

Creating a Buzz

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Pre-requisites

No prior experience needed

Video duration

29m

Estimated study time

29m 52s

Instructor

Jeff Fenster

Introduction

- 1 Build a following by building a buzz**
There are key traits of companies that build a powerful brand.
- 2 The power of a buzz**
When your company has a buzz, people will be following it. After watching this video, you'll be able to identify the key traits of building a buzz.

Creating a Buzz Principles

- 3 Use momentum**
One of the best ways to sustain a buzz is to have momentum with your brand and your services.
- 4 Hard, smart, passion**
Are you extremely passionate about what you're doing with your company?
- 5 Know your why**
Most businesses don't truly understand the problem they are trying to solve. After watching this video, you'll be able to identify your why.

Buzz Flywheel

- 6 The buzz flywheel**
The buzz flywheel is a powerful tool that outlines all of the activities you should be doing to generate interest.
- 7 The buzz flywheel: Growth**
You must be extremely passionate about growth. After watching this video, you will be able to describe how you'll build growth with your strategy.

8 **The buzz flywheel: Personal Brand**
You should be leveraging a personal brand to grow a business.

9 **The buzz flywheel: People**
The people on your team are uniquely positioned to carry out the mission of your organization.

10 **The buzz flywheel: Customers**
Customers are the heart of the business opportunity you're taking advantage of.

11 **The buzz flywheel: Press**
Your local press is a great method for generating a buzz. After watching this video, you'll be able to reach your local press more effectively.

12 **The buzz flywheel: Money**
Money is at the heart of a business. After watching this video, you'll be able to use money more effectively to reach your goals.

Compounding the Buzz

13 **Create a buzz with Social Media**
Social media marketing is only effective if you know how to do it well.

14 **Podcasts spread the word**
Podcasts are a great way to spread the word about your company. After watching this video, you'll be able to appear on podcasts to promote your brand.

15 **Get an Award**
Have you ever considered getting an award? After watching this video, you'll be able to apply and receive awards.

Conclusion

16 **Start creating your buzz**