

Expand your reach with strategic social media. Find out what's going on in someone's world, what they're thinking about, and build a connection by supporting them.

Here's how to construct a message that's going to fire up your followers, cultivate interaction, and most of all, encourage sales by nurturing relationships.

### DETERMINE NEEDS.

Go to client or potential client social media page. What is their highest NEED? What are their pain points? List one example:

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### EXPAND YOUR REACH.

Which subjects fascinate them? How can you intelligently integrate these ideas into your strategy? List one example:

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### DEMONSTRATE AUTHORITY.

How can this be communicated in your content across several platforms?

Facebook:

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Twitter:

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LinkedIn:

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YouTube:

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