

THE ENGINEER WITH THE PHONE.

EMPLOYEE ADVOCACY, RUN IN REVERSE.
THE WHOLE METHOD, IN FIVE STEPS.



THE EMPLOYEE COMES LAST.

~~The brand writes it.~~

~~Legal clears it.~~

~~The platform pushes it out.~~

~~The employee is asked to share it.~~

Four hand-offs before anyone speaks.





THE EMPLOYEE GOES FIRST.



Ask an engineer **what they built.**



They publish it **themselves.**



The brand reuses it **after.**



TRY THIS AT YOUR NEXT SHOW.

01 FIND

Whoever is already explaining it to customers.

02 ASK

“What are you excited about?”

03 RECORD

One take, two at most. Four minutes.

04 POST

Their channel, before they leave the booth.

05 REUSE

Brand account comes second.

They see it before it goes out.

Phone. Gimbal. Clip mic. That's the list.

All of it fits in the purse I carry on the floor.



5/8

KEVIN KOSCH.

61,421 impressions

20 reposts

34 SEC one take

Explaining gun detection
with his hands.
Not one scripted
sentence in it.



**NO SCRIPT.
NO CREW.
NO AGENCY TURNAROUND.**

The interview is the training.

They publish it first, so it's theirs.



7/8

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UNSCRIPTED BEATS OVERPRODUCED.

Every time.

Same phone.
Same gimbal.
I don't script mine either.

 **zelenay.me**



Whatever your advocacy programme looks like today:

RUN IT LIVE ON THE FLOOR.

Find the person who built the thing.

Ask what they're excited about.

Turn on the camera.

THEN GET OUT OF THE WAY.