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What traits make someone
relatable?



What traits make someone relatable?

- Likeability



What traits make someone relatable?

- Likeability
- Honesty



What traits make someone relatable?

- Likeability
- Honesty
- Vulnerability



What traits make someone relatable?

- Likeability
- Honesty
- Vulnerability
- Empathy



What traits make someone relatable?

- Likeability
- Honesty
- Vulnerability
- Empathy
- Pleasure



What traits make someone relatable?

- Likeability
- Honesty
- Vulnerability
- Empathy
- Pleasure
- Pain





Homework

Take each characteristic and come up with a few things you can implement

- A. Look at all the places you have to be present in front of your customer, market, even your team. Write down your platforms of focus.
- B. Create a way to illustrate this for them in the form of a message- an ad, a meme, a video, a story, words of gratitude- whatever
- c. Create a plan for getting it out there consistently



Q&A





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Thank you!

- What did we cover?
- Tips and homework suggestions
- Questions



Kerry Barrett

Kerry Barrett

HOW TO
CHANGE
the WORLD
(a work in progress)
BY ME

Play (k)



0:02 / 3:43



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light the Way