

acmtraining.co.uk

WORKSHOP MANUAL



by richard uridge

"The geek shall inherit the earth."

INTRODUCTION

the beginning bit

NOTHING'S CHANGED

In a bus queue, in a waiting room, in an office or in a pub...put two people together pretty much anywhere and anytime and before very long something happens - they strike up a conversation. Whether it's about the weather, last night's telly or something a bit more profound like politics or the price of petrol, communicating with our fellow human beings is something we start doing as newborn babies way before we even learn to talk. And as our vocabulary develops so we get better and better at the art of conversation. Heck, communicating is such an innately human trait that even two people from opposite ends of the earth without each understanding a single word of the other's language will find some common ground on which to engage...through a facial expression, through a gesture or a touch. So to the extent that the social media is all about communicating and, as the name suggests, doing so in a sociable way then nothing's really changed.

EVERYTHING'S CHANGED

The human race evolved in small groups - families, settlements, tribes. The template hasn't changed much - the family unit is still the basic building block and while the cave and mud hut may have morphed into the flat and the house we remain essentially tribal creatures swearing our allegiance to a particular football club perhaps instead of a chieftain. Certainly we're still most at ease socially in smaller groups. But what the Internet and the World Wide Web have allowed is the ability to extend our social reach beyond the usual constraints of time and space. Where once we might hope to influence only a handful of people now potentially we can influence millions. Look at the footballer Joey Barton and the comedian Stephen Fry - each has more than a million people following their Tweets, a readership greater than many British national newspapers. So to that extent everything has changed.

It's wrestled control of the mass media from the hands of the few and put it into the hands of the many. This represents a shift of power quite possibly greater and more significant than the shift of power that came with the invention of the movable type printing press by Johannes Gutenberg which eventually made books available to the masses and why some are calling this the post-Gutenberg era.

GOLDEN OPPORTUNITY

This paradigm shift presents anybody trying to sell anything - whether tangible or intangible and for commercial or social reasons - with a fantastic opportunity. Those selling their wares have always set up stall where potential customers gather in numbers. It's how great commercial centres like London first started. Whilst people were waiting to cross the River Thames woad salesmen and flea removers (the earliest example of pest control officers) offered their services and then others came to sell to the woad sellers and to the flea removers and so on and so on until it grew into the great sprawling metropolis we know today.

Well now, in effect, people are gathering in vast numbers at, if you like, virtual river crossings and if we want to sell anything to these mega crowds then we'd better be there with them. A simple concept - as simple as commerce itself - but difficult in practice. You needn't worry though because I've set up my "stall" to sell you help and this workshop manual will guide you through the process of using the social media to sell your wares.

It's in the form of an e-book because a Gutenberg book would be out of date before it even rolled off the press. This format means I can add to and update it often. All you have to do to make sure you receive these latter day stop press notifications is click on either of the subscription buttons just below and technology will take care of the rest.



Richard Uridge

April 2012

To read the rest of the manual you can either buy a full copy for £6.99 or book on one of our social media workshops at <http://www.acmtraining.co.uk/rtaWorkshops.asp?workshopid=78>