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How to Build Your Business Through Strategic Content Sharing

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Strategic content sharing is a powerful, yet often overlooked, technique for generating leads and building relationships. Whether via LinkedIn or email, surprisingly, only a small fraction of professionals are utilizing this method effectively. The secret lies not in aggressive marketing or constant self-promotion, but in a more nuanced approach which enables you to showcase your expertise as well: strategic content sharing with prospects.

Show Me You Know Me (and Care)

In the art of strategic content sharing, especially on platforms like LinkedIn, the 'Show Me You Know Me (and Care)' approach is pivotal. This strategy emphasizes personalization, demonstrating to your prospects and clients that you understand their unique needs, challenges and interests. It's about going beyond generic interactions and showing genuine interest and care in their professional world. By tailoring the content you share and the messages you send, you establish a deeper, more meaningful connection, reinforcing that your relationship is more than transactional. This approach not only nurtures existing relationships but also paves the way for new, trust-based connections.

The Art of Timing

One of the crucial elements of a strategic content strategy is timing. Engaging too early with a prospect by sending them content can be perceived as pushy or insincere. The key is to wait until you've had a brief but meaningful exchange of messages or some sort of engaging interaction either online or in person. This initial interaction lays the groundwork for a relationship based on mutual interest rather than a one-sided sales pitch.

Personalization is Key

When you come across content that aligns with your prospect's business goals or personal interests, sharing it can lead to potential opportunities of all kinds as well as stronger relationships.

However, the effectiveness of this gesture hinges on personalization. For instance, a message like, "Hi [Name], I came across this post about [topic] and thought you might find it interesting," can open doors. But the real magic happens when you add specific details that resonate with them. This personalized approach shows that you are paying attention to their needs and interests, fostering a sense of genuine connection.

The Casual, Brief and Value-Driven Approach

The tone and length of your message also play a significant role. Keeping the message casual and brief is crucial. This approach isn't about overwhelming the prospect with information but about staying top of mind and providing value without expecting anything in return. Your only goal is to provide value and be helpful.

The Payoff

This technique is subtle yet powerful. By helping your prospects without being intrusive, you position yourself as a valuable resource. The aim is to be helpful and informative, establishing a rapport based on trust and mutual benefit.

In conclusion, the key to unlocking the full potential of LinkedIn for social selling lies in strategic content sharing. It's about finding the right balance between being helpful and unobtrusive. When executed correctly, this approach can significantly enhance your lead generation efforts, ultimately paying off far beyond the investment of time and thought it requires.

Key Takeaways

1. **Timing Matters**: Wait for a meaningful initial interaction before sharing content with prospects.
2. **Personalize Your Approach**: Tailor content sharing to align with the prospect's interests and business goals.
3. **Keep It Casual and Brief**: Your messages should be concise and provide value, not overwhelm.
4. **Establish Trust**: By being helpful and not pushy, you position yourself as a valuable resource.

Next Steps

- Review your LinkedIn contacts and identify prospects for strategic content sharing.
- Develop a habit of noting content that might interest specific connections.
- Practice crafting personalized, concise messages.
- Measure the impact of this approach on your engagement and lead generation over time.

Scripts You Can Use

Here are a few messaging script options for a lawyer reaching out to a client/contact or prospective client:

Content/Article: "Hi [Client's Name], I hope this message finds you well. I recently came across an article on [specific topic related to client's industry or interest], and it immediately made me think of our recent conversation about [reference a specific discussion or project]. I believe you'll find some valuable insights here, especially regarding [mention a specific aspect of the article that relates to the client's interests or business].

Looking forward to hearing your thoughts on this!

Best regards, [Your Name]"

Industry Update: "Hello [Client's Name], I came across this recent development in [client's industry] and thought it might be of interest to you. It could have implications for your business, particularly in [specific aspect related to client's business]. Let's discuss how this might impact your strategies going forward."

Legal Insight: "Dear [Client's Name], I've been following a legal case that has significant parallels to the issues we've been discussing. Here's a brief overview that might provide a new perspective or approach to our current strategy. Would love to get your thoughts on it."

Event Invitation: "Hi [Client's Name], I noticed there's an upcoming webinar/conference on [topic relevant to client's interest]. It seems like a great opportunity to explore [specific benefits or information]. Thought you might be interested in attending, and it would be great to catch up afterward."

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