

# BRINGING VALUE

## BASIC INTRODUCTION

Why do people come into bars anyway? Why do you as a bartender do your job? Against the judging eye of society, against the wishes of your parents & against your better nature? Although many have their own reasons I think one underlying & subconscious possibility is the inherent drive to make people happy. Happiness, in itself, I think is not a permanent state of mind but rather a short moment in time, a fleeting moment, brought upon when special moments occur.

I wholeheartedly believe that one reason that people go to the bars & restaurants is that they find happiness in the social environment & in the interaction with other people. Many different factors come together at once that bring them value. The same can be said with all human interaction at the end of the day & even those doing jobs they might not particularly 'enjoy' they see value in the money it brings that they can spend on things they do enjoy.

Basic Layout:

- What is Value?
- Generic Examples
- Dan Nevsky Examples
- How & Why I did it?
- Tools

## WHAT IS VALUE?

Now if we take the basic principles outlined above we can easily identify that value in its basic forms comes down to 2 things:

1. **Physical Value**
2. **Psychological Value**

So when we look at this through the lens of a bartender attempting to build their bar industry career online through social media & personal branding we have to analyze ourselves against the 2 principles above. Since it's all online we can take 'Physical Value' out of the picture already. So ask yourself the following question:

*Do I bring psychological value in the work that I do?*

To the untrained bartender this might seem like a very difficult question to answer but at the end of the day all online content value can be sorted into 3 main groups:

**Entertainment**  
**Emotion**  
**Education**

These 3 principles define almost 99% of content all over the world across **ALL** social media. The easiest way to recognize this is by simply scrolling your Instagram feed & see what your non industry friends are posting:

**Entertainment** - Funny memes, cat pictures & silly stories that make you smile. Sports videos of people doing incredible things & comedy skits about everything.

- *This is entertainment & it is easy to digest & highly shareable. This is usually how you find **NEW** followers.*

**Emotion** - Somebody graduated from university, bought a car or managed to climb a mountain. They have had to overcome a big challenge & have either succeeded or failed.

- *People emotionally invested. They want to support, be compassionate or congratulate. This is how you **BUILD** a connection with your existing followers.*

**Education** - A trick, tip or recipe. Maybe a book or an insight that someone didn't know before or a solution to an existing/common problem. Sharing knowledge that you have discovered & not necessarily as an 'expert' in the subject.

- *Making peoples lives better by fixing problems or inspiring. Becoming a solution to problems in a specific field &/or helping other succeed. This is **SHOWCASE** of your ability in your field.*

## **MY EXAMPLES**

Now that we've laid the basic foundation of content creation out for you & pointed you in the right direction when it comes to creating online content I think it would be best to use existing market examples & break them down. In this case I'm going to be breaking down some of my content that I post on my Instagram into the different groups as well as exploring more of the thought process behind each type of content.

### **Entertainment**

- Bar Truths
- Bar Knowledge Bar Wisdom

### **Emotion**

- Bar Talks
- Irony of the Bar Industry

### **Education:**

- Steal These Recipes/How to
- Manuals & Guides

You have to see your Instagram page as a newspaper for a new fresh reader. A magazine is often divided into sections covering different types of stories - Fashion, Sport, Art e.g. so creating templates for yourself is the easiest way to create a clear direction for your content & make your process of production much more streamlined. So lets look closer at every single content section I've listed above:

### **Entertainment**

#### **- Bar Truths**

*Colorful satire & jokes making fun out of the bar industry. Easy to share with 10 slides depending on your joke you found the funniest. **This casts the largest net to try & reach as many people as possible. Posted every 6 days so the format doesn't get 'boring'. Old posts are reposted once every year or when the follower base grows 100%.***

#### **- Bar Knowledge Bar Wisdom**

Obvious & sometimes not so obvious insider jokes about popular bartender topics using funny visuals outlining a specific subject.

## **Emotion**

### **- Bar Talks**

*15 minute short interviews covering a specific topic of the bar industry giving insights behind the scenes of leading bar industry personalities around the world. **The least popular content on my page but the most impactful on those who have chosen the bar industry as a career path. Have recently started using short IG Reels to better promote the long form interviews.***

### **- Irony of the Bar Industry**

*2 slide Instagram post pointing out & making fun out of a hypocrisy, a harsh truth, bad conduct or taboo topic of the bar industry. **Chosen to highlight all aspects of the bar industry in order to highlight its not all cocktails & glamour.***

## **Education**

### **- Steal These Recipes/How to**

*Instagram carousel post of pictures of cocktails with a recipe & a slide explaining the homemade ingredients including a guide on how to make them. **This shows I can still create cocktails & asserts my knowledge of the subject. Also shares creative ideas with other bartenders they can try at home.***

### **- Manuals & Guides**

*Training manuals, career development guides, bar bibles & insights from the best experts in the industry. **This showcases my page as a resource channel for bar industry career development & allows me to bring useful materials to those still in operations. This means I'm still relevant to those working behind the bar full time even if I myself no longer do so.***

## **WHY?**

This is the most important question to answer for yourself. I can only share with you what drives me to put in so many hours, spend so long discussing & negotiating manuals, answering DM's & more...

When I was a baby bartender between the age of 18-23 I didn't really have a mentor because I didn't live in a city that had a 'legendary bar' or 'godfather bartender'. The only place I could turn to for inspiration was the internet & back then many pioneering & leading industry ideas/practices were being shared online through forums, blogs & bar industry websites. Now the same people who wrote/shared their ideas have moved on, many forums & blogs have been abandoned & most bar industry websites simply repost press releases.

I am not upset about this but it did make me think.

We still need to share ideas, recipes, techniques & methods but the new forums/blogs is social media platforms such as Instagram/TikTok/YouTube. If the old generation has retired it is our responsibility to take up the mantle & push the industry forward. All the guides, memes & insights I share online are things I wish I had learned when I was younger & for every 1,000 followers if I can make the bar life of at least 1 person better then I am happy.

The reason I share this with you is because YOU matter. At the end of the day our industry is constantly adapting & changing with the times. Every single bartender reading this YOU are the future & YOUR perspective is important. There is a million ways to cook a steak & yet every food YouTuber still makes a video about it. Why? Because we don't want to just see how someone cooks a steak but we want a specific personality to show us.

So regardless of your race, culture, gender, ethnicity or language you speak one of the biggest values you can bring is YOUR specific voice to the conversation.