



How to Engage Your Customers in Your Marketing Conversations

The Book

Joseph Jaffe, *Join the Conversation: How to Engage Marketing-Wearied Customers with the Power of Community, Dialogue and Partnership*

Speed RAP

Marketing communications has evolved. One way messages like advertising and PR are morphing into two-way conversations. It's time to stop talking *at* your customers' and start talking *with* them. Conversational Marketing is here.

The Big Idea

Traditional Marketing builds organizational silos with Marketing here, Management over there, Customer Service over there... Conversational Marketing dismantles the vertical channels. It provides a horizontal path to unite your organization internally and your customer interactions externally.

Your Challenge

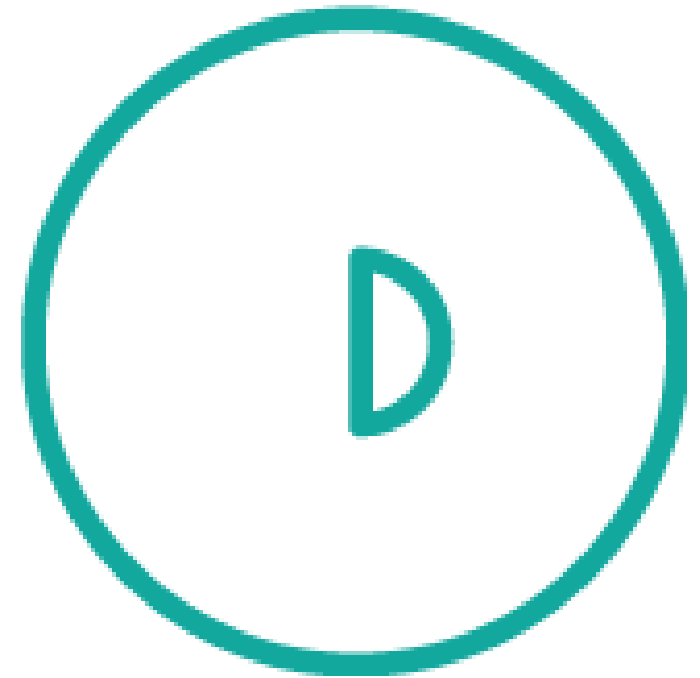
Listen, respond, join, catalyze and start conversations. You know how to do it with your friends. Now, it's time to do it with your customers throughout your organization.

RESOURCES : anything you use to generate wealth.

ACTIONS : an act of will, a deed completed.

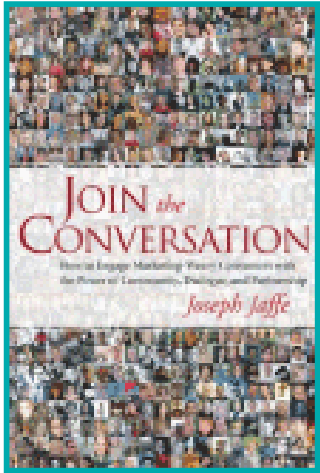
PROFITS : to gain an advantage or benefit.

Contents : Talk With Me



BR Review : Join the Conversation

Joseph Jaffe; *Join the Conversation: How to Engage Marketing-Wearry Customers with the Power of Community, Dialogue and Partnership*
John Wiley and Sons; Hoboken, New Jersey, 2007.



PRÉCIS

It's seems so simple and subtle. Stop talking 'at' me and start talking 'with' me. In practice, that's a humongous shift - particularly for an organization.

FEATURES

- Enjoy Jaffe's candour. He tells it as he sees it - he calls a dud a dud.
- Read how to write a book as a conversation.
- Notice the conversational elements that Jaffe uses, including a chapter written by his blog readers.
- Saviour the bounty of current examples.

BENEFITS

It'll change the way you relate to your customers!

WHO'S IT'S FOR

This shift impacts everyone across all areas of business. It's time to dismantle the vertical silos of Advertising, Marketing, PR/Corporate Communications and Customer Service.

Start building a horizontal conversational channel that unites your organization. And, more importantly, unites your customers too.



JOSEPH JAFFE

Joseph Jaffe is the President and Chief Interruptor of *Crayon* - a mash-up of the best of the consulting, planning and agency worlds. They specialize in helping brands differentiate and win by embracing change.

His first book, "Life After The 30-Second Spot: Energize Your Brand With A Bold Mix Of Alternatives To Traditional Advertising" (Wiley/Adweek) was released in June 2005.

He's a speaker, a thought leader, a lecturer and media guide.

Hailing from South Africa, Joseph lives with his wife, daughter and son in Westport, Connecticut.

RECOM
MEND
ATION

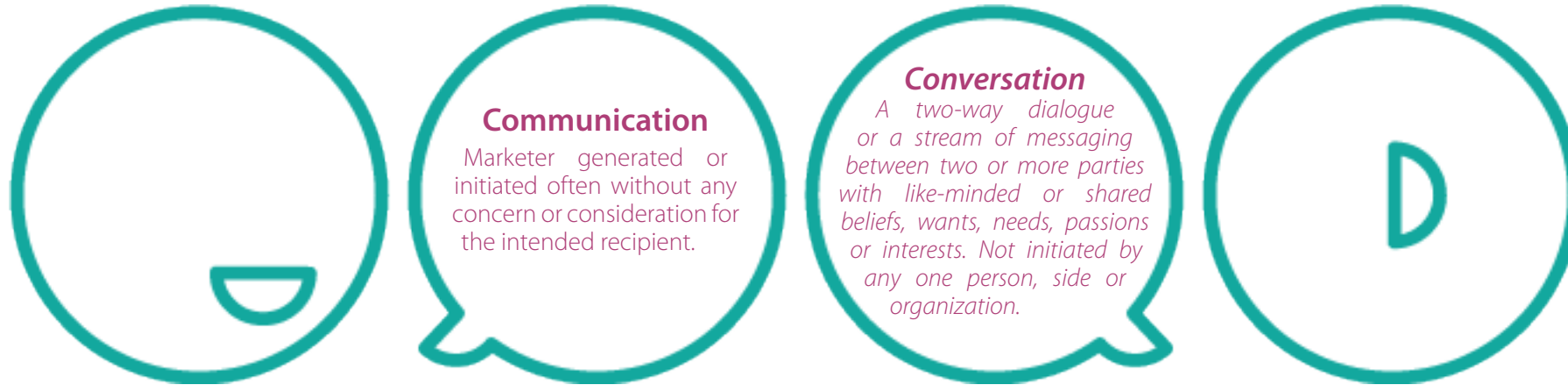
BOOK RAPPER THINKS...

Oops! This book showed me how I was paying lip-service to conversations with my community. A slap across the back of the head for me!

This **RAP** will give you the flavour of the conversation, the book will flesh it out into greater detail. Read it for the wide range of examples - most of which point to companies doing it the wrong way.

RAP1 : Talking 'At', Talking 'With'

PROFIT : All marketing is under attack. The era of pre-prepared, one-way Communication is over. It's time to converse back and forth. It's time to stop talking 'at' your customers and start talking 'with' them.



WHAT IS COMMUNICATION?

Advertising aims to interrupt, disrupt, intervene and intercede in the off chance that you might be in the mood to buy.

PR is the spin we put on our message so you'll think better of us.

WHAT IS NOT CONVERSATION?

Word of Mouth marketing is part of a conversation. It's not really how you'd talk to your friends though. More of a starting point to make it easy to spread your message.

Buzz or Viral marketing may be part of a conversation too. Again, Viral is about spread, not back and forth interaction.

WHAT IS CONVERSATION?

Conversational marketing is when you actually talk **and** listen to your customers. Think of having a yak with your greengrocer at ye old fruit and vegie market. The concept is that simple.

PS : Not all conversation is good! Being a blabbermouth, ignoramus, arrogant SOB, or a disreputable source is not quite what we had in mind.

RAP2 : Marketing Message Evolution

PROFIT : The marketing message is evolving. The pendulum is swinging from the 'many' to the 'one' and back again. If you're still mass marketing then you're probably a couple of generations behind.



1 ONE TO MANY

Shotgun marketing relied on spraying your message to as many people as possible and praying that someone would respond positively. Think mass marketing, command and control.

The marketing message of 'One to Many' originates from one central source and is then distributed en masse.

2 ONE TO ONE

From shotgun to rifle. Let's get out our Customer Relationship Database and pretend we're talking to each person individually. Well, we all know the software manages the data and merges the fields...

This approach is based upon the fundamental belief: a brand or a company can be a million things to millions of different people. Fat chance!

3 ONE FROM ONE

From rifle to *Google*. Search engine marketing is pull based marketing. It's based on permission. Can I send you my email newsletter?

This is a step toward conversation as the consumer is just as likely to initiate this as the marketer. It stops short of back and forth banter.

4 MANY TO MANY

From *Google* to Social Media. Many people start talking and many people can join in. There's no dominant player, just lots of influencers and connectors. And, your brand message is merely one amongst many conversations on the web. Can you see why your traditional message is losing its impact?

There's an endless supply of meaningful conversations out there already. Isn't it time you joined in?

This shift to Conversational or Many-to-Many Marketing is the central premise of this book.

RAP3 : The Rise of the Prosumer

PROFIT: There used to be a clear division between who produced things and who consumed them. Now that content creation is easier than ever this divide has blurred. Enter the Prosumer who produces as well as consumes.

THE PROSUMER

Way back in the dark ages, about 1970, Alvin Toffler in his breathtaking book, *Future Shock*, introduced us to the idea of the *Prosumer*.

He suggested we'd have producing consumers or consumers who produce as much as they consume.

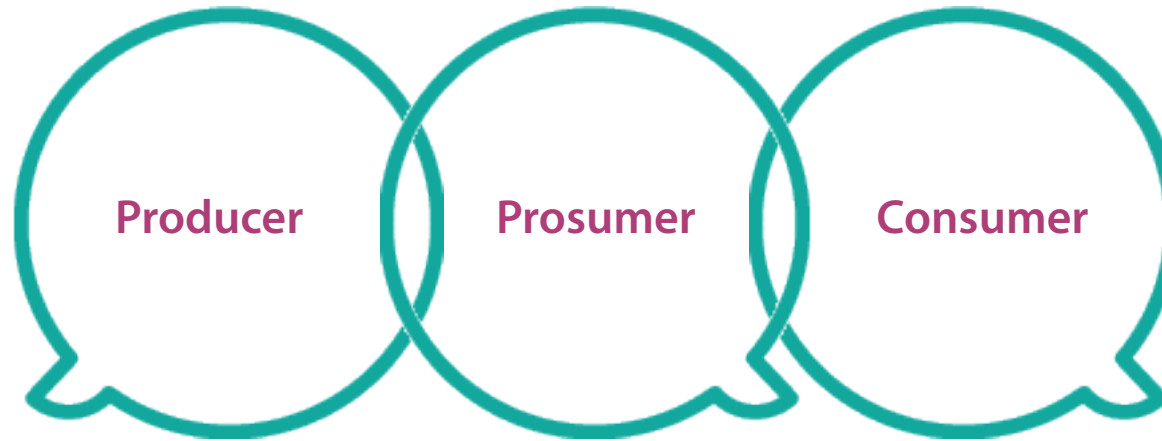
At the time it seemed like a fanciful notion. Today, it's a reality.

Computer software makes it easy to create information based products. The internet makes it easy to distribute. It's so easy to produce, we're all doing it!

And, this is shaking the foundations of the traditional business world.

Encyclopedia Britannica is perhaps the best known victim. Revered for hundreds of years and holding a premium position in the marketplace, it was cut down to size like Jack and his proverbial Beanstalk. In its place is *Wikipedia*, a worldwide resource written by volunteers.

Consumer Generated Content (CGC) is here to stay and marketing communication will never be the same.



Gone are the days of one-way traffic where advertising and PR were sent out to the unsuspecting public.

Now, armed with blogs, podcasts and other online weapons, the consumer is talking back. And this is the good news!

Advertising and PR are losing their impact because they can no longer cut through the clutter. It's now time to ditch the 'speak at' tone and start to engage in the conversations that are already out there.

Why do you think there is so much chatter about brands and companies on the internet?

THE PRODUCER

In the movie industry, the producer is the person who manages the cinematic project. They don't attempt to act or direct the show - they employ others for that.

That's what's now happening in marketing. Smart operators have started using Consumer Generated Content.

TV shows like *Funniest Home Videos* have lead the way. Reality TV like *Survivor* and *Big Brother* follow a similar path.

Now, advertising is turning to the same approach. The rise in competitions to

produce ads for companies is one response. Search '*Doritos*' on the web for their latest efforts.

Although, it smacks a little of 'DMJ4M' - Do My Job For Me.

This Marketing By Abdication approach is a very small step forward toward truly partnering with your customers.

THE NEW CONSUMER

The New Consumer is no longer passive. They're intelligent, empowered, skeptical, connected, time-pressed, demanding, loyal-less, always on, ahead of the curve and vengeful.

The New Consumer has three Primary Motivations.

- 1 They want to build meaningful connections and relationships.
- 2 They want to beat the system. They've had enough of corporate greed and laziness and want to take some ground back.
- 3 They also want to make a difference, create change and derive some meaning from their accomplishments.

They're also likely to be a producer.

RAP4 : Content and Conversations

PROFIT : What's a conversation without content? ... Uh ... Silence. Mmm... Content is important, right? Previously content was mostly created by corporations. Now everyone's involved. Here's three phases of Content Production to highlight how you'll need to manage the flow of your conversational content.

CREATION

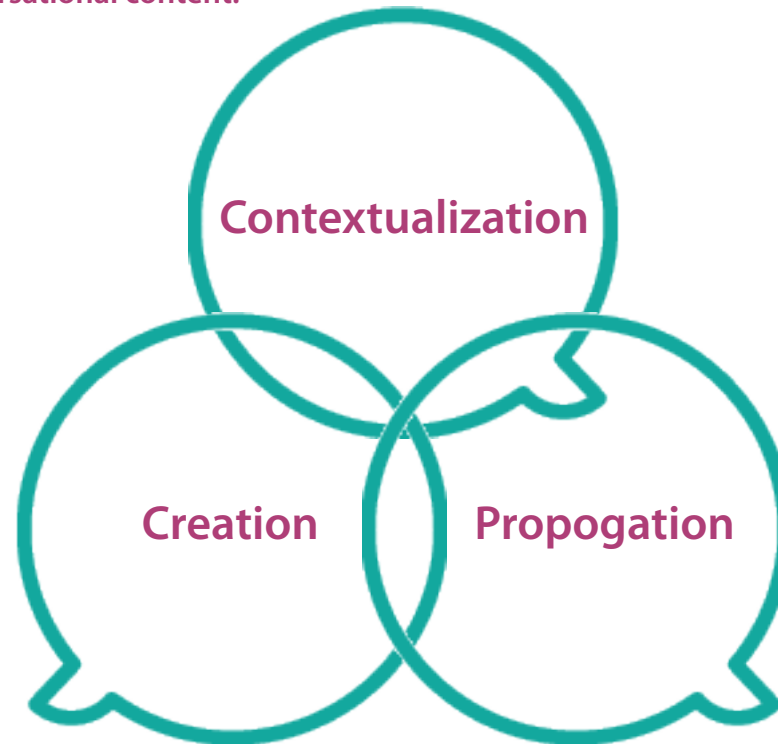
What's motivating consumers to produce content? They're becoming the new 'mass media' in terms of content production because: they can; they want their 15 blog posts of fame; it's a way to make money; and for self-actualization - it's being creative for creative sake.

There are 3 distinct Phases of Content Creation

- 1 **Initiating original content** : not so common
- 2 **Extending existing content** : more common
- 3 **Mashing up** (recombining existing work to create a new derivative work) : this is becoming increasingly more common.

The key point of Content Creation is not you pushing out your marketing message. It's the conversation between you and your customers.

Why spend millions building a brand and then when a consumer notices us we ignore them?



PROPAGATION

Once you've created your content, then you'll want to disperse it. There are 3 distinct Phases of Content Propagation:

- 1 **Sharing** : Sharing is a natural caring thing to do, when it's not manipulated of course. Forcing the spread of your message is unnatural!
- 2 **Digging** : *Digg* uses the wisdom of the crowd to group stories found on the web. If you 'Digg it' you're voting your seal of approval. This is liberation. Instead of a news editor telling you what's important, the crowd decides. Sure, it's a popularity contest and so is democracy.
- 3 **Listing** : A list is another simple way of combining or aggregating content. Blogs are full of lists because it builds links within your posts and to others. It's another human lens through which to view content.

CONTEXTUALIZATION

To contextualize content is to change the frame of reference. In other words it's a way to put fresh meaning on an existing idea. There are 3 distinct Phases of Content Contextualization:

- 1 **Commenting** : Blogs without comments are not really blogs. Comments are the basic building block of conversation and the easiest way to join in. The key to comments is to entitle everyone to their opinion. Not everyone is going to like you. C'est la vie! Let your supporters promote and your critics complain.
- 2 **Trackbacking** : Creates a visible trail, "the long trail", all the way back to the beginning of a particular conversation, idea, rant or revelation. They honor the sources of original ideas.
- 3 **Tagging** : Tagging labels content to make it searchable in new ways. If enough people use the same tag new trends and patterns emerge. This is a fluid and flexible way to compartmentalize your content into bite-size chunks.

RAP5 : Six Cs of Conversations

PROFIT : The Four Traditional P's of Marketing (Product, Place, Price and Promotion) have been superceded. They've been replaced by the Six Phases of Conversations. It's a conceptual framework and direction map for where marketing is heading.

CONTENT

Content is still king. If you don't have the content you won't have the interest to engage and enrich. It's time to share and care about your customers. This is the foundation stone for the other six C's. Your website will not be effective if it's only a means of transaction - create an experience as well.

COMMERCE

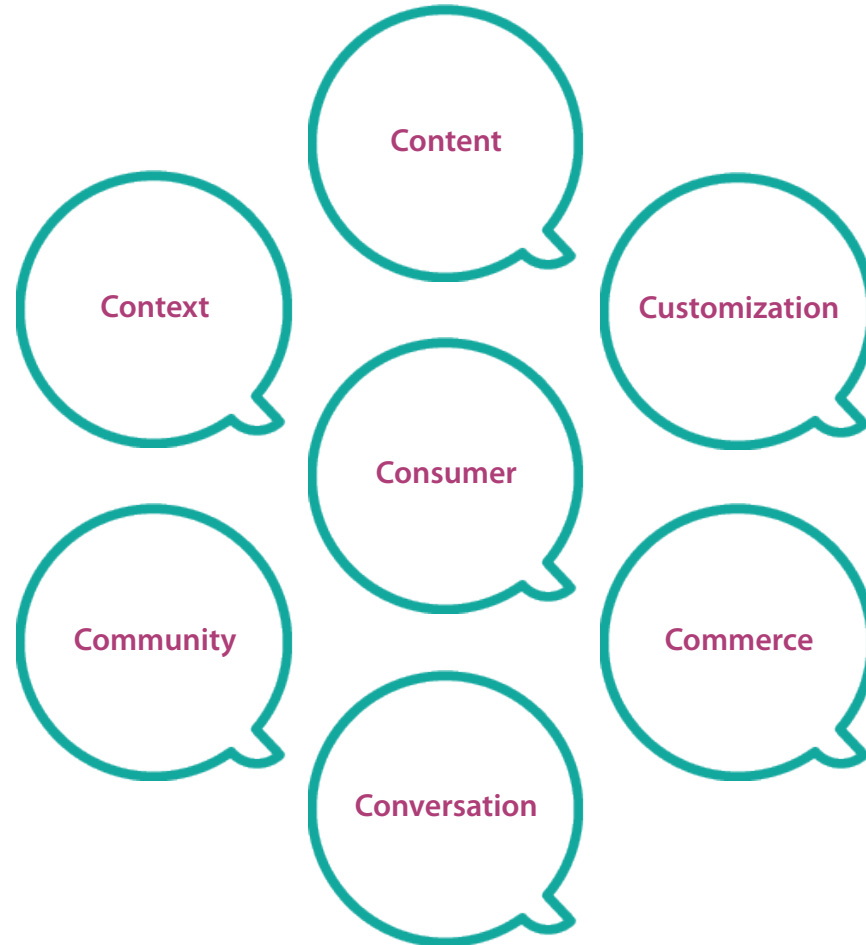
Let's not forget why we're doing this in the first place. It's for the fun of it! No it's not, it's for the money! Commerce is important and shouldn't rule everything. Commerce is the balancing act between consumer and branding/marketing.

COMMUNITY

Can you hear US now? The wisdom of the crowd is shaping your brand whether you like it or not. People are talking about you, for better and for worse. It's time to take a stand. Define a movement, build a cult(ure) and create belonging and partnership.

CONTEXT

The Context defines the current moment. We need to change our marketing communication context. It no longer



starts and ends with you. You're only one player. When and where does a consumer interact with you? It's time we started talking *with* our customers rather than shouting *at* them.

CONVERSATION

That's what this whole book/**RAP** is about. Let down your guard, open your mind and see what happens when you jump into a dialogue with your customers. It might be a little uncomfortable at first - all new things are. And, you'll get the hang of it soon enough.

CUSTOMIZATION

No human beings are created the same. That's what sparked the need for conversation in the first place. If we were all the same then mass marketing would still work. Arguably this one is the most important of the six C's.

CONSUMER

If the 5th P is People, then the 7th C needs to be the Consumer. Conversational Marketing only works if its Consumer centric, otherwise it's just more Communication talking *at* your customers.

RAP6 : Ten Tenets of Good Conversation

PROFIT : If conversation trumps communication every time, then what makes a good one? Knowing what makes a good face-to-face conversation is important and applying it your marketing is critical.

NATURAL

Forced is fake! We can pick it in a face-to-face conversation and we simply expect it in your marketing-speak. Don't talk just because you can. Ask permission before jumping in. When your brand is challenged respond as you would like to be responded to.

HONEST

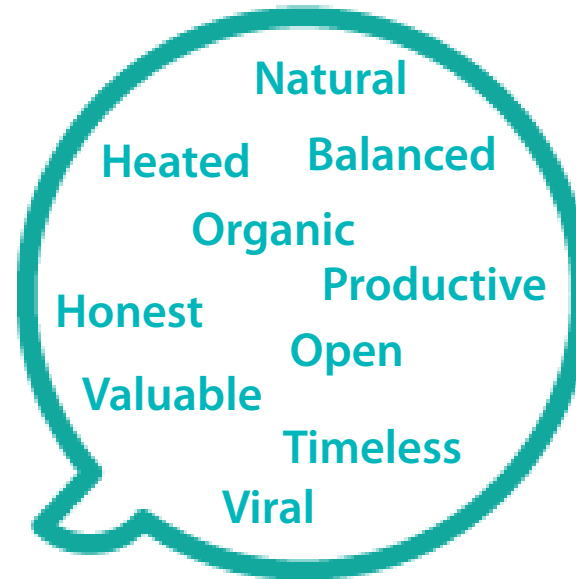
Advertising as communication is a lie. Ditch it! Fake conversations including flogs (fake blogs) will harm your brand. We will find out! You wouldn't lie to your Mum so stop lying to the people you want as customers.

BALANCED

Great conversations are like a tennis match with multiple players hitting the ball back and forth across the net. Host the party and provide a platform for your guests to enjoy themselves. Let the raw realities of the conversation expose themselves and work to amplify the experience.

OPEN

You can't hide in the blogosphere. Someone always knows the truth. Be open and transparent.



TIMELESS

Links make it incredibly easy for conversations to grow. They also leave a conversational trail that may stick around to haunt you or flaunt you.

VALUABLE

Conversations are for more than merely selling stuff. Add value and make a difference. Start a movement, take a stand, get out of the way and let it snowball.

ORGANIC

Marketing campaigns start and end according to artificial deadlines. In contrast, conversations follow their own path. They last as long or as short as the passion survives. Let the conversation do what it was supposed to do – let it happen!

HEATED

Consensus is nice. It's also bland and benign. That's what you get when everyone thinks the same. Build passion, and diversity. Promote respect for different opinions to spark conversations.

VIRAL

If you want your message to spread then give your audience something to talk about. The best stories disrupt the market and cut through the clutter. Make it easy for your customers to spread the word by giving them the platform and the tools to talk.

PRODUCTIVE

Sales won't be the only result of your conversations. Sometimes your results will be indirect. Build the conversations and create new relationships.

RAP7 : Five Ways to Join A Conversation

PROFIT : Traditional Marketing was all about starting a conversation. “Let me interrupt you... Now... Sit down, shut up and listen.” In Conversational Marketing, starting a conversation is merely one of five manoeuvres and possibly the last one you should consider.



LISTEN

Who's talking about you? What should you be monitoring?

Before you start speaking, find out what conversations are going on right now about you and your brand.

As a brand, be the person in the meeting who listens intently, speaks occasionally and when you do people take notice.

RESPOND

If you don't listen first, how can you deliver an appropriate response?

Get an insight into what is actually going on then, act upon it with a helpful response.

Solve a problem, answer a question, offer a suggestion.

Every consumer contact is an opportunity to build a conversation and enhance a relationship.

JOIN

Mass marketing always turned up uninvited! How many times has a telemarketer dropped by for dinner unannounced? How rude!

To join a conversation you're either specifically invited to join or you may request permission to participate.

Every time a consumer, promoter or detractor, sends you an email, comments on your blog, complains or sets up a spoof website, they're inviting you to talk with them.

That's your cue to join the conversation, not take it over!

CATALYZE

Be a conversation catalyst or conduit – directly or indirectly.

Nikon sent a bunch of cameras to a group of Flickr users and let them snap the world away. Nikon then took a handful of submissions and placed them in a three-page spread that was published in various magazines.

They creatively sparked their consumers into action using their product. By promoting the work of their users their brand experience literally said, "Here's what our product can do in your hands!"

Nikon got out of the way and let their consumers speak for them!

START

Hang on! Shouldn't we start at the... er, start?

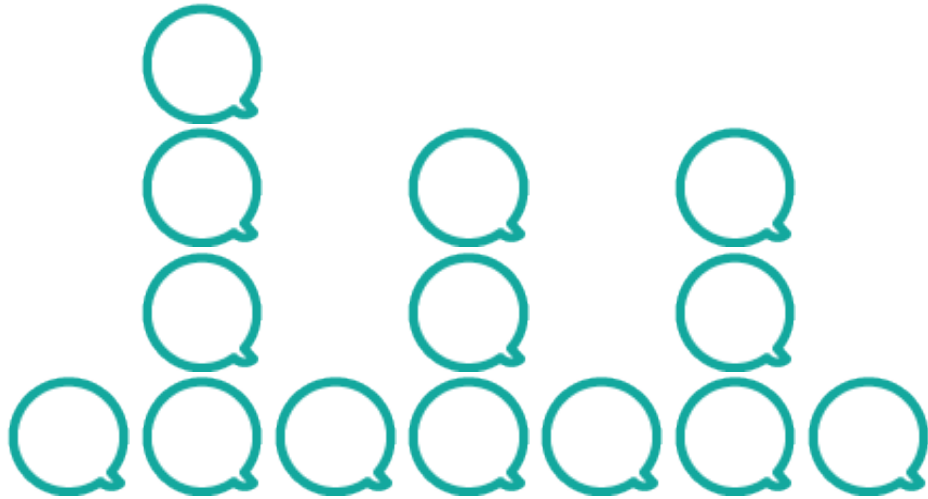
Traditional Marketing was all about starting a conversation.

And, most of the time, it wasn't really a conversation, just communication. A boring monologue sprouting biased claims they wanted us to believe.

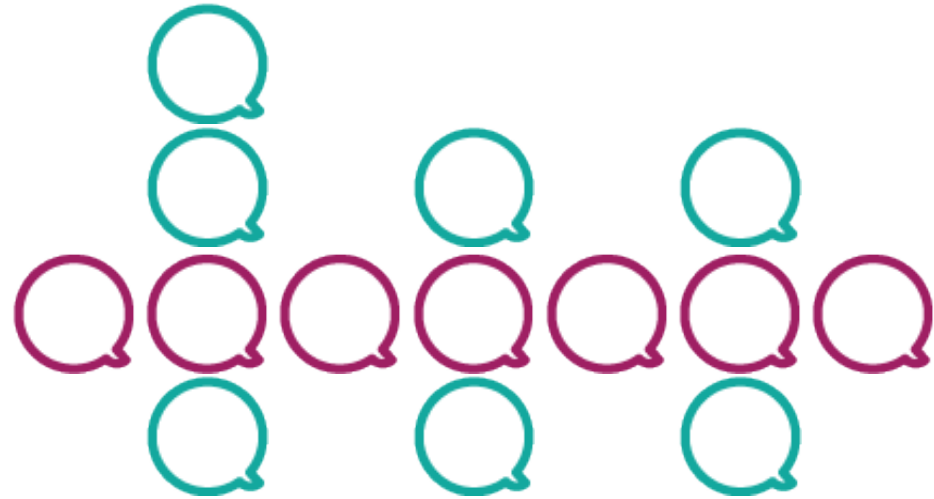
By all means start a conversation. And, hopefully, before you do that you'll listen first, respond a little, join a few conversations and catalyze and amplify some existing ones.

RAP8 : The Conversational Organization

PROFIT : The shift from Communication Marketing to Conversational Marketing is not about changing the name of some job roles. It requires a complete restructure from your silo of specialities to unified divisions.



THE TRADITIONAL SILO ORGANIZATION



THE NEW CONVERSATIONAL ORGANIZATION

The traditional organization is built around a group of silos: Marketing, Advertising and PR are not usually connected to Customer Service. In the new Conversational Organization this needs to change.

Customer service needs to be re-deployed as a proactive conversational strategy, not as a post-sales 'clean up the mess' operation.

The shift from Traditional Marketing to Conversational Marketing requires a restructure. Ensure your vertical silos are joined by a horizontal thread of conversations throughout your organization.

Here's some fundamental questions to ask to assist you in your redesign.

Who should be in charge of conversations? Will you have a Chief Conversational Officer (CCO) or will that role naturally fall to the GM? What best practices and benchmarks will you adopt?

How will you measure your Return On Conversation (ROC)? It needs to be broader than mere revenue. Consider: Time spent; Number of Conversations had; Ranking on *Technorati*; and Quality of Consumer interactions. What longer term indicators of success will you use?

How will you re-allocate your budget? Should you immediately pass your Advertising budget to Customer Service? You'll need to be more subtle than that.

What cultural adjustments will you need to make? There's going to be a few noses out of joint when you

make this internal shift. And, your external partnerships? Will you sack your advertising and PR agencies? Be prepared to manage those conversations. How will you know when conversation has permeated your entire organization?

How will you change your org chart and management roles? Rather than a line of silos, how will your divisions relate to each other? Will you have a Conversations department? Will it be filled with generalists or specialists?

In making the shift to Conversational Marketing, what are you most afraid of? This might be a good conversation starter to kick things off.

Be warned: Not joining the conversation might be your biggest mistake.

BR Context : The Future of the Newspaper

Do you buy a newspaper?

I used to. It was great to wake up with the paper thrown to the front door.

Then, I could savour a bowl of Rice Bubbles and toast whilst devouring the current events of the world. Heaven!

Nowadays, I pass on the paper.

Occasionally, on the weekend, I'll do coffee and paper. But, during the week, I'll read the internet version instead.

So what happened? Did life get too busy?

The cricket scores explain it best for me.

In the good old days when Australia battled the Poms for the Ashes in sunny England, the newspaper was a constant disappointment.

It never gave you the latest results and you were left to wonder about the final score until the 6pm news on TV.

The newspaper had a deadline.

At some point, the Editor had to say 'Run the presses' or whatever they did say. When this call was made, it effectively, meant the news had stopped for that day.

And, this deadline to print the paper, package it, despatch it and drop it on

Sales of papers are well down. This is not good news and it's not the worst of it.

About 20% of newspaper revenue comes from paper sales. The rest comes from advertising.

Competition for eyeballs from the

To physically print a paper, magazine or a book is costly, especially compared to publishing on the web.

It's also costly to distribute your goods and it forces you to adhere to an artificial deadline.

Print also allowed each town to have a local edition. Whilst the neighbourhood gossip was unique, each local paper simply repeated the same articles about the big wide world. That's to be expected given they were all taken from the same newswire.

On the internet we don't need

this duplication. In web terms, **once is everywhere.**

Newspapers are like department stores. Both business models are in decline. And, they're both a generalist collection that attempts to appeal to a wide selection of tastes and interests.

Google has atomized information. They've broken it down into its smallest bits. Or is that bytes?



my doorstep had implications. It meant I didn't get the latest cricket score.

In our internet world today, the news never stops. It's continuous, 24 hours a day. There's no artificial deadline for news to end.

Today, I always have the latest cricket scores and the newspapers are now in trouble.

internet means declining advertising revenue for newspapers. And, that means big trouble.

It appears the newspaper business model is cracked and possibly irreparably broken.

Here's a few of the cracks...

Newspapers are print and the world is now digital.

BR Context: The Future of Newspapers, continued

We can now go direct to the source, cutting out the middleman, the gatekeeper and the editor of taste and newsworthiness.

Unfortunately, this is the heart of the money and business model for a newspaper.

Why go to a newspaper for classifieds when you can go to a specialist site that offers much more.

Employment, cars, houses, rentals, for sale. Each has their internet equivalent.

And, for general items, Ebay has eaten the buy and sell column.

Even better, Craigslist will let you post your ad for free. It's hard for anyone to compete with that price!

Finally, what does this have to do with the theme of this issue – conversations?

Our newspapers are like traditional marketing, they're one-way news.

They talk at us. They stand apart from us. And, they decide what is news and what we shall read.

A further part of our rebellion away from big news is the same aversion we have to traditional marketing.

It's the shift from one-way media to interactive digital media.

We are living in a major overturning point in history.

New technology is overturning the structures, organizations and institutions

They've had their moment in the sun and now it's time for something else.

If you were starting from scratch today, would you design a business like a newspaper?

Hopefully not. It doesn't look like it will be profitable for you.

The big question for the newspaper is not how to preserve their traditional hold on news.

Under similar circumstances the music industry tried to sue their way out of trouble. And, this denial of the problem didn't work either.

Instead, their future lives in the question: If you were to design a 'news' business today, what would it look like?

The same applies to your marketing and customer communication. If you were designing from scratch, what would you create today?

Perhaps we can talk about it.



'We' want to have our say. That is who 'we' are and what 'we' expect today.

Is it any wonder Gen-Y don't buy newspapers? No one's going to tell them what to believe!

The shift from one-way marketing to conversational marketing reflects a shift in technology.

It's the same shift that is disrupting the future of the newspaper.

that flourished in the previous world. And, the practices that go with them.

The internet and digital technology are Weapons of Mass Disruption.

Newspapers are one victim of this change.

Traditional marketing based on advertising and PR is another.

Conversational Actions

PROFIT : It's time to profit from the resources in this RAP. Print this page, stick it on your wall and start taking action. Colour in the conversation bubbles when you've completed each action.

-  **Put it out there :** Ensure your URL is on every piece of communication you produce. This is a baby step!
-  **What are you talking about? :** Identify an issue worth talking about. Choose your stand and start a conversation around your cause.
-  **Join In :** Identify when and where your customers are inviting you to join their conversation. Listen to their requests and join in.
-  **Build Experiences :** Ensure your customers have something to talk about by creating experiences for them around your brand and your products. What events can you create?
-  **Respond to the response :** Write a personal reply to someone who has been in contact with you and your brand.
-  **Get involved :** Make a comment on a blog that you've been following.
-  **Who's Talking? :** What's your passion? *Fendi* Handbags? *Man U?* Fried ice cream? **Google** it and in the results notice who's in the conversation and what role they're playing. Are they company or consumer led?
-  **Google Alert :** Set up a **Google Alert** to track you and your brand.
-  **Second Life :** Create your alter-ego and start exploring **Second Life** and other virtual worlds. It may be a glimpse of the future.
-  **Sponsor your consumer :** Empower them to use your product in their way. Leave them to speak about the experience, or not.
-  **Time Spent :** Start exploring new metrics for customer interaction. On your website observe 'time spent' and work to improve it.
-  **Collect Examples :** Build your awareness of conversational approaches. Jaffe's book is full of them and there's plenty more on the web. Discuss what you discover.
-  **Organizational Summit (safe) :** Get your Marketing team, PR/Communications team, Management and Customer Service teams together in the one room. Then have a conversation about how to turn on Conversational Marketing in your organization.
-  **Organizational Summit (dangerous) :** Invite your most influential customers to your summit. Source bloggers, podcasters and other fans and detractors. Only do this if you really want to change. Otherwise play it safe.
-  **Start Conversing :** Share this RAP or buy Jaffe's book and start talking about the change in Marketing Communication with your colleagues, clients, boss and suppliers.
-  **Start Blogging :** As an individual this is an easy start. As an employee of an organization expect some inertia and do it anyway. Write a Blogging Policy if needed to satisfy the sceptics.
-  **Conversational Map :** Visually map out who talks to whom - within your organization, in your entire network of suppliers and online in the consumer space.
-  **Conversational Audit :** Map out the Communications and the Conversations you undertake in your organization. Which approach is more prevalent than the other?
-  **Create a Community :** Provide the tools and the platform for your customers to hang out together. Then get the hell out of there! Let them run it their way. Explore **Ning**.
-  **Check out these examples :** Do a search for '*Comcast Technician*', the movie '*Snakes on a Plane*', '*Dell Hell*', '*Pontiac*', '*Dorito's commercials*' and '*Dove's Evolution*'. Discuss what you find.
-  **Read some blogs on Conversational Marketing :** Start with Joseph Jaffe's book blog: www.jointheconversation.us/blog
-  **Go Digg :** Create an account at Digg.com and start shaping the world's news.

More info...



ABOUT THE AUTHOR

Hi folks!

Thanks for reading **Book Rapper**.

I think we've all got our own special genius. Mine is to take a whole bunch of information and distil it into some simple yet co-ordinated pattern. I used to be an architect. And, for me, tracking trends and working out how they fit together is just like designing a building.

Cheers,

Geoff (McDonald)

EMAIL ME...

Share your results, feedback, thoughts, questions, suggestions, etc. And, naturally, email if you want help designing your personal implementation.

Geoff@BookRapper.com

ABOUT BOOK RAPPER

DIY : This document is our 'DIY' solution. We suggest the actions you could take and you personalize them to your situation.

Custom : We also design custom solutions for your unique situation.

Delivery : This can be delivered in a variety of ways depending upon what you need. This might be one-on-one coaching or mentoring, or group events such as keynote presentations, facilitating strategic planning meetings or creating projects to achieve specific outcomes.

Home Base : We're based in Melbourne, Australia and with the clever use of technology we can virtually be anywhere.

WANT MORE?

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