
2. Educational Content (the thing customer usually don't know)
3. Behind-the-Scenes, sneak peeks (how things are made / printed)
4. Unsolicited User-Generated Content (UGC)



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**TRUST**

**leads to**

**SALES**



**Teach me something**

**Share your personality**

**Show correlations and comparisons**

**Give value first & without expectations**

**Share what you think is (appropriately) funny**

**Shine the spotlight on others - show gratitude**

**Showcase your creativity & problem solving skills**



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Let's Taco  
'Bout it



## Jay Busselle



Equipment Zone

Chasing BIG ideas, Branding, DTG Printing, Social Selling & TACOS ★  
Partner at FLEXpoint (link below) ★ PromoKitchen chef ★ Speaker,  
Trainer ★ CTO (Chief Taco Officer) 🌮

Talks about #branding, #linkedin, #marketing, #brandedmerch, and  
#apparelindustry

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ASI  
SHOW  
FORT WORTH



# INTENTIONAL STRATEGIES



**Build analogies**

**Create contrasts**

**Show correlation**

**Find comparisons**

**Illustrate examples**

**Share observations**

**Share your narrative**

**Explain your emotions**



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# Share Your Observations & Emotions:

I saw this (new idea, new product, decorating technique)

I saw this, thought of you and got excited!!

## TRENDS & COLORS SOLUTIONS

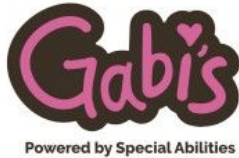


# CREATIVITY

leads to

# SALES





Being radically inclusive is a business advantage. Brand Fuel is proud to choose **Gabi's - Powered by Special Abilities!** as our nonprofit business partner for packing, kitting, and direct mail ... And your company should too!



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# YOU NEED A BLUEPRINT FOR RELEVANT CONTENT



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# PERSONAL PASSIONS

**What matters to you?**

**SPF = style, promise, feelings**

**Share one quirk, **be different!****



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# BUSINESS VALUES

**Define your business values**  
**How is your business different?**  
**What does your business stand for?**



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# SOLUTIONS FOR CLIENTS

**We solve problems like this...**  
**For people like you...**  
**Using Branded Merch, Promo, Print**



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**You do not merely want to be  
considered the best of the best.  
You want to be considered the  
only ones who do what you do.**

*Jerry Garcia, The Grateful Dead*

