# Content Café

## *Sharing Video and Voice Content to Motivate, Inspire and Inform*

Content Café is *your* virtual home where you can quickly and easily share personal video and voice messages. But it's much more than that, it's a new way to grow your business by building more personal relationships with your team. It's becoming easier every day to record video and voice messages on the go. With Content Café, you can easily upload and share your video or voice content with your entire team in no time. Using GoSolo to deliver it, you can ensure that your message reaches everyone.

It's *your* Content Café! It's simple to create personalized channels and to organize content that makes sense to your team. You can effortlessly promote your message within GoSolo (via text, vmail, email distribution lists) and with integrated social media links available, you can quickly share with a wider audience on popular sites such as Facebook and Twitter.

## *How Content Café Empowers YOU!*

### *It's Personal…*

- Your audience has the opportunity to experience *YOU*! They can see your emotion and feel the passion for what you do.
- Your team receives insight on your leadership and vision.
- Your message becomes more personal, because while your message might be delivered to many, to them you are connecting with *one* individual.

*My team and I have a more personal connection now that I can share my passion, enthusiasm and commitment to helping them win! I feel they know me better now, and they don't hesitate to ask for help.*

### *It's Cultural…*

- The social demographics that define who you are can be your strongest relationship builder because you express you understand and share commonalities with your team locally.
- Personalize your message in the language and dialect of your audience. Your mannerisms and local understandings help bridge a stronger connection.

*We have been having a brutal winter here in Michigan. It's a reminder that it's a perfect time to focus on selling homeowners insurance. We can never guarantee what issues the weather might cause to our customer's homes.*

### *It's Flexible…*

- Channels enable you to organize content for focus on specific topics.
- Your team can select from multiple channels, view one or view them all.
- Content is available to your team on demand.

*Before heading into an appointment an associate was in her car viewing my Content Café on her smartphone on how to field objections to close the deal.*

### *It's Velocity…*

- Deliver your message to everyone you want to rapidly.
- The power of "now". Content is available when you want it to be and with whom you choose to share it with.

*Our newest recruit really demonstrated winning when she shared important benefits that resulted in closing the deal. Listen to her message she shared with us this evening now, so you can win with her message too!*

### *Share Your Message in Content Café for:*

- Relationship Building
- Localized Training
- Achievement and Recognition
- Vision
- Team Building
- Inspiration
- Program and Product Updates
- Best Practices
- Wins and Losses
- Goal Setting
- Motivation
- Successes and Testimonials