

5 Lessons
Every
Inbound
Marketer
Can
Learn
From

**MICHELLE
OBAMA**





*I never cut class. I love getting A's. I liked being on time.
I thought being smart is cooler than anything in the world.*

Michelle Obama

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INTRODUCTION

Michelle Obama, often talked about as the former 'First Lady', has a personality that goes beyond the role of a President's wife. Her enigmatic personality, zest to work for causes she firmly believes in and rejecting sexism on public platforms makes her an inspiration to look up to. An epitome of accessibility and sharp intelligence, she has been looked up to, as a lady who has been instrumental in bringing the world's focus on pertinent social and health issues. During her tenure as the First Lady from 2009 to 2017, she launched four key initiatives which gained momentum and instant recognition amongst people:

Let's Move! - Brought together community leaders, educators, medical professionals, parents and celebrities in a nationwide effort to address the challenge of childhood obesity.

Joining Forces - With the collaboration of Dr. Jill Biden, called on all Americans to rally around service members, veterans, and their families and support them through wellness, education and employment opportunities.

Reach Higher - Aimed to inspire young people across America to take charge of their future by completing their higher education.

Let Girls Learn - Focused on helping adolescent girls around the world go to school.

With her dominant personality, compassionate attitude and dedication for causes close to her heart, it's quite remarkable that Michelle still happens to be a highly relatable figure for the masses and has become one of the most influential figures of the modern age. There is no other person who is better-suited to inspire the inbound movement, and it's truly humbling that she's coming to Inbound '17 as one of the guest speakers at this event.

Let us now dig deeper into the lessons which every inbound marketer should learn from her to gain more success from their inbound Marketing efforts and some life hacks too!



If you were going to list the 100 most popular things that I have done as President, being married to Michelle Obama is number one.

- Barak Obama

#1 IMPECCABLE COMMUNICATOR



*I have learned that as long as I hold fast to my beliefs and values
– and follow my own moral compass –
then the only expectations I need to live up to are my own.*

- Michelle Obama

During her tenure as First Lady, Michelle Obama has captivated her audience with her powerful and compelling speeches. Be it advocating for her husband's presidential campaigns, or taking up on issues such as health and wellness; her speeches have always impacted millions worldwide. She has a strong personality to motivate, inspire, and influence people to take action.

As an inbound marketer, you can take inspiration from her to hone your communication skills so that you can reach your customers at the right place and at the right time with a compelling message. Also, it is very much needed to build an inter-personal relationship with your clients.

#2 KEEP YOUR AUDIENCE IN MIND

Our greatness has always come from people who expect nothing and take nothing for granted - folks who work hard for what they have, then reach back and help others after them.

- Michelle Obama

Michelle Obama has always been the people's person and has always shown concern when it comes to the well-being of the community.

For instance, as a part of the effort of one of her most impactful and ambitious initiatives, titled 'Let Girls Learn', she shared the stories and struggles of young women across the globe to inspire them to commit to their education.

This shows that she understood the pain points of her audience, and worked with them to make people's lives better – inspiring them in the process. An average American likes her because they relate to her completely. Her entire demeanour is very simple – keeping her audience in mind – and her behaviour resonates with her audience and does not let them feel intimidated in any sense whatsoever.

Like her, Inbound Marketers should always keep their audience in mind. Michelle Obama is a classic example because of her strong demeanour. She comes across as someone who is easily relatable regarding her personality, dressing sense, choice of words, etc. You must design your content by thinking from their perspective, and understand their pain points to devise a solution for their problems. This will establish you as the thought leader amongst your customers

#3 DEDICATION AND PERSEVERANCE TOWARDS YOUR GOALS



You should never view your challenges as disadvantages...your experience facing and overcoming adversity is actually one of your biggest advantages.

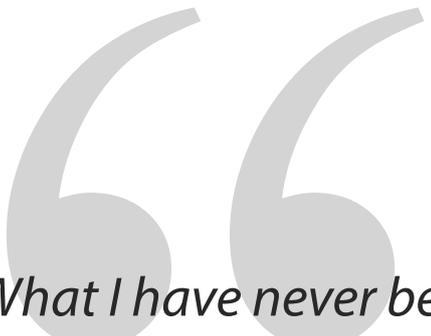
- Michelle Obama

Michelle Obama has always been very focused and dedicated towards her work, and has never let anyone or anything deter her from her goals.

Even before becoming the First Lady, she decided to dedicate herself to the noble act of community service and always remained persistent in her goals to inspire and support the youth. She continued her efforts through her initiatives – even after becoming the First Lady – and knew that change wouldn't come in a day.

Similarly, Inbound Marketers need to remain steadfast and fully-focused towards their marketing goals. Your inbound marketing strategy will take some time to show results. Taking hasty decisions can be detrimental to your business.

#4 BUILDING RELATIONSHIPS - BOTH ONLINE AND OFFLINE



What I have never been afraid of is to be a little silly, and you can engage people that way. My view is, first you get them to laugh, then you get them to listen.

- Michelle Obama

Michelle Obama has become a youth icon due to her extensive use of pop culture to bring about a change in the community and speak her mind –she has a strong opinion and is not afraid of voicing the same, sometimes, even going against authority. Her Twitter handle alone has 8.8 million followers! One of the major reasons why she has been able to resonate with the masses is because of the issues she raises and how she empathises with the common man, before speaking to them. One only needs to take a look at her inspiring TED Talks to appreciate her fantastic oratory skills.

The importance of building relationships – both online and offline, cannot be emphasised enough for Inbound Marketers. This important factor is what sets apart Inbound Marketing from outbound marketing, and gives it a humane approach. When Obama speaks, the masses resonate with her since she connects with people emotionally. This reflects in her speeches, that are masterfully crafted with a genuine human touch that can be incredibly helpful when it comes to appealing to a particular audience.

Developing a business-customer relationship – both at an online and offline level – is vital for a business to understand the customer's' pain points and to build a relationship of trust and affinity with them.

#5 ADDING VALUE TO PEOPLE'S LIFE



And in my own life, in my own small way, I have tried to give back to this country that has given me so much...

- Michelle Obama

It is her compassion towards her country and its people, and her willingness to bring about a change in the world which made Michelle Obama realise that community service was her true calling. This led her to leave her job at a law firm to dedicate herself to her passion and bring about change in society.

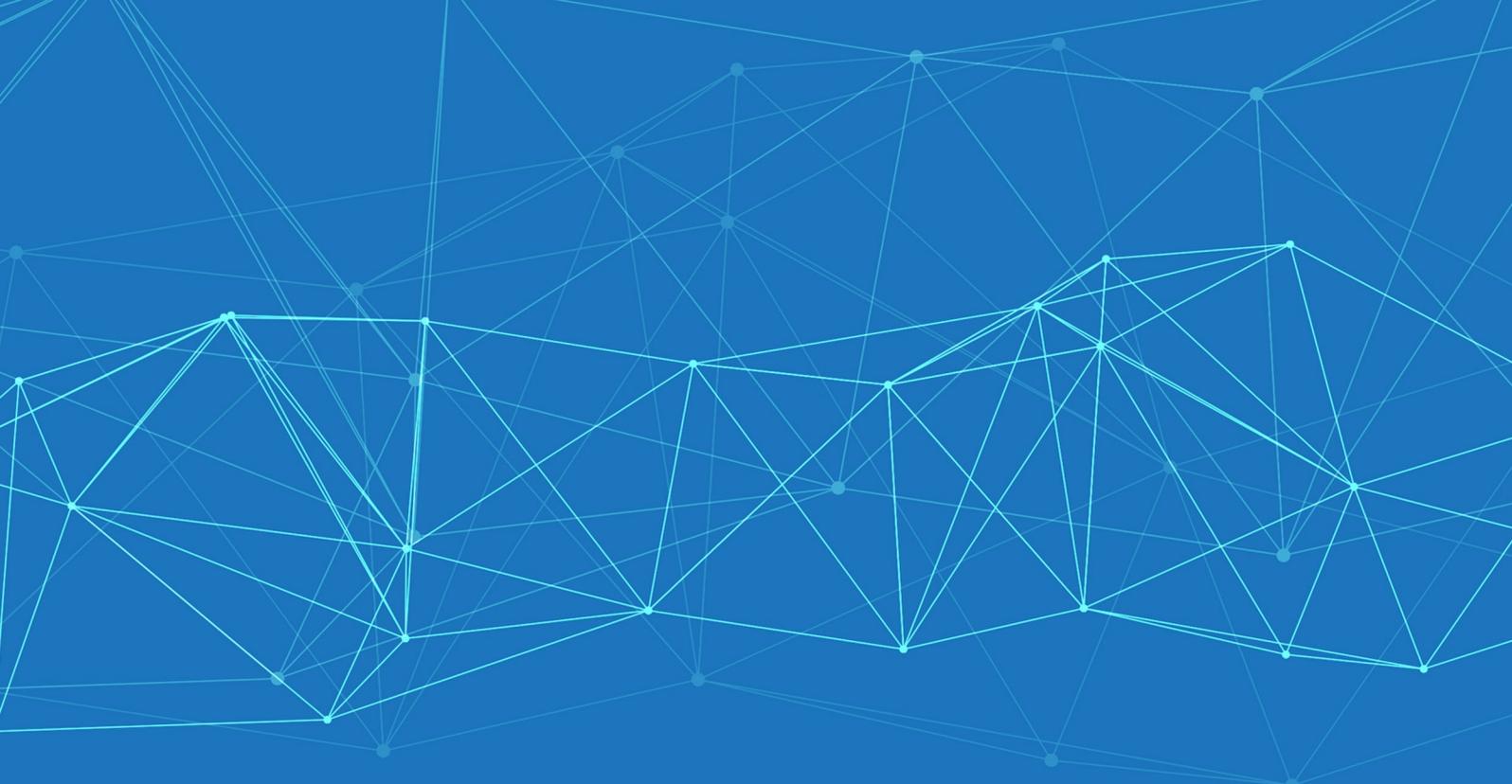
Marketers work in a social setup, and any decision they take cannot be exclusive of various societies and groups. Thus, the ultimate goal of every Inbound Marketer should be to bring a difference to their customer's lives and society at large. Their content and product should be centred around how can they make people's lives better, which will help them in the long run.

WHAT TWEETPEOPLE HAVE TO SAY ABOUT MICHELLE OBAMA



CONCLUSION

Michelle Obama has always been a source of inspiration for people of all walks of life. Inbound marketers can imbibe these powerful qualities in their Inbound Marketing efforts, skills and take them as crucial life lessons as well.



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