



Make It Easy for Others to Share the Buzz About You

What do customer service expert, Marilyn Suttle and BestLifeDesign.com Founder, Dr. Mollie Marti, have in common? If you said they are both best-selling authors, you're right, but that's not all. They add extraordinary value to their reader communities and make it super easy for you to share their messages.

When Marilyn Suttle, Author of *Who's Your Gladys* launched her Appreciation Project, she made it simple for friends to spread the word about her project. The Appreciation Project was designed for others to express their appreciation and gratitude for all they experience in life with family, work or any passionate missions that make a difference. With a quick click of their mouse to her special page, www.MarilynSuttle.com/appreciation, her friends were able to easily give her support and get the Appreciation Project off the ground.

Similarly, as part of her upcoming book launch, Dr. Mollie Marti, Author of *Walking in Justice* created her sharing toolkit at <http://walkingwithjustice.com/sharing-toolkit/>. Her visitors not only learn about her heartfelt story of her teacher and mentor, Judge Max Rosenn, but they get a sneak peek into the first two chapters of her new book. She also made it easy for her community to share the news with timeless quotes and principles on how to live a life with meaning.

In addition to making it easy for others to share their content, they also made their content share-worthy. Share-worthy content is so compelling that people want to share it with their friends. Here are tips to get started:

- **Offer a solution.** When you offer a solution to a common problem, it helps you to connect with your readers. When you consistently deliver value, people will seek you out and refer others to you.
- **Write Interesting Headlines.** Let's face it. People are busy. Headlines should offer a short summary of the content and get the person to read past the headline. Some of the best headlines include questions or phrases that contain numbers, such as [4 Surprisingly Simple Steps to Take You From Procrastination to Progress](#).
- **Involve Your Readers.** People love to share their experiences or offer advice. At the end of your blog post, add a related question and/or post the question on your social media pages inviting comments.

Of course, it's more than just creating a page, directing people to it and expecting people to tweet about you. It takes nurturing deep relationships with others, a distinctive perspective, and speaking from the heart while simultaneously adding value to the conversation or topic. When you do, others will want to share it.

What do you think makes topics or content share-worthy?

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