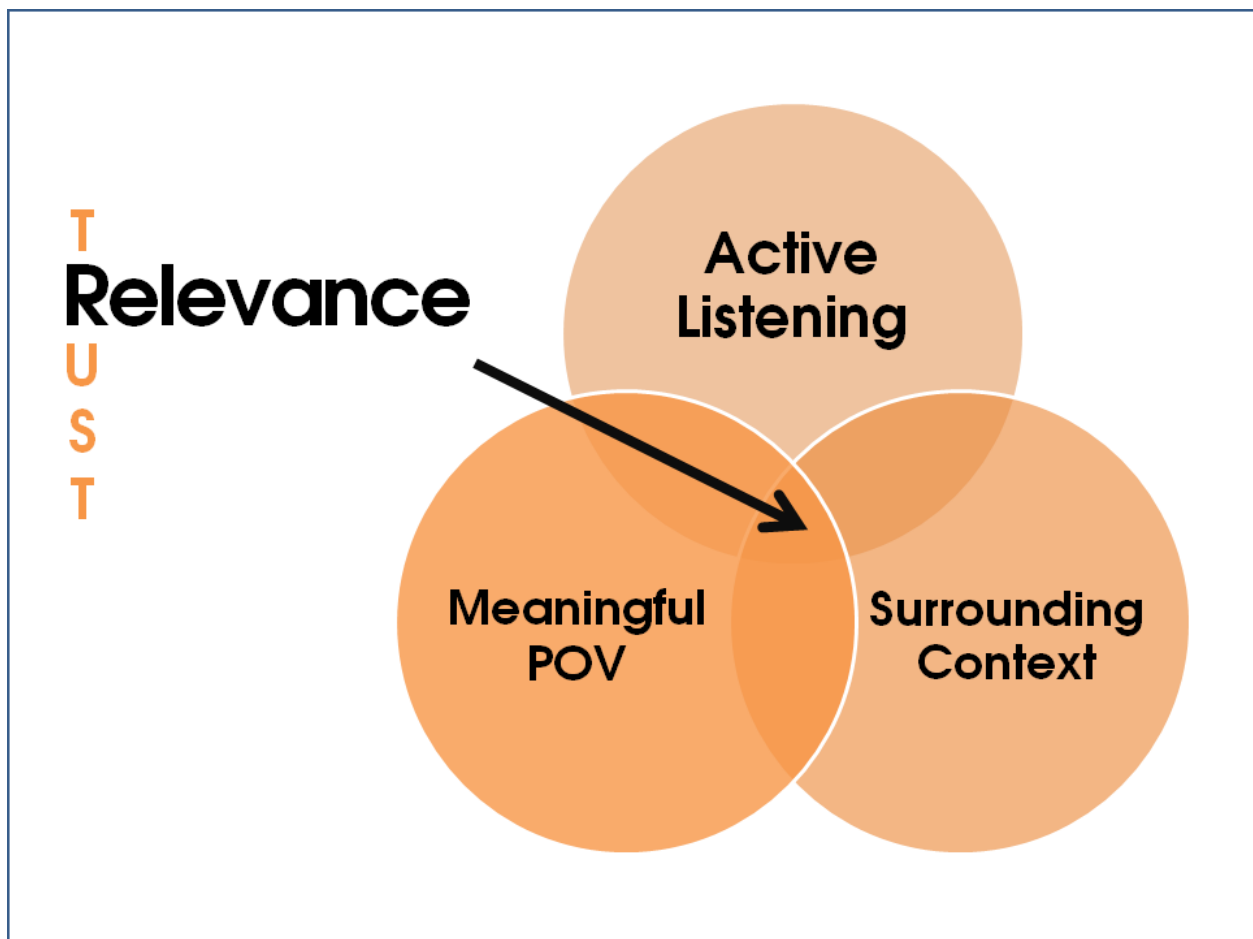


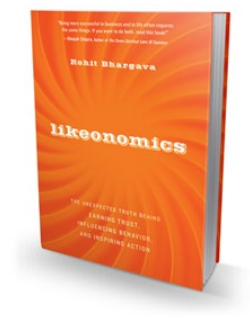
Relevance —

The Workbook & Action Guide: How To Be More Relevant



NOTE: This PDF is exclusive BONUS CONTENT designed for readers of *Likeonomics* by [Rohit Bhargava](#). Learn more about Likeonomics at www.nonobvious.com/likeonomics

How Does This “Workbook” Really Work?



This PDF is designed as an companion to Chapter 5 of Likeonomics. That chapter focuses on Relevance and why you need to find ways to be more relevant in order to be more likeable and build trust.

This workbook is organized into practical advice broken down into the 3 elements of Relevance shared at the end of Chapter 4, and visualized in the diagram on the first page of this workbook – active listening, meaningful POV, and surrounding context.

Within each element, you will find advice based on the types of activities that you will likely need to do:

1. **Thinking Advice** – Consider this the more “strategic” aspect of being more relevant. The questions in this section will help you to think through how to be more relevant.
2. **Doing Advice** – In many situations, being more relevant requires more than just changing your own behaviour. Often you need to influence others or perhaps change an entire business culture. This is the “tactical” side, and here you will find ideas for how to take your thinking and really bring it to life.

Active Listening = *Paying attention to the world around you in order to identify the right opportunities where people might care about you and what you have to share.*

Active Listening: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
Are you paying attention to the conversations happening online around your entire industry or area of interest, or just those that mention you or your brand?	One of the most common mistakes when it comes to “listening” is that we only look for conversations that fit a very narrow range of what we might be interested in at the moment. The problem is, that creates many missed opportunities. Instead, active listening requires that you think beyond keywords or interest areas and broaden your ability to listen and learn from the conversation happening all around you.
Are you engaging in the conversations that you are hearing or just playing the role of a silent spectator?	Whether you are looking at online conversations or those happening in real life, active listening goes beyond simply keeping your mouth shut and your ears open. That’s a good start, but real active listening involves probing, asking questions, and aiming to make your understanding deeper. Listening is passive, active listening is ... well, active.

EXERCISE: You are reading a conversation online between about a dozen people all talking about shoes. Some are talking about design while others are discussed the best local area shops to go to. What are two ways that you might participate in the conversation in a way that does NOT turn the focus towards you, but rather the people already talking to share MORE information?

Meaningful Point of View = *Having something useful to say or do that adds value to a particular situation or someone's life.*

Meaningful POV: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
Do you have a strong point of view about a topic or challenge that you know people are facing?	The clearest way to have a meaningful point of view is to actually be an expert at something. Then what you have to share comes from your passion and knowledge already. A meaningful point of view does mean actually having an opinion. Not everything can be five stars ... but the more real you can remain, the more trust you can build by having something of substance to share.
Are people actively seeking you out to get your opinion?	When you develop more meaningful relationships, you are often the first person that will be called for advice. The more people turn to you for advice, the more likely you are to be exhibiting a meaningful point of view already!

Consider the most common questions that you hear people ask you about something that you sell or something that you have expertise in. Write those questions down, and then brainstorm some ways you might *proactively* answer them for people in a meaningful way.

Surrounding Context = *The situation surrounding an event or object makes a big difference in how we perceive it, and whether it will matter to us or not.*

Surrounding Context: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
Are you paying attention to major or breaking news that is happening in your area, nationally and globally?	Regardless of the type of media that most people consume, many times the same stories will be in the public consciousness at the same time. When Michael Jackson died, for example – the world knew about it instantly. The value of knowing the context happening right now is that you can understand how to be relevant ... but more importantly that you can <i>avoid being irrelevant</i> because you know what people will likely care about that that moment.
What is the “message delivery” environment where people are likely to hear about your or your company?	When it comes to relevance, one of the main points in the book was that relevance is all about getting somebody to care <i>right now</i> . The “right now” part is often what’s missing in traditional advertising. Anytime you need to interrupt someone to deliver your message, your chances for relevance become that much lower. The perfect message isn’t enough. When you know the context around your message, you can get MUCH higher relevance?

Think about the PERFECT situation where you might want someone to consider you or what your business offers. Where are they? What are they doing? What time of month or year or day is it? Now describe that perfect situation here (and then set your aim to reach people in a situation closest to this) ...

How To Be Relevant: Advice For Doing

- ✓ **Become an “insight hound”** – The idea of listening is great as a life principle, but I have argued that it is the active part of listening that makes it really valuable. One of the things that investigative reporters, for example, always do is ask questions to be able to make connections. These connections are insights. As much as you can, ask questions and listen to be able to truly understand what people care most about. Smart day care centers, for example, know they aren’t just selling child care ... they are selling peace of mind to parents. That simple but profound understanding changes everything.
- ✓ **Answer the big questions** – When many organizations or people start a blog or begin to post content online, they struggle with what to talk about. Why would people care? The simplest way to ensure that the content you create is relevant is by starting with a simple focus ... just answer the 10 biggest questions that people most often ask. Whether you do it in a blog, or creating videos or just holding in-person clinics and educational sessions in your local area – when you answer the questions people most likely have *already*, it is easy to convince them to pay attention.
- ✓ **Think about the unexpected connections** – Every product or idea has things that are complimentary. There are the obvious connections, such as being listed in the directory for all businesses who do what you do ... and then there are the *extraordinary* connections. One year when I attended the Consumer Electronics Show, the biggest trade show booth had nothing to do with gadgets. It was a candy bar vendor that had created a giveaway in the middle of the tradeshow floor. Lots of busy executives and stressed out people with hardly any time to eat ... can you imagine an audience that would appreciate free chocolate more than that?
- ✓ **Reach your unreachable connections** – Who are your idols? The people who you consider visionary and who are likely influencers for large groups of people. The beautiful thing about social media is that it is creating a world where the unreachable people in the world have a way to be reached and perhaps even influenced. Celebrities and politicians often have Twitter accounts or email addresses. Take a chance, and share something relevant with them. It may be a personal note or a piece of content. Or you may come out and ask them directly for something. The point is, you never know who you may be able to connect with today simply by trying ... and that no one is really unreachable anymore.