



**ART OF COACHING PODCAST™ EPISODE 141  
BRENDAN KANE: HOOK POINT - HOW TO STAND OUT IN A 3-SECOND WORLD**

Why are you on social media? List the top three reasons. How do you feel about your social media practices - are they in alignment with the reasons stated above?

What's your hook point? In other words, why should people listen to you? What unique qualities or experiences do you bring to the table? Brainstorm what makes you follow-worthy.

Think about an ad that caught your attention or an email subject line that caused you to open it. Why did they capture your attention? Did you feel like they were "salesy"? See if you can start to notice common traits of marketing tactics that feel authentic.



**Brendan talks about how entering a meeting with a set presentation can prevent you from listening, adapting and pivoting to your customers needs. Do you agree or disagree? Would you feel comfortable implementing this strategy of just listening and improvising?**

**What tasks in your job and/or home life give you energy? What tasks drain your energy? Make a list below. Describe two ways you could outsource or delegate the energy draining tasks to enable you to focus more on the ones that give you energy.**

**What's one question people don't ask you but should?**



## Art of Coaching Podcast™

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### ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



**Art of Coaching Podcast™**  
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