

impacted the company's success. Now, I am working in a company where everyone from the owner to the newest hire meets weekly to review individual and company successes, failures, and lessons learned. Knowing why what I do matters while working with smart people in a culture that pushes me to improve myself on a day to day basis has been a revelation, and I look forward to continuing to take part in the growth of the business for years to come.

From Drew B:

JLS has by far been the best place I have ever worked. My work/life balance has never been better, and everyone seems to genuinely care about my personal happiness. My job history has spanned a wide variety of businesses and industries. I have even run my own business. It wasn't until I came to JLS that I realized how important a good culture fit can be. We expect a lot out of each other, and we work hard at being a unified team.

What Is Turnover Like?

Voluntary turnover is super low. Like super, super low. The things that cause people to be asked to leave are:

1. Values non-fit. We joke around a lot, but we take our values very seriously.
2. They can't do the job. We are stringent that you have to kick ass. We will absolutely give you the opportunity to make mistakes and learn, but if you're not a smart mofo, then we're forced to act for the good of the group.
3. However, because we're a high-feedback environment, you will absolutely know ahead of time what your boss thinks about your performance and what you need to do to improve.

Why Aren't You on Social Media?

1. The founder refuses to upgrade his mobile device from his TI-83 and LinkedIn stupidly hasn't released an app for it yet.
2. Have you, like, ever been on social media? It's awful.
3. We keep getting kicked off of Myspace for being too emo which honestly just makes us even more emo.
4. We probably will at some point, but mostly we're just lazy.

How Many Meetings Are There?

As few as fucking possible. We do everything we can to encourage people to just email vs doing a quick chat or a meeting, so there are very, very few set meetings in the company. Amongst the worst feedback a manager can receive is that they regularly hold meetings that could have been an email. It's pretty nice to not have to sit through useless, bullshit meetings and just have to read the founder's useless, bullshit emails instead.

Who Is JLS Not For?

This is a good question. JLS is probably not for you if you:

- Want a stable job that doesn't change very often
- Like the security that comes from working for a very large company
- Don't enjoy building things, and all that comes along with that
- Don't believe that everything can be optimized, for basically forever
- Don't enjoy discovering the truth through friendly back and forth discussion
- Care about status
- Don't like really considering other people's feelings before doing things
- Don't like wearing multiple hats
- Don't like dealing with ambiguity/the unknown
- Don't like being in a place that is very careful about not wasting resources
- Thrive in a political rather than a results-based environment
- Don't enjoy letting your guard down and just being yourself with your coworkers

We are definitely not for everyone. We are effectively a startup that is trying to be a giant company, which clearly has trade-offs, but if all of that isn't a deal-breaker for you, then why not take a shot and apply?

What Kind of Car Does the CEO Drive?

Well first off, the CEO refuses to leave the house/put pants on, so there is some internal debate as to whether or not he actually exists.

But when he does leave the house, he drives his sexy AF 2004 Toyota 4Runner or his wife's 2008 Toyota Sienna, which is slightly less sexy but has so much room for activities. Probably don't ask him about the cars though, unless you

want a 30-minute lecture on why high-mileage Toyotas are hands-down the best value on the planet.

**Do You Believe in Work-Life Balance?**

Work Life Balance at JLS Trading Co.

The above never happens at JLS \u2013 we instituted a rule saying you can\u2019t stab people in the head a long time ago. Sometimes we amaze ourselves at how generous we are.

Work/Life Balance is one of the core benefits of working at JLS. We want happy, productive employees who work hard, but enjoy their lives outside of work. See the \u201cHours\u201d section above for more details. Pretty much, as long as you\u2019re getting a lot of shit done, we\u2019re never gonna sweat you on hours. If you\u2019re sick, take the day. If your kid is sick, take the day. We 100% believe that family and friends come first and that no one can live optimally working 80 hour weeks.

If you want to kick ass at your job while still having a really good work-life balance, then JLS is very likely the place for you.

**How Are You Funded?**

We are 100% self-funded. There are no venture capitalists pulling the strings. We answer to ourselves, and can do what\u2019s right for the long-term interests of the company and all of its stakeholders versus just optimizing for saleability.

**Are You a Cult?**

No no no \u2026 We are an organization that promotes love.

**Are You Planning to Get Big Then Sell the Company?**

We are planning to get big, yes, but we have absolutely no plans to sell. The founder views JLS as his life\u2019s work. We may eventually sell off individual assets, like product lines, but there is absolutely no intention of ever selling the whole company. You don\u2019t need to worry about private equity MBAs coming in and ruining everything, the founder does that all by himself.

**Do You Give Raises Often?**

We very, very rarely have to have someone ask for raise to get one. Seriously. We do our absolute best to get ahead of it. Cheaping out on good people is not a recipe for long-term success. If you\u2019re kicking ass at your job and taking on more and more responsibility, then a raise is basically inevitable. We\u2019ve had people who have had their salaries nearly double in under 6 months because they proved to be so awesome \u2013 this is not typical but it\u2019s definitely possible. We want you thinking about how to kick ass, not how to pay the bills.

**Do You Have Nap Facilities On-Site?**

Do you think this is amateur hour? Of course we do:

**How Will I Be Evaluated?**

We want everyone to know exactly what they have to do to be successful. Every employee has a detailed list of the behaviors and outcomes that constitute success. You\u2019ll have a weekly One-on-One with your manager, regular feedback (if you could be doing anything better), and an official quarterly evaluation. This is definitely not a place where you only get feedback once a year.

**Is It True You Have to Tell the CEO to Go Fuck Himself?**

That. Is. Absolutely. Completely. Ridiculous.

**I Am an Engineer. Is JLS the Place for Me?**

We are still early days when it comes to building an engineering team, but we think you\u2019ll find that you\u2019ll like it a lot here:

- \u2013 The CEO understands the maker vs manager schedule
- \u2013 The CEO has been the de-facto head engineer and IT guy for his whole life, so his chance of \u201cgetting it\u201d is much higher than normal
- \u2013 Full-time remote work, so you can work when and where you want (no cubicle or open office bullshit \u2013 fuck that noise)
- \u2013 No/minimal interruptions \u2013 we loathe unnecessary meetings and recognize that the only way to get a lot done is long stretches of deep work
- \u2013 Engineers are treated with respect and admiration
- \u2013 We are committed to passing the Joel Test
- \u2013 No politics \u2013 personal considerations will not outweigh the technical considerations
- \u2013 We won\u2019t fight you on using whatever technology you need \u2013 within reason
- \u2013 We\u2019ll invest in your training and education \u2013 buy whatever books and courses you want on the company dime
- \u2013 No crunch

We

want to make a worker's paradise, which certainly includes engineers. We think you'll like it a lot here.

What Type of Toilet Paper Do You Provide?

Now I know you're thinking, what kind of weird fucking place advertises the toilet paper they use, but we believe it's actually a good indicator of if a company cares or not. We've all used that horrible 1-ply junk that isn't even fit for prisons. Because we care about our employees, we use the thick, rippled Cottonelle (or equivalent) we choose whatever the best option is available at Costco when we go). And now you get to say to people that this random company tried to convert you to applying for a job by saying that its toilet paper was good. What a time to be alive!

Is This Utopia?

Life is definitely really nice here, but no, it's not utopia or some socialist paradise. It is a pretty great place to work, and for nearly everyone who works here, it's the best place they've ever worked by far, but I don't want you to think that we're perfect. Everything is a constant work in progress. We are lead and staffed by people, and people are imperfect. Emails still get missed, tasks still get dropped, and the CEO still randomly flings feces from time to time. We're human here, but we are also doing our absolute best to be great to each other. It'll be a never ending process, but damnit we're trying.

Why Do You Swear So much?

My gut reaction was to say, "Because fuck you. That's why." But I stopped myself. From our Values Document:

Professionalism impedes communication by putting an invisible wall between two people. It's so much harder to communicate effectively if you have to couch your language in corporate-speak. Let your guard down and be real with people. If you can't joke around with your coworkers, what's the fucking point?

Also:

Fuck Is a Great Word

I Applied, but I Haven't Heard Back. What's the Deal?

If you applied straight through Indeed.com (or similar job site) and not through our custom process (it would be a [ApplyToJob.com](#) URL), then we have not seen your application. We try to make it clear to apply through our custom link, and not through the website, but sometimes people miss it (it's literally the first thing in the job ad, though).

If you did apply through our custom process, then please check your spam. We do indeed respond to everyone but often, our emails go to spam, which is really annoying. If you still can't find a response, please email us) I promise we are not purposefully messing with you.

Why Is Your Careers Page so FUCKING Long?

You should see our onboarding documentation! You ain't seen nothing yet.

We really want you to know what you're potentially getting into. The founder has been called many things) the most humble person on the planet, guy who gets paid by the word, tax evader, etc. But he has never been called out for getting someone invested into something under false circumstances. We want you to know exactly what kind of people we are, so that you can decide for yourself if we're the right place for you (we think we're pretty great, but we're also definitely not for everyone).

Our hiring process is hard, and if you're potentially leaving a good job to come here, we want you to be quite sure that you're making a good decision. So, we write a lot!

Plus, haven't you enjoyed reading through this fever dream of a job site?

Is This Seriously a Real Place?

Yup! And it's not even a pyramid scheme! I know it sounds too good to be true, but it's okay. Many of our employees thought the same way at first. Plus, get this: the owner just started paying everyone with money instead of Pizza Hut coupons) we're big time, people. Concluding video from the CEO to convince you. I guess the best 3-word-definition of JLS (which is written by a candidate) is:

This image has an empty alt attribute; its file name is

902cc76ed5921f6cc8cfa2fad10f80d55bfe2ec3-1.png\n\nThank you!\n\nHow Do I Apply?\nGlad you're interested! Near the bottom of our posts on the various job boards, you will find a link to an application form. Open that link, fill out the form, and you'll be in our system. We get back to everyone, so please check your spam folder if you haven't heard from us. Good luck and thank you for your time!\n\nOther Questions? E-mail us: Careers@JLSTradingCo.com\n\nThis is the JLS careers page and below is the job posting:\n\nIt for this job posting: \n\n- Do you enjoy learning about people, then judging them harshly?\n\n- Do you get off on finding diamonds in the rough?\n\n- Do you thrive in a high-stress environment filled with political infighting, bureaucracy, and corporate nonsense?\n\n \nIf so, then we are the place for you, except you might hate how nice of a company we have - filled with happy, generally competent people that don't put up with jerks. Frankly, it makes me sick how nice everyone is.\n\n \nWe are remote full time, have very flexible hours, people are judged by their output, not by how much they suck up to the boss, and turnover is super low because the company believes that happy employees = happy customers = happy bank account. Simply disgusting, if you ask me.\n\n \n--Is this a real job ad?--\n\nYup! Amazingly enough, we actually paid money to post this on a bunch of different job sites. And it's not even a pyramid scheme! Plus, get this: the owner just started paying our 60ish employees with money instead of Pizza Hut coupons - we're big time, people.\n\n \nOur careers page is actually worth checking out to learn more about how insane we are (sidenote: it won a web design award in 1993 - we're a pretty big deal):\n\n

<http://www.jlstradingco.com/careers/>\n\n \n--What do you guys do?--\n\nWe sell a lot of different things but our primary focus now is developing/engineering from scratch very cool products in a variety of niches. \n\n \nA small sampling:\n\n \n- Bad Parking Cards (<https://amz.run/5Eya>)\n\n \n- Steak Weights (<https://amz.run/6kin>)\n\n \n- Beverage Barricades (<https://amz.run/6kip>)\n\n \nOur business is growing rapidly every year, and it's our intention to continue that for as long as possible, which means we need good people to help us keep up with the growth.\n\n \n--What is your company like?--\n\n1. Full Time Remote/Flexible Hours. You will be working from home in your pajamas, on your schedule. And we don't care if you work 10 hour days 4 days a week or 6 hours a day and catch up over the weekend. So long as you get a lot of work done, we're happy campers.\n\n \n2. Complete Work/Life Balance. If you're routinely working more than 45ish hours, you're gonna get a friendly talking-to. We want you to be operating at 100% capacity, which means that you need to rest.\n\n \n3. You Can Be Yourself. You don't have to put on a fake, professional face. You can just be yourself. You can talk smack to the CEO, and no one will think anything of it.\n\n \n4. Major Opportunities for Career Growth. We are not trying to just be a small business. We plan to be doing \$100 million annually in the next few years. We promote quickly once we identify talent. It doesn't matter what your credentials are \n\n it matters what you get done.\n\n \n5. Strongly Anti-BS. Anybody in the company can (and is expected to) tell the CEO when he is wrong. There are no bureaucratic or BS rules getting in the way of getting work done.\n\n \n6. No Micro-Management. Once you're trained and have demonstrated you know your stuff, we are pretty hands-off. In fact, if you need external management to stay on-task and motivated, we probably aren't the place for you.\n\n \n7. Supportive Environment. We don't operate via intense stress or unreasonable top-down deadlines. Everyone wants you to be successful \n\n internal politics are at a minimum here.\n\n \n8. No Toxic People Allowed. We try very hard to screen out mean people before they get in,

but in case they slip through, we fire them quickly. Imagine never having to interact with toxic people at work - how nice would that be?

9. We Invest in Your Training. We want you and everyone to get better constantly. You'll be learning new things all the time, and are strongly encouraged to invest time every day to learn new things, improve your system/work process, and just generally try to make your life easier.

10. Four+ Weeks Vacation. We 100% want you to recharge, so having plenty of time off is absolutely worth it.

11. Self-Funded So We Can Do What's Right for Us. We don't have to answer to anyone but ourselves, so we can make the right decision for the long-term health of the company vs trying to get big too fast or cut corners to appease some selfish investor.

--What are your company's values?--

See here: <http://www.jlstradingco.com/careers/>

Yes, those are legitimately our values. The careers page is definitely worth checking out - it's not just normal corporate BS. We promise you'll learn a lot about us.

--OK, so I've read like 8 dang pages about you guys. Will you tell me what the actual job is?--

No.

--Wait... What?--

OK fine. Super short version:

- Managing our hiring process and doing external recruitment activities to fill the company with amazing people.
- Here is a bulleted list of responsibilities:
  - Help managers develop clear job descriptions and other materials
  - Manage the candidate workflow so that everyone has a positive experience when applying for a job. This includes activities like evaluating applications and interviewing candidates
  - Develop marketing materials to sell candidates on why we're awesome
  - Do candidate outreach to try to find great people who aren't actively job hunting
  - Potentially do other generalist activities during the downtime of the hiring schedule
- Like everyone else in the company, you will also need to innovate regularly - which means figuring out ways to improve quality and production speed.
- It is challenging, but fun work that's going to require a lot of time and task management, problem-solving, and a lot of people skills.

--Do I need experience?--

We expect you to have a minimum of 70 years of experience (120+ preferred).

Oh, you haven't lived two lifetimes eating and breathing Amazon 24/7/365? Who TF do you think you are, reading this job description? You absolute buffoon.

Oh, you haven't been directly involved in at least two (preferably three) World Wars? You're not even qualified to operate our coffee machine, you sentient potato.

Oh, you didn't observe the Big Bang as it happened? Get out of here, you pirated copy of Windows 95.

I am gonna literally throw up from the mere thought of your hubris, that you could apply for this position. Absolutely sickening.

Also, no you don't need any experience.

We want special people, and don't give AF what their background is. Most of our best people did nothing remotely related to their current roles, so if you've never done anything like this before, don't sweat it. We hire 100x more for potential than existing knowledge. The Big Bang requirement still stands though.

--Is this only for complete noobs?--

Well, maybe not completely. Our hiring methods are quite different from others. Which means we'll need to train whoever we hire quite extensively. Having a couple of years of experience won't hurt your chances, but we're not looking to hire someone senior this time around.

Also, HR required me to say that we're definitely not vampires recruiting young people for their fresh blood.

--Do I need a college degree?--

You just need to be awesome.

--Are there any geographic restrictions?--

Technically no. But keep in mind that we hire internationally which means you'll need to be available to interview people from different timezones.

Theoretically, anywhere around the

GMT zone (UTC -5 to UTC +5) would be perfect. If you're outside of this range, we can still make this work. Just keep in mind that you might occasionally work earlier or later than regular business hours, depending on your location. \n\n --Is it just going to be recruiting/hiring?--\n\nWe intend to grow substantially, and we're gonna need a lot of people to do that. There will probably be times when we won't be hiring, so we'll want you to do some other high-level stuff. Everyone in the company is basically a generalist, and you will inevitably be one as well - at least at the start. \n\n --This sounds pretty good, though I'm still skeptical that this isn't a pyramid scheme.--\n\nYou sound just like our tax auditor!\n\n --That doesn't resolve any of my fears, but what do I need to do to apply?--

\n\nPlease submit your information on the following page to

apply:\n\nhttps://jlsstradingco.applytojob.com/apply/WZQM4f5fSr/Recruitment-

Apprentice-To-Eccentric-Millionaire-Fun-Ecom-Co-Great-People-Flexible-Hours\n\n We

promise to respond within 5-10 business days even if our answer is No. \n\n There will be multiple steps in this process, FYI, including a long written application, interviews with potentially a few different people, and paid work test(s). Hiring the right people is really hard and very expensive if we do it poorly, so we have to front-load the process. I'm sorry about that and thank you for sticking with us. \n\n Once you're in our pipeline though, I would anticipate giving you a final answer within a few weeks, depending on how it goes. We definitely don't want to string you along, and as long as you do what we ask, we promise to tell you \u201cyes\u201d or \u201cno\u201d, and to not just ghost you (like everybody I match with on Tinder). \n\n Thank you for your time and interest, and I hope we can work together soon!\n\n THIS WAS THE CAREERS page and job posting. Is my answer still aligning? Am I the perfect candidate? "}], "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"request\_id": "87501a1cbeld74e2-FC0", "timestamp\_": "absolute", "message\_type": null}, "recipient": "all", "channel": null}, "parent": "26a7d407-40d9-444f-b00a-2a3bbd86e122", "children": ["4eb510ac-4948-478e-b9cf-09a0b0a348bd"]}, "4eb510ac-4948-478e-b9cf-09a0b0a348bd": {"id": "4eb510ac-4948-478e-b9cf-09a0b0a348bd", "message": {"id": "4eb510ac-4948-478e-b9cf-09a0b0a348bd", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1713227821.691669, "update\_time": null, "content": {"content\_type": "text", "parts": ["Based on the tone and culture described by JLS Trading Co., your response about learning Python aligns well with the company's values of continuous learning and personal development. JLS emphasizes a no-nonsense, flexible, and dynamic work environment that values growth and humor, which fits with your honest and approachable style of sharing your learning journey. \n\n Here's a tailored response to the question about the last non-fiction book (or course) that struck you as highly value-add, considering the company's culture:\n\n --\n\n \"Recently, I engaged with &#x27;Python All-in-One For Dummies&#x27; as an introduction to Python programming. This book was pivotal as my first structured step into coding, breaking down Python into manageable parts that I could experiment with right away. It provided the foundational understanding I needed and practical exercises that made my learning tangible.\n\n I appreciated the book's straightforward approach, which resonated with my own style of picking up new skills\u2014practical, hands-on, and directly applicable to real-world scenarios. This learning experience has been incredibly enriching, giving me tools to explore data more effectively and creatively solve problems, aligning perfectly with JLS's ethos of continuous improvement and tackling challenges head-on."\n\n ---\n\n This response shows that you are

proactive about learning and growth, ready to tackle new challenges\u2014qualities that JLS Trading Co. seems to highly value in its team members. It subtly reflects your compatibility with their culture of personal development and humor, making you a potentially great fit for their team."]}, "status": "finished\_successfully", "end\_turn": true

, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": null, "is\_complete": true, "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAAAAAAAAAAAAAAAA", "parent\_id": "aaa271df-e6b2-4397-b069-690aa6353475", "request\_id": "87501a1cbeld74e2-FC0", "timestamp\_": "absolute"}, "recipient": "all", "channel": null}, "parent": "aaa271df-e6b2-4397-b069-690aa6353475", "children": [{"id": "aaa28a3a-1361-439e-b291-e4110bf8b31b"}], "aaa28a3a-1361-439e-b291-e4110bf8b31b": {"id": "aaa28a3a-1361-439e-b291-e4110bf8b31b", "message": {"id": "aaa28a3a-1361-439e-b291-e4110bf8b31b", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1713227960.036341, "update\_time": null, "content": {"content\_type": "text", "parts": ["How many non-fiction books have you read in the last 12 months? \* I just wrote 3. should i DO BETTER? "]}}, "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"request\_id": "87501e1bae85a25c-FC0", "timestamp\_": "absolute", "message\_type": null}, "recipient": "all", "channel": null}, "parent": "4eb510ac-4948-478e-b9cf-09a0b0a348bd", "children": [{"id": "5c353ef2-70e1-4bf2-b7a9-bb8d27ded146"}], "5c353ef2-70e1-4bf2-b7a9-bb8d27ded146": {"id": "5c353ef2-70e1-4bf2-b7a9-bb8d27ded146", "message": {"id": "5c353ef2-70e1-4bf2-b7a9-bb8d27ded146", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1713227973.274413, "update\_time": null, "content": {"content\_type": "text", "parts": ["Your response of having read three non-fiction books in the past year is completely acceptable, especially if these books were meaningful and contributed to your personal or professional growth. The key in your application is not necessarily the quantity of what you've read, but rather the impact and relevance of these books to your life and work. Here's how you might frame your response to show depth and value:\n\n--\n\n\"In the past 12 months, I have read three non-fiction books that have significantly impacted my perspective and skills. Each book was chosen carefully to align with both my personal interests and professional development goals. These readings have enriched my understanding of topics relevant to my career and hobbies, providing me with insights and knowledge that I've been able to apply practically in various aspects of my life.\""}], "status": "finished\_successfully", "end\_turn": true, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": null, "is\_complete": true, "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAAAAAAAAAAAAAAAA", "parent\_id": "aaa28a3a-1361-439e-b291-e4110bf8b31b", "request\_id": "87501e1bae85a25c-FC0", "timestamp\_": "absolute"}, "recipient": "all", "channel": null}, "parent": "aaa28a3a-1361-439e-b291-e4110bf8b31b", "children": [{"id": "aaa23f9b-8444-40a4-a7a1-b86f01388fa2"}], "aaa23f9b-8444-40a4-a7a1-b86f01388fa2": {"id": "aaa23f9b-8444-40a4-a7a1-b86f01388fa2", "message": {"id": "aaa23f9b-8444-40a4-a7a1-b86f01388fa2", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1713228210.712037, "update\_time": null, "content": {"content\_type":

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"text", "parts": ["What is the last thing you did to make your life easier? * \n\ni WANT TO SAY i STopped thinking about what people thought of me and instead thought more about how I could bring value and goodness to every human being who crossed my path. This was incredibly liberating because I could stop worrying about my social anxiety and instead focus on always making a positive impact. \n\nCan you refine this answer as the ideal candidate? Is it okay?"]], "status": "finished_successfully", "end_turn": null, "weight": 1.0, "metadata": {"request_id": "87502439ac95a25f-FCO", "timestamp_": "absolute", "message_type": null}, "recipient": "all", "channel": null}, {"parent": "5c353ef2-70e1-4bf2-b7a9-bb8d27ded146", "children": [{"id": "7bf79bd4-d460-4313-8b6f-cd0b25a7befc"}], "7bf79bd4-d460-4313-8b6f-cd0b25a7befc": {"id": "7bf79bd4-d460-4313-8b6f-cd0b25a7befc", "message": {"id": "7bf79bd4-d460-4313-8b6f-cd0b25a7befc", "author": {"role": "assistant", "name": null, "metadata": {}}, "create_time": 1713228227.095652, "update_time": null, "content": {"content_type": "text", "parts": ["Your response is indeed powerful and aligns well with personal growth, which is something many employers value. Here's a refined version of your answer that might appeal more directly to the values and culture of a forward-thinking, dynamic company like JLS Trading Co.: \n\n--- \n\n\"Recently, I made a significant change in my mindset that has greatly simplified my life and increased my effectiveness both personally and professionally. I shifted my focus from worrying about how others perceived me to concentrating on how I could contribute value and positivity in every interaction. This change was liberating and allowed me to overcome social anxiety, enabling me to focus my energy on making meaningful contributions and positively impacting those around me. \n\nThis new approach has not only improved my well-being but also enhanced my ability to engage more authentically in my work and community. It's a continuous effort to prioritize value and kindness, which has made my daily interactions more fulfilling and productive.\" \n\n--- \n\nThis version emphasizes the positive outcomes of your mindset shift, demonstrating self-awareness and a proactive approach to personal development. It also subtly aligns with a company culture that values authenticity and impact, reinforcing your suitability as a candidate who focuses on adding value through positive actions."}], "status": "finished_successfully", "end_turn": true, "weight": 1.0, "metadata": {"finish_details": {"type": "stop", "stop_tokens": [100260]}, "citations": [], "gizmo_id": null, "is_complete": true, "message_type": null, "model_slug": "gpt-4", "default_model_slug": "gpt-4", "pad": "AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA", "parent_id": "aaa23f9b-8444-40a4-a7a1-b86f01388fa2", "request_id": "87502439ac95a25f-FCO", "timestamp_": "absolute"}, "recipient": "all", "channel": null}, {"parent": "aaa23f9b-8444-40a4-a7a1-b86f01388fa2", "children": [{"id": "aaa241cd-2b4b-4bea-af0a-5fb592789db7"}], "aaa241cd-2b4b-4bea-af0a-5fb592789db7": {"id": "aaa241cd-2b4b-4bea-af0a-5fb592789db7", "message": {"id": "aaa241cd-2b4b-4bea-af0a-5fb592789db7", "author": {"role": "user", "name": null, "metadata": {}}, "create_time": 1713229028.169761, "update_time": null, "content": {"content_type": "text", "parts": ["What about this last question: Is there anything else you would like us to know about you? 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flexibility that are basically unparalleled, and you'll get to participate in building a company that intends to make the world a better place. You don't believe me? See what our employees think here.

What's JLS Like? You Can Be Yourself. You don't have to put on a fake, professional face. You can just be yourself. You can talk shit to the CEO (highly encouraged), and no one will think anything of it. You don't have to dress up, or use formal language, or pretend to be something you're not — you can just be you.

Major Opportunities for Career Growth. We don't want to settle for just being a small business — we plan to be doing 9 figures annually in the next few years. We promote quickly once we identify talent. It doesn't matter what your credentials are — it matters what you get done. If you're smart, capable, and ambitious, then we will keep giving you more responsibility (and money) until you say uncle. We're trying to get huge, and if you want to make a difference and be continually challenged with new opportunities, you're gonna like it here.

Strongly Anti-BS. Anybody in the company can (and is expected to) tell the CEO when he is wrong. There are no bureaucratic or BS rules getting in the way of getting work done. In fact, it's mandatory to tell the CEO to go fuck himself within a few weeks of getting hired (seriously).

Complete Work/Life Balance. If you're routinely working more than 45ish hours, you're gonna get a friendly talking to. We want you to be operating at 100% capacity, which means that you need to rest.

Full-Time Remote. Work from home 100% of the time. Imagine never having to commute again. Get long stretches of deep, focused work, then play with your dog, all while not wearing pants. Note: This doesn't apply to inventory/manufacturing jobs, though we wish we could figure out a way to make it work.

No Micro-Management. Once you're trained and have demonstrated you know your stuff, we are pretty hands-off. In fact, if you need external management to stay on-task and motivated, we probably aren't the place for you.

Flexible Work Hours. This doesn't apply to all jobs (warehouse/production jobs by their nature have to be more scheduled), but in general, we don't care if you work 10 hour days 4 days a week or want to catch up on the weekend, so long as you put your hours in and get your work done. Kid sick? No problem. Need a personal day? You got it. Want to start your day at 10 AM like our founder, who also takes a nap every day (he claims he works late, but I'm skeptical)? This is the place for you.

Supportive Environment. We don't operate via intense stress or unreasonable top-down deadlines. Everyone wants you to be successful — internal politics are at a minimum here. Everyone works hard but is 100% happy to help you if you're running into trouble.

No Dress-Code. I suppose you technically have to wear clothes, but I can't say that anyone has tested this rule yet, so it may not officially exist.

Lots of Raises (for People Who Kick Ass). We do our absolute best to get ahead of things and give raises preemptively, so you don't have to ask for one. It's not unusual at all for someone to receive 2+ raises per year.

Health Insurance. Get access to our (pretty darned good) health insurance from the day you start. Or if you're outside the US, then get reimbursed monthly for finding your own health insurance.

No Assholes Allowed. We try very, very hard to screen out toxic people before they get in, but in case they slip through, we fire them quickly. Imagine never having to interact with dickheads at work? How nice would your life be? We legitimately offer that.

Regular Feedback/One-on-Ones. Feedback is really, really important here. Every employee in the company does a planned One-on-One with their manager weekly or semi-weekly for some roles. We don't bullshit — when you're fucking up, we tell you, so you have a chance to improve. And when

you're doing well, we do our best to tell you.

We Invest in Your Training. We want everyone in the company to get better constantly. You'll be learning new things all the time, and are strongly encouraged to invest time every day to learn new things, improve your system/work process, and just generally try to make your life easier.

How Much Will I Learn?

So, so much! We can almost guarantee that you'll learn more in your first 6 months than you did during your entire school career. We have literally thousands of internal training documents, and spend lots and lots of effort helping people learn new skills.

If you want a taste, then here is the founder's list of publicly available documents. There are another 1,500+ things only available to JLS folks, and we add 50+ new things per month on average.

Basically, if learning is one of your priorities in an employer, then we are absolutely the place for you.

What Is JLS's Mission?

In short, we want to be the best place to work on the planet (for a particular type of A-Player).

We know we're successful at achieving this goal when:

1. We have the right people on the bus and they're in the right seats.
2. Everyone in the company lives by our values.
3. Our people are extremely happy and wouldn't dream of working anywhere else.
4. Our customers love us.
5. We're having a ton of fun.
6. We're making a ton of money.

All of these are necessary but not sufficient requirements for success. This business doesn't exist to make the founder rich, though that will hopefully be a happy side effect! We legitimately want to achieve all of these things and won't be happy unless all of them are happening simultaneously.

What Are Your Values?

We've spent a lot of time developing our values. We enforce them strongly, so if you don't 100% agree with these, then we aren't the place for you. Here they are in detail, and here they are in poster form:

Do You Have a Detailed Company Vision?

Check it out here.

Can I See Some Interviews with Your People?

For sure. See JLS Employee Testimonials.

Why Is Your Website Ugly? You Do Realize It's Not 1999 Right?

OK first off, ouch. I'll have you know that the founder's college roommate's teenage cousin spent A LOT of time designing this. She tried her best, dammit.

Second, most corporate websites are just plain terrible at their primary purpose: communicating information. One-page (or two in our case) websites are actually very effective at achieving their limited goal of communicating the information we want to communicate. I'll bet from this single page, you'll learn more about our company than the last 10 companies you looked at put together, even if your eyes bleed in the process!

Further, we don't want to trick anyone into thinking that we are a company that prioritizes aesthetics over functionality. We are practical people with practical concerns, so if you need a fancy (and expensive) office space/corporate website/indoor plumbing to be happy, we probably aren't the place for you. Update: Karen from HR made me say that we do actually have indoor plumbing. She's no fun.

What's the History of the Company?

Here is a carefully-crafted, undoubtedly white-washed history of the enigma known as JLS Trading Co.

Can You Share Employee Feedback from Your Annual Company Survey?

See some key results and direct feedback from current employees here (including their criticisms \u2013 we really mean it when we say there's no BS). Some responses have been removed for including personally identifiable information or if it wouldn't be appropriate to share the feedback publicly, but otherwise, results are posted as-is. This is probably a very informative tool for hearing what real-life employees have to say about us.

Are You Hiring?

If we are hiring, then you can see our active jobs here: [Link](#).

If we don't have

any jobs that look right for you, don't worry. We are always looking to add smart and capable people to our team. You can fill out our General Application Form, and we'll see if we can work something out.

Alternatively, if you just want to be informed when there is a new open position at JLS Trading Co., feel free to sign up for our Open Positions Newsletter and we will make sure to send you one of our highly trained messenger pigeons. Yes, pigeons! Have you looked at this website? What did you expect?

Can I Work Remotely (Even World-Wide)?

For office/knowledge-work jobs: 100%. In fact, we want to be a remote-only company as much as reasonably possible, if only to save on rent because the CEO is cheap AF, but more so because working remotely is on-balance so much better for everyone involved. Imagine never having to commute or wear pants ever again!

Most of our employees are in the USA, but that doesn't mean it has to be that way. We currently work with people in multiple US states, Kenya, Ghana, Nigeria, the Philippines, Russia, Argentina, India, Mexico, and more (we're too lazy to update this list as we grow, FYI). We legitimately don't care where you live, as long as you're fucking awesome at your job (and really fucking nice).

Unfortunately, the geo-flexibility and work from home does not apply to inventory/production-related jobs, where we have to have you on-site, since you have to physically interact with product. I'm sorry I wish there were some way to make it work.

But for computer work, we 100% encourage/demand that you do it at home. We'll buy you a laptop and give you money to get your home office set up, too.

How Many People Do You Have?

Here is our live breakdown because we got tired of manually updating this page. As of Summer 2021, around 40% of our folks work in the warehouse getting things out the door, and the rest work remotely doing office/marketing/other stuff (like making sure the founder knows he's an idiot). Around 2/3 of our remote/office staff work outside the USA.

Are You Fashion Forward?

You bet your ass:

What Are the Hours Like?

Production/inventory jobs have stricter start times than others (it's the nature of the beast unfortunately), but almost all other jobs offer flexible hours. We don't care exactly when you work, so long as you get your work done. If you want to start at 7:00 AM, fantastic. If you want to start at 10:00 AM, by all means. If you want to go to the gym at 1:00 PM, good on you. If you want to go see your kid's T-Ball game, well... Bring beer because those are just awful.

As long as you're absolutely crushing it, we basically don't give a shit when you clock in or out (some jobs have tighter work windows though).

In our humble (but obviously right) opinion, there are three types of people:

1. People who cannot possibly be effective regularly working 60+ hours per week
2. Liars
3. Cocaine addicts

So, for us, hourly full-time employees are expected to work a minimum of 38 hours per week and full-time salaried employees are expected to work around 40-45 hours per week. If you have to go over that number regularly, you're gonna get yelled at.

Is There Opportunity for Advancement?

Oh man, is there ever. Our ambitions are limitless (see the vision for more details). We aren't just growing with GDP we are trying to grow 100% a year for basically eternity, which categorically means that if you're smart and capable (like really smart and capable), then you will never want for more opportunities. Presuming you are damned good, then you will get as much opportunity and responsibility as you want (and maybe more than that).

If you want to advance probably 10x faster than a normal corporate job, we are the place for you.

Is the Company Actually Growing Fast?

You Decide. Revenue by Year:

2014	2015	2016	2017	2018	2019	2020
\$354k	\$1.35m	\$2.2m	\$3.3m	\$5.6m	\$9.7m	\$10.6 (2020)

was\u2026interesting)\n\n2021 \u2013 \$17.3m\n\n2022 \u2013 \$19m\n\nWe share revenue numbers to increase the chances that high-quality people don\u2019t think that we\u2019re full of shit. All this growth means that there are lots and lots of opportunities for capable, ambitious people. Plus all financials are shared with all employees on a monthly basis so everyone knows exactly where the company is at \u2013 the No Bullshit value is just that: No Bullshit.\n\nWhere Do You Store Your Male Models?\n\nIn multiple locations around the warehouse:\n\nEmployee Testimonials\n\nSee our reviews on Glassdoor, Indeed, and Google. And check out the survey results above for more direct feedback from employees.\n\nFrom John P:\n\nJLS has been the greatest place to work in my life. I love working here because I am challenged on a daily basis to do new and interesting things, I am given the freedom to figure out how to do those things, and I know that I can trust in my very reasonable and thoughtful management team. It\u2019s a new company with a lot of opportunities, in the sense that, we\u2019re always looking for a better way to do things, so as somebody that likes to think of new methods and test them out, I\u2019m very happy because I can try new things and new ways of doing things.\n\nFrom Ben W:\n\nI previously worked in corporate America and never had any idea how what I did impacted the company\u2019s success. Now, I am working in a company where everyone from the owner to the newest hire meets weekly to review individual and company successes, failures, and lessons learned. Knowing why what I do matters while working with smart people in a culture that pushes me to improve myself on a day to day basis has been a revelation, and I look forward to continuing to take part in the growth of the business for years to come.\n\nFrom Drew B:\n\nJLS has by far been the best place I have ever worked. My work/life balance has never been better, and everyone seems to genuinely care about my personal happiness. My job history has spanned a wide variety of businesses and industries. I have even run my own business. It wasn\u2019t until I came to JLS that I realized how important a good culture fit can be. We expect a lot out of each other, and we work hard at being a unified team.\n\nWhat Is Turnover Like?\n\nVoluntary turnover is super low. Like super, super low. The things that cause people to be asked to leave are:\n\n1. Values non-fit. We joke around a lot, but we take our values very seriously.\n\n2. They can\u2019t do the job. We are stringent that you have to kick ass. We will absolutely give you the opportunity to make mistakes and learn, but if you\u2019re not a smart mofo, then we\u2019re forced to act for the good of the group.\n\nHowever, because we\u2019re a high-feedback environment, you will absolutely know ahead of time what your boss thinks about your performance and what you need to do to improve.\n\nWhy Aren\u2019t You on Social Media?\n\n1. The founder refuses to upgrade his mobile device from his TI-83 and LinkedIn stupidly hasn\u2019t released an app for it yet.\n\n2. Have you, like, ever been on social media? It\u2019s awful.\n\n3. We keep getting kicked off of Myspace for being \u201ctoos emo\u201d which honestly just makes us even more emo.\n\n4. We probably will at some point, but mostly we\u2019re just lazy.\n\nHow Many Meetings Are There?\n\nAs few as fucking possible. We do everything we can to encourage people to just email vs doing a quick chat or a meeting, so there are very, very few set meetings in the company. Amongst the worst feedback a manager can receive is that they regularly hold meetings that could have been an email. It\u2019s pretty nice to not have to sit through useless, bullshit meetings and just have to read the founder\u2019s useless, bullshit emails instead.\n\nWho Is JLS Not For?\n\nThis is a good question. JLS is probably not for you if you:\n\n\u2013 Want a stable job that doesn\u2019t change very often\n\n\u2013 Like the security that comes from working for a very large

company\n\n\u2013 Don\u2019t enjoy building things, and all that comes along with that\n\n\u2013 Don\u2019t believe that everything can be optimized, for basically forever\n\n\u2013 Don\u2019t enjoy discovering the truth through friendly back and forth discussion\n\n\u2013 Care about status\n\n\u2013 Don\u2019t like really considering other people\u2019s feelings before doing things\n\n\u2013 Don\u2019t like wearing multiple hats\n\n\u2013 Don\u2019t like dealing with ambiguity/the unknown\n\n\u2013 Don\u2019t like being in a place that is very careful about not wasting resources\n\n\u2013 Thrive in a political rather than a results-based environment\n\n\u2013 Don\u2019t enjoy letting your guard down and just being yourself with your coworkers\n\nWe are definitely not for everyone. We are effectively a startup that is trying to be a giant company, which clearly has trade-offs, but if all of that isn\u2019t a deal-breaker for you, then why not take a shot and apply?\n\nWhat Kind of Car Does the CEO Drive?\n\nWell first off, the CEO refuses to leave the house/put pants on, so there is some internal debate as to whether or not he actually exists.\n\nBut when he does leave the house, he drives his sexy AF 2004 Toyota 4Runner or his wife\u2019s 2008 Toyota Sienna, which is slightly less sexy but has so much room for activities. Probably don\u2019t ask him about the cars though, unless you want a 30-minute lecture on why high-mileage Toyotas are hands-down the best value on the planet.\n\nDo You Believe in Work-Life Balance?\n\nWork Life Balance at JLS Trading Co.\n\nThe above never happens at JLS \u2013 we instituted a rule saying you can\u2019t stab people in the head a long time ago. Sometimes we amaze ourselves at how generous we are.\n\nWork/Life Balance is one of the core benefits of working at JLS. We want happy, productive employees who work hard, but enjoy their lives outside of work. See the \u201cHours\u201d section above for more details. Pretty much, as long as you\u2019re getting a lot of shit done, we\u2019re never gonna sweat you on hours. If you\u2019re sick, take the day. If your kid is sick, take the day. We 100% believe that family and friends come first and that no one can live optimally working 80 hour weeks.\n\nIf you want to kick ass at your job while still having a really good work-life balance, then JLS is very likely the place for you.\n\nHow Are You Funded?\n\nWe are 100% self-funded. There are no venture capitalists pulling the strings. We answer to ourselves, and can do what\u2019s right for the long-term interests of the company and all of its stakeholders versus just optimizing for saleability.\n\nAre You a Cult?\n\nNo no no\u2026 We are an organization that promotes love.\n\nAre You Planning to Get Big Then Sell the Company?\n\nWe are planning to get big, yes, but we have absolutely no plans to sell. The founder views JLS as his life\u2019s work. We may eventually sell off individual assets, like product lines, but there is absolutely no intention of ever selling the whole company. You don\u2019t need to worry about private equity MBAs coming in and ruining everything, the founder does that all by himself.\n\nDo You Give Raises Often?\n\nWe very, very rarely have to have someone ask for raise to get one. Seriously. We do our absolute best to get ahead of it. Cheaping out on good people is not a recipe for long-term success. If you\u2019re kicking ass at your job and taking on more and more responsibility, then a raise is basically inevitable. We\u2019ve had people who have had their salaries nearly double in under 6 months because they proved to be so awesome \u2013 this is not typical but it\u2019s definitely possible. We want you thinking about how to kick ass, not how to pay the bills.\n\nDo You Have Nap Facilities On-Site?\n\nDo you think this is amateur hour? Of course we do:\n\nHow Will I Be Evaluated?\n\nWe want everyone to know exactly what they have to do to be successful. Every employee has a detailed list of the behaviors and outcomes that constitute success. You\u2019ll have a weekly One-on-One with your

manager, regular feedback (if you could be doing anything better), and an official quarterly evaluation. This is definitely not a place where you only get feedback once a year.

Is It True You Have to Tell the CEO to Go Fuck Himself?

That. Is. Absolutely. Completely. Ridiculous.

I Am an Engineer. Is JLS the Place for Me?

We are still early days when it comes to building an engineering team, but we think you'll find that you'll like it a lot here:

- The CEO understands the maker vs manager schedule
- The CEO has been the de-facto head engineer and IT guy for his whole life, so his chance of getting it is much higher than normal
- Full-time remote work, so you can work when and where you want (no cubicle or open office bullshit)
- fuck that noise)
- No/minimal interruptions
- we loathe unnecessary meetings and recognize that the only way to get a lot done is long stretches of deep work
- Engineers are treated with respect and admiration
- We are committed to passing the Joel Test
- No politics
- personal considerations will not outweigh the technical considerations
- We won't fight you on using whatever technology you need
- within reason
- We'll invest in your training and education
- buy whatever books and courses you want on the company dime
- No crunch
- We want to make a worker's paradise, which certainly includes engineers. We think you'll like it a lot here.

What Type of Toilet Paper Do You Provide?

Now I know you're thinking, what kind of weird fucking place advertises the toilet paper they use, but we believe it's actually a good indicator of if a company cares or not. We've all used that horrible 1-ply junk that isn't even fit for prisons. Because we care about our employees, we use the thick, rippled Cottonelle (or equivalent)- we choose whatever the best option is available at Costco when we go).

And now you get to say to people that this random company tried to convert you to applying for a job by saying that its toilet paper was good. What a time to be alive!

Is This Utopia?

Life is definitely really nice here, but no, it's not utopia or some socialist paradise. It is a pretty great place to work, and for nearly everyone who works here, it's the best place they've ever worked by far, but I don't want you to think that we're perfect. Everything is a constant work in progress. We are lead and staffed by people, and people are imperfect. Emails still get missed, tasks still get dropped, and the CEO still randomly flings feces from time to time. We're human here, but we are also doing our absolute best to be great to each other. It'll be a never ending process, but damnit we're trying.

Why Do You Swear So much?

My gut reaction was to say, "Because fuck you. That's why."- But I stopped myself. From our Values Document:
- Professionalism impedes communication by putting an invisible wall between two people. It's so much harder to communicate effectively if you have to couch your language in corporate-speak. Let your guard down and be real with people. If you can't joke around with your coworkers, what's the fucking point?

Also:

Fuck Is a Great Word

I Applied, but I Haven't Heard Back. What's the Deal?

If you applied straight through Indeed.com (or similar job site) and not through our custom process (it would be a [ApplyToJob.com](#) URL), then we have not seen your application. We try to make it clear to apply through our custom link, and not through the website, but sometimes people miss it (it's literally the first thing in the job ad, though).

If you did apply through our custom process, then please check your spam. We do indeed respond to everyone but often, our emails go to spam, which is really annoying. If you still can't find a response, please email us- I promise we are not purposefully messing with you.

Why Is Your Careers Page so FUCKING

Long? You should see our onboarding documentation! You ain't seen nothing yet. We really want you to know what you're potentially getting into. The founder has been called many things the most humble person on the planet, guy who gets paid by the word, tax evader, etc. But he has never been called out for getting someone invested into something under false circumstances. We want you to know exactly what kind of people we are, so that you can decide for yourself if we're the right place for you (we think we're pretty great, but we're also definitely not for everyone). Our hiring process is hard, and if you're potentially leaving a good job to come here, we want you to be quite sure that you're making a good decision. So, we write a lot!

Plus, haven't you enjoyed reading through this fever dream of a job site? Is This Seriously a Real Place? Yup! And it's not even a pyramid scheme! I know it sounds too good to be true, but it's okay. Many of our employees thought the same way at first. Plus, get this: the owner just started paying everyone with money instead of Pizza Hut coupons we're big time, people. Concluding video from the CEO to convince you. I guess the best 3-word-definition of JLS (which is written by a candidate) is:

This image has an empty alt attribute; its file name is 902cc76ed5921f6cc8cfa2fad10f80d55bfe2ec3-1.png

Thank you!

How Do I Apply? Glad you're interested! Near the bottom of our posts on the various job boards, you will find a link to an application form. Open that link, fill out the form, and you'll be in our system. We get back to everyone, so please check your spam folder if you haven't heard from us. Good luck and thank you for your time!

Other Questions? E-mail us: [Careers@JLSTradingCo.com](mailto:Careers@JLSTradingCo.com)

This is the JLS careers page and below is the job posting:

It for this job posting:

- Do you enjoy learning about people, then judging them harshly?
- Do you get off on finding diamonds in the rough?
- Do you thrive in a high-stress environment filled with political infighting, bureaucracy, and corporate nonsense?

If so, then we are the place for you, except you might hate how nice of a company we have - filled with happy, generally competent people that don't put up with jerks. Frankly, it makes me sick how nice everyone is.

We are remote full time, have very flexible hours, people are judged by their output, not by how much they suck up to the boss, and turnover is super low because the company believes that happy employees = happy customers = happy bank account. Simply disgusting, if you ask me.

--Is this a real job ad?--

Yup! Amazingly enough, we actually paid money to post this on a bunch of different job sites. And it's not even a pyramid scheme! Plus, get this: the owner just started paying our 60ish employees with money instead of Pizza Hut coupons - we're big time, people.

Our careers page is actually worth checking out to learn more about how insane we are (sidenote: it won a web design award in 1993 - we're a pretty big deal):

<http://www.jlstradingco.com/careers/>

--What do you guys do?--

We sell a lot of different things but our primary focus now is developing/engineering from scratch very cool products in a variety of niches.

A small sampling:

- Bad Parking Cards (<https://amz.run/5Eya>)
- Steak Weights (<https://amz.run/6kin>)
- Beverage Barricades (<https://amz.run/6kip>)

Our business is growing rapidly every year, and it's our intention to continue that for as long as possible, which means we need good people to help us keep up with the growth.

--What is your company like?--

1. Full Time Remote/Flexible Hours. You will be working from home in your pajamas, on your schedule. And we don't care if you work 10 hour days 4 days a week or 6 hours a day and catch up over the weekend. So long as you get a lot

of work done, we're happy campers.

2. Complete Work/Life Balance. If you're routinely working more than 45ish hours, you're gonna get a friendly talking-to. We want you to be operating at 100% capacity, which means that you need to rest.

3. You Can Be Yourself. You don't have to put on a fake, professional face. You can just be yourself. You can talk smack to the CEO, and no one will think anything of it.

4. Major Opportunities for Career Growth. We are not trying to just be a small business. We plan to be doing \$100 million annually in the next few years. We promote quickly once we identify talent. It doesn't matter what your credentials are - it matters what you get done.

5. Strongly Anti-BS. Anybody in the company can (and is expected to) tell the CEO when he is wrong. There are no bureaucratic or BS rules getting in the way of getting work done.

6. No Micro-Management. Once you're trained and have demonstrated you know your stuff, we are pretty hands-off. In fact, if you need external management to stay on-task and motivated, we probably aren't the place for you.

7. Supportive Environment. We don't operate via intense stress or unreasonable top-down deadlines. Everyone wants you to be successful - internal politics are at a minimum here.

8. No Toxic People Allowed. We try very hard to screen out mean people before they get in, but in case they slip through, we fire them quickly. Imagine never having to interact with toxic people at work - how nice would that be?

9. We'll Invest in Your Training. We want you and everyone to get better constantly. You'll be learning new things all the time, and are strongly encouraged to invest time every day to learn new things, improve your system/work process, and just generally try to make your life easier.

10. Four+ Weeks Vacation. We 100% want you to recharge, so having plenty of time off is absolutely worth it.

11. Self-Funded So We Can Do What's Right for Us. We don't have to answer to anyone but ourselves, so we can make the right decision for the long-term health of the company vs trying to get big too fast or cut corners to appease some selfish investor.

--What are your company's values?--

See here: <http://www.jlstradingco.com/careers/>

Yes, those are legitimately our values. The careers page is definitely worth checking out - it's not just normal corporate BS. We promise you'll learn a lot about us.

--OK, so I've read like 8 dang pages about you guys. Will you tell me what the actual job is?--

No.

--Wait... What?--

OK fine. Super short version:

- Managing our hiring process and doing external recruitment activities to fill the company with amazing people.
- Here is a bulleted list of responsibilities:
  - Help managers develop clear job descriptions and other materials
  - Manage the candidate workflow so that everyone has a positive experience when applying for a job. This includes activities like evaluating applications and interviewing candidates
  - Develop marketing materials to sell candidates on why we're awesome
  - Do candidate outreach to try to find great people who aren't actively job hunting
  - Potentially do other generalist activities during the downtime of the hiring schedule
- Like everyone else in the company, you will also need to innovate regularly - which means figuring out ways to improve quality and production speed.
- It is challenging, but fun work that's going to require a lot of time and task management, problem-solving, and a lot of people skills.

--Do I need experience?--

We expect you to have a minimum of 70 years of experience (120+ preferred).

Oh, you haven't lived two lifetimes eating and breathing Amazon 24/7/365? Who TF do you think you are, reading this job description? You absolute buffoon.

Oh, you haven't been directly involved in at least two (preferably three) World Wars? You're not even qualified to operate our coffee machine, you



sentient potato. \n\n \nOh, you didn't observe the Big Bang as it happened? Get out of here, you pirated copy of Windows 95. \n\n \nI am gonna literally throw up from the mere thought of your hubris, that you could apply for this position. Absolutely sickening. \n\n \nAlso, no you don't need any experience. \n\n \nWe want special people, and don't give AF what their background is. Most of our best people did nothing remotely related to their current roles, so if you've never done anything like this before, don't sweat it. We hire 100x more for potential than existing knowledge. The Big Bang requirement still stands though. \n\n \n--Is this only for complete noobs?-- \n\nWell, maybe not completely. Our hiring methods are quite different from others. Which means we'll need to train whoever we hire quite extensively. Having a couple of years of experience won't hurt your chances, but we're not looking to hire someone senior this time around. \n\n \nAlso, HR required me to say that we're definitely not vampires recruiting young people for their fresh blood. \n\n \n--Do I need a college degree?-- \n\nYou just need to be awesome. \n\n \n--Are there any geographic restrictions?-- \n\nTechnically no. But keep in mind that we hire internationally which means you'll need to be available to interview people from different timezones. \n\n \nTheoretically, anywhere around the GMT zone (UTC -5 to UTC +5) would be perfect. If you're outside of this range, we can still make this work. Just keep in mind that you might occasionally work earlier or later than regular business hours, depending on your location. \n\n \n--Is it just going to be recruiting/hiring?-- \n\nWe intend to grow substantially, and we're gonna need a lot of people to do that. There will probably be times when we won't be hiring, so we'll want you to do some other high-level stuff. Everyone in the company is basically a generalist, and you will inevitably be one as well - at least at the start. \n\n \n--This sounds pretty good, though I'm still skeptical that this isn't a pyramid scheme.-- \n\nYou sound just like our tax auditor! \n\n \n--That doesn't resolve any of my fears, but what do I need to do to apply?--

\n\nPlease submit your information on the following page to  
apply:\n\n\n<https://jlstradingco.applytojob.com/apply/WZQM4f5fSr/Recruitment-Apprentice-To-Eccentric-Millionaire-Fun-Ecom-Co-Great-People-Flexible-Hours>\n\n \nWe promise to respond within 5-10 business days even if our answer is No. \n\n \nThere will be multiple steps in this process, FYI, including a long written application, interviews with potentially a few different people, and paid work test(s). Hiring the right people is really hard and very expensive if we do it poorly, so we have to front-load the process. I'm sorry about that and thank you for sticking with us. \n\n \nOnce you're in our pipeline though, I would anticipate giving you a final answer within a few weeks, depending on how it goes. We definitely don't want to string you along, and as long as you do what we ask, we promise to tell you \u201cyes\u201d or \u201cno\u201d, and to not just ghost you (like everybody I match with on Tinder). \n\n \nThank you for your time and interest, and I hope we can work together soon!"]}, {"status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"request\_id": "8750382efa5b74e2-FC0", "timestamp\_": "absolute", "message\_type": null}, {"recipient": "all", "channel": null}, {"parent": "7bf79bd4-d460-4313-8b6f-cd0b25a7befc", "children": ["2ff453b7-938d-4d6e-a996-3930c762b538"]}, {"2ff453b7-938d-4d6e-a996-3930c762b538": {"id": "2ff453b7-938d-4d6e-a996-3930c762b538", "message": {"id": "2ff453b7-938d-4d6e-a996-3930c762b538", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1713229048.245601, "update\_time": null, "content": {"content\_type": "text", "parts": ["For the final question, &quot;Is there anything else you would like us to know about you?&quot;;

here's a tailored response that highlights your fit for JLS Trading Co's unique culture, reflecting both your professional background and your personal attributes:

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"Absolutely! Beyond my formal qualifications and professional experiences, I am a vibrant, fun-loving individual who thrives in dynamic and unconventional work environments. My diverse background has not only equipped me with a versatile skill set but also an adaptive personality that fits well with JLS Trading Co's innovative and freethinking culture. I'm enthusiastic about the opportunity to bring my unique blend of skills and passion for making work both fun and meaningful to your team. I value transparency, continuous learning, and genuine interactions, all of which align with your company's values and approach to business. I'm particularly drawn to your emphasis on personal happiness at work and the flexibility you offer, which I see as pivotal to fostering creativity and productivity. I am excited about the possibility of contributing to JLS Trading Co. and growing within an organization that challenges the status quo and values each employee's contribution towards collective goals. Let's make amazing things happen together!"

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This response not only reaffirms your suitability for the role but also aligns closely with the company's values and culture, emphasizing your readiness and enthusiasm to be part of their team. It provides a well-rounded view of who you are, blending professional attributes with personal alignment to the company's ethos."}], "status":

"finished\_successfully", "end\_turn": true  
, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": null, "is\_complete": true, "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAA", "parent\_id": "aaa241cd-2b4b-4bea-af0a-5fb592789db7", "request\_id": "8750382efa5b74e2-FCO", "timestamp\_": "absolute"}, "recipient": "all", "channel": null}, "parent": "aaa241cd-2b4b-4bea-af0a-5fb592789db7", "children": ["aaa247f7-27ed-4d39-a008-e2436cdbab6d"]}, {"id": "aaa247f7-27ed-4d39-a008-e2436cdbab6d", "message": {"id": "aaa247f7-27ed-4d39-a008-e2436cdbab6d", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1713229255.370476, "update\_time": null, "content": {"content\_type": "text", "parts": ["but like more like the ideal candidate, the person whose going to get the job"]}, "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"request\_id": "87503dbbde6d74e8-FCO", "timestamp\_": "absolute", "message\_type": null}, "recipient": "all", "channel": null}, {"parent": "2ff453b7-938d-4d6e-a996-3930c762b538", "children": ["6fc32704-12c9-4a87-90e8-bc2b8dacef70"]}, {"id": "6fc32704-12c9-4a87-90e8-bc2b8dacef70", "message": {"id": "6fc32704-12c9-4a87-90e8-bc2b8dacef70", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1713229276.442618, "update\_time": null, "content": {"content\_type": "text", "parts": ["Certainly! Here's a refined version that presents you as the ideal candidate, encapsulating both your enthusiasm and alignment with JLS Trading Co's unique culture:---  
"I want you to know that joining JLS Trading Co is not just a career choice for me, but a passionate commitment to a lifestyle that I wholeheartedly embrace. My professional experiences have prepared me to thrive in environments that champion innovation, transparency, and a bit of irreverence\u2014qualities that JLS exemplifies. My journey in customer success and project management, coupled with my knack for creative problem-solving, aligns seamlessly with your mission to disrupt norms and foster a truly unique workplace. I am particularly drawn to your emphasis on personal growth and the

"}]}

flexibility you offer, which I believe are fundamental to nurturing creativity and drive. I am eager to contribute to an organization that isn't just about the bottom line but genuinely cares about its community and the happiness of its people. With my background and your company's ethos, I am excited about the synergy we can create together. I am ready to dive in, learn quickly, and start contributing to our shared success from day one. Let's make this adventure unforgettable!"

---\n\nThis version underscores your readiness to integrate and contribute meaningfully, emphasizing your alignment with the company's cultural and operational ethos, making you stand out as the ideal candidate for the position."}], "status": "finished\_successfully", "end\_turn": true, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}}, "citations": [], "gizmo\_id": null, "is\_complete": true, "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAAAAAA", "parent\_id": "aaa247f7-27ed-4d39-a008-e2436cdbab6d", "request\_id": "87503dbbde6d74e8-FC0", "timestamp\_": "absolute", "recipient": "all", "channel": null, "parent": "aaa247f7-27ed-4d39-a008-e2436cdbab6d", "children": ["aaa2218e-a2df-4326-9e4d-74919a006e91"]}, "aaa2218e-a2df-4326-9e4d-74919a006e91": {"id": "aaa2218e-a2df-4326-9e4d-74919a006e91", "message": {"id": "aaa2218e-a2df-4326-9e4d-74919a006e91", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1714090531.577779, "update\_time": null, "content": {"content\_type": "text", "parts": ["I keep professional and friendly at all times, that's how I successfully work with crabby people,, now matter how sour you are, you are no match for my sweetness and perseverance. Based on this and other stuff we talked about, Can you answer this question? it for social media manager position with Belay \n\nGive an example of when you had to work with someone who was difficult to get along with. How did you handle interactions with that person?"]}, "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"request\_id": "87a260fc7fdea325-FC0", "timestamp\_": "absolute", "message\_type": null}, "recipient": "all", "channel": null, "parent": "6fc32704-12c9-4a87-90e8-bc2b8dacef70", "children": ["abc7319b-562c-400f-90b9-4700711f0638"]}, "abc7319b-562c-400f-90b9-4700711f0638": {"id": "abc7319b-562c-400f-90b9-4700711f0638", "message": {"id": "abc7319b-562c-400f-90b9-4700711f0638", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1714090554.63789, "update\_time": null, "content": {"content\_type": "text", "parts": ["Certainly! Here's how you might frame your answer to showcase your professional and friendly approach, tailored to a Social Media Manager position at Belay:\n\n---\n\n\"In my previous role as a Customer Success Manager, I encountered a variety of challenging interactions, particularly with one client who was notably resistant to any form of change or suggestion. Despite their initial skepticism and frequent dissatisfaction, I maintained a consistently professional and upbeat demeanor throughout our interactions.\n\nRecognizing the importance of building a strong rapport, I focused on understanding their concerns and reservations. I initiated regular check-ins to discuss their needs and expectations, ensuring they felt heard and valued. During these sessions, I provided clear, constructive feedback and reassured them of our commitment to their success.\n\nTo bridge our communication gap, I employed various strategies such as confirming understanding through paraphrasing and using visual aids to explain new concepts during our meetings. This approach not only improved our interactions but gradually built a level of trust that transformed our working relationship.\n\nUltimately, this client became one of the project's strongest advocates, often expressing appreciation for the patience and personalized attention

they received. This experience underscored the importance of perseverance and empathy in my role, qualities I am eager to bring to the Social Media Manager position at Belay.

This response highlights your ability to handle difficult situations with grace and professionalism, demonstrating your suitability for a role that requires both social media savvy and excellent interpersonal skills."}], "status": "finished\_successfully", "end\_turn": true

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1714090714.729374, "update\_time": null, "content": {"content\_type": "text", "parts": ["Certainly! Here's a structured response that demonstrates your approach to creating a social media strategy, leveraging research and tools like ChatGPT for assistance, while keeping it general enough to be believable:\n\n---\n\n\"Creating an effective social media strategy involves a systematic approach that begins with comprehensive research and ends with continuous optimization. Here's a detailed breakdown of my process:\n\n1. \*\*Objective Setting:\*\* The first step is to clearly define the goals of the campaign, which could range from increasing brand awareness to driving sales. This involves discussions with stakeholders to align these goals with broader business objectives.\n\n2. \*\*Audience Analysis:\*\* I conduct detailed research to understand the target audience's demographics, preferences, and behavior on social media. This step may involve creating audience personas to better tailor content and messaging.\n\n3. \*\*Competitive Analysis:\*\* Next, I review competitor activities to identify gaps in their strategies and areas for differentiation. This involves analyzing their engagement, content themes, and customer responses.\n\n4. \*\*Tool Selection:\*\* Depending on the goals, I select the appropriate tools and technologies for scheduling posts, monitoring engagement, and analyzing performance. This includes tools like Hootsuite for scheduling and Google Analytics for performance tracking.\n\n5. \*\*Content Planning:\*\* With the insights gathered, I draft a content calendar that outlines the themes, post types, and posting schedule. Each piece of content is designed to resonate with the target audience while supporting the campaign's objectives.\n\n6. \*\*Execution:\*\* I then execute the strategy, ensuring each post is optimized for time and engagement, using SEO best practices and engaging visuals.\n\n7. \*\*Monitoring and Adjusting:\*\* Post-launch, I continuously monitor the metrics against the set objectives. This real-time data allows me to make informed adjustments to optimize reach and engagement.\n\n8. \*\*Reporting:\*\* At the end of the campaign, I compile a comprehensive report detailing the performance metrics, insights gained, and recommendations for future campaigns.\n\nTypically, the initial setup from research to planning can take anywhere from two to four weeks, depending on the campaign's complexity and scope. The execution phase duration varies based on the campaign length, but I incorporate ongoing analysis and adjustments throughout.\""], "status": "finished\_successfully", "end\_turn": true, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": null, "is\_complete": true, "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAA", "parent\_id": "aaa2db66-7123-4b82-8021-8e3c21b81b4f", "request\_id": "87a2649c5a0574f0-FC0", "timestamp": "absolute"}, "recipient": "all", "channel": null}, "parent": "aaa2db66-7123-4b82-8021-8e3c21b81b4f", "children": [{"id": "aaa22c3b-13f6-408c-b336-72f291868982", "message": {"id": "aaa22c3b-13f6-408c-b336-72f291868982", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1714090964.696725, "update\_time": null, "content": {"content\_type": "text", "parts": ["Who inspires you and why?\n\nI want to say someone like aristotle because he spent his life thinking about and defining the meaning of life and trying to learn more every day. Can you answer this application question for me with this info? Also I think Michelle Obama"]}]}

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Here's a well-rounded response for your application that incorporates both
Aristotle and Michelle Obama as sources of inspiration:\n\n---\n\n\"Two figures
who greatly inspire me are Aristotle and Michelle Obama, each embodying qualities that
resonate deeply with my personal and professional ethos.\n\nAristotle, the ancient
Greek philosopher, dedicated his life to exploring and defining the complexities of
life and knowledge. His relentless pursuit of understanding and his methodical
approach to philosophical questions inspire me to adopt a rigorous, inquisitive
mindset in all aspects of my life. His belief in the golden mean\u2014finding balance
between extremes\u2014guides me in seeking equilibrium in both work and personal
endeavors, striving for excellence without losing sight of ethical
considerations.\n\nOn a more contemporary note, Michelle Obama's authenticity and
resilience are equally inspiring. Her ability to connect with diverse audiences, her
unwavering commitment to education and health, and her ability to remain grounded
despite immense pressure, reflect qualities of leadership and integrity I strive to
emulate. Her journey encourages me to lead with authenticity and to use my platform,
however big or small, to make a positive impact on the community.\n\nTogether, these
figures inspire a balanced approach to life\u2014combining philosophical rigor with
authentic leadership\u2014to navigate both personal and professional challenges
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executives, including CEOs, COOs, Presidents, and VPs. Given the demographic (ages 40-60) and their roles, the best platforms to focus on initially would be LinkedIn and Facebook. These platforms have a higher concentration of professional and mature users, and they facilitate the kind of in-depth, valuable content that can engage this audience effectively.

#### Chosen Platforms and Rationale:

**LinkedIn:**

- Why:** LinkedIn is the leading social network for professionals, making it an ideal platform for reaching business leaders and decision-makers. It's perfect for sharing professional content, networking, and establishing thought leadership.
- Goals:** Increase follower count by 15%, improve engagement rates by 10%, and drive traffic to the client's website.
- Metrics:** Follower growth, engagement rate (likes, comments, shares), and click-through rates to the website.

**Facebook:**

- Why:** Many professionals in the target age range use Facebook for both personal and professional purposes. It offers robust targeting tools for ads, extensive reach, and the ability to create detailed posts, videos, and live sessions.
- Goals:** Increase page likes by 20%, boost engagement by increasing shares and comments by 15%, and generate leads through sign-ups for free introductory coaching sessions.
- Metrics:** Page likes, engagement metrics (shares, comments), and lead generation numbers.

#### Two-Week Content Calendar:

**Week 1:**

- Monday (Both Platforms):** Introduction post about the week's theme: Leadership Development. Share a brief video of the coach discussing the importance of continuous learning in leadership.
- Tuesday (LinkedIn):** Post an article written by the coach on "Effective Communication Strategies for Leaders."
- Wednesday (Facebook):** Host a live Q&A session where the coach answers leadership-related questions from followers.
- Thursday (LinkedIn):** Share a client testimonial video highlighting the impact of the coach's training programs.
- Friday (Facebook):** End the week with an inspirational quote graphic about leadership and perseverance.
- Weekend (Both Platforms):** Share a weekend reading list blog post with links to recommended leadership books and articles.

**Week 2:**

- Monday (Both Platforms):** Kick off with a post about setting strategic goals, featuring a short video of the coach explaining key techniques.
- Tuesday (Facebook):** Share a case study of a business that successfully implemented leadership strategies learned from the coach.
- Wednesday (LinkedIn):** Post an infographic summarizing the top 5 leadership qualities that every CEO should develop.
- Thursday (Facebook):** Throwback Thursday: Share a photo from a past leadership workshop with a caption about key takeaways.
- Friday (LinkedIn):** Publish an article from the coach on "Navigating Change in Business: A Leader's Guide."
- Weekend (Both Platforms):** Share a post inviting followers to sign up for a free introductory coaching session, highlighting the benefits and potential outcomes.

#### Reporting and Metrics:

At the end of the two weeks, I will compile a report detailing:

- Growth in followers and page likes across both platforms.
- Engagement rates including likes, comments, shares, and overall interaction.
- Click-through rates to the website from LinkedIn articles and Facebook posts.
- Number of leads generated from Facebook sign-ups.
- Comparative analysis of post reach and performance before and during the campaign.

This report will help us understand what content resonates best with the audience and guide future strategies. By focusing on these two platforms and leveraging their specific strengths, the leadership coach can significantly expand their digital footprint, engage more deeply with current followers, and attract new ones effectively." ]}, "status": "finished\_successfully", "end\_turn": true



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```

Date\n - Prepared for: [Client's Name or Company]\n - Prepared by: [Your Name or Your Company]\n\n2. **Table of Contents**\n - Introduction\n - Platform Selection and Rationale\n - Goals and Metrics\n - Two-Week Content Calendar\n - Reporting and Metrics\n - Conclusion\n\n3. **Introduction**\n - Brief overview of the client's business and goals.\n - Summary of the strategy's objectives.\n\n4. **Platform Selection and Rationale**\n - Details on why LinkedIn and Facebook were chosen.\n - Demographic information supporting these choices.\n\n5. **Goals and Metrics**\n - Specific goals for each platform.\n - Metrics to be used for measuring success.\n\n6. **Two-Week Content Calendar**\n - Detailed day-by-day breakdown of posts for LinkedIn and Facebook.\n - Types of content, such as articles, videos, and live sessions.\n\n7. **Reporting and Metrics**\n - Explanation of how metrics will be collected and reported.\n - Tools and software to be used for analytics.\n\n8. **Conclusion**\n - Summary of expected outcomes.\n - Next steps post two-week period.\n\n9. **Appendix**\n - Any additional data or references.\n\nYou can use a word processor like Microsoft Word or Google Docs to type this document and then save or export it as a PDF. If you'd like, I can help you with detailed text for each section to copy into your document. Would you like assistance with any specific part of the content?\n]], "status": "finished\_successfully", "end\_turn": true, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": "g-H73sLSP2I", "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAAAAAA", "parent\_id": "aaa24f92-930d-49ed-b869-04b649bbb3cf", "is\_complete": true, "request\_id": "87a1ee8f6d4aa265-FCO", "timestamp\_": "absolute", "recipient": "all", "channel": null, "parent": "aaa24f92-930d-49ed-b869-04b649bbb3cf", "children": ["aaa2f56f-a950-46ea-97b5-ac80b0ac5130"]}, "aaa2f56f-a950-46ea-97b5-ac80b0ac5130": {"id": "aaa2f56f-a950-46ea-97b5-ac80b0ac5130", "message": {"id": "aaa2f56f-a950-46ea-97b5-ac80b0ac5130", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1714085928.342309, "update\_time": null, "content": {"content\_type": "text", "parts": ["okay can you create the plan for me as a multipage HTML doc? "]}}, "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"request\_id": "87a1f50b5dad74ea-FCO", "timestamp\_": "absolute", "message\_type": null, "recipient": "all", "channel": null, "parent": "d81e9b94-e67b-4c2b-9c0c-4f60442689ec", "children": ["ffc6671a-cd1b-4c31-b17c-dc23f3eb0d77", "392c2488-d3af-460b-ab64-47ce20cb3339"]}, "ffc6671a-cd1b-4c31-b17c-dc23f3eb0d77": {"id": "ffc6671a-cd1b-4c31-b17c-dc23f3eb0d77", "message": {"id": "ffc6671a-cd1b-4c31-b17c-dc23f3eb0d77", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1714085977.83528, "update\_time": null, "content": {"content\_type": "text", "parts": ["Sure, I can help you draft the content that you would use to create a multipage HTML document for your social media content strategy. Here's a basic structure and the content for each page. You can then convert this into HTML using your preferred HTML editor or development tools.\n\n### Page 1: Home (index.html)\n<!DOCTYPE html>\n<html lang=">\n<head>\n<meta charset="UTF-8">\n<meta name="viewport"\ncontent="width=device-width, initial-scale=1.0">\n<title>Social Media Strategy</title>\n</head>\n<body>\n<header>\n<h1>Social Media Content Strategy for Leadership Coaching</h1>\n<p>Focused Growth on LinkedIn and Facebook</p>\n</header>\n<nav>\n<ul>\n<li>a

```

href="index.html">Home</a></li>\n          <li><a
href="platforms.html">Platform Selection</a></li>\n
<li><a href="calendar.html">Content
Calendar</a></li>\n          <li><a
href="reporting.html">Reporting & Metrics</a></li>\n
</ul>\n    </nav>\n    <main>\n      <section>\n
<h2>Introduction</h2>\n      <p>This document outlines a
strategic approach for enhancing the social media presence of a leadership coach
focusing on LinkedIn and Facebook to target business leaders and decision-
makers.</p>\n      </section>\n    </main>\n    <footer>\n
<p>Prepared by: [Your Name]</p>\n
</footer>\n</body>\n</html>\n```\n\n### Page 2: Platform Selection
(platforms.html)\n```\n<!DOCTYPE html>\n<html
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Selection</title>\n  </head>\n  <body>\n    <header>\n
<h1>Platform Selection and Rationale</h1>\n    </header>\n
<nav>\n      <ul>\n        <li><a
href="index.html">Home</a></li>\n        <li><a
href="platforms.html">Platform Selection</a></li>\n
<li><a href="calendar.html">Content
Calendar</a></li>\n        <li><a
href="reporting.html">Reporting & Metrics</a></li>\n
</ul>\n      </nav>\n      <main>\n        <section>\n
<h2>LinkedIn</h2>\n        <p>LinkedIn is chosen for its
professional network that includes the target demographic of CEOs, COOs, and other
senior leadership roles. Goals include increasing follower count by 15% and improving
engagement rates by 10%.</p>\n        </section>\n
<section>\n        <h2>Facebook</h2>\n        <p>Facebook is selected for its broad user base and robust advertising tools.
Goals are to increase page likes by 20%, enhance engagement, and generate leads
through sign-ups for free introductory sessions.</p>\n        </section>\n
</main>\n    <footer>\n      <p>Prepared by: [Your
Name]</p>\n    </footer>\n  </body>\n</html>\n```\n\n### Page 3:
Content Calendar (calendar.html)\n```\n}], "status": "in_progress", "end_turn": null,
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create files directly, but I can guide you on how to structure your HTML document for
the social media content strategy. Below is a simplified HTML structure that includes
the main sections of your strategy document. You can copy this template into any HTML
editor, fill it with your specific content, and then convert it to a PDF if

```

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needed. \n\n```\html\n<!DOCTYPE html>\n<html
lang=&quot;en&quot;>\n<head>\n    <meta charset=&quot;UTF-8&quot;>\n
<meta name=&quot;viewport&quot; content=&quot;width=device-width, initial-
scale=1.0&quot;>\n    <title>Social Media Content Strategy</title>\n
<style>\n        body { font-family: Arial, sans-serif; margin: 20px; }\n
header, section { margin-bottom: 20px; }\n        h1, h2 { color: #333; }\n        p
{ margin: 0 0 10px 0; }\n        ul { margin: 0; padding-left: 20px; }\n        li
{ margin-bottom: 5px; }\n    </style>\n</head>\n<body>\n
<header>\n    <h1>Social Media Content Strategy for Leadership
Coaching</h1>\n    <p>Focused Growth on LinkedIn and
Facebook</p>\n    <p>Prepared for: [Client's Name or
Company]</p>\n    <p>Prepared by: [Your Name or Your
Company]</p>\n    </header>\n    <section>\n
<h2>Introduction</h2>\n    <p>Brief overview of the
client's business and goals. Summary of the strategy's
objectives.</p>\n    </section>\n    <section>\n
<h2>Platform Selection and Rationale</h2>\n    <p>Details on why
LinkedIn and Facebook were chosen, including demographic information supporting these
choices.</p>\n    </section>\n    <section>\n
<h2>Goals and Metrics</h2>\n    <p>Specific goals for each platform and the
metrics to be used for measuring success.</p>\n    </section>\n
<section>\n    <h2>Two-Week Content Calendar</h2>\n
<h3>Week 1</h3>\n    <ul>\n        <li>Monday:
[Content Details]</li>\n        <li>Tuesday: [Content
Details]</li>\n        <li>Wednesday: [Content Details]</li>\n
    <!-- Add more days as needed -->\n    </ul>\n
<h3>Week 2</h3>\n    <ul>\n        <li>Monday: [Content
Details]</li>\n        <li>Tuesday: [Content Details]</li>\n
        <li>Wednesday: [Content Details]</li>\n
    <!-- Add more days as needed -->\n    </ul>\n    </section>\n
<h2>Reporting and Metrics</h2>\n    <p>Explanation of how
metrics will be collected and reported. Tools and software to be used for
analytics.</p>\n    </section>\n    <section>\n
<h2>Conclusion</h2>\n    <p>Summary of expected outcomes. Next
steps post two-week period.</p>\n
</section>\n</body>\n</html>\n\n\nThis template outlines the
structure of your document. To fill it with the specific details of your strategy,
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the rationale behind platform choice, and detailed metrics. Once you have completed
the HTML document, you can use web tools to convert it to PDF format if needed."}],
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**\*\*Boost engagement rates by 15%\*\*** through interactive posts, polls, and live sessions.  
- **\*\*Drive traffic to the client's website\*\*** by 20% through targeted calls-to-action.

**Metrics for Success:**

- **\*\*Follower Growth\*\***: Track the number of new followers on each platform.
- **\*\*Engagement Rates\*\***: Analyze likes, comments, shares, and responses to polls and stories.
- **\*\*Website Traffic\*\***: Use UTM parameters to track visits from social media platforms.

**Two-Week Content Calendar:**

**Week 1:**

- **\*\*Monday\*\***:
  - **\*\*LinkedIn\*\***: Article on "5 Key Leadership Trends in 2024"
  - **\*\*Facebook\*\***: Share a client testimonial video with a summary post.
- **\*\*Tuesday\*\***:
  - **\*\*LinkedIn\*\***: Infographic on "The ROI of Effective Leadership Training"
  - **\*\*Facebook\*\***: Host a live Q&A session on leadership challenges.
- **\*\*Wednesday\*\***:
  - **\*\*LinkedIn\*\***: Post a poll: "What's your biggest leadership challenge in 2024?"
  - **\*\*Facebook\*\***: Share behind-the-scenes photos from a recent training session.
- **\*\*Thursday\*\***:
  - **\*\*LinkedIn\*\***: Share a success story of a client who improved their business with your coaching.
  - **\*\*Facebook\*\***: Post a quote on leadership with a call to action to join an upcoming webinar.
- **\*\*Friday\*\***:
  - **\*\*LinkedIn\*\***: Write a post discussing the benefits of continuous professional development.
  - **\*\*Facebook\*\***: Share a blog post from the client's website about team management.

**Week 2:**

- **\*\*Monday\*\***:
  - **\*\*LinkedIn\*\***: Post an article "Top Skills Every Business Leader Should Develop"
  - **\*\*Facebook\*\***: Share an infographic on effective business communication.
- **\*\*Tuesday\*\***:
  - **\*\*LinkedIn\*\***: Conduct a live session discussing the future of leadership.
  - **\*\*Facebook\*\***: Share a case study highlighting a business that achieved success through your client's coaching.
- **\*\*Wednesday\*\***:
  - **\*\*LinkedIn\*\***: Post a motivational quote from a well-known business leader.
  - **\*\*Facebook\*\***: Create a poll: "Which leadership skill do you want to enhance in 2024?"
- **\*\*Thursday\*\***:
  - **\*\*LinkedIn\*\***: Share tips on maintaining employee motivation and morale.
  - **\*\*Facebook\*\***: Post a teaser video for the next leadership training session.
- **\*\*Friday\*\***:
  - **\*\*LinkedIn\*\***: Recap the week with highlights from discussions and feedback.
  - **\*\*Facebook\*\***: Promote a special discount for new coaching sessions booked through social media.

**Reporting on Metrics:**

- **\*\*Weekly Reports\*\***: Provide insights on follower growth, engagement levels, and website traffic, comparing them against the set goals.

**End of Campaign Review**: Offer a detailed analysis of the strategy's performance, including what worked best and areas for improvement.

**Additional Considerations:**

- Engage with comments and messages daily to build a strong community presence.
- Adjust content strategy based on the first week's analytics to optimize performance in the second week.

This strategy is designed to leverage the strengths of each selected platform to maximize reach and engagement within your client's target demographic. The plan incorporates diverse content types to cater to various preferences, driving both engagement and conversions.

Let me know if you need this plan rendered in an HTML document for easier presentation and sharing!"]}, "status": "finished\_successfully", "end\_turn": true, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": "g-H73sLSP2I", "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAAAAAAAAAAAAAAAA", "parent\_id": "aaa26918-1a38-4f74-ad21-80d8bb06cff9", "is\_complete": true, "request\_id": "87alf8a4ecdf77fa-FC0", "timestamp": "absolute"}, "recipient": "all", "channel": null}, "parent": "aaa26918-1a38-4f74-ad21-80d8bb06cff9", "children": ["aaa2405d-de58-4457-abfa-630962f34c81"], "aaa2405d-de58-4457-abfa-630962f34c81": {"id": "aaa2405d-

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Strategy for Leadership Coaching&lt;/h1&gt;\n&lt;h2&gt;Platform Selection
Rationale:&lt;/h2&gt;\n&lt;p&gt;&lt;strong&gt;LinkedIn:&lt;/strong&gt; Ideal for
professional and business leader engagement, sharing expertise and professional
development content.&lt;/p&gt;\n&lt;p&gt;&lt;strong&gt;Facebook:&lt;/strong&gt;
Facilitates longer-form content and community building, useful for engaging through
groups and detailed posts.&lt;/p&gt;\n\n&lt;h2&gt;Goals:&lt;/h2&gt;\n&lt;ul&gt;\n
&lt;li&gt;Increase follower count by 10% over two weeks.&lt;/li&gt;\n  &lt;li&gt;Boost
engagement rates by 15% through interactive content.&lt;/li&gt;\n  &lt;li&gt;Drive
traffic to the client&#x27;s website by
20%.&lt;/li&gt;\n&lt;/ul&gt;\n\n&lt;h2&gt;Metrics for
Success:&lt;/h2&gt;\n&lt;ul&gt;\n  &lt;li&gt;Follower Growth: Number of new followers
on each platform.&lt;/li&gt;\n  &lt;li&gt;Engagement Rates: Likes, comments, shares,
and poll responses.&lt;/li&gt;\n  &lt;li&gt;Website Traffic: Visits tracked by UTM
parameters from social media.&lt;/li&gt;\n&lt;/ul&gt;\n\n&lt;h2&gt;Two-Week Content
Calendar:&lt;/h2&gt;\n&lt;table&gt;\n  &lt;tr&gt;\n    &lt;th&gt;Date&lt;/th&gt;\n
&lt;th&gt;LinkedIn&lt;/th&gt;\n    &lt;th&gt;Facebook&lt;/th&gt;\n  &lt;/tr&gt;\n
&lt;tr&gt;\n    &lt;td&gt;Monday (Week 1)&lt;/td&gt;\n    &lt;td&gt;Article on &quot;5
Key Leadership Trends in 2024&quot;&lt;/td&gt;\n    &lt;td&gt;Client testimonial video
and summary post&lt;/td&gt;\n    &lt;/tr&gt;\n    &lt;tr&gt;\n    &lt;td&gt;Tuesday (Week
1)&lt;/td&gt;\n    &lt;td&gt;Infographic on &quot;The ROI of Effective Leadership
Training&quot;&lt;/td&gt;\n    &lt;td&gt;Live Q&A session on leadership
challenges&lt;/td&gt;\n    &lt;/tr&gt;\n    &lt;tr&gt;\n    &lt;td&gt;Wednesday (Week
1)&lt;/td&gt;\n    &lt;td&gt;Poll: &quot;What\u2019s your biggest leadership challenge
in 2024?&quot;&lt;/td&gt;\n    &lt;td&gt;Behind-the-scenes photos from a training
session&lt;/td&gt;\n    &lt;/tr&gt;\n    &lt;tr&gt;\n    &lt;td&gt;Thursday (Week
1)&lt;/td&gt;\n    &lt;td&gt;Client success story on business improvement&lt;/td&gt;\n
&lt;td&gt;Leadership quote and call to action for a webinar&lt;/td&gt;\n
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Friday (Week 1)	Post on continuous professional development	Blog post share on team management
Monday (Week 2)	Article on "Top Skills Every Business Leader Should Develop"	Infographic on effective business communication
Tuesday (Week 2)	Live session on the future of leadership	Case study of a successful business from coaching
Wednesday (Week 2)	Motivational quote from a business leader	Poll: "Which leadership skill do you want to enhance in 2024?"
Thursday (Week 2)	Tips on employee motivation and morale	Teaser video for the next training session
Friday (Week 2)	Week recap with discussion highlights	Promotion for a discount on new sessions

Reporting on Metrics: Weekly reports will provide insights on follower growth, engagement, and website traffic. An end-of-campaign review will analyze the strategy's performance and suggest improvements.

Additional Considerations: Daily engagement with comments and messages is crucial for building a community presence. Content strategy may be adjusted based on status: "finished\_successfully", "end\_turn": false, "weight": 1.0, "metadata": {"finish\_details": {"type": "max\_tokens"}, "citations": [], "gizmo\_id": "g-H73sLSP2I", "is\_complete": true, "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAAAAAAAA", "parent\_id": "aaa2405d-de58-4457-abfa-630962f34c81", "request\_id": "87alfa41cdab77fa-FC0", "timestamp": "absolute"}, "recipient": "all", "channel": null, "parent": "aaa2405d-de58-4457-abfa-630962f34c81", "children": ["aaa2996c-1ccf-4518-b474-5ff68b97752d"]}, "aaa2996c-1ccf-4518-b474-5ff68b97752d": {"id": "aaa2996c-1ccf-4518-b474-5ff68b97752d", "message": {"id": "aaa2996c-1ccf-4518-b474-5ff68b97752d", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1714086494.872636, "update\_time": null, "content": {"content\_type": "text", "parts": ["This report seem slightly better, what do you think?"\nFor the leadership coach looking to increase their social media presence, the primary goal is to engage and attract high-level business executives, including CEOs, COOs, Presidents, and VPs. Given the demographic (ages 40-60) and their roles, the best platforms to focus on initially would be LinkedIn and Facebook. These platforms have a higher concentration of professional and mature users, and they facilitate the kind of in-depth, valuable content that can engage this audience effectively.\n\n### Chosen Platforms and Rationale:\n\n\*\*LinkedIn:\*\*\n- \*\*Why:\*\* LinkedIn is the leading social network for professionals, making it an ideal platform for reaching business leaders and decision-makers. It's perfect for sharing professional content, networking, and establishing thought leadership.\n- \*\*Goals:\*\* Increase follower count by 15%, improve engagement rates by 10%, and drive traffic to the client's website.\n- \*\*Metrics:\*\* Follower growth, engagement rate (likes, comments, shares), and click-through rates to the website.\n\n\*\*Facebook:\*\*\n- \*\*Why:\*\* Many professionals in the target age range use Facebook for both personal and professional purposes. It offers robust targeting tools for ads, extensive reach, and the ability to create detailed



posts, videos, and live sessions.

**Goals:** Increase page likes by 20%, boost engagement by increasing shares and comments by 15%, and generate leads through sign-ups for free introductory coaching sessions.

**Metrics:** Page likes, engagement metrics (shares, comments), and lead generation numbers.

**Two-Week Content Calendar:**

**Week 1:**

- Monday (Both Platforms):** Introduction post about the week's theme: Leadership Development. Share a brief video of the coach discussing the importance of continuous learning in leadership.
- Tuesday (LinkedIn):** Post an article written by the coach on "Effective Communication Strategies for Leaders."
- Wednesday (Facebook):** Host a live Q&A session where the coach answers leadership-related questions from followers.
- Thursday (LinkedIn):** Share a client testimonial video highlighting the impact of the coach's training programs.
- Friday (Facebook):** End the week with an inspirational quote graphic about leadership and perseverance.

**Weekend (Both Platforms):** Share a weekend reading list blog post with links to recommended leadership books and articles.

**Week 2:**

- Monday (Both Platforms):** Kick off with a post about setting strategic goals, featuring a short video of the coach explaining key techniques.
- Tuesday (Facebook):** Share a case study of a business that successfully implemented leadership strategies learned from the coach.
- Wednesday (LinkedIn):** Post an infographic summarizing the top 5 leadership qualities that every CEO should develop.
- Thursday (Facebook):** Throwback Thursday: Share a photo from a past leadership workshop with a caption about key takeaways.
- Friday (LinkedIn):** Publish an article from the coach on "Navigating Change in Business: A Leader's Guide."

**Weekend (Both Platforms):** Share a post inviting followers to sign up for a free introductory coaching session, highlighting the benefits and potential outcomes.

**Reporting and Metrics:**

At the end of the two weeks, I will compile a report detailing:

- Growth in followers and page likes across both platforms.
- Engagement rates including likes, comments, shares, and overall interaction.
- Click-through rates to the website from LinkedIn articles and Facebook posts.
- Number of leads generated from Facebook sign-ups.
- Comparative analysis of post reach and performance before and during the campaign.

This report will help us understand what content resonates best with the audience and guide future strategies. By focusing on these two platforms and leveraging their specific strengths, the leadership coach can significantly expand their digital footprint, engage more deeply with current followers, and attract new ones effectively."], "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"request\_id": "87a1fe6db8d674e6-FC0", "timestamp\_": "absolute", "message\_type": null, "recipient": "all", "channel": null, "parent": "c8be5780-3643-474c-b049-62f014725eae", "children": ["da261f13-b634-43dd-9f5f-81f4030d5d78"]}, "da261f13-b634-43dd-9f5f-81f4030d5d78": {"id": "da261f13-b634-43dd-9f5f-81f4030d5d78", "message": {"id": "da261f13-b634-43dd-9f5f-81f4030d5d78", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1714086524.223922, "update\_time": null, "content": {"content\_type": "text", "parts": ["The revised version of the report provides a detailed and strategic approach that is well-aligned with the goals of attracting high-level business executives. It uses a clear structure and adds specificity to the content strategy and goals, making it particularly strong. Here are a few key strengths and potential improvements:"]}}. Strengths:

**Targeted Content Strategy:** The plan includes specific types of content tailored for each platform, like articles on LinkedIn and live Q&A sessions on Facebook. This demonstrates a good understanding of how different content performs across

platforms.\n2. **\*\*Clear Metrics and Goals\*\***: The report specifies concrete metrics like follower growth, engagement rates, and click-through rates, which are crucial for measuring success accurately. The inclusion of lead generation on Facebook is a smart addition, leveraging the platform's capabilities for direct conversions.\n3.

**\*\*Engaging and Varied Content\*\***: The use of diverse content types (videos, articles, infographics) throughout the week keeps the audience engaged and caters to different preferences, increasing the likelihood of higher interaction rates.\n\n### Potential Improvements:\n1. **\*\*Alignment with Audience Schedule\*\***: Consider the timing and frequency of posts to match the likely schedule of busy executives. For example, mid-week content might focus on deeper engagement (like articles and live sessions), while weekend posts could be lighter or scheduled for review during typical downtime.\n2.

**\*\*Enhanced Personalization\*\***: Introduce more personalized engagement strategies, such as direct interactions in comments or personalized messages to top followers or influencers in the industry. This could increase loyalty and engagement.\n3.

**\*\*Advanced Analytics\*\***: Beyond basic metrics, consider including advanced analytics like audience demographic analysis, behavior tracking on the website post-click, and A/B testing different types of content to refine the strategy continuously.\n\nOverall, this revised strategy is well-crafted and appears ready to effectively reach the target audience. It successfully integrates strategic content distribution with clear, measurable goals that align with the client's objectives of expanding their social media presence and influence among top business leaders."}], "status": "finished\_successfully", "end\_turn": true,

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Media Strategy for Leadership Coaching</h1>\n<h2>Chosen Platforms and
Rationale:</h2>\n<h3>LinkedIn:</h3>\n<p><strong>Why:</
strong> The leading social network for professionals, ideal for reaching decision-
makers and establishing thought leadership through professional content and
networking.</p>\n<p><strong>Goals:</strong> Increase follower
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traffic.</p>\n<p><strong>Metrics:</strong> Follower growth,
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website.</p>\n<h3>Facebook:</h3>\n<p><strong>Why:</
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        <th>LinkedIn</th>\n        <th>Facebook</th>\n
        <tr>\n            <td>Monday (Week 1)</td>\n            <td>Video post: Coach
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challenges with personalized engagement</td>\n            <tr>\n
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leadership resources</td>\n            <tr>\n
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strategies</td>\n            <tr>\n
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            <td>Thursday (Week

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(Week 2)</td><br> <td>Video post: Setting strategic goals with key techniques</td><br> <td>Case study of a business implementing leadership strategies</td><br> </tr><br> <tr><br> <td>Tuesday (Week 2)</td><br> <td>Live session on navigating business changes</td><br> <td>Post: Business transformation stories with A/B poll</td><br> </tr><br> <tr><br> <td>Wednesday (Week 2)</td><br> <td>Article: "Navigating Change in Business: A Leader's Guide"</td><br> <td>Infographic: Comparison of leadership styles and effectiveness</td><br> </tr><br> <tr><br> <td>Thursday (Week 2)</td><br> <td>Discussion post: Future of leadership and interactive poll</td><br> <td>Throwback Thursday: Past event highlights and lessons learned</td><br> </tr><br> <tr><br> <td>Friday (Week 2)</td><br> <td>Wrap-up article: Summary of insights gathered over two weeks</td><br> <td>Live session roundup: Engage with followers on key takeaways</td><br> </tr><br> <tr><br> <td>Weekend (Week 2)</td><br> <td>Invitation post: Sign up for a free introductory coaching session</td><br> <td>Interactive post: Invite for feedback and next topics of interest</td><br> </tr><br> </table><br><br><h2>Reporting and Metrics:</h2><br><p>At the end of the two weeks, we will compile a comprehensive report detailing the following metrics to gauge the success of the campaign:</p><br><ul><br> <li><strong>Growth in Followers and Page Likes:</strong> Document the increase in followers on LinkedIn and likes on Facebook.</li><br> <li><strong>Engagement Rates:</strong> Analyze likes, comments, shares, and overall interaction on each platform.</li><br> <li><strong>Click-Through Rates:</strong> Evaluate the effectiveness of posts in driving traffic to the website, particularly from articles and direct CTA posts.</li><br> <li><strong>Lead Generation:</strong> Track the number of leads generated from Facebook sign-ups for free sessions.</li><br> <li><strong>Comparative Analysis:</strong> Compare post reach and engagement before and during the campaign to assess content performance.</li><br> </ul><br><h2>Closing Summary:</h2><br><p>This enhanced social media strategy is tailored to engage a sophisticated audience of business leaders, utilizing the specific strengths of LinkedIn and Facebook to expand the client's digital footprint. By focusing on targeted content that resonates with the needs and interests of CEOs, COOs, Presidents, and VPs, this strategy aims to build a deeper connection with current followers and attract new ones. We anticipate that the strategic use of diverse content types and direct engagement tactics will significantly increase the client's visibility and influence in the professional community. Ongoing analysis and adjustments based on real-time data will ensure the campaign remains effective and responsive to audience feedback.</p><br><br></body><br></html><br>Could you combine this into one comprehensive HTML a4 print friendly doc, it can be multiple pages if needed"]}, {"status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"request\_id": "87a209db8adfa262-FC0", "timestamp\_": "absolute", "message\_type": null}, "recipient": "all", "channel": null}, {"parent": "7b3666b5-1e9e-4a8c-b042-2807c663495b", "children": ["43c50d7c-176a-4546-b754-8e9177f78f7a"]}, {"43c50d7c-176a-4546-b754-8e9177f78f7a": {"id": "43c50d7c-176a-4546-b754-8e9177f78f7a", "message": {"id": "43c50d7c-176a-4546-b754-8e9177f78f7a", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1714087037.553251, "update\_time": null, "content":



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    <h2>Chosen Platforms and Rationale</h2>
    <h3>LinkedIn</h3>
    <p><strong>Why</strong>: The leading social network for professionals, ideal for reaching decision-makers and establishing thought leadership through professional content and networking.</p>
    <p><strong>Goals</strong>: Increase follower count by 15%, improve engagement rates by 10%, drive significant website traffic.</p>
    <p><strong>Metrics</strong>: Follower growth, engagement rate, and click-through rates to the website.</p>
    <h3>Facebook</h3>
    <p><strong>Why</strong>: Used by professionals for both personal and professional interactions, offers extensive reach, detailed posting capabilities, and robust ad targeting.</p>
    <p><strong>Goals</strong>: Increase page likes by 20%, boost engagement by 15%, and generate leads with sign-ups for free sessions.</p>
    <p><strong>Metrics</strong>: Page likes, engagement metrics, and lead generation.</p>
    <h2>Two-Week Content Calendar</h2>
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        <td>Client testimonial video with detailed case study</td>
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        <td>Client testimonial highlight and interaction invitation</td>
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        <td>Infographic: Top 5 leadership qualities for CEOs</td>
        <td>Inspirational leadership quote with weekend reflection question</td>
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        <td>Weekend (Week 1)</td>
        <td>Weekend reading list: Leadership books and
  
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articles

Interactive post: Followers share their top leadership resources
Monday (Week 2)
Video post: Setting strategic goals with key techniques
Case study of a business implementing leadership strategies
Tuesday (Week 2)
Live session on navigating business changes
Post: Business transformation stories with A/B poll
Wednesday (Week 2)
Article: "Navigating Change in Business: A Leader's Guide"
Infographic: Comparison of leadership styles and effectiveness
Thursday (Week 2)
Discussion post: Future of leadership and interactive poll

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      }
    }
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Throwback Thursday: Past event highlights and lessons learned

Friday (Week 2)

Wrap-up article: Summary of insights gathered over two weeks

Live session roundup: Engage with followers on key takeaways

Weekend (Week 2)

Invitation post: Sign up for a free introductory coaching session

Interactive post: Invite for feedback and next topics of interest

## Reporting and Metrics

At the end of the two weeks, we will compile a comprehensive report detailing the following metrics to gauge the success of the campaign:

- Growth in Followers and Page Likes**: Document the increase in followers on LinkedIn and likes on Facebook.
- Engagement Rates**: Analyze likes, comments, shares, and overall interaction on each platform.
- Click-Through Rates**: Evaluate the effectiveness of posts in driving traffic to the website, particularly from articles and direct CTA posts.
- Lead**

Generation:</strong> Track the number of leads generated from Facebook sign-ups for free sessions.</li>\n <li><strong>Comparative Analysis:</strong> Compare post reach and engagement before and during the campaign to assess content performance.</li>\n</ul>\n<h2>Closing Summary:</h2>\n<p>This enhanced social media strategy is tailored to engage a sophisticated audience of business leaders, utilizing the specific strengths of LinkedIn and Facebook to expand the client's digital footprint. By focusing on targeted content that resonates with the needs and interests of CEOs, COOs, Presidents, and VPs, this strategy aims to build a deeper connection with current followers and attract new ones. We anticipate that the strategic use of diverse content types and direct engagement tactics will significantly increase the client's visibility and influence in the professional community. Ongoing analysis and adjustments based on real-time data will ensure the campaign remains effective and responsive to audience feedback.</p>\n</body>\n</html>\n``\n\nThis code completes the HTML document and ensures that it provides a comprehensive view of the social media strategy, including the two-week content calendar, a detailed explanation of the metrics for success, and a thoughtful closing summary. The structure is also optimized for A4 printing, making it suitable for presenting to clients or stakeholders in a professional format.]]

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components of measuring the success of a social media campaign.\n\n**Traffic
Percentage**: This refers to the proportion of overall web traffic that comes from
social media channels. By analyzing traffic percentage, businesses can determine the
effectiveness of their social media activities in directing users to their website.
Monitoring changes in this percentage over time can also help in understanding the
impact of specific campaigns or content.\n\n**Tracking Influence**: Influence is
typically measured by the reach of your content and the actions that follow. This
includes how widely your content is shared, the engagement it receives, and how it
affects public perception and behavior towards the brand. Influence can also extend to
thought leadership, where the content shared impacts industry conversations and
positions the brand as an authoritative voice in its field.\n\nHere's how these
targets fit into a campaign's measurement strategy:\n\n- **Traffic Percentage**:
Analyzing referral traffic from social media platforms to your website via analytics
tools can reveal not only the volume of traffic but also user behavior, such as time
on site, pages visited, and conversion actions taken.\n\n- **Tracking Influence**:
Tools like social listening platforms, influencer analytics, and engagement metrics
can track how a brand or individual's influence grows over time. Metrics such as
share of voice in social conversations, follower growth, and mentions across platforms
are critical for gauging influence.\n\nIt's important to have proper tracking in
place, typically through UTM parameters and analytics platforms, to accurately measure
these metrics. This data provides valuable insights that can help in refining strategy,
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 artificially increase page views are typically considered unethical and are often  
 referred to as &quot;black hat&quot; techniques. They can include the following:\n\n1.  
 \*\*Auto-refresh Scripts\*\*: Scripts that automatically refresh the page after certain  
 intervals to inflate view counts.\n\n2. \*\*Bots and Automated Programs\*\*: The use of  
 bots or scripts that simulate human activity to repeatedly load pages.\n\n3. \*\*Paid  
 Click Farms\*\*: Hiring people to manually click and view pages to falsely increase  
 traffic data.\n\n4. \*\*Hidden Iframes\*\*: Embedding pages within invisible iframes on  
 other websites to trigger a page view without the user's knowledge.\n\n5.  
 \*\*Traffic Exchanges\*\*: Services where you view others' sites in exchange for  
 having others view your own, which usually generates low-quality traffic and skews  
 analytics data.\n\n6. \*\*Pop-Unders or Pop-Overs\*\*: Creating pop-under or pop-over  
 windows that load your website in the background without the user's explicit  
 consent.\n\nIt's important to note that these methods violate the terms of  
 service of most advertising networks and analytics services. They can lead to  
 penalties such as reduced search rankings, a ban from advertising networks, and  
 distorted analytics that provide no real value in terms of genuine user engagement or  
 conversion.\n\nEthical tracking methods focus on genuine engagement and providing  
 value to visitors, with the aim of naturally increasing page views through good  
 content, legitimate marketing, and SEO strategies. These include optimizing website  
 content for users and search engines, promoting content via legitimate social media  
 channels, engaging with communities, using paid advertising responsibly, and  
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 domain, e-commerce, subdomain tracking, and virtual page views, when used properly, do  
 not artificially inflate page views. They are legitimate and important analytics

functionalities that help in understanding user behavior. Here\u2019s how each one works:\n\n1. **Event Tracking**: This captures user interactions with content that can be tracked independently from a web page or a screen load. Examples include downloads, link clicks, form submissions, and video plays. Event tracking provides insights into user behavior without necessarily increasing page views.\n\n2. **Cross-Domain Tracking**: This is used to track user activity across different domains. It provides a unified view of user interactions that take place across multiple websites that belong to the same entity. This type of tracking is particularly useful for understanding the full customer journey in environments where a user may move between related websites, such as from a promotional microsite to the main e-commerce site.\n\n3. **E-Commerce Tracking**: This provides insights into user interactions with e-commerce elements like shopping carts and transactions. It\u2019s used to track sales, product performance, and the checkout process, giving a comprehensive view of e-commerce effectiveness.\n\n4. **Subdomain Tracking**: For a website with multiple subdomains (e.g., shop.example.com and blog.example.com), subdomain tracking allows you to track user activity across all of these as a single entity. This helps in analyzing user behavior across different sections of the same website which may be categorized under separate subdomains.\n\n5. **Virtual Page Views**: These are used to track views of content that doesn\u2019t correspond to a traditional webpage load, such as a user interaction that generates content dynamically. Virtual page views are valuable for single-page applications, modal dialog boxes, or Ajax-loaded content, where an actual page reload doesn\u2019t occur, but you still want to track interaction as a page view.\n\nEach of these methods enhances the ability to measure and analyze user behavior more accurately without artificially inflating actual page view numbers. They help in gaining a deeper understanding of how users engage with a website and can inform more data-driven decisions for website optimization and marketing strategies. However, it\u2019s important to implement these tracking methods correctly to ensure the data collected is both accurate and useful.

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is typically used to measure user interactions with elements on a site that do not result in a new page being loaded, like video plays or button clicks.

**Cross-Domain Tracking** is used to follow user sessions across different domains, which is essential for understanding user journeys that involve multiple domains but does not increase page views.

**E-Commerce Tracking** tracks user interactions related to online shopping activities; it doesn't inflate page views but records transactions and related metrics.

**Subdomain Tracking** allows you to see traffic for subdomains (like blog.example.com and shop.example.com) as a unified set of data in Google Analytics without increasing the number of page views.

**Virtual Page Views** can track user interactions as if they were actual page views, which could potentially increase the number of page views reported. They are often used in single-page applications (SPAs) or for tracking modal dialogs and other on-page events that you might want to track similarly to actual page views.

Given these definitions, **Virtual Page Views** would be the method that could lead to an increase in reported page views in Google Analytics because they can be configured to trigger upon various user interactions that do not equate to a traditional page load. However, it's essential to note that virtual page views are not "artificial" in the sense that they represent genuine user interactions; they're a legitimate analytical tool when used correctly."}],

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it's a retweet and not original content from you, you typically include
"RT" along with the original poster's username at the beginning of your
tweet. Based on the options provided and standard Twitter etiquette, the acceptable
ways to quote and retweet someone's tweet are:\n\nA. RT @daily: At last, a plan
that works! bit.ly/xxxxx\n\nC. @daily: At last, a plan that works!\n\nE. RT: At last,
a plan that works! bit.ly/xxxxx\n\nOptions A and E correctly show the use of

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"RT" to indicate a retweet. Option C includes the original poster's username, which indicates it's quoting someone else, though it does not explicitly say "RT." Options B and D do not clearly show that the content is a retweet because they lack the "RT" indicator and could be mistaken for original content with a comment.}], "status": "finished\_successfully", "end\_turn":

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the most effective type of targeting to reach the right audience would likely be
**demographic targeting** (Option C). This allows you to focus on specific age groups,
gender (if applicable), parental status, and other demographic details that are more
pertinent to your product offerings. \n\nLanguage targeting can be helpful but is not
as specific as demographic targeting for this type of product. Regional and geographic
targeting could be relevant if the store only serves specific locations, but
demographic targeting still remains a core strategy for reaching the target audience
of parents or caretakers. \n\nSo, the single best answer here would be:\nC.
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Analytics offers demographic targeting. It allows you to collect information like age,
gender, and interests of your audience if you enable the Demographics and Interests
reports. This data can help you better understand your audience and how different
groups interact with your site, which is invaluable for refining marketing strategies
and targeting the right users with your content. \n\nHowever, it's important to
note that to collect this information, you must comply with Google's policies and
ensure that your privacy policy adequately informs your users that you are using this
feature. Users must also have the option to opt-out."]}}, "status":
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content due to their ability to combine visuals, text, and audio to create a
compelling narrative. They are also highly shareable and can encourage repeat views if
they are entertaining, informative, or emotionally resonant with the audience.\n\nSo
the single best answer here would likely be:\n\nC. videos"]}}, "status":
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answers here are:\n\nD. having inappropriate content\nE. being overly promotional\n\nThese options represent potential pitfalls of a strategy too heavily weighted towards direct sales or revenue generation without considering the user experience or content appropriateness."}], "status": "finished\_successfully", "end\_turn": true, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": "g-H73sLSP2I", "is\_complete": true, "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAAAAAAAAAAAAAAAA", "parent\_id": "aaa2d423-3e45-4503-a67a-27f87eb70cbe", "request\_id": "87a235a7fdcl74f0-FC0", "timestamp\_": "absolute"}, "recipient": "all", "channel": null}, "parent": "aaa2d423-3e45-4503-a67a-27f87eb70cbe", "children": [{"id": "aaa204af-e021-4eba-9e75-d2bala06eadb"}], "aaa204af-e021-4eba-9e75-d2bala06eadb": {"id": "aaa204af-e021-4eba-9e75-d2bala06eadb", "message": {"id": "aaa204af-e021-4eba-9e75-d2bala06eadb", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1714088878.093182, "update\_time": null, "content": {"content\_type": "text", "parts": ["please help"]}, "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"request\_id": "87a2389ddc4ba264-FC0", "timestamp\_": "absolute", "message\_type": null}, "recipient": "all", "channel": null}, "parent": "ca4226be-3496-4ed0-9d81-7901866dc821", "children": [{"id": "a10alf33-6f81-4112-9a81-26f293d2064c"}], "a10alf33-6f81-4112-9a81-26f293d2064c": {"id": "a10alf33-6f81-4112-9a81-26f293d2064c", "message": {"id": "a10alf33-6f81-4112-9a81-26f293d2064c", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1714088885.97597, "update\_time": null, "content": {"content\_type": "text", "parts": ["If you are too motivated by ad revenues or sales-based Key Performance Indicators (KPIs), the common social media marketing mistakes could include:\n\nD. having inappropriate content\nE. being overly promotional\n\nBeing overly promotional can turn audiences off, as they may feel bombarded by ads and sales pitches, which can damage the brand's relationship with its followers. It's crucial to balance promotional content with valuable, relevant, and engaging posts."}], "status": "finished\_successfully", "end\_turn": true, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": "g-H73sLSP2I", "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAAAA", "parent\_id": "aaa204af-e021-4eba-9e75-d2bala06eadb", "is\_complete": true, "request\_id": "87a2389ddc4ba264-FC0", "timestamp\_": "absolute"}, "recipient": "all", "channel": null}, "parent": "aaa204af-e021-4eba-9e75-d2bala06eadb", "children": [{"id": "aaa2c8e3-2242-46e6-a05d-78de81076a2a"}], "aaa2c8e3-2242-46e6-a05d-78de81076a2a": {"id": "aaa2c8e3-2242-46e6-a05d-78de81076a2a", "message": {"id": "aaa2c8e3-2242-46e6-a05d-78de81076a2a", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1714088896.384093, "update\_time": null, "content": {"content\_type": "multimodal\_text", "parts": [{"content\_type": "image\_asset\_pointer", "asset\_pointer": "file-service://file-98ufw4oHClytLY222xa0pMOU", "size\_bytes": 62571, "width": 946, "height": 323, "fovea": null, "metadata": null}, {"content\_type": "text", "parts": ["please help"]}], "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"attachments": [{"id": "file-98ufw4oHClytLY222xa0pMOU", "size": 62571, "name": "image.png", "mime\_type": "image/png", "width": 946, "height": 323}], "request\_id": "87a239105e43a264-FC0", "timestamp\_": "absolute", "message\_type": null}, "recipient": "all", "channel": null}, "parent": "a10alf33-6f81-4112-9a81-26f293d2064c", "children": [{"id": "ee327c5c-d767-490f-a42c-6f4f8f73c4f9"}], "ee327c5c-d767-490f-a42c-6f4f8f73c4f9":

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include LinkedIn and Facebook, as they provide platforms for companies to engage with
customers, promote their brand, and publish content. Twitter is also a platform where
businesses can engage in conversations, provide customer service, and share updates.
\n\nSo, the correct answers are:\n\nB. LinkedIn\nC. Twitter\nE.
Facebook\n\n"Indeed" is primarily a job listing and employment search engine,
and "AdCenter" could refer to a platform for managing ads, which isn't
a social media network in the usual sense."}], "status":
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for every product typically include the product's name, price, and image. These
provide the basic information that customers need to make an initial assessment of the
product. Technical specifications can also be important depending on the nature of the
product and how critical the specifications are to the buyer's decision-making

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process. Customer feedback is not usually a part of the quick-view but may be accessible in more detailed product views. \n\nThe correct answers would be:\n\nA. product name\nC. product price\nD. product image\nE. technical specifications (depending on the product category and the level of detail in the quick-view)"]], "status": "finished\_successfully", "end\_turn": true, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": "g-H73sLSP2I", "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAAAAAAAAAAAAAAA", "parent\_id": "aaa2a839-9ed5-45ff-832b-0c1dec2b45d3", "is\_complete": true, "request\_id": "87a244c87a08a325-FCO", "timestamp\_": "absolute"}, "recipient": "all", "channel": null, "parent": "aaa2a839-9ed5-45ff-832b-0c1dec2b45d3", "children": [{"id": "aaa21261-3971-468f-818b-ac71bac69809"}], "aaa21261-3971-468f-818b-ac71bac69809": {"id": "aaa21261-3971-468f-818b-ac71bac69809", "message": {"id": "aaa21261-3971-468f-818b-ac71bac69809", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1714089441.078711, "update\_time": null, "content": {"content\_type": "multimodal\_text", "parts": [{"content\_type": "image\_asset\_pointer", "asset\_pointer": "file-service://file-pKu9fYwIGXIoVRhXE6QlsyW2", "size\_bytes": 28755, "width": 980, "height": 345, "fovea": null, "metadata": null}, {"please help"}]}, "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"attachments": [{"id": "file-pKu9fYwIGXIoVRhXE6QlsyW2", "size": 28755, "name": "image.png", "mime\_type": "image/png", "width": 980, "height": 345}], "request\_id": "87a2465c7fb3a268-FCO", "timestamp\_": "absolute", "message\_type": null}, "recipient": "all", "channel": null, "parent": "58d518ac-4b3b-43a6-94b6-13b6036094cd", "children": [{"id": "5cb6a0fe-2244-4fab-8cbf-9e2dd4af0691"}], "5cb6a0fe-2244-4fab-8cbf-9e2dd4af0691": {"id": "5cb6a0fe-2244-4fab-8cbf-9e2dd4af0691", "message": {"id": "5cb6a0fe-2244-4fab-8cbf-9e2dd4af0691", "author": {"role": "assistant", "name": null, "metadata": {}}, "create\_time": 1714089449.215321, "update\_time": null, "content": {"content\_type": "text", "parts": ["In online campaign tracking, the dimension that identifies the version of an advertisement on which a visitor clicked is typically the "content" dimension. This is because the content dimension (often coded as &#x27;utm\_content&#x27; in a tracking URL) is used to differentiate ads or links that point to the same URL but are located in different places or are different versions of advertisements.\n\nTherefore, the correct answer is:\n\nD. content"]], "status": "finished\_successfully", "end\_turn": true, "weight": 1.0, "metadata": {"finish\_details": {"type": "stop", "stop\_tokens": [100260]}, "citations": [], "gizmo\_id": "g-H73sLSP2I", "message\_type": null, "model\_slug": "gpt-4", "default\_model\_slug": "gpt-4", "pad": "AAA", "parent\_id": "aaa21261-3971-468f-818b-ac71bac69809", "is\_complete": true, "request\_id": "87a2465c7fb3a268-FCO", "timestamp\_": "absolute"}, "recipient": "all", "channel": null, "parent": "aaa21261-3971-468f-818b-ac71bac69809", "children": [{"id": "aaa26a4b-3052-46bd-abce-57885b9c553f"}], "aaa26a4b-3052-46bd-abce-57885b9c553f": {"id": "aaa26a4b-3052-46bd-abce-57885b9c553f", "message": {"id": "aaa26a4b-3052-46bd-abce-57885b9c553f", "author": {"role": "user", "name": null, "metadata": {}}, "create\_time": 1714089484.424401, "update\_time": null, "content": {"content\_type": "multimodal\_text", "parts": [{"content\_type": "image\_asset\_pointer", "asset\_pointer": "file-service://file-HT9vPDofWMnxoazStEHeOB5k", "size\_bytes": 24674, "width": 961, "height": 300, "fovea": null, "metadata": null}, {"please help"}]}, "status": "finished\_successfully", "end\_turn": null, "weight": 1.0, "metadata": {"attachments": [{"id": "file-HT9vPDofWMnxoazStEHeOB5k", "size": 24674, "name": "image.png",



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typically the property associated with a specific website that you want to track. The
term that is most synonymous with what you are tracking in Google Analytics is
'property', but it's not listed as an option here. However, since
Google Analytics tracking code is generally implemented on a website to gather data,
the most appropriate answer from the given options would be:\n\nD. website"]},
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with each for marketing purposes are:\n\n1. **Facebook**: Fan page (where businesses
create pages to connect with their audience)\n2. **Twitter**: Hashtag (used for
tagging and discovering content around specific topics)\n3. **LinkedIn**: Ad campaign
(refers to LinkedIn's platform for creating advertising campaigns targeted at
professionals)\n\nThe correct answer that lists these features in order for Facebook,
Twitter, and LinkedIn respectively is:\n\nA. Fan page, hashtag, ad campaign"]},
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