

Lessons 6&7 10/7

Ch:7: Cultivate Your Online Community

➤ **The Tao of self-promotion**

Tao Lin has given twelve people who write >1500-word blog posts about him a free copy of his new book, *Shoplifting from American Apparel*. And here's mine. But wait, why didn't it take so long to get your free copy of the novel it took 1500 words? I was amazed at the free books. If I invite Lin Tao to participate in the idea market until I find out that he has done a billion SFAA interviews, I will take this matter seriously, but if you read this article and the Tao Dao game, I am still playing by myself.

I still have a copy. At least one. And if I came down with laryngitis that made me unable to interview, I could just ask for the book and never get in touch with its interaction with advertisers.

➤ **Your online persona**

A series of social media, videos, likes, comments, reviews and follows is an online persona that I add every day.

➤ **Websites 101**

The goal of this portion of the website is to help you understand better what to expect once you start incorporating the website into your business. In this paper, we're going to present quite a few ideas and processes. Luckily, we manage a lot of these things, so you don't have to. For instance, from constructing the site to making the site accessible to the world, we will handle all

the technical implementation information. However, we usually do not draft the content or the bulk of the material on the website.

➤ **Web design using your fridge**

You need to do much more on a platform that conveys the real you, and speaks directly to your audience. YOU are the individual who needs the look, colors, fonts, images, menu, and architecture to be selected. Sure, you want to get expert support and perspective, but all of the content, inspiration, copy, definition, and brand message that you have expressed, picked, and explained comes from you.

➤ **Social media without the mania**

Everyone is paying attention to the global social media phenomenon that attracts people of all ages and backgrounds. Digital sharing on social media is universal and therefore very suitable for the modern world. Given the increasing daily life of users, this is certainly a welcome one. As with a conversation, the sender and receiver may not be present at the same time. It is possible to submit texts and pictures, then read or display them later. Social networking gives people the ability to form their contact habits in a number of ways for the first time.