To: Spectacular Blue Smith

From: James Mitchell

Date: 10/17/2017

Subject: Monetizing Social Media

I hope to explore some of the points made in Inc’s interview, to apply to my own career.

The article “Making a Social Media Impression” overviews Mr. Smith’s discovery of capitalizing on monetary gain from social media and building a wealthy company from those profits.

1. How exactly do you get paid from Social Media?
2. What services would a company like your’s offer?
3. What does your company look for when hiring strategists?
4. What are the major pitfalls of social media?

Kate Rockwood (September 2017). “Making a Social Media Impression”. *Inc. Magazine*, 43