NWI Podcast

An interview with Janet Fouts, Executive Coach, Mindfulness Facilitator, Speaker, and Social Marketing Strategist about her book, her book, "Mindful Social Marketing — How authenticity and generosity are transforming marketing"

Janet Fouts is CEO of Tatu Digital Media, a social media marketing agency in Silicon Valley, serving brands from social good organizations like Human Journey, co-founded by Archbishop Desmond Tutu, to tech startups and Fortune 50 corporations.

A respected corporate trainer on all things social media, and conducts seminars around the world on the "nuts and bolts" of how to make social media and effective tool in corporate marketing programs. She is a frequently requested speaker on making social media approachable with actionable tips attendees can put right to use.

She is listed as one of the top 50 Marketing Thought Leaders Over 50 by Brand Quarterly Magazine and one of the top 100 Giving Influencers on Twitter by Give Local America. She has been quoted in USA Today, Forbes Magazine, and Thought Leader Life and her writing is syndicated on several business-to-business magazines online, including Business2Community and Social Media Today. Janet has authored 6 books on social media marketing.

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EPISODE #29
Janet Fouts

In her book, *Mindful Social Marketing—How authenticity and generosity are transforming marketing* Janet Fouts teaches people "how to think before they hit send and to consider the real human being on the other side of their posts…We don't have to work so hard. We just need to work smarter, be more mindful of our own messages and really listen to our customers." This podcast has great tactical advice not just for marketers, but anyone communicating in today's face-paced, constantly connected world.

Links:

Janet's website

Book: *Mindful Social Marketing — How Authenticity and Generosity are Transforming Marketing*

Click here to download a sample chapter of *Mindful Social Marketing*

Mindful Social Blog and Podcast

Pomodoro Technique

Janet on Facebook

Janet on Twitter

Janet on LinkedIn

Janet on Youtube