



HOW TO REACH MORE PEOPLE

FOR YOUR BUSINESS,
CAUSE, ORGANIZATION,
OR PERSONAL BENEFIT

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CONTACT:

AMY HAWKINS
amy@generationstrategies.com

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The world is full of people who are just waiting to know about you, your cause, your work, or your business. The question is ... HOW to reach the right ones! Here is a free download to print out and share.

PHASE 1: REMEMBER TO

- Communicate your message clearly from any platform you have access to; be able to succinctly explain what it is you want to deliver.
- Identify your target market and the ideal “call to action” (what is it you want people to do); you must know what you want people to do when they respond to your message.
- Determine where people can go for more information and list that when sharing your information (i.e. website, email, phone number)

PHASE 2: DISTRIBUTE AT MULTIPLE POINTS

- One promotion is not enough. Do it from multiple angles.
- Distribute your message anywhere you can; let people know of your message, services, and opportunity.
- Ask people to let others know about what you are doing; everyone knows someone!
- Think outside the box, within the constraints of your target market: your default may be to post to your Facebook page but that is not enough. Get creative. Be unique.
- Distribute flyers on bulletin boards in coffee shops, grocery stores, community centers, libraries or schools.
- Ask other influencers to spread the word to the people they know.
- Craft a creative tagline and graphic for other social media platforms. Share it on all of them (don't forget Facebook and LinkedIn Groups!).
- Get information to other communities like schools or churches and ask them to place a blurb in their bulletin, see if you can get included in local Chamber of Commerce event email.
- Send to everyone in your email list.
- Text to friends and ask them to share.
- Place an ad in the local newspaper.
- Get an interview on the local radio station.
- Do a snail-mail of a postcard (it is not obsolete)!
- Be visible at locations where you can spread the message (information table at church, hand out flyers at the community park)

PHASE 3: BE LONG TERM MINDED

- Be consistent; don't change your theme or message every time you spread the word.
- Make it easy for people to sign up.
- Make notes, keep a list and grow your circle of influence for next time!