# 2720 Social Media Is Social

Product Fieldbook · https://kb.jeffreysummers.com/docs/2720-social-media-is-social-2/

## The Demand

Before your next post, pull up your last five pieces of social content and sort each one into one of two piles: things you wanted to tell Guests, or things that would make a Guest's day better. If the first pile is bigger, you have been running the dinner-party Guest who talks about their own deal of the week — and nobody wants to stay in that conversation. Rewrite your next post to answer the question "what's going on in their lives right now?" instead of "what do I want to sell?"

## The Work

List your last five social posts:

Post 1 — selling something or being present with the Guest:

Post 2 — selling something or being present with the Guest:

Post 3 — selling something or being present with the Guest:

Post 4 — selling something or being present with the Guest:

Post 5 — selling something or being present with the Guest:

Count of the five that were pitching a special, price, or promotion:

Count of the five that were about the Guest's world, not your inventory:

The next post you will write this week that gives instead of asks: