

# REALITY 2.0: A Manifesto

You are no longer in control.

You do not control your brand. You do not control your customers. You do not control the dialogue.

In fact, you are no longer necessary for the conversation. Your power has been overthrown. You are now merely a by-product of the revolution. That's the bad news.

The good news? Your customers want to talk to you. They want to tell you what you're doing right. They want to suggest improvements. They want to engage with you and others. They will engage. But it will be on their terms.

Make no mistake: The world is no longer about you. The world now belongs to the customer. If you champion them, everyone will know. If you screw them, everyone will know.

What will everyone know about you?

## 5 EASY WAYS TO GET STARTED

- 1: LISTEN** Check out the blogosphere and social mediasphere to see what people are saying about your industry, business, people and products.
- 2: GOOGLE YOURSELF** Where do you appear in search results? Wanna be on the first page? Create your game plan.
- 3: TELL YOUR STORY** Every brand has a story, what's yours? Tell it in pictures, video, text, or audio. The Web can help you share your story with millions of interested people; you just have to provide the content.
- 4: TWEET** Get a Twitter account. It's fast, it's easy and it's where news breaks today. And it's only 140 characters.
- 5: GET THE NEWS DELIVERED TO YOU** Set up alerts and a RSS feed aggregator for the Web sites important to your business. This way, you won't have to go look for your news everyday, it will automatically be delivered to you.

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Need a little help getting started? Give Bozell a call. We can help.  
Bozell.com kmickelsen@bozell.com Kim Mickelsen, 402-965-4317