

## TEXTING A CAREER

Here is the latest innovative technology career opportunity, a Textologist. Yes, you guessed it, it is about cell phones again. More importantly, it is so new you can't find the definition in Wikipedia! (I'm working on it.) Now that's news.

What is a textologist? In short, it's an individual who develops messaging methods, campaigns and communication tools that use the cell phone as the delivery method. This is not C-Spam. On the contrary, it is a focused approach to reach a specific group, in a specific way, through the cell phone using the SMS (short message service), aka texting.

For instance; communicating to large groups using audience surveys for immediate feedback (please text 5321 if yes and 6321 if no). Churches are using this approach to engage the attendees during Sunday services to participate and for immediate feedback. Another approach would be subscriber services (a fee-based service) such as a "Word for the Day" service to strengthen vocabulary. What response would a football coach get by sending out a message to the team saying that the first five kids to show up at practice early get free pizza? How about bar-code coupons? You can already use your smart phone to download your boarding pass for a flight, why not an in-store coupon? Hey, I just had a CELL-doku moment!

Stepping back and resetting the perspective, a textologist works with a customer, company, or any entity to first understand their need—or message—and how it relates to the Millennial. I've narrowed the demographic down further and refer to them as mobiles, but they are one in the same. The next step is to use various options to design a plan to market mobile! Are you trying to find out who's out there? Are you trying to find out what segment of your customer base is using a cell, but not your mobile banking product? Are you trying to connect with an unknown market? A text survey with a hook, offering a free movie rental, pizza, or tickets to Jeff Dunham, is an excellent way to build an instant list! That is what a textologist does. They help you make a connection, deliver a message or reach out! It is so 21st Century!

When you get the creative juices flowing, you quickly realize that this could be a really cool job. I want it. I just interviewed Greg Tehven of Students Today Leaders Forever who uses the concept of a textologist with the group's outreach program. He says the approach has been very effective in reaching the Millennial. Hey, it gets better. I also interviewed Michael Forsberg of [www.Jarbyco.com](http://www.Jarbyco.com), a start-up that provides services and support exclusively in this space. These guys rock and they know how use the cell phone as a medium. Two inspired young minds working together using today's technology in today's context.

Oh by the way... they are not waiting for you to get it. They're beyond that.

The Wombat!

### About the Author

Dan Fisher is president and CEO of The Copper River Group, a consulting firm headquartered in Fargo, N. D., that focuses on technology and payment systems research and consulting for community financial institutions. For nearly 30 years, Fisher has worked in the financial industry using technology to improve the bottom line. He was CIO of Community First Bankshares (now part of BancWest), has served as a director of the Federal Reserve Board of Minneapolis, the

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P.S. To understand Dan's nickname, check out "About the Wombat" on his website, [www.copperwombat.com](http://www.copperwombat.com).