

NINJA SELLING

FOCUS. SKILLS. ACTION. RESULTS.

The Good, Bad, & Ugly of Social Media with Larry Kendall

1. Social Media is Powerful

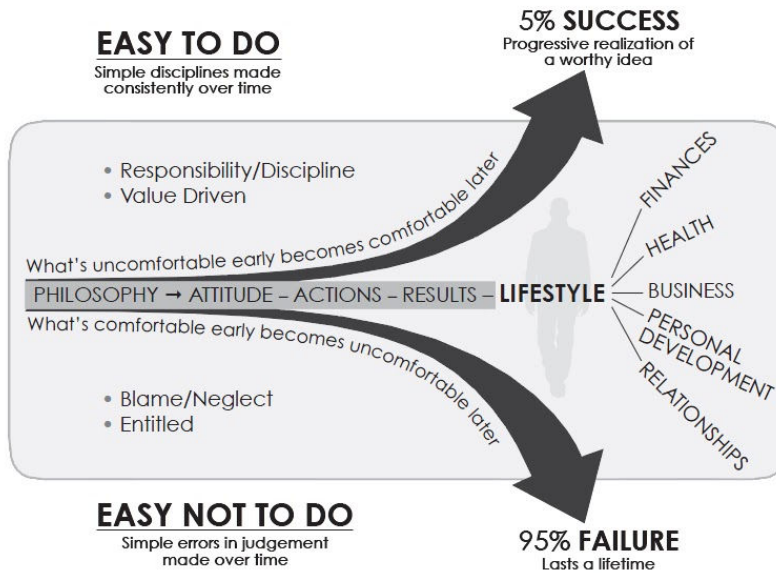
- The Good: _____
- The Bad: _____
- The Ugly: _____

2. The Ninja Formula:

3. The first key is FOCUS. What you focus on expands!

- Your goals – _____
- Your distractions – _____
- Your daily focus - _____

4. The Slight Edge by Jeff Olson



5. The Good:

- Facebook, FORD, & FLOW
- “Josh the Rookie”
- “Joanne DeLeon the Master”
- 4 Ninja Rules for Social Media
 1. _____
 2. _____
 3. _____
 4. _____
- “Live” Power
- Universal Principles

6. The Bad:

- _____
- _____
- _____
- _____

Most Americans are now living in a “continuous state of partial attention.” They are spending their lives in a “swirl” chasing the team in white.

7. We make our choices and then our choices make us.

8. The Ugly:

- You are the _____
- #1 Source for _____
- The “Stalking App”
- Internet Addiction

9. ONOFF – Why Social Media is Making Us Miserable by Matthew Shadbolt, Director of Interactive Product & Marketing, The Corcoran Group

10. Notes on Internet Addiction:

- Internet addiction is a growing health issue.
- The average American age 8 – 18 is spending 10 hours & 45 minutes a day with media – more than sleep. (They average 75 sent text messages a day – not including received messages.)
- Neuroeconomics is the study of human decision making. Marketers have created internet games for kids to help sell products

- Oxytocin is a “feel good” chemical that is released when people are on media and it creates a continuous need for electronic connection.
- “As more people spend more time on social media, we now have a generation defining themselves by the responses of others.” Dr. Susan Greenfield, Oxford University
- We have a generation getting dumber – they no longer “know stuff”, they only know how to search the internet to “find stuff” – which they assume is true.
- Multi-Tasking is making us slower and less productive. Our efforts to do more are causing us to be more stupid.
- There is an inverse correlation between “screen time” and productivity among real estate sales associates, i.e., the more time spent looking at a screen the lower the productivity.
- Learning: We learn better with interactions with another versus interactions with a screen
- Screens reduce melatonin, a chemical needed for sleep. So , recommended to reduce screen time right before sleep.
- Always On & ITSO (Inability to Switch Off) Society is such a problem that:
 1. Volkswagen shuts down internal email system 30 minutes after work and reopens 30 minutes before work starts in effort to give their workers a “digital break”.
 2. Google takes an “email holiday” from Christmas to New Years
 3. CEO’s are being treated for exhaustion due to ITSO – “email is a modern curse”
 4. People are suffering from “digital burnout”
- The next big thing: “Black Hole Resorts” – places you can go to escape digital burnout, places where there is no digital communication of any kind. Example, Big Sur retreat - \$2,000/night
- DownTime is the new status symbol.
- After DownTime, we are calmer, sharper, smarter, and more civilized