

REACH!

dream | stretch | achieve | influence

REACH! Challenge – Chapter 7

Part 1

Listen Up!

Use your ears on Facebook today. Scroll through your Facebook newsfeed and find someone who you can REACH! out to—and I don't mean simply commenting on a Facebook update. I'm talking about picking up the phone, sending a card, or even sending a gift that acknowledges a post that a friend made on Facebook.

Part 2

Sign up for www.HelpAReporter.com alerts to find out about unique opportunities to showcase your expertise in order to achieve even greater REACH!.

Part 3

Pull out your list of REACH! Goals and identify possible advocates among your LinkedIn contacts who can help you achieve them—or at least which of your contacts know other possible advocates. Once you identify these people, invite them out for a coffee or simply find out what networks they are involved in (usually listed on public LinkedIn profiles) and join them.



REACH!

dream | stretch | achieve | influence

LinkedIn Contacts

| Name | Goal # | Connected Through | Networks |
|------|--------|-------------------|----------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Part 4

Sign up for Klout or other site that quantifies your social media influence to start monitoring your own social media influence and progress. Aim to one day be in the top 5 percent of users on that site (for example, achieve a Klout score in the sixties).

