

Hi! This is Jessica Albon from ThriveYourTribe.com and instead of writing about today's topic, I wanted to talk to you about it, so that's why I'm recording this audio.

First, you're going to need the results of your Signature Spotlight Style so make sure you've taken the quiz before you listen. You'll find the quiz at www.thriveyourtribe.com/quiz

You already know that you need to add more multimedia to your website, but you may be overwhelmed and not sure what to do first or how to do it. So, today I wanted to teach you how your Signature Spotlight Style will point you in the direction of using multimedia on your website in the way that's right for you.

We're going to talk about each of the five types and what multimedia methods are best for each.

Let's start with Judy Garland. Judy is all about the journey and her clients tend to have trouble making up their minds. Judy often has to do multiple consults with a potential client before getting hired and that's time consuming and frustrating.

This means of all the types, Judy has the most multimedia opportunities. The more high-value content you offer your visitors, the more quickly they'll know they want to work with you.

For Judys, you're going to want to take advantage of as many forms of interaction as possible. That means adding 3-5 minute audio tips on your topic, and posting sample sessions with clients (with the clients' permission, of course). It also means putting up video either of you doing your work or of you being interviewed about your work. Stepping out in front of a video camera is one of the best ways to virtually connect with the people who are interested in working with you.

Finally, Judys should offer some sort of free group for interaction--this can be quarterly or once a month. What's great about the group format, like a teleclass or in-person event, is that people get to hear the questions *others* are asking. This can help them know all they need to know to feel comfortable deciding if you're the right fit for them.

If you're the Katherine Hepburn type, you practically don't need multimedia at all. See, you have a way with words that means blogging and Twitter are perfect fits for you. Unlike the rest of us, you can be pithy and clever in 140 characters.

But, the problem Katherines run into is that they can seem a little too clever. Your prospective clients may not feel smart enough to work with you. So, when you use multimedia, use it to help your people feel smarter. For instance, instead of teaching something in a video, turn the camera on and ask your audience a question or issue a challenge. Make it something fun that they'll be able to tackle. Let's say you're an organizer, for instance, your challenge could be for them to video their messiest room.

As a Katharine, you want to use multimedia to interact with people, but you have to make sure you leave room for them to, what I call, "taste the clever." That means that you leave space for them to participate. Instead of taking the metaphor all the way to the end, see if you can pose a

question that lets them fill in the last piece. That way, they'll feel clever because of the interaction and that will go a long way towards helping them feel comfortable enough to hire you.

If you're the Audrey Hepburn type, blogging is great for you, too, because you tell wonderfully compelling stories. Make sure, though, that you *are* telling stories. So many Audreys think they need to "teach" or "provide value" on their blogs and that can make the process really stressful for you.

Instead, look at each interaction as a chat with a friend over coffee and you'll find your audience much more engaged and comfortable. If you've found writing stories down is a challenge, you may be a natural with audio recordings instead. So, plug in the mic and record yourself telling a story or two. Metaphors you commonly use with clients, stories of your favorite client projects, and scary stories about just how bad some of your clients have let things get before hiring you (with their permission of course) all make great fodder for Audreys.

If you're the Liz Taylor type, it's time to get out the video camera. You're the most animated of the types and probably talk with your hands. That means that when you just do audio or writing your persona comes across a little stifled. Video, on the other hand, will really capture your charms.

The best topics for your videos include your favorite projects (you'll especially sparkle when talking about your success) and what you most love about what you do. Another great option is to video yourself with some of your favorite clients because you're usually more comfortable with a live audience than with a virtual one.

Video interviews are also a perfect fit for Liz types, so if you know someone with great on-camera presence, ask them to interview you. Having someone ask the questions will bring out your charm even more.

Also, be sure to carefully consider what you're wearing and how you're setting the scene. All types should be aware of the background when they're creating videos, but for Liz, this is especially important. Remember you're choreographing a complete experience, and your audience will be focusing on all the elements of your video.

Finally, we have Edith Head. If you're the Edith type, you're at a disadvantage compared to the other types when it comes to blogging. See, you're all about creating powerful, visible, magical changes. And even if you're a brilliant writer, it can be next to impossible to really express this kind of magic.

Fortunately, you have a secret creative talent. All Edith Heads do. This may be something "typical" like you're a great photographer or illustrator, or it may be something unusual. Dig a little, and ask friends, for that visual manifestation of your creativity. They'll definitely have noticed as it's impossible to miss in an Edith.

For instance, I have a good friend who creates the most amazing mind maps. They're dynamic and creative and compelling. When I make a mind map, it's a bit messy and clearly just for my own use. When she makes a mind map, it's a work of art. That's because she's an Edith. And she can

use these mind maps to communicate more complicated topics on her blog by posting the illustration and then writing a short post. Likewise, if you're an Edith, find your visual creative talent and use that as a jumping off point for your other materials.

Video tours are also a great idea for Ediths so posting a tour of your office is a great start. And don't be afraid to show off a little--what feels like boasting is really just illuminating more of who you are and why people love to work with you.

So, these are our five Signature Spotlight Style types and how each can leverage multimedia in powerful and unique ways. Remember, if you don't already know your Signature Spotlight Style, you can take the free quiz at www.thriveyourtribe.com/quiz.

Now that you've learned how your Signature Spotlight Style impacts the way you use multimedia on your website or blog, I'd love to hear your thoughts. So, go ahead and scroll down to the comment form below and share where you'll be getting started with multimedia to Thrive Your Tribe.

Have a great day!

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