



Harness the Potential of Social Selling & Grow Your Business

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CEO, Amplify Your Voice
LLC

January 4-6, 2025

Agenda

- 01** Your challenge
- 02** The goal
- 03** Why social selling?
- 04** The 4 steps to social selling
- 05** Finding time for social selling

Introduction

- Founder & CEO of digital marketing consultancy
- Thomson Reuters legal technology client executive
- Lawyer by practice and training
- 18 years in account management/sales
- Now I help companies and individuals amplify their brands through social media



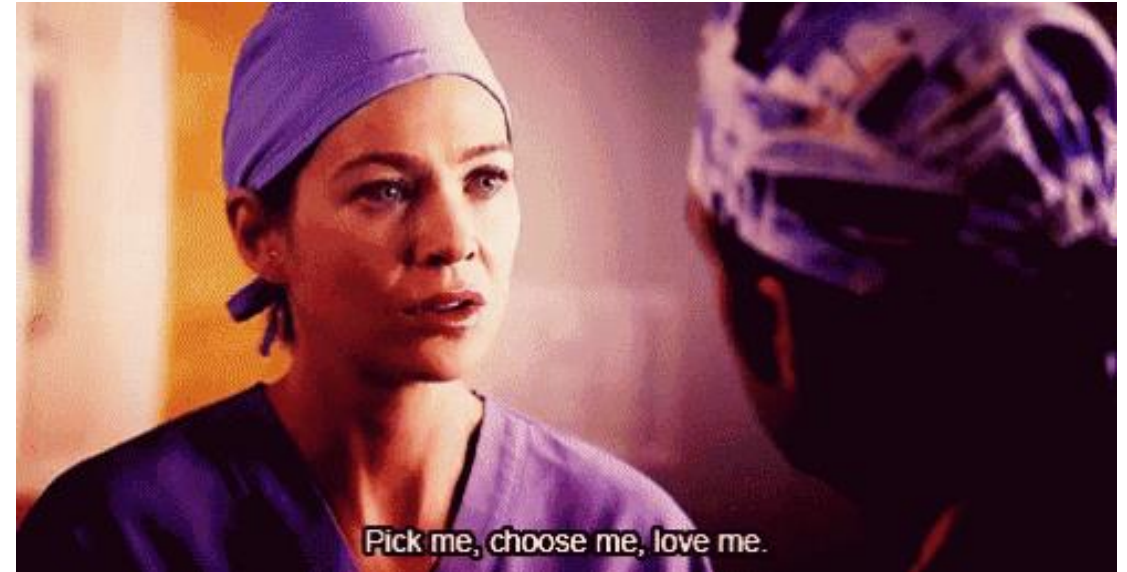
Mom,
evangelist of innovation &
legaltech,
DC statehood,
“don’t dim your shine
because others can’t
handle the light”, and
all the GIFs

Your challenge



People are wary of being sold to!

Your challenge



The goal



How clients saw me BEFORE



How clients saw me AFTER



THE INTERNET OF TOMATOES ON THE BLOCKCHAIN



While much of the legal industry has been overwhelmed by the hype surrounding blockchain, a lot of the attention has focused on cryptocurrencies and initial coin offerings (ICOs). But at Thomson Reuters innovation lab in Boston last week, a farmer and the co-creator of a local food partnership spoke about how the Internet of Things (IoT) and blockchain technology are transforming the food-agriculture ecosystem in New England.

Jim Ward, farmer [Berry Farm](#), has 1 vegetables since cultivates more th varying from swe and peaches. Tor profitable crop. S

partnered with Francis Gouillart, president and co-founder of [Experience Co-Creation Partnershi](#) grew, distributed, and marketed his tomatoes.

Together, they conceived a pilot produce distribution program using blockchain principles, where



LawNext Episode 34: Alternative Legal Models – A Panel Discussion

How clients saw me AFTER



She Breaks the Law community



What changed? Social selling!

What is social selling? **Strategically** using social media to build relationships with potential and current customers and drive sales.

- Social selling is more about **building long-term relationships** than making direct sales.
- It's a **complementary strategy** to other sales practices, such as cold calling and email outreach.

Who can engage in social selling? Anyone!



Follow these 4 steps:

1. Create your brand
2. Find your ideal customers
3. Engage them with insights
4. Build relationships

Step 1 - Creating your brand: Focus on authenticity



Creating your brand: What message is your profile sharing?



Creating your brand: Flesh out your brand



Think about what you want to showcase:

- Your expertise
- Who you tend to help and how
- What you bring to the table.

Creating your brand: Get introspective



Creating your brand: Who are you?

Take 5 minutes and jot down your answers to at least 2 of these questions:

1. What do you like most about working as a distributor?
2. What do customers and colleagues like about working with you?
3. What's your favorite part of your day?
4. What's your superpower or the special skills you bring to the table?
5. What would you like to be remembered for?

Creating your brand: Now weave it into your profile

Weave your personal brand into your LinkedIn profile in 5 places:

1. Headline
2. Banner image
3. About section
4. Experience listings
5. Recommendations



Creating your brand: Harness the power of your headline

Use your headline to showcase who you are and what you bring to customers.

1. Should be more than just your job title.
2. Consider adding your area of expertise.
3. Include your superpowers or special skills.

Creating your brand: Sample headlines



HOW I LAWYER



Jonah Perlin ✓ (He/Him) · 1st
Georgetown Legal Practice Professor | How I Lawyer Podcast Creator | vLex Fastcase 50 Honoree | 🗣️ I write and speak about what lawyers do, why they do it, & how they do it ethically and effectively.

Georgetown University Law Center
Georgetown University Law Center





Natalie Roisman ✓ (She/Her) · 1st
Tech law + policy at Georgetown | shaping lawyers + policymakers in the age of AI | strategist, connector, community builder
Washington, District of Columbia, United States · [Contact info](#)

Georgetown Law Institute for Technology Law & Policy
University of Pennsylvania Carey Law School

Creating your brand: Don't waste your banner image

Choose a background image.

1. It could be your company name, but if so, consider adding your motto.
2. Consider an image of a place that is important to you.
3. Tie your image to something in your About section.



Creating your brand: Sample banner images



Kandis Gibson (She/Her) · 1st
Intellectual Property Disputes Litigator || 2023-2024 President,
Women's Bar Association of the District of Columbia

ML Morgan, Lewis & Bockius
LLP
H Howard University School of
Law



Anna Meraz (She/Her) · 3rd
Merchandising Assistant - Beer at Walgreens
Greater Chicago Area · [Contact info](#)

 Dominican University

Creating your brand: Personalize your About section to better connect

This is the key part of your profile where you can connect.

Format:

- **1st sentence:** Elevator pitch for what you do, who you help and why you love it (WRITTEN IN FIRST-PERSON VOICE!)
- **Middle paragraphs:** Why you chose this industry, why customers like working with you, what you bring to the table from your past experiences, what your superpowers are
- **Conclusion:** Anything you like to do personally

Creating your brand: Sample About section

About

A lifelong event planner, I believe strongly in the power of bringing people together to create communities of mutual support and empowerment as well as the importance of kindness and fun, especially in the pursuit of excellence and justice.

I have the pleasure of leading Association of Corporate Counsel National Capital Region – a diverse and inclusive community of seven paid leaders, 200 volunteer leaders, 2,500 in-house counsel members, hundreds of attorneys and professionals at our 50+ sponsor organizations, and more collaborators – in the District, Virginia, and nearby Maryland.

Our chapter hosts 150 events a year, including educational programs, socials, and service opportunities, as well as the ACC NCR Leadership Academy and the ACC NCR Corporate Scholars Program.

I apply my leadership and communications skills honed over a decade in private practice with my years working with legal departments and ACC chapters on their pro bono efforts to assist the ACC NCR community in fulfilling our mission to educate, engage, and empower our members.

During my tenure, the chapter has refined our legal educational offerings to meet our members' evolving interests and needs; average attendance has increased by roughly 50%.

In addition, we expanded to include seven affinity groups, new geographic/neighborhood advisory committees across the tri-state area, and dedicated community service and pro bono committees, along with launching a robust online community to increase connection and elevate the visibility of our activities, leaders, and sponsors.

Now, members engage on more topics, at more places, and in service like never before.

I have been fortunate to work at both for- and non-profit organizations that are committed to being a force for good and aspire to live and work in accordance with John Wesley's words: "Do all the good you can, By all the means you can, In all the ways you can...."

The image of the cherry blossom sculptures above reflects my personal background – born in Japan and raised in the DMV. In fact, my family has lived in the area for generations and I have followed in the footsteps of my grandfather and mother in living abroad (in addition to Japan, I have lived or worked in Germany, Poland, Russia, and Turkmenistan)

Elevator Pitch



Skills & Superpowers



Personal Interests



Shannon Graving (She/Her) · 1st

Executive Director | ACC Aficionado | Community Builder | Event Producer | Force Multiplier | In-Box Famous | In-House Pro Bono & DEI Booster

Creating your brand: Showcase your ROI in your experience



1. Ensure you're writing about yourself and your work, not just the company's work
2. Include any statistics or ROI you can
3. Write in first-person voice

Creating your brand: Experience listings



CEO/Founder

Amplify Your Voice LLC · Freelance

Mar 2021 - Present · 3 yrs 10 mos

Washington, District of Columbia, United States

Founder of a social media consulting and services organization, helping small companies and individuals amplify their voices, train their leaders, and build their personal and company brands through social media and public relations.

Specific services include:

- consulting on social media strategy and content;
- content creation for social media, sales collateral, and sales outreach communications;
- training sales and business development teams on increasing sales and client relationships through online engagement;
- individual or group coaching and training on personal branding, social media, networking, and diversity coaching;
- consulting on legal industry podcasts, journalists, and influencers to boost visibility; and
- providing and analyzing monthly statistics to suggest how to increase engagement.

Results:

- * Increased one client's followers across 3 social media platforms 20% and engagements/reactions by 135% in just 3 months
- * Assisted non-profit organizations in promoting awareness of their organization's mission and events, and increasing followers and engagements across 3 social media platforms 20%.
- * Increased an individual's post views to routinely over 11,000.

Creating your brand: Harness the power of satisfied customers

Solicit recommendations!

1. Request recommendations from past clients or colleagues.
2. Don't send the default message – tell them why you're asking them.
3. Offer to write one in return.

Creating your brand: Sample recommendation request

Ask Shannon to recommend you



Help us personalize your request



Shannon Graving • 1st

* Indicates required

How do you know Shannon?

Relationship*

Shannon was a client of yours

Position at the time*

CEO/Founder at Amplify Your Voice LLC

Include a personalized message*

Hi Shannon,

I so enjoyed working with you last month and would love to request a recommendation. I'm asking you because you said you felt like I gave you hands-on experience and helped you set aside time to really invest in your social media. I'm happy to write you one in return if you like!

Sameena

301/3,000

2 of 2

Back

Send

Step 2: Find & connect with your potential customers, existing customers & partners

Look up your former clients and your new prospects, then do some research.

Review their About sections and their Activity to find commonalities or interesting things.

Then connect – but warmly!

Add a note to your invitation



PREMIUM

LinkedIn members are more likely to accept invitations that include a personal note.

Hi Shondella,

It was so lovely meeting you at the WBA Stars of the Bars event last night!

I share content on issues of change in the legal industry; I'd love to connect.

171/300



✦ Write with AI

Cancel



Send

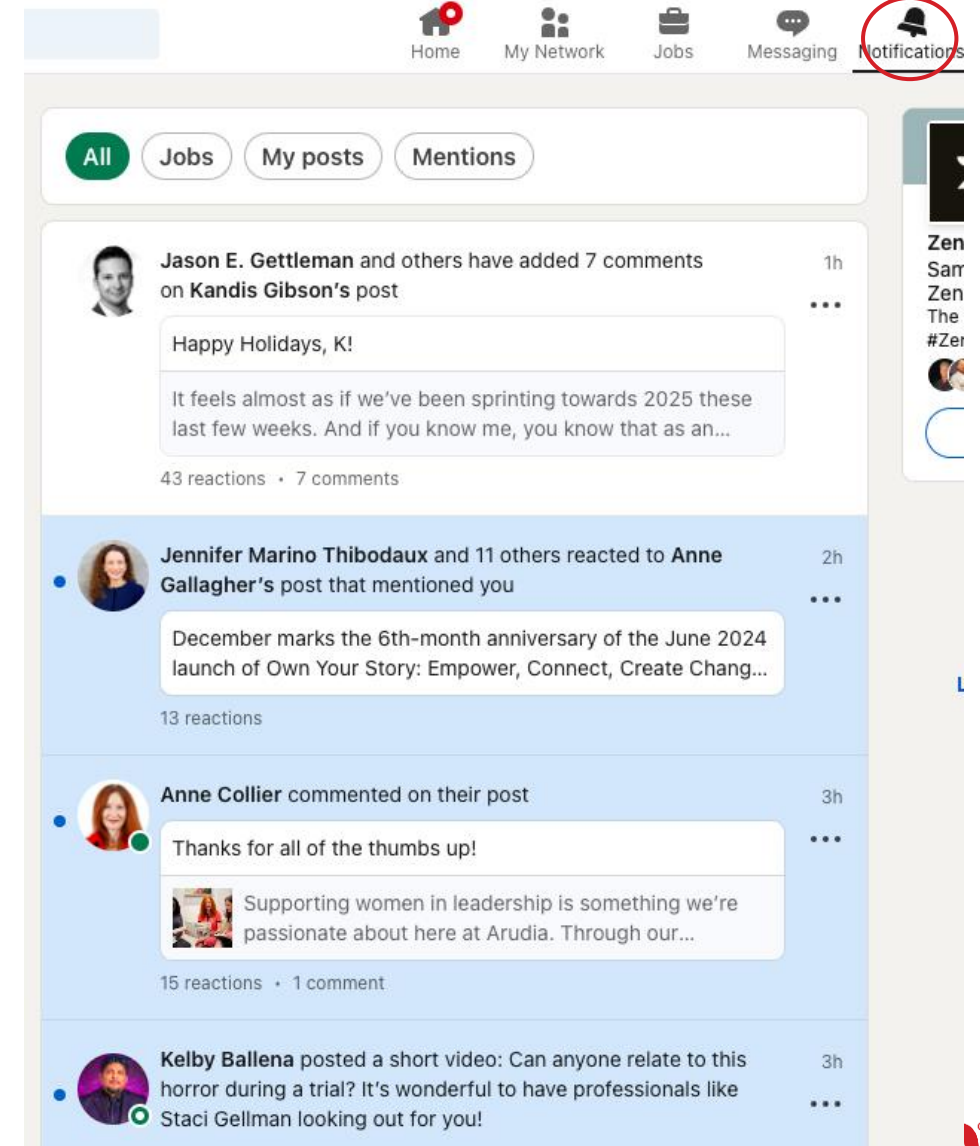


Find & connect with customers – don't miss their updates

Ring the bell so you always see their posts!



Kandis Gibson ✓ (She/Her) · 1st
Intellectual Property Disputes Litigator || 2023-2024 President,
Women's Bar Association of the District of Columbia
Washington, District of Columbia, United States · [Contact info](#)

 **Morgan, Lewis & Bockius LLP**
 **Howard University School of Law**



Home My Network Jobs Messaging **Notifications**

All Jobs My posts Mentions

Jason E. Gettleman and others have added 7 comments on Kandis Gibson's post 1h

Happy Holidays, K!

It feels almost as if we've been sprinting towards 2025 these last few weeks. And if you know me, you know that as an...

43 reactions · 7 comments

Jennifer Marino Thibodaux and 11 others reacted to Anne Gallagher's post that mentioned you 2h

December marks the 6th-month anniversary of the June 2024 launch of Own Your Story: Empower, Connect, Create Chang...

13 reactions

Anne Collier commented on their post 3h

Thanks for all of the thumbs up!

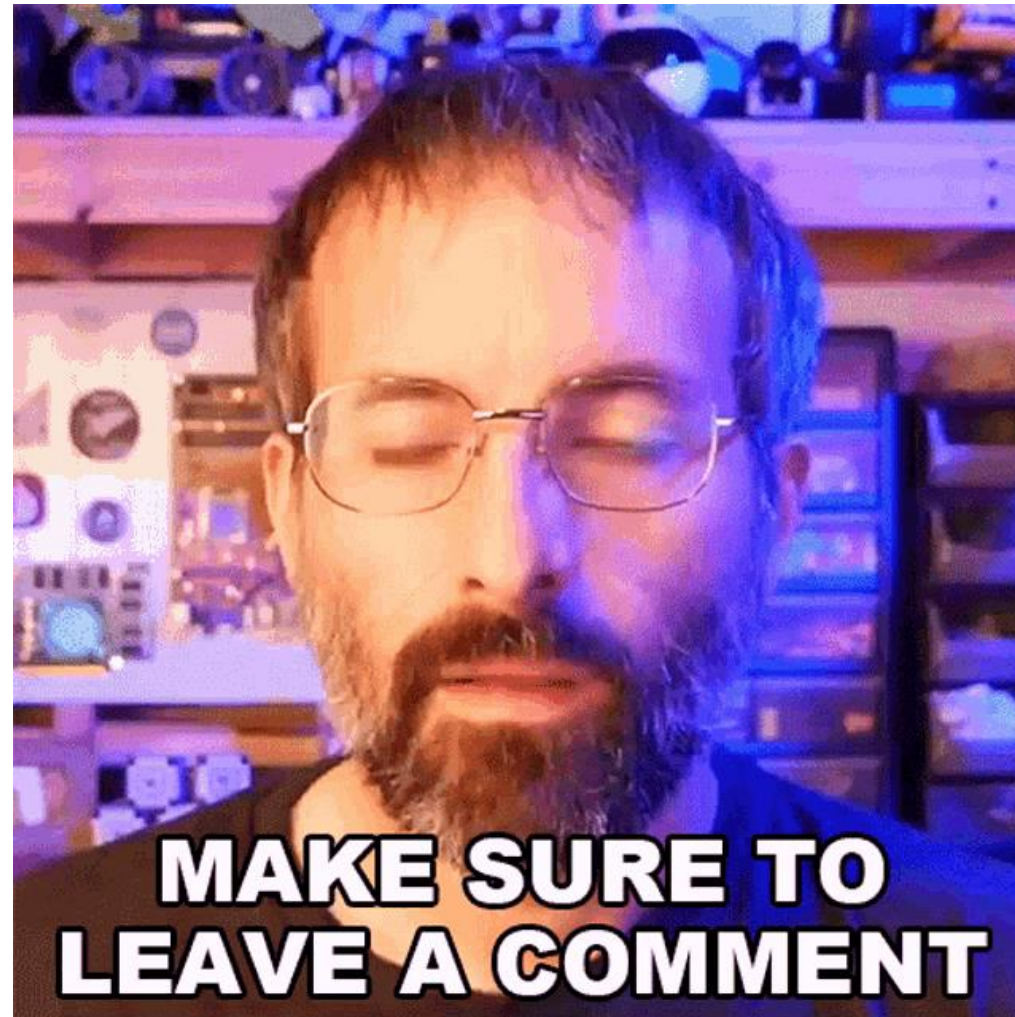
Supporting women in leadership is something we're passionate about here at Arudia. Through our...

15 reactions · 1 comment

Kelby Ballena posted a short video: Can anyone relate to this horror during a trial? It's wonderful to have professionals like Staci Gellman looking out for you! 3h

Step 3: Harness the power of engaging your buyers

Focus on commenting more than anything else you do on social media.



Engage your buyers: You can't just add an emoji

Benefits of commenting over mere emoji reactions:

- Amplifies that person's content in the LinkedIn algorithm
- Draws poster's attention to you
- Expands your network – others who react or comment will see it
- Gives you another way to engage with buyers



Engage your buyers: Comment in easy ways to grow your business

- Easy does it!
- One sentence is sufficient.
- Quote a section of the post or underlying article that resonates.

Engage your buyers: Sharing insights



Engage your buyers: Formulating posts

1. You can do this with just **2 lines of text!**
2. Use a headline/**compelling first sentence (try a quote, question, statistic, or theme).**
3. Include lots of **white space.**
4. Last 2 Lines:
 - **Last blank line**
 - Then **3-5 hashtags** (general and specific)


Engage your buyers: Finding content to share

1. Look at your **connections' content**
2. Your own **company's content**
3. Activities:
 - **Attending conferences** (HINT HINT!)
 - **Webinar** insights
 - Achieving certifications
 - **Work events** (including business travel)
 - **Seasonal** events
4. Third-party content – articles
 - **ASI industry news**
 - Marketing
 - Branding
 - Leadership
 - Work-life balance



Engage your buyers: Content for a sample post

Giveaways, Not Throwaways: Reimagining Promotional Items

Rhett Power Contributor 

Rhett is a DC based executive coach who covers entrepreneurship.

Follow



Jan 14, 2024, 07:00am EST



promotional bags GETTY

The market for promotional products—swag, knick-knacks, trinkets, and leave-behinds—amounted to an astounding **\$25 billion in 2022**. This number serves as a testament to the immense market for branded tchotchkes to promote goods and services. They can be a powerful selling tool, after all. That is, of course, when done right. Otherwise, they become nothing more than throwaways and a waste of good money.

The purpose of getting a promotional product in someone's hands is to generate interest, awareness, and a favorable impression of your business. The problem is, most of the tchotchkes coming from brands don't seem like much of an investment or incentivize whatever action the brands want recipients to take. And with people keeping promotional products for an average of **five months**, which does provide impressions, there's also the sustainability aspect to consider.

A recent study found that four out of five people are likely to choose a brand with a positive approach to environmental sustainability. So, tchotchkes may be delivering the wrong message when not useful, relevant, or valuable in some way, shape, or form. Serious thought must go into whatever it is you plan to give away. The question then becomes, how do you come up with an object that's so exciting and valuable that it causes recipients to reach back out to you? **Start here:**

Engage your buyers: Content for a sample post

1. Think quality.

With the exception of pens, key chains are probably one of the most overused items given away by businesses—so much so that they’ve become cliched. Fidget spinners, magnetic calendars, personalized notepads, erasers, mini flashlights, and stress balls also add no real value to building brand awareness. These tchotchkes might come emblazoned with your logo, and some may even offer solid impressions, but their ubiquity can make it feel as if little thought was given. Besides, many people find these items tacky, useless, and cheap.

Harsh words, no doubt, but for good reason: Promotional giveaways should be relevant to your brand. That’s why free product samples or free service trials can go a much longer way in driving interest and awareness, if not sales. Providing samples of food and beauty products delivers **20% and 30% higher conversion rates**, respectively. If not that, then get creative with your offerings—and never scrimp on quality. **One survey** found that roughly 72% of consumers correlate the quality of promotional products with the

reputation of a brand. If that reputation is a good one, expect consumers to respect and trust what you’re bringing to market.

2. Tell a story.

When choosing promotional products to give away, consider how the item might add to your brand story. “Start by framing the problem in reverse by envisioning the solution,” suggests **Dan Conner**, general partner and founder of Ascend Venture Capital. “The ideal outcome is that the recipient is charmed enough to keep the item in a prominent place—say, on their desk. Once it’s there, your trusty tchotchke attracts enough attention to trigger a conversation among passersby. At that moment, the story of your company is aired, the ultimate in remote customer development.”

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For example, in an effort to promote one of its portfolio companies, Ascend Venture Capital distributed model kits to build a DeLorean, paired with a narrative about the company. This fresh approach transitions from some throwaway giveaway to an engaging storytelling opportunity, fostering

deeper connections between the company and potential stakeholders through memorable interactions. Brainstorm, eliminate, test, and adapt based on the target consumer, what you want to trigger, and the story you

Engage your buyers: Content for a sample post

based on the target consumer, what you want to trigger, and the story you hope to achieve from whatever it is you're giving away.

3. Measure the impact.

As with any marketing initiative, you'll want to measure the return on investment of any promotional merch. However, some companies struggle with arriving at the right metrics for this type of promotion. Again, it all comes back to the goal. What are you hoping to achieve, beyond the storytelling element, by giving away that tchotchke? Are you looking to grow awareness? Are you using this as an opportunity to generate leads? Improving sales is certainly an acceptable goal, as well. Once you've defined the goal, it becomes that much easier to choose the right metrics to measure the impact.

Driving brand awareness may lead you to track brand impressions, brand search volume, website traffic, and social media engagement (e.g., followers, likes, shares, retweets, etc.). Generating leads, on the other hand, may require you to measure demos booked, connection requests accepted, new email subscribers, and time to conversion. One caveat with subscribers, though: Only use if getting the giveaway didn't require the exchange of an email address. The metric can become skewed otherwise. For a sales goal, it's a matter of tracking conversion rates, average deal size, total revenue, and the like.

With brands spending so much money on promotional products, you'd think that more thought and attention would go into what they're putting out there. That's not always the case, however. Good enough just isn't good

Engage your buyers: Crafting your post to grow your business

Headline

- Did you know people keep promotional items for an average of five months?

OR

- How do you ensure that people who take your company's merch become customers?

Text

Here are 3 things to prioritize when choosing promo items:

- Think quality
- Tell a story
- Measure the impact

Learn more in this article: <https://www.forbes.com/sites/rhettpower/2024/01/14/giveaways-not-throwaways-reimagining-promotional-items/>

If you're ready to hear more about the merch with the highest rate of callbacks, message me!

Hashtags: #merch #promos #marketing #branding

Engage your buyers: Sample post



Sameena Safdar ▾
Post to Anyone



How do you ensure that people who take your company's merch become customers?

Here are 3 things to prioritize when choosing promotional items:

- 🎯 Think quality
- 🎯 Tell a story
- 🎯 Measure the impact

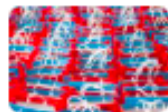
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|

#merch #promos #marketing #branding



Giveaways, Not Throwaways: Reimagining Promotional Items
social-www.forbes.com

Engage your buyers: Harnessing the power of trade shows & conferences

Every event you attend should provide 3 different posts!

BEFORE: Focus on sessions you're excited to see, or about being excited to attend in general.

DURING: Post a photo from the event – the venue, city, program, a selfie with fellow attendees, etc.

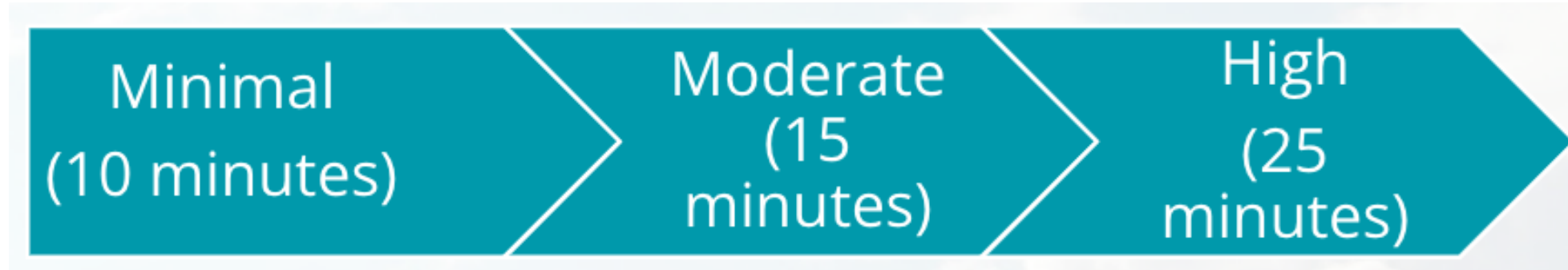
AFTER: Craft a summary post sharing three insights you gained or specific activities you enjoyed at the show.

Step 4: Build relationships

1. Engage with and amplify your customers by commenting on their content or resharing it.
2. Send posts to buyers by clicking the Send button.
3. Reshare customers' posts if it feels natural.
4. Use LinkedIn messaging instead of just emails.
5. When buyers go silent, comment on their content or send articles of interest.



Social selling: Harnessing the time for it!



- Comment 2 times
 - Reshare 1 post
 - Connect with 3 people
- Comment 3 times
 - Reshare 1 post
 - Connect with 5 people
- Comment 5 times
 - Reshare 1 post
 - Share 1 original post
 - Connect with 5 people

Social selling: Planning ahead

Monday	Tuesday	Wednesday	Thursday	Friday
			1/02: Share attending ASI Show Orlando	
	1/07: Reshare an article on marketing and branded merch		1/09: Share insights learned at ASI Orlando	
	1/14: 2025 Reshare a post from your company		1/16: Post on planning your 2025 promotional items for events	
1/20: MLK Day			1/26: Share an article from ASI about lessons from the Golden Globes swag bag	
		1/30: Share an ASI article on the impact of AI on branded merch		

Conclusion: Invest in yourself & your sales!



Any questions?





**Share your feedback
on the session with us!**



January 4-6, 2025