

Handouts



THE WARRIOR'S ARSENAL

TOOLS OF DIGITAL ENGAGEMENT

The Keyboard: *Your sword*

Used to craft messages that provoke thought, inspire action, and build loyalty. Every DM, every post, every comment. must be purposeful and purposeful

Content Strategy: *Your shield*

A planned, value-driven approach to posting, sharing, and commenting. You're not reacting to trends—you're defining them.



CRM + Social Listening Tools: *Your scouts*

Tools like HubSpot, Salesforce, or Sprout Social provide visibility into buyer intent, trigger moments, and conversations to join. You don't guess—you move with intelligence.

Personal Branding: *Your armor*

A compelling, consistent presence built on who you are and what you solve. People buy from people. Warriors show their face, share their mission, and own their voice.

STRATEGY OVER SPAM

The Art of Intentional Posting



Educate

Provide insights, tips, and thought leadership

Inspire

Share success stories and lessons learned

Humanize



Showcase your journey, personality, and values



Ask

Prompt engagement with thought-provoking questions

**ARE YOU
TOUTING
YOUR WINS
ON SOCIAL
MEDIA
FOR
PROSPECTS?**



Why It Matters:

Prospects want proof. When you share your wins, you show:

- **Credibility** (“We’ve done this before—and we can do it again.”)
- **Momentum** (“We’re active, relevant, and moving fast.”)
- **Results** (“Here’s how we helped someone like you.”)



WHY BECOME FRIENDS WITH THE SOCIAL MEDIA MANAGER?

Because sometimes you don't have a marketing contact at a company, and usually the social media manager works on that team.

MESSAGE MATCHES THE MISSION



@username



@socialpros



@brandmom



FEARLESS ENGAGEMENT: THE REAL WORK HAPPENS IN THE COMMENTS

Here's the secret; the
algorithm rewards
engagement, not silence.

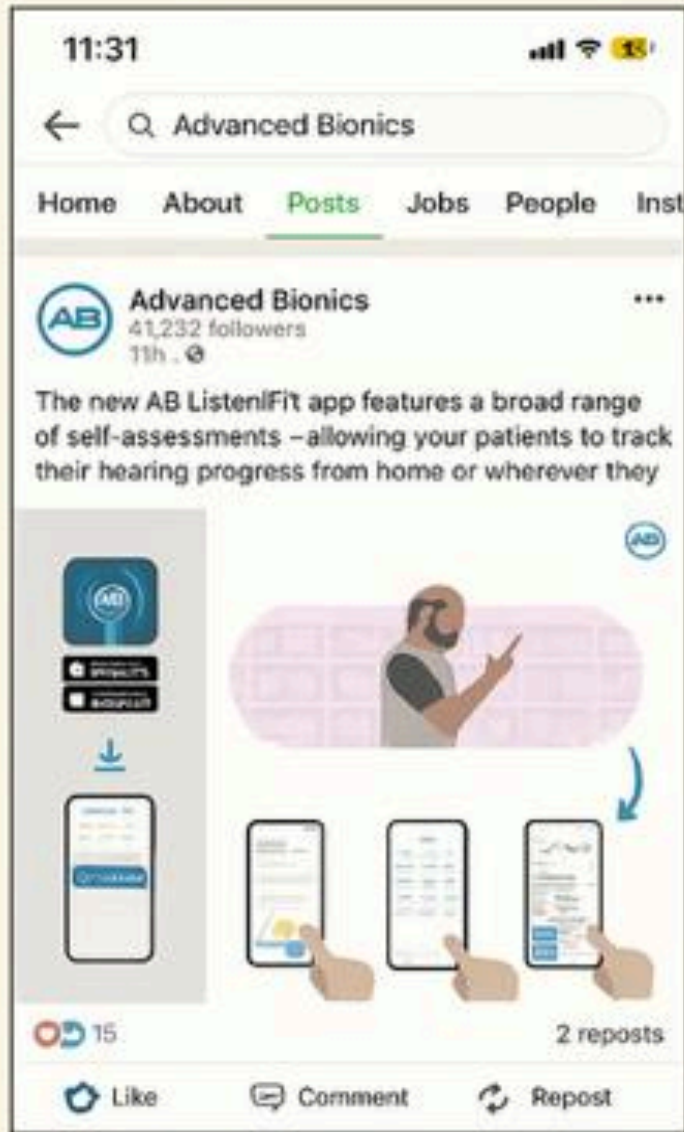
The battlefield is alive
in the comments section.
This is where you forge
relationships, earn trust.



Strategic Storytelling & Drip Posting

- A client win (tag the client.)
- A personal journey (relate it to your industry)
- A breakdown of a problem (leave a cliffhanger...then DM anyone who reacts).

Use Stories, Reels, or Polls for low-commitment touchpoints that warm up cold leads without spamming them.



WHEN YOU STAND OUT, PEOPLE RESPOND.



 I have a program to help students with cochlear implants. Let's talk.

THIS ONE COMMENT STARTED A REAL CONVERSATION.

BE SEEN. BE BOLD. BE A

SOCIAL MEDIA SALES WARRIOR



Metrics That Matter: Winning the Right Way

Don't get distracted by vanity. Followers mean nothing without influence. Likes mean little without leads.

Focus on:

- **Meaningful connections:** Are you building the right relationships?
- **Profile visits and DMs:** Is your content prompting action?
- **Engagement rate:** Are people interacting with what you post?
- **Conversion:** Are those interactions becoming pipeline opportunities?

Track results with the same discipline a general tracks troop movement. Let data sharpen your blade.

⊘ One Warning: Be a Warrior, Not a Weirdo

This isn't about stalking—it's about being strategically visible, consistently valuable, and ruthlessly relevant.

Always lead with authenticity.
You're here to solve problems,
not to pitch and ghost.



GET IN TOUCH

SOCIAL MEDIA SALES WARRIOR



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