

# Tackling Shiny Objects

Have you ever had a moment where you looked at someone else's social channel, website, email newsletter, or lead magnet and feel a **PRESSING NEED** to do **EXACTLY THE SAME THING**?

Have you ever sent a team member an email with the words, "Why aren't we doing this?"

Have you ever thought to yourself, "Oh wait. **WHY ARE WE NOT DOING THIS!?!?**"

You *may* have Shiny Object Syndrome.

Symptoms of Shiny Object Syndrome can include:

- Paying more attention to other people's marketing than your own
- Seeing a marketing activity and wanting to implement it immediately without asking whether it fits into your strategy or is helpful to your target audience (much less your values)
- Constantly second-guessing your marketing & social media choices
- Chucking all your current work and starting over

If you recognize yourself, know that it is OK. There is nothing wrong with wanting to try or implement new things. The problem comes when it happens constantly, or you switch up your tactics, strategy & messaging every month (or you want to).

I've worked with so many clients who have (or get) Shiny Object Syndrome - either regularly or during conference season when they see **EVERYONE DOING ALL THE THINGS!**

On the next page, you'll find a quick worksheet to help you work through Shiny Object Syndrome and decide whether something fits into **YOUR** social media & marketing strategy.

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Define the idea you are considering (the more detailed, the better).



**Answer these questions:**

What's the point of us doing this again? (Goals, people!)

What part of our audience will it speak to?

How much time will it take to set up and learn?

How much time will it take to maintain?

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## Continued:

When can we fit in the setup?

Can you manage the maintenance?

What resources do you need?

What does a positive result look like?



**Look at your answers for step two, and then decide which category you would put your shiny object in:**

- Move forward ASAP
- Move forward in the next 2-4 months
- Move forward after 5-12 months
- Hold - Reevaluate in X months
- Toss - nor for us, at least not for now

# Finally...

If you decide to move forward ASAP - great! Do it.

If you decide to time-activate whatever it is, make sure to put it in your calendar or marketing plan so that you don't forget to start. Same if you decide to hold & reevaluate later.

However, if you put it in the toss pile, you may want to keep this document or your brainstorm paperwork so you remember WHY. The same shiny object stuff often strikes again and again, so remembering why it's not for you can be super helpful!

## Let's Connect!



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