Refining the Message: The Journey, Episode 8

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The Journey, a Social Media Examiner production, is an episodic video documentary that shows you what really happens inside a growing business.

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Watch The Journey: Episode 8

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In this episode, Mike faces the uncomfortable reality that a new product isn’t selling and that he needs to alter his messaging. He reaches out to experts for advice.

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Don’t miss an episode! Subscribe to The Journey on YouTube.

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