



# Light, Bright and Polite: How Businesses And Professionals Can Safely And Effectively Navigate Social Media

*Josh Ochs*

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**This book will help you**

1. Keep your social media "Light, Bright and Polite"
2. Find the best messaging to activate your customers
3. Get bottom line results with our social media formula
4. Grow your email list via your website & messaging
5. Attract great customer testimonials on LinkedIn
6. Use 3 touch-points to get people talking about you
7. Develop a social media upgrade campaign for sales

Plus: 36+ tips and social media videos you can instantly apply

In this book, Josh Ochs outlines many of his counter-intuitive marketing techniques he has used on over 36+ brands in multiple industries. Josh also shares dozens of grassroots techniques and tips he has developed to unite thousands of people at his international networking events that bring together professionals in over 15 cities, 4 countries, and 3 languages. He also shows brands how to keep their social media messaging safe by reminding them to always keep it Light, Bright and Polite.

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