

# IN TOUCH

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## Hello!

This issue of *In Touch* is being sent to you courtesy of



It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors. Enjoy!

## Funny Bone



### Suggested Reading

As the pastor finished his sermon he said, "For next Sunday, I want all of you to read Mark chapter 17. It's going to tie in with the theme of my sermon."

The next week as the pastor stood before the congregation, he said, "Let me see a show of hands for those of you who reviewed the suggested reading of Mark chapter 17?"

Every member of the congregation raised a hand.

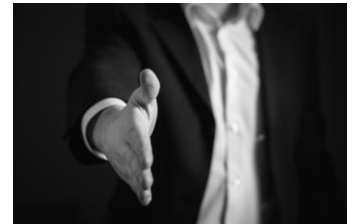
"Well, amen, brothers and sisters," the pastor responded. "Now I want you to pull out your Bibles and turn to Mark 17. I'll wait."

The sound of ruffling pages began to fill the sanctuary. Members of the congregation whispered amongst themselves.

"What's that? You can't find the passage?" the pastor asked. "That's because Mark 17 doesn't exist, and that brings me to the topic of today's sermon—dishonesty!"

## The Best Way to Reject Job Offers

It can be exciting to receive an offer for a new job, but in some cases the offer may reveal aspects of the job that you did not expect and which may be a deal-breaker for some people. You do not have to feel guilty about rejecting a job offer, and nor does making an application or even undergoing an interview give you an obligation to accept. However, it is important to know the right way to reject a job offer in order to avoid causing offence or burning bridges. The most important aspect of rejecting a job offer is to let the employer know of your decision as soon as you have made it. An employer that has narrowed the pool of applicants down to you will not be happy if you wait until the last minute to reject the offer, as they will need to be making alternative arrangements. Whether you reject the offer by phone or email, you should always begin the conversation by thanking the employer for making the offer in the first place. When you explain the reason for your decision, you should not be brutally honest or go into too much detail. A simple, and polite, explanation such as having been offered a job elsewhere or are unwilling to relocate or compromise on salary is always the best.



## Managing Change in the Workplace

Change is inevitable in any organization, but significant or frequent changes can make many employees anxious.

The good news is there are some tips that managers can use to help employees cope with such changes in a positive manner. The stress workers feel over change can be relieved if they are included in the planning process and encouraged to take part. It is important for employees to feel that their manager cares about what effect the changes will have on their role in the organization.



One thing manager's can do is get ahead of discussions about expected changes by making employees aware of any issues those changes may cause and how they can be dealt with before they actually happen. Input and planning are vital. Change should always be discussed in advance rather than just suddenly forced on employees, and important team members in particular should be encouraged to share their thoughts. Managers should go out of their way to solicit concerns, feedback and questions about the changes as well as making it clear what benefits the changes will provide to the organization and its employees.

# What Our Customers Say

We are so fortunate to have the best customers in the world! Many of them write to tell us how much they appreciate how well we clean their homes. Here are just a few of the terrific comments that we've received.

*Thank you Matthew, for everything you have done for me in such a short period of time. I would recommend Matt & his firm to my friends any day. Great communication skills & very helpful.*

**Shanice R.**

Google Review

*Matthew Murillo from Griffin was OUTSTANDING. I sought advice. He did not know the answer - researched it - got back to me with just what I needed. He then showed me how I could do it myself without having to be charged by his company. Genuine and authentic.*

**Eric B.**

Google Review

*Mina is amazing! She is so friendly and really cares what her clients needs are and above all, she is a person integrity. Her work is very detailed and complete. I'm so grateful to have met this company!*

**Sean N.**

Google Review

## Improve Your B2B Social Strategy

Social media professionals who work for B2B companies encounter many of the same difficulties as those in B2C in terms of trying to increase engagement, build an audience and build brand awareness but also encounter challenges unique to their own industry.



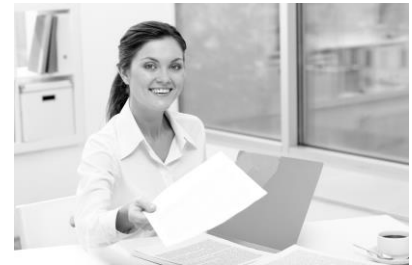
One good tip for B2B social media professionals is to conduct regular reviews of their content calendar. Regular meetings with team members to talk about upcoming content and copy can include spot checks, finding methods of trying out new content and work-shopping new material. After every email marketing campaign, it is also important to reflect on the lessons learned in regards to content that worked or failed.

Another good tip is to appeal to social media's broader audience by breaking down the more technical language that is often used in B2B industry circles.

Copy should be essentially decoded for those outside the industry. This will help users to make sense of your content both on a professional and a personal level rather than being confused by concepts that are too technical to be immediately understood.

## Passive HR Recruiting Tips

HR departments can find recruiting professionals who are already at a particular level difficult as they may be not interested in moving. This does not mean that HR departments should not try to recruit such employees, but a more passive approach may be the best route to avoid knee-jerk rejections.



One cost-efficient and effective method of getting to passive talent is for HR managers to ask top performers in their own companies for referrals. Top performers have likely already worked with and maybe even hired other high performers at some point in their careers, and may not only have excellent recommendations but also an awareness of whether former colleagues may be looking for new opportunities.

Building a pool of passive candidates is crucial in the current talent market. This can be done by leveraging your recruitment solutions' existing talent community function.

To interest passive talent in joining your community, try to come up with ways to position excellent internal content such as analyst ranking and improving your employer branding. Another good tip is to focus on regular openings and culture sharing.

# Building a Personal Brand

It can take time to build a personal brand via social media, but the benefits it yields can be quite significant.

The good news is there are a number of helpful tips that can assist with the building of an authentic personal social media brand.

Social media is incredibly transformative in comparison to the promotional methods of the past, and the only limit to building a brand on social media is your imagination.

The greatest thing about a personal brand is that it is not limited to the industry you are currently in, and can open many more doors and explore a multitude of new avenues.

This is particularly crucial for entrepreneurs who may want to change their career and company at some point. Having a personal brand that transcends any industry can inspire trust and confidence regardless of where you choose to take your career.

The best method of forming social media relationships is to talk to followers directly. Attractive visuals and entertaining, intelligent content is important, but personal communication is crucial to establishing your authenticity and creating a rapport.



## Financial Advice for Generation Z

Many people in Generation Z feel unprepared for coping with the realities of finance when they leave high school and have a number of unanswered questions.

The good news however is there are a few simple tips that Generation Z can follow in order to ensure a successful financial future.

The most important thing a high school leaver can do is learn the basics about credit cards.

Credit cards can be beneficial but the terms and conditions associated with them should be fully understood and all paperwork thoroughly scrutinized. If there is anything not understood, ask friends or family members to help explain it.

Student loan requirements should also be rigorously studied.

Members of Generation Z should study all available student loans to work out what the actual payments would be and determine if borrowing is something you can really afford to without comprising other necessities.

It is essential for everyone to learn how to budget.

Learning to budget assists people to live within their means, responsibly manage money and set goals.

Draw up a spreadsheet of your income and expenses and review it in the event that either of those things changes.

## About Our Company

We believe that the traditional law firm model is flawed. It incentivizes lawyers to spend more time on matters (\*cough\* billable hours \*cough\*) and constantly focus on the next new client (“one off transactions” are the norm in most legal practices). Isn’t it time for a worthwhile, lifetime relationship with your lawyer?

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- ✓ Asset Protection Planning
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A "GOOD NEWS" NEWSLETTER FULL OF FUN AND INTERESTING FACTS FOR OUR CLIENTS

JANUARY 2021

## Carrie Facts

The 1976 film Carrie, starring Sissy Spacek and directed by Brian De Palma, is a legendary horror classic today and was based on the novel by the equally legendary Stephen King. However, there is much trivia about the film that most moviegoers will still be unaware of. One fascinating fact is that De Palma and George Lucas actually held joint auditions for the original Star Wars and Carrie respectively. Sissy Spacek actually auditioned for the role of Princess Leia, which eventually went to Carrie Fisher. Fisher, in turn, also auditioned for the role of Carrie. The casting choice was clearly a wise one, with Spacek actually earning an Oscar nomination for her performance. Carrie was the first major film role for the then up-and-coming John Travolta and he followed it up with Grease and Saturday Night Fever, films that turned him into a mega-star. The film was remade in 2013 and was again a hit at the box office, proving that the story remains relevant and powerful some four decades later.



From the desk of  
**Matthew Murillo**

*2020 is finally gone and we couldn't be more excited for 2021 and everything we hope comes with it!*

*We've been preparing some new ideas to implement in the way we work, along with some new marketing strategies as we prepare our 2021 business plan.*

*So, I decided to make this newsletter a little more connected to marketing and branding!*

*So, with that in mind, we've created a special offer with a corporate partner...*

### **60% Off Business Growth Plans**

*Our partner, Aftokrat Academy LLC – an online business growth platform – literally shows you how to grow your business, step by step. During the month of January, you can get this massive discount on ANY of their plans! Just use code "GAPC2021" at checkout. Visit [Aftokrat.com](http://Aftokrat.com) for more information.*

## Fixing Content Marketing Mistakes

Everyone is attempting to do content marketing these days, but the reality is that doing content marketing correctly is neither cheap nor simple.

Many B2B firms trying to invest in content marketing are not being rewarded for their efforts because of a few mistakes that can be corrected just by following a number of simple tips. One common mistake is not having an actual content marketing strategy. Content marketing needs to be aligned with your company's business goals and having a prepared strategy will save both effort and time in the long term. The use of different types of content can help your B2B firm to succeed in achieving various different objectives.



Another common mistake is a lack of understanding in regards to the audience that you are creating the content for. Content needs to be relevant to your audience and give them the insight and answers they require but that is hard to do if you do not even know who they are. Not including a call to action to get customers to sign up or get in touch to get more information is another glaring error.