

CARD 1

What is the first thing to do, before any marketing?

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CARD 2

Why does a hub website matter more than any single post?

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CARD 3

What is a paired exchange?

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CARD 4

What must every bio, on every platform, contain?

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CARD 5

How many people do you actually need to reach?

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CARD 6

What do you do with your old social media posts?

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ANSWER 2 Social posts go into the ether. The website is the one permanent place holding your story, your links and your coordinator's number. KDE 101 · Hope MetaVersity	ANSWER 1 Get physically ready. Don't find a willing donor and then discover something has taken you off the list. KDE 101 · Hope MetaVersity
ANSWER 4 Your website link. That is the road back to everything else. KDE 101 · Hope MetaVersity	ANSWER 3 Your willing donor gives to another patient while that patient's donor gives to you — so a donor who isn't your match still helps you. KDE 101 · Hope MetaVersity
ANSWER 6 Go backwards and delete the toxicity. It's not worth giving up a kidney opportunity. KDE 101 · Hope MetaVersity	ANSWER 5 One. Six views is fine if one of them is your donor. KDE 101 · Hope MetaVersity

CARD 7

What is Facebook actually good for?

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CARD 8

What is Instagram's job in this plan?

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CARD 9

How does LinkedIn get you reach?

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CARD 10

Why caption every TikTok?

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CARD 11

How often should the email go out, and how long should it be?

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CARD 12

What is Mark's rule when you're stuck trying to make it good enough?

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ANSWER 8 The daily check-in. A small, real look into your life, every day. KDE 101 · Hope MetaVersity	ANSWER 7 Groups — neighbourhood, church, kidney and dialysis, community. Not the main feed. KDE 101 · Hope MetaVersity
ANSWER 10 More than half your audience is watching with the sound off. KDE 101 · Hope MetaVersity	ANSWER 9 Second-degree connections. People accept because they trust somebody you both already know. KDE 101 · Hope MetaVersity
ANSWER 12 Execution before perfection. Get the word out now and make it prettier later. KDE 101 · Hope MetaVersity	ANSWER 11 Once a month, short enough that nobody has to scroll. One photo, one link. KDE 101 · Hope MetaVersity