

The Anti-Social Sharing Plan

When it comes to succeeding with any business promos, but also with [Contribute.to](#), you have to cut through all the online noise, and speak to your personal network.

We're not actually anti-social, but we are acutely aware that "The Algorithm" wasn't built to help you succeed. It's there for Instagram to grow, and TikTok views to soar, but it's not built for us small business people. So we are here to help you build a personal network... using all the tools available to you.

How? AKA... Instagram isn't the only answer.

People in your network want to see you succeed and so, you need to reach them. You need to target all the people in your phone; your contact lists. The people you know and meet. You need to reach the people on your newsletter and get more people signed up. You need to speak to the people in your email. All of these people want you to succeed, they care about you. But you need to tell them your story.

This plan is all about making the most of that super-powered tool that's in your pocket or purse: your phone. Not waiting for the algorithm to put your info in front of them.

When you share, share with intent

When you share your [Contribute.to](#) link – in whatever app you share it – you have to have a goal, or a mission, or a reason why you are sharing in the first place. Yes, it has to be about raising money, but there should be more than one why.

For example, something like the following would work really well for most people:

"Hey! I wanted to share this project I am working on with you (it's all about XYZ). Let me know if it resonates and whether you'd like to contribute to it. Look forward to hearing back/LMK what you think EMOJI"

Start sharing on WhatsApp with Broadcasting

We love **WhatsApp** specifically because of the broadcast list feature which allows you to send a message to several of your contacts at once. Broadcast lists are saved lists of message recipients that you can repeatedly send broadcast messages to without having to select them each time. And the best part is that no one on the list will know anyone else's details. **Check out the last page for step-by-step instructions on how to set up a broadcast list.**

Email Isn't Dead

Add your [Contribute.to](#) link to your email signature, either as a link or a clickable image. People will see your link and be encouraged to interact every time you contact them!



Make Your Website Work For You

Add your [Contribute.to](#) link to your homepage and on your "Contact Us" page. If you have content that people return to time and time again, place it there too.

Tap Into Your Email List

Promote the link and your cause in your newsletter. Tell the story more broadly.

DM, DM, DM

DM people on Instagram, TikTok, Twitter, and Facebook who you think might care. Start with 25 a day. And keep going until you have DMed all the people who follow you.

Own Your Audience: How to Promote your Newsletter, WhatsApp Group or Telegram Channel

The algorithm isn't working for you, so you need to try to get all these people off of social media and into a tool that YOU own.



For two weeks, run posts that point to places where you can talk to your audience outside of social platforms – whether that be newsletters/ WhatsApp / Telegram.

1. Link directly to your email signup page in all your social media bios. If you can add a subscription wall on your homepage, do it.
2. Every single post on social media needs to point to the newsletter and explain what the value is of signing up (early access to reports/ VIP invites/cheat sheets).
3. If you can, use paid advertising to promote your sign up and create a free piece of content, such as a cheat sheet, article, or educational course. Then include a link readers can follow to download the full piece of content in exchange for their email address.
4. Create long-form LinkedIn posts: one of the biggest opportunities based on potential organic reach and high-quality leads, across the social media landscape at the moment, is LinkedIn. A surefire way to gain a lot of exposure on LinkedIn is through long-form, story posts.



To get people into your phone contacts

1. Ask them to "Send me a DM with your phone number and I'll do the same."
2. Send these directions to your fans/friends/followers:
 - You will see a service message asking if you want to open WhatsApp. Tap 'Open'.
 - You will be taken through to WhatsApp and will see 'Start' in the message field. Tap 'Send'.
 - You will receive a welcome message asking you to add my WhatsApp phone number to the contacts on your mobile. You will need to do this in order to receive updates about my work.

The process is now complete – you're ready to start sending messages!



Setting Up a WhatsApp Broadcast List

Broadcast lists are a one-to-many communication.



Step 1

Write a list of the 50-100 contacts in your phone that you want to send your Contribute.to link who are interested in your work.



Step 2

Open WhatsApp, and select Broadcast Lists (top left corner of the main screen)



Step 3

Search for or select the contacts you want to add. Tap the check mark. This will create a new broadcast list. When you send a message to the broadcast list, it'll be sent to all recipients in the list who have your number saved in their phones' address book. Recipients will receive the message as a normal message – and no one sees all the people in your broadcast group but you. When they reply, it'll appear as a normal message in your CHATS screen. Their reply will not be sent to other recipients in the broadcast list.



Step 4

Use the campaign text or the text in your Contribute.to description to explain the cause you want them to support, and be sure to include your Contribute.to link! Make sure to add a personal note.

For example:

Hey! As you know I've been working really hard on this new series, about my cat. Everyday for the next year, I want to paint his portrait in the vein of famous artists. Think PicCATto, Mary CassCATt, BasquiCAT. I'd happily paint your cat too, but I am in fact a full-time mum and teach part time. I'd love to make my passion my 9-5. If you love what I do, contribute to support my work.



Step 5

Send the same message to another 50 contacts on Day 2. Then wash, rinse, and repeat! The key here is to write a message that seems personal, without being specific. That way you can send it to 100s of contacts on WhatsApp without rewriting it by using WhatsApp Broadcast. You can then duplicate these messages in iMessage, and all the other messaging services you use.

