

Transcription - Beck Cofrancesco Part 1

Welcome back, I'm Kim Baillie, she's Fulyana Orsborn and this is Inside Exec. Today we have Beck Cofrancesco with us and we're not going to call her Rebecca because that's her "in trouble" name. So welcome, Beck.

Thank you for having me.

Fulyana's going to do an introduction.

It's absolutely my pleasure to do the introduction as we worked together before and it's lovely to catch up again. Rebecca is a marketing strategist

And she's in trouble already!

I'm just looking at my list.

I'm actually on LinkedIn, I'm known as Rebecca so it's okay but once you know me I'm always Beck.

Okay. Well, Beck is a marketing strategist and content creator with over 20 years of experience in the corporate space but mainly in financial institutions like Citibank, BT, MetLife, etc. But also in a startup like Marvelline Money Brilliant which was a successful, is a successful fintech startup company and this is really good because it just shows how diverse Beck's experience is. Beck created her own business called Marketing Goodness and has a mix of corporate clients and small businesses as well. I don't mean to embarrass you Beck but I have to say that she was named one of the top 10 women to watch for in 2019 by Y-Mag. What the Y-Mag does is that once a year they will come up with women that you need to watch and are up and coming. Congratulations on that.

Thank you.

So today we're very happy to have you at our podcast and Kim will tell us what we're going to cover.

We're going to put Beck on the spot first of all because one of my pet hates is social media and as you all know from previous podcasts I have talked to all of you about maintaining a watch on your digital profile so Beck's going to tell me what I can do to enjoy social media a little bit more. Perhaps.

You're great challenge. I think you raised a good point though. I think everyone rushes into social media without really thinking about why these things are on there so it's tempting to just kind of what I call spray and pray, a whole bunch of content out there and pray that it works or hits its mark but it doesn't always do that. If you're clear about what you want to do on social media and if you put your settings the right way, so I'm feeling that privacy, security is a bit of a worry for you.

It's that and it's that I really don't know what content to put out there, I guess is the thing, because I have a myriad of profiles. So I do this as a podcasting and as a "business" activity. I do public speaking coaching which is completely separate to this. I do a lot in the floral art world which is entirely different to this and I have to have a profile because people will look at my name first obviously. How do I have a profile that caters to those very diverse groups so they don't look at it and say 'Oh, but she's just this or she's just that' and be turned away?

I think you can do it under the one profile but what you post on the different channels is different. For you it sounds like LinkedIn would be the most logical channel to promote your podcast and your business and so everything relating to those two things are definitely what you post but then you'd also give an insight into yourself with some personal kind of post that you say you're involved in the floral art side of things. Sorry I didn't know what that was, I'll have to stalk you later just so I can find that one. So I think that's probably picking the channel where you share which bits of information but it definitely can be done.

So tell us where to start.

Okay so good question. Social media is one of those things that everybody wants to be on. Everyone knows that they need to be on it especially if you're a small business owner or you're a professional that in the past you haven't really need to put yourself out there. There's a real kind of struggle, even myself. I signed up to be a small business owner that wanted to work differently. I wanted to create a business around my life and you know the type of clients or work that I wanted to do. And then all of a sudden I knew that, hang on, I'm actually the product. And that was some really big mind shift and I think you know even if you're sitting in a corporate job, putting yourself out there and opening yourself up to judgement or having to deal with the structure of the deal. No protection can feel really daunting but what I do know is that the more that I put myself in my posts and shared more personal stories and more insight into what I know, the more reaction or more engagement I have with my posts and I'm not talking just about what I do in social media.

I've come up with my own little framework because most people go straight to, what do I post? And because I'm a marketing strategist I always go back to, we need to do the strategy before you just randomly post things. So I've come up with my own little acronym because I'm a lover of acronym, purely because I remember them. So for me it's a remembering tool because there's so many things to remember in marketing. This just jogs my memory. I call this one Yikes!

As well too, because people say Yikes about someone's social media now and then. The S at the end of Yikes is actually about sharing your content. So I flip it and I start with the Y. So instead of going straight to post it's more like well let's start with you. So the Y is all about what do you want to be known for? And it's a bit of personal brand work and I know that you guys have had a podcast on values. So it's around what do you stand for and what do you want people to say about you when you're not in the room? That's the first thing to get really clear on.

And then the I in Yikes is about intention. Like anything with a strategy, you always start with

a goal and objective. Depending on what you want your social media channel to do for you, will also dictate what kind of content or what kind of things you post. So that's why it's really important to know that if we use LinkedIn as the example, you would post very different content if

your goal for LinkedIn was to get a new job or to get a promotion or to be known as a thought leader or you want to promote your podcast or you want to be known as more of an expert. So all those different goals could be different for everyone. So that's why I kind of get into know your intent.

That's good. That makes sense. Can we ask questions as we go?

Sure.

One of the big issues I have and I guess it comes under intent for my thinking, is that I am of the opinion that you give out as much information as you have. The professional information that you have. Now I have come across a group of people within LinkedIn who have a very different opinion.

They're waging war at the moment on the basis that I am giving away information that I should be charging for.

I have come across that train of thought but I'm more aligned with your way of thinking. The thing is you can share all this information. And let's be honest, everything is available on Google anyway. So if you Google anything, you're going to be able to pull up that kind of information. But what makes it unique is you and your voice and your spin on it. You're helping by sharing more of what you're knowing.

You're actually helping people with that know-like-trust factor.

Yes. At this point, for people who are listening who get bombarded by that kind of negativity, we would like them to know that there are others who think the way you do. And I think that's probably one of my concerns with social media is that whilst it appears to be this great social gathering of people, it's very much individuals. And it's very hard to find the peer group that you can work with or bounce ideas off, where you feel safe.

That's true and a lot of corporate jobs, as we've talked about, as Aussies, you know, we don't really bang our own drum, you know? We don't talk about ourselves a lot or it's bragging or what. But people should know.

You should know what it is. So social media kind of flies in the face of that, like it's a direct contradiction to how we live our everyday life.

It just depends, I think, if you're happy, if you don't want to build your profile and you're happy with how things are working, don't be on LinkedIn. I should be saying everyone be on LinkedIn. But if you're not going to use it, or you're not going to get this, there's no point. It's like going to work.

I call social media like we're going to this party. And if you went to a party, you wouldn't just go in there and shout, "Everybody, this is how good I am."

It'd be weird. I walk into a party, "Hey, everyone, I'm so good, I'm back, awesome." I mean, everybody comes to me. It's just odd. You can't, you know, warm yourself up. You'd go in

there. You'd kind of scope the room, I suppose. Do I know anyone? You want to have a chat with someone?

Who can I feel comfortable with? And if you go, "I don't know anyone."

You might go get yourself a drink or you might grab some food. Because likely there's somebody else lingering around those things. And the key is to get yourself involved in a conversation so that you can see what people are interested in.

And by sharing, just back to that point, just how much would you give away in some opinions?

I don't think it's given it away. I think it's building a relationship. Think if you're in a room, back to your party, if you named somebody else and so,

"Well, how did you do that?" I'm not going to turn around and say, "Well, let's make an appointment and it will cost you so much an hour." You know what I mean? What you do is, "Well, actually, I did that." And they might think, "Oh, I like how she thinks. I like what she's done. I'll connect later or ask for help or I might..."

But it's also an interaction. You can gauge how much information they're actually taking on or whether it's just an opportunity for them to tell you what they know.

Correct. Or whether they're just the blood sucker. You know, as business owners, you know the people that are users, you know whether it's a genuine question or it's finding a way to just steal info from you because I'm too tight to act.

For those that are listening who are moving perhaps from a bigger environment into something that they're doing themselves, that's not a judgment that they're necessarily confident of within themselves. And so we have to give them either the tools to help them be able to assist people when they're on their own or let them recognise that they do have that kind of feeling, that instinct.

Yeah, just let it out. Let them use it again. And you probably haven't had to use it for 20 years in the corporate environment but you need to use it now.

That's true.

And I think part of even running a marketing business, one of the things that the first things I did was set up some kind of tools and frameworks so that I didn't have to think about it every time. And the questions that I ask in my briefing form, weed out that. You've got to have a filter. So it kind of filters the, if you haven't thought about what you need yet, then you're coming to talk to me too early. Or you don't have a budget yet. It means that either you're not serious yet or you don't have the money right now. But it doesn't mean I won't help you. And that's the thing, I always, I don't think criticise is the right word, but the same kind of mentality, like, you give away too much. But people helped me along the way. And if I have the time, and it's not inconvenient, I'm happy to share what I know. Because it gives people a leg up. And when they're successful, guess who referred people to me?

But the other thing is, in most of that, when you give information, it's still general, right? So when the benefit comes in, you say, well, I have to be good at speaking in public, talking in public. You can have the general information. Anybody can read that. But I know from Kim helping me that I would not have made myself do it.

It's the same with marketing. They can pick up some of your tools, but not your intellect as it relates to this, it's your ocean. And I think that's where the difference is. That's why one of my first answers is usually, it depends.

Because it depends on you. It depends on your business. It depends on your model. It depends on where your customers are. It depends on your ROI. It depends on your margin to actually spend on marketing.

Good answer.

We're up to K. That's right. We just get pretty down to knowledge. We're talking about knowledge. So before you jump into any platform, it's important to know how it works. We'll go on Facebook because that's what most people are on, Facebook. I'm comfortable with Facebook. I'll do Facebook. Right? We just pray. But if your clients aren't on Facebook, it's not really the right platform for you. Because, yeah, you post all this stuff and you're going, "Marketing doesn't work. I get crickets. So no one's commented on my posts". If you're selling safe and actual advice, without kind of building your own community of people around you, you're interrupting me on a Sunday night when I'm scrolling through looking at cat videos. You know? And I don't want to interrupt my natural flow.

You know, we're on LinkedIn. It's for business. So when people log into LinkedIn, their mindset is different as well, because they're actually going on in their own business mode. And the conversations, although they're getting more casual, because as a platform evolves, it's bringing more of the social aspect into it. They're in a business frame of mind. So the conversations you have and the leads are more likely to convert than leads on Facebook or Instagram.

Our knowledge is really just understanding how does the platform work?

What kind of people are on there? What kind of content works on that?

So like, you put a post a blog on YouTube. Like, it sounds simple, but Instagram is a visual channel. So you have to have a library of images and you need to be ready for visual content, all those types of things.

And E is our favourite. It's my favourite, it is engage. I have a my own little saying about it, don't post and run. The best conversations happen when you stick around. And again, that kind of party analogy where you don't go to a party, just eat the food and go. You're sitting around here and you think the host will get people that like to interact with each other. So engagement and engaging on social media, especially on LinkedIn, when you feel like you've got nothing to say, still does the same job.

Because you've already worked through why you're on there, you post and comment and add your insight to content that other people have posted.

And you know, when you log on and you see someone's commented on this post, "Oh, what did they say?" It has the same effect. It's actually writing original content. My tip is if you are scared to get started and you go, "I've got nothing to say, why would anyone care what I

say?" Start commenting on other people's posts. And that's like, did you need a reason? Does that apply to just like, sometimes somebody said it really well and you don't want to say, "Oh, they said that very well." I just put like, "Is that good enough or not really?" A comment is worth more, right? Then I like it. A like is good. The gold comes in the commenting, right?

So when you do start to post, and it is this magical thing where if you comment on my post, I'm appreciative that you've commented on my post because someone's taken the time to read what I've written. And so when I see you post something, reciprocity, I say that I'm gonna go and comment on your stuff. But that's how it works.

Is it also about this way people will get to know how you think?

Yeah, as well and get to know you as a person. If you wanted to share your whole life, that's what Facebook's for. But at LinkedIn, although you have personal posts, there's different kind of ways of doing it. I did a test because I'm a little bit curious. And so I like testing posts. So last week I posted, I was an amateur photographer, or photography hacker, whatever you want to call it, that I love taking pictures. And last week I just took one of my photos, I just loved and I took my SLR out for a spin. Anyway, I thought, "I'm gonna, I've never said that I'm into photography. I wonder what will happen." Because I tell people, you know, share more personal posts.

And anyway, I posted a good old photo and I said "who else has a creative outlet? Mine's photography. Here's a photo, like I'm just sharing with you, like, from my SLR. I don't get it out nearly enough." That post that I thought posted at the wrong time too, because I was just, as I was thinking about it, I didn't really plan to post that. No strategy, like just hanging out there. It has had the most engagement I've had for ages. Because people then started commenting, "Yeah, I'm a singer and I do photography too." Or, "I do whatever." And, you know what that's given in that, that was like a week ago, but running into someone, they're like, "Oh, I saw your photo, it was really great. I really like photography too." So it actually gives people real life reason to talk to you when you see them.

You're actually, by sharing some of that insight, you're making, like, and I hate the word networking, but you're making that networking part of being a human so much easier. It's not awkward. So now that I know you like floral art, I'm going to find out what that is. The next time we meet, I'm going to say, "Hey, I check this out." And then, it's a natural conversation, not a "So, what do you do?" Yeah, that's the natural and genuine, yes. Because, you know, people want to do business with people. That's what social gives you the opportunity to do.

And the other thing that I haven't mentioned so far, although I've talked about, you know, what do you want to do and what's your intention or what's your goal for it? The other thing you need to, that's, like, super important, is around the, what is your audience want to know?

Yes.

The number one thing is, what will be a value to the people listening? Well, there's no different than product development. Here, I've got this thing.

Yeah, everyone buys this. It's, like, what? Nobody wants it. It's crazy. Which becomes about sharing. It's sharing, working out, most people will have three or four kind of, like, all content zones or content pillars that you want to be known for. And it's about thinking about your ideal, say, if you were looking to get leads for your business, say, like, who are the businesses that I want to work with? What topics are they interested in? What do they need to know about? And what can I add? And what do I also like talking about? Is there one part of that? Because, you know, the business could have 10 or 20 questions that they want to know about. Yeah, but you look at them and you're like, "I'm not really the techie person, I'm not the accountant person, but I love the strategy piece over here." So I'm going to talk all about that because that's what I love doing. And guess what happens when you talk about stuff you love? It comes through. The passionate excitement that comes through. And then people go, "Oh, they're quite good on, you know, I want to work with them." And the same with the difference if you wanted to get a new job, your content would be about positioning yourself into the area that you want to be. So say you wanted to step up, you would start probably talking about leadership and even articles on managing people or managing issues or showing that you've got a brass of big pitch issues and trends going forward. So that's kind of about the sharing. And that's how you get to it, what you know.

That's good.

One more look at our podcasting that's been going on for some time now.

Everything you said I could relate to because our clients, listeners, whoever, probably businesses are more appropriate, they are engaged with us. And they tell us what they want. And they tell us what topics they want us to cover. And they also give us case studies to look at as well.

And you're right, we're not experts in everything. So we bring guests and they're subject matter experts, as you are now, talking about social media and LinkedIn in this case. So we bring them in. And I think that concept seems to work because this podcast, our podcast is global. So it doesn't matter where you are. That works, what you're saying really works.

One thing when you went through that and what we're talking about before, a lot of our listeners I know and some of my mentees will be very interested to know, would you be able to help them personally in what you've said?

They've got their LinkedIn profile. They do that. They've heard this and they will play it a few times. And then have a go themselves. But are you also able to actually work with people and help them with that?

I do. That's one other kind of offer. It's pretty intense. What I do want to call out is, and I always say you have to be ready to do the work too. What happens is we just run a little coaching session where we run through, I basically run through those kind of steps. And I've got a series of questions, makes life easier. So I make sure we pull out the right information and just to make sure that your profile is then matching what you want it to do for you. And then I help with rewriting the three most important things, the headline, your intro and your description. And with your profile, it works a lot like Google. So you need to, if you want to be found, you need to help LinkedIn find you by using the right keywords and descriptors so

people know exactly what you do and who you help. And be there regularly. You've got to show up. And I've just helped, like someone who's looking for a new job. And with his profile, we looked at, tried to revamp it and he started getting it. He saw the difference in the very next day, more people started contacting him, recruiting and things like that. And he's worked it, I'm coaching him instead of writing it for him. I'm coaching him on how to structure his articles. So a bit of a copywriting coaching.

That's good. We're going to take a break in our discussion with Beck at this point. Please join us for part two of the discussion. But for now, I'm Kim Baillie, she's Fulyana Orsborn, we've been talking with Beck Cofrancesco about Yikes. This is Inside Exec.