

Ray
EDWARDS

MONTHLY SOCIAL MEDIA



Templates



REMEMBER

1. Feel free to change the headline of the blog post so it sounds like you.
2. Also, write one or two sentences in your own voice to introduce the blog post.
3. Create a stock close for your blog posts with a call to action and your contact information.
4. If you promote your blog to Facebook or Twitter more than once, craft each promotion a little different to make each one unique.



Blog Post



Which Entrepreneur Are You?

Two entrepreneurs woke up one morning in the same city. Although they didn't know each other, their lives were so identical, you'd think they were twins. Their upbringing, education, and opportunities were uncannily similar. Even the nature of their business was the same, and both worked from home. They even shared the same first name. Neither enjoyed advantages above the other.

But that's where their similarities ended.

Robert #1 woke up to the annoying buzz of his alarm. He reached for his alarm and knocked over the glass of water on his nightstand. He cursed under his breath and dropped his head back onto his pillow. "So this is the kind of day this is going to be," he mumbled with sarcasm.

His wife rolled over and asked sleepily, "What did you say?"

"Nothin'!" he shot back. He looked scornfully at his wife laying there, jealous that she would sleep another hour.

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Yourself in this
Embarrassing Situation? → pg 07

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How to Conduct a → pg 17
Revealing Interview

Angrily, he threw back his covers and planted his feet on the floor. He shuffled into the bathroom and grabbed a towel to mop up the water in the bedroom. Back in the bathroom, he splashed water in his face, and stared at his reflection in the mirror, displeased and disappointed with what he saw. He turned away and walked toward the kitchen in his pajamas.

On his way through the living room, he stepped barefooted onto a piece of Lego. Pain shot through his body and he cursed, blaming the incident on the thoughtlessness of his three-year-old son. He'd reprimand him later.

In the kitchen, he reached for the coffee pot and found a half-pot of stale coffee. "She didn't empty and wash the coffee pot again!" he grumbled.

He started the coffee going and dragged himself to his office. He flopped into his swivel chair, clicked his mouse, and stared at the computer screen. Subconsciously, his mind began going through his daily routine that he found monotonous and boring.

With an air of defeat and resignation, he said, "Here we go again. Another day just like yesterday."

This man's demeanor was no private matter. His attitude spread like cancer to all around him, and all his meager expectations were fulfilled.

That same morning, Robert #2 woke up 15 minutes before his alarm buzzed and reached to turn it off to avoid waking his wife. In doing so, he knocked over his water glass. He smiled at this unfortunate accident and got a towel from the bathroom to mop it up.

Getting up from the floor, he looked lovingly at his wife laying there asleep. "She's so beautiful!" he thought. "How very fortunate I am!" he whispered.

His wife stirred and sleepily asked, "What did you say?"

He bent over her and kissed her cheek. "I love you. Go back to sleep, Sweetheart."

In the bathroom, he went through his morning routine grooming himself and preparing for the day. After shaving, he looked at his reflection in the mirror, thinking how blessed he was to live the life he lived.

On his way to the kitchen, he stepped on a Lego in his bare feet. To ease the pain, he recalled the joy he had shared building a Lego spaceship with his three-year-old son the evening before. He must have missed this piece when they picked up.

Now in the kitchen, he emptied the stale coffee out of the carafe and started a fresh pot. He breathed in the rich aroma of the brewing coffee exhilarated by it.

While his coffee brewed, he strode to his office and pulled out a small pad where he kept a list of his daily routine. As he scanned his to-do-list, his mind started racing with creative ideas and plans in anticipation of all that his day would bring. "This is going to be a great day!" he thought.

This man's demeanor was no private matter either. His attitude spread like the warmth of a summer breeze to all around him, and his every expectation was fulfilled.

Which man best describes you?



Facebook Post

Which Entrepreneur Are You?

Two entrepreneurs woke up one day. Though nearly identical by all outward appearances, their attitudes determined their day, their success, and the kind of life they lived. Read the rest of the article...

Enhanced Facebook Post: To what extent do trivial incidents in our lives and our reaction to them determine our success? Read the rest of the article...



Twitter Tweet

Which Entrepreneur Are You?

Whether small or grand, the expectations of our thinking will be fulfilled. [blog post]

Enhanced Twitter Post: Our attitudes, no matter how subtle, powerfully influence those around us. [blog post]



LinkedIn Update

Which Entrepreneur Are You?

It's not so much what happens to us in the course of life, but how we respond to those incidents that determines our destiny. Read the rest of the blog post...

Enhanced LinkedIn Post: Two entrepreneurs very much alike in all other respects, live very different lives. Their attitudes determine their outcomes. Which one best describes you? Read more in this week's blog post...



Video Script

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C. Your close

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Have You Ever Found Yourself in this Embarrassing Situation?

There you are in conversation with someone. It may even be a very important conversation. Perhaps they're a client or prospective client. Or maybe you're coaching someone. Or it could be a meeting with someone you greatly admire.

But all of a sudden, this person asks you a question or says something profound and you stand there with that glazed-over look in your eyes. Your mouth is open, but nothing is coming out. And you realize you had momentarily checked out. Lights out. Nobody home.

I know the feeling. We've all been there—on both the giving and receiving ends. But if you're the one who has checked out, it's embarrassing. In fact, it's more than embarrassing... it's rude!

- ❖ You make them feel like they are unimportant to you
- ❖ You make them feel like they were boring you
- ❖ You make them feel like you don't care about them or their subject matter
- ❖ You make them feel like you wish you were somewhere else doing something with someone else

It's awful! You don't want to portray any of the above feelings. But the damage is done. They know. You know. And you want to crawl under a rock!

How do you avoid this situation? By being fully present.

4 Ways to Practice Presence

- 1. Set aside all distractions.** This requires a deliberate choice. You must willingly park everything else going on in your mind and grant this person your full, undivided attention. Leave your phone tucked away. Push your plans aside. And if a true emergency arises, politely ask their permission to attend to it and tell them how much you value them and their time.
- 2. Establish and maintain eye contact.** Failure to establish eye contact communicates to the other person that you're ashamed, distracted, bored, or insecure. None of which you want to communicate.

Be bold yet caring and look them in the eye. Your eyes also express the wide array of emotions necessary to engage a person in meaningful communication. Let your eyes show them that you care and that you're intensely interested in what they're saying.
- 3. Lean in and show interest.** Your body posture also says a lot. What are you communicating with your stance, your hands, and your face? What do you want to communicate?

Leaning away from someone signals that you're trying to flee. So, lean in toward them. Face them rather than giving them a side view. If appropriate, touch the person's arm or shoulder to express compassion, sympathy, or simply to laugh with them. A touch rightly given is a powerful gesture.

4. Engage the person with questions, comments and non-verbals. By engaging the individual verbally, you not only communicate your rapt attention, but it helps you stay focused and involved in the conversation. Ask open-ended questions with interest. (E.g., “How on earth were you able to cope?” Or, “What did you do then?”)

Speak back to them the emotions they’ve expressed. (E.g., “You must have been mortified!” Or, “I can’t imagine how you managed.”)

Offer frequent, appropriate non-verbals: nodding the head, hand gestures, a smile, laughter, a moan or gasp.

All these communication skills tell the person that you’re listening and interested. You’re empathizing and relating with what they’re saying. These behaviors demonstrate that you care about this person and value them and what they have to say.

And especially remember to use these communication skills with those you love and are closest to. These people deserve only the best you can give them. Also, practicing these skills with those you love will help you be more genuine in your use of the skills. The only thing worse than not employing good communication skills is using them in a plastic, contrived way. So rehearse them until they become your calling card—synonymous with who you are.



Facebook Post

Have You Ever Found Yourself in this Embarrassing Situation?

You’re standing there having a conversation with someone and they’re doing most of the talking. Suddenly, you realize they’ve just asked you a question. But your mind is elsewhere. You’re caught not paying attention! Read the rest of the article...

Enhanced Facebook Post: When someone is speaking with us one-on-one, and they catch us distracted and not giving them our full attention, it’s embarrassing! No, it’s more than embarrassing... it’s rude! Read the rest of the article...



Twitter Tweet

Have You Ever Found Yourself in this Embarrassing Situation?

If listening is an act of caring, not listening devalues the other person. [blog post]

Enhanced Twitter Post: You’re in conversation with someone and suddenly they realize you’ve mentally checked out. How do you avoid this embarrassment? [blog post]

LinkedIn Update

Have You Ever Found Yourself in this Embarrassing Situation?

How does it make you feel if you're in deep conversation with someone and all of a sudden you realize that their mind is far away from you and what you have to say? Read the rest of the blog post ...

Enhanced LinkedIn Post: Here are 4 Ways you can practice presence with someone and avoid the embarrassment of being caught not listening. Read more in this week's blog post...

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If You Don't Hire a Coach, You'll Hate Yourself for it Later!

I know a couple who raise draft horses. They participate in dead-weight-pull competitions, so I asked them, "How much can these massive beasts pull?" "One horse can pull 3,000 pounds dead weight," they said. That's impressive!

But then they got a twinkle in their eyes and said, "But when we yoke two draft horses together, the pair can pull 8,000 pounds!" Wow! Two horses pulling together can do significantly more than two horses pulling separately.

If that equation is true for draft horses, just think how much more a team of two people can accomplish when they work together. Essentially, that's the magic of working with a coach.

There are many great reasons to hire a business or life coach. Here are just seven of them.

Hire a coach to:

- 1. Maximize your potential.** In his book, *The Next Generation Leader*, Andy Stanley writes, "You will never maximize your potential in any area without coaching. It is impossible. You may be good. You may even be better than everyone else. But without outside input you will never be as good as you could be."

If you're like most people, you work harder, smarter and strive for more when you're accountable to someone else.

Also, a coach is trained to spot things in your life that you are blind to; areas you need to develop or habits you need to stop or start.

And here's the thing, a trained coach doesn't feed you answers, but knows how to draw those from your own reserves—reserves that you may not know how to tap into on your own.

- 2. Obtain a breakthrough.** There may be huge opportunities just around the corner that you can't see because you're transfixed on what's currently in front of you. Your coach can ask probing questions to reveal those breakthroughs and provide "aha moments" that had never occurred to you.
- 3. Improve your relationships.** Most people find their biggest frustrations and challenges in life and business revolve around interpersonal relationships. Your coach can help you prevent or salvage an ailing or broken relationship. Coaching is especially powerful in this regard because it is relational itself. So you're using a relational method to solve relational issues. It just makes good sense!
- 4. Get Unstuck.** Sometimes we all get stuck. Whether you're feeling crushed by the weight of a job you hate, suffering with a mindset issue, feeling overwhelmed, or needing a fresh perspective, your coach can help you identify ways past these challenges and help you move forward.

A trained coach coaches "the whole person." You are an integrated being. What happens in one area of your life impacts other areas as well. When you desire to move forward in one area of your life your movement forward is influenced by factors in other areas. You can't ignore those other factors. They can either work for you or against you. All areas of your life must work in concert.

- 5. Navigate a major transition.** Transitions are often distracting and deenergizing. Your coach can help you establish a clear path through your transitions. And with your coach, you may be able to unearth ways to even use your transition to your benefit.

Consider that the last four US presidents hired a coach to help them through their transition when they left office. And what professional athlete improves his/her game without a coach?

- 6. Build Teamwork through group coaching.** Group coaching can bring your team together like nothing else. A skilled coach can assist your team in fostering trust and appreciation for each other. Your team members discover the unique value that each member brings to the team. They come to know each other better as individuals and learn valuable interpersonal skills in the process.
- 7. Develop as a leader.** Think about how leaders are developed. John Maxwell calls this process "The Law of Reproduction" and asserts that 85 percent of leaders become leaders through the influence of other leaders. Leadership Coach, Tony Stoltzfus adds, "To develop adult leaders, we need a method of working with people that pushes them to take responsibility and lead, not follow. That, in a nutshell, is coaching."

Professional coaching provides a strategic partnership with you to help you grow and excel. A professional coach has completed extensive training and practice and demonstrates skill in coaching competencies. Coaching is a proven process for improvement, one that you can benefit from greatly. But just imagine what you might be missing by not hiring a coach!



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Enhanced Facebook Post: Whether it's leadership development, interpersonal skills, getting unstuck, or managing a transition, a business or life coach can help you move forward quicker and with more confidence. Read the rest of the article...



Twitter Tweet

If You Don't Hire a Coach, You'll Hate Yourself for it Later!

Experiencing a major transition? The last four US presidents hired a coach to help them through their transition when they left office. [blog post]

Enhanced Twitter Post: A professional coach can help you grow and excel in at least seven ways. [blog post]



LinkedIn Update

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And here's the thing, a trained coach doesn't feed you answers, but knows how to draw those from your own reserves—reserves that you may not know how to tap into on your own.

- 2. Obtain a breakthrough.** There may be huge opportunities just around the corner that you can't see because you're transfixed on what's currently in front of you. Your coach can ask probing questions to reveal those breakthroughs and provide "aha moments" that had never occurred to you.
- 3. Improve your relationships.** Most people find their biggest frustrations and challenges in life and business revolve around interpersonal relationships. Your coach can help you prevent or salvage an ailing or broken relationship. Coaching is especially powerful in this regard because it is relational itself. So you're using a relational method to solve relational issues. It just makes good sense!
- 4. Get Unstuck.** Sometimes we all get stuck. Whether you're feeling crushed by the weight of a job you hate, suffering with a mindset issue, feeling overwhelmed, or needing a fresh perspective, your coach can help you identify ways past these challenges and help you move forward.

A trained coach coaches "the whole person." You are an integrated being. What happens in one area of your life impacts other areas as well. When you desire to move forward in one area of your life your movement forward is influenced by factors in other areas. You can't ignore those other factors. They can either work for you or against you. All areas of your life must work in concert.

- 5. Navigate a major transition.** Transitions are often distracting and deenergizing. Your coach can help you establish a clear path through your transitions. And with your coach, you may be able to unearth ways to even use your transition to your benefit.

Consider that the last four US presidents hired a coach to help them through their transition when they left office. And what professional athlete improves his/her game without a coach?

- 6. Build Teamwork through group coaching.** Group coaching can bring your team together like nothing else. A skilled coach can assist your team in fostering trust and appreciation for each other. Your team members discover the unique value that each member brings to the team. They come to know each other better as individuals and learn valuable interpersonal skills in the process.
- 7. Develop as a leader.** Think about how leaders are developed. John Maxwell calls this process "The Law of Reproduction" and asserts that 85 percent of leaders become leaders through the influence of other leaders. Leadership Coach, Tony Stoltzfus adds, "To develop adult leaders, we need a method of working with people that pushes them to take responsibility and lead, not follow. That, in a nutshell, is coaching."

Professional coaching provides a strategic partnership with you to help you grow and excel. A professional coach has completed extensive training and practice and demonstrates skill in coaching competencies. Coaching is a proven process for improvement, one that you can benefit from greatly. But just imagine what you might be missing by not hiring a coach!

C. Your Standard Close: Until next time this is....



Email Blast (or auto responder)

Subject: If You Don't Hire a Coach, You'll Hate Yourself for it Later!

A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

B. Content (revise to fit your writing style): **If You Don't Hire a Coach, You'll Hate Yourself for it Later!**

I know a couple who raise draft horses. They participate in dead-weight-pull competitions, so I asked them, "How much can these massive beasts pull?" "One horse can pull 3,000 pounds dead weight," they said. That's impressive!

But then they got a twinkle in their eyes and said, “But when we yoke two draft horses together, the pair can pull 8,000 pounds!” Wow! Two horses pulling together can do significantly more than two horses pulling separately.

If that equation is true for draft horses, just think how much more a team of two people can accomplish when they work together. Essentially, that’s the magic of working with a coach.

There are many great reasons to hire a business or life coach. Here are just seven of them.

Hire a coach to:

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C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....



Blog Post

How to Conduct a Revealing Interview

When interviewing potential employees or contract laborers, you want to know what you're getting. You'll want to know:

- ❖ What is this person like?
- ❖ Do they have the skills they claim to have?
- ❖ What are they like to work with?
- ❖ How dependable are they?
- ❖ How closely do their values match with mine?

But is it really possible to get an accurate picture of a person's character and skills in an interview? YES, but there's a method to conducting an interview that reveals a person's true self. And there are some common mistakes that can render an interview ineffective. Two of the most common mistakes are:

- 1. Going into the interview without a clear job description.** Without a clear job description, you don't know what you're looking for in a candidate. The job description should list the essential functions and expectations of the job and the competencies required to fulfill them. Use the job description to create your interview questions.
- 2. Asking hypothetical or irrelevant questions.** An irrelevant question has nothing to do with the job description. These are often framed as "psychological" questions, but you have no way of evaluating someone's response to them. An example of such a question might be, "If you were an animal, which animal would you be and why?" Such a question is unrelated to the job and impossible to evaluate.

Hypothetical questions tell you nothing about what a person will actually do in a real situation. Hypothetical questions usually include language like: "What would you do if..." Or, "How would you..." Or, "What if (such and such) happened..." A response to a hypothetical question is also just that—hypothetical—and reveals nothing about how a person actually responds in such situations.

A Key Principle

When forming interview questions, keep in mind that **"Past behavior is the best predictor of future behavior."** All interview questions should be behavioral in nature and focus on a skill, competency, or value that you've identified in the job description. You can simply ask behavioral questions from the individual's past.

For instance, if you're hiring a graphic artist, a simple interview question might be, "Could you please show me some of your past work?" You want to see first-hand what this person is capable of. But perhaps you've identified some other qualities in the job description that you want to explore.

Maybe you want to know how this individual gets along with other people. Ask a question like, "Tell me about a

time when you had a conflict with a co-worker or client. What happened?" And then follow up with a question, "What did you do to resolve the conflict?"

Perhaps you want to explore the candidate's ability to meet a deadline. You could ask something like, "Of the past ten jobs you've completed, how many of them were you able to complete on time?" If they admit that some were late, follow up with a question such as, "What caused you to get behind on those four jobs?"

If you want to explore this person's ability to estimate and plan a job and what they do if they misjudge the length of a job, you might ask, "Describe a situation in which you underestimated the time it would take to complete a job. What did you do?"

If in response to a behavioral question the candidate uses hypothetical language like, "This is what I would do...", bring them back to your question and gently ask for a real situation from their past. In fact, when you begin the interview explain to them that you'll be asking questions about their past actions. This way they'll be less apt to respond hypothetically.

Notice that in all the examples above, you're referring to real, past events (behaviors) and you frame the questions as open-ended questions that require a thorough response. You also ask follow-up questions on-the-fly, when you need more information. The type of information you get from questions like this is relevant and can be evaluated.

Behavioral questions that probe past behavior provide revealing information about a candidate. This approach can help you hire competent, qualified people who can work well with you and others. You'll save time, money and the embarrassment of having to let someone go later on because you failed to uncover a significant flaw in their character or skillset.



Facebook Post

How to Conduct a Revealing Interview

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LinkedIn Update

How to Conduct a Revealing Interview

Past behavior is the best predictor of future behavior when interviewing candidates. [blog post]

Enhanced Twitter Post: Interviewing tip: Ask open-ended questions and focus on their past behavior. [blog post]



- A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: How to Conduct a Revealing Interview.
- B. Content (revise to fit your speaking style):** **How to Conduct a Revealing Interview**

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