

eBook version

YOUR GUIDE TO STAYING
CALM & CONFIDENT IN THE
FACE OF DIGITAL DRAMA

SWIPE

W O R K B O O K

MASTERING THE ART
OF HANDLING TROLLS
& PROTECTING YOUR
PEACE

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Welcome

The internet is one of the most powerful tools of our time, enabling us to share ideas, build communities, and grow businesses with unprecedented reach. Yet, with this immense opportunity comes a significant challenge: the ever-present faceless trolls. These individuals thrive on provocation, frustration, and intimidation, often leaving their targets feeling stressed, anxious, or powerless.

SWIPE Workbook: Mastering the art of handling trolls and protecting your peace is your guide to staying calm and confident in the face of digital drama and can be seen as an essential read for business owners who rely heavily on review platforms such as TripAdvisor, Trustpilot, Google Reviews, and Glassdoor, platforms where testimonials, feedback, and public comments shape reputations and influence customer trust. I think it is fair to acknowledge that a single negative review or misleading comment can impact credibility and social capital, which therefore makes it crucial to navigate online interactions with confidence and composure.

SWIPE is equally important for content creators who depend on revenue-generating platforms such as YouTube, Instagram, TikTok, Medium, and Patreon. For those whose livelihoods are built on audience engagement, a negative comment, a passive-aggressive question, or a targeted attack can trigger stress and self-doubt. Therefore, understanding how to manage these emotions

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effectively is key, because an uncontrolled response can escalate a situation, damaging both your mental wellbeing and your brand.

Additionally, **SWIPE** is for parents with a young content creator under their roof, this book provides valuable insights into the digital environment your child is navigating and deepens your understanding of the complexities of public scrutiny in the digital age. In recognising that our children do not have the reference point of the freedoms, and technology we had to navigate in our youth, we could easily resign ourselves to a constant battle of technological dissidence within your home. This book offers resources to help you guide and support them in managing online interactions, protecting their **mental wellbeing** as well as yours. The digital world may seem overwhelming (*believe me, I understand*) but with the right tools, maintaining control is within your reach.

SWIPE also examines nine real-life case studies, providing practical tools and resources to help you gain the knowledge, objectivity and resilience needed to handle these interactions strategically.

Finally, after each case study, we provided a space for reflection. This section allows you to take notes, and an opportunity to interrogate the case studies and how they have impacted your life.

Swipe is here to change the narrative around trolling and reduce fear among victims. This practical guide equips you with effective strategies to respond to trolls and online antagonists without compromising your peace of mind.

It's time to take back control!

What you can expect from SWIPE

Through nine real-life case studies, practical mental wellbeing strategies, a jargon-busting glossary, actionable advice and more, this book will help you stay composed, protect your peace, and navigate the chaotic world of online trolling with confidence.

I'm not here to tell you to carry the weight of the world on your shoulders by simply absorbing the trauma induced by trolling. I don't believe in *trauma PR*, or promoting becoming an emotional punching bag. This is not my calling, and quite frankly, is not worth my time. But through my experiences, I do believe in equipping you with the tools to handle the trolls who try to knock you off course, derail your business, and threaten your livelihood.

"Have you ever read Ephesians 6:11? "Put on the full armour of God, so that you can take your stand against the devil's schemes."

I also once heard someone say,

"It's not every party you're invited to that you have to attend."

The same applies to every online battle, just because you're provoked doesn't mean you have to engage, and if you do engage, make sure you are confident in your actions.

Over the years, I've developed a knack for handling both digital and in person trolling, whether it's aimed at me personally or at one of my clients. I know what it's like to have a client gripped by fear, paralysed by online negativity, be it from a

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dissatisfied customer, an ill-informed consumer, or an overzealous, emoji-obsessed stalker flooding LinkedIn with *'look at me'* tags and memes.

My approach is rooted in decades of PR experience, going all the way back to when fax machines were cutting-edge tech. I still laugh at the memory of faxing press releases to John at Broadcast. Back then, it was all about connection, communication, and relationships. And guess what? Despite all the digital evolution, this core reality hasn't changed. Whether we're using carrier pigeons or AI-driven DeepSeek, communication has always been and will always be about connection.

That being said, I sincerely hope that you enjoy the book and remember: the only difference between writing to a pen pal and swiping left on an app is *time*. Although the efficiency of modes of communication has changed, what hasn't is the need for human connection.

So, let's make ***SWIPE: Mastering the art of handling trolls and protecting your peace***, your number one guide to staying calm and confident in the face of digital drama.