



Zero to 100,000: Social Media Tips and Tricks for Small Businesses (Que Biz-Tech)

Sarah-Jayne Gratton, Dean Anthony Gratton

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“I work in digital media publishing, yet I’ve struggled, like most of the business world, to understand how to make social media work for me. Sarah-Jayne and Dean tackled the challenge with an energy that has to be seen to be believed. These two are now my #1 source of information and have provided simple and effective strategies that have helped me to monetize social media.”

—Vince Holton, Publisher, Incisor.TV

“A fantastic, timely, and enjoyable book with serious appeal. Great work from beginning to end. I can’t recommend it enough.”

—2morrowKnight, Huffington Post

“*Zero to 100,000: Social Media Tips and Tricks for Small Businesses* makes it so easy to understand the way to successfully take your business into the ‘real world’ of social media! It both entertained and educated me. I would recommend this book to my friends, business associates, and to educational institutions. Brilliantly done!”

—Debra Cincioni, @MomsofAmerica on Twitter

“From building a bigger presence for yourself or your business, this book gets you in on the ground floor, lays the foundation, and helps you get a jump start on becoming a social media success. And the advice is real, not just from Sarah-Jayne and Dean, who are awesome, but from several other success stories they explain in the book. In a word, this book is useful.”

—Jason Falls, CEO of Social Media Explorer and author of *No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing*

“Leveraging social media is vital for businesses of all sizes, but it is a quirky and nuanced world where getting it wrong can have disastrous consequences. @GrattonGirl is one of the people I see in the social space who really understands the art of communicating with her audience. If you want to know how to connect with the crowd effectively through social media, I can think of no one better to hold your hand on that journey than Sarah-Jayne and Dean Gratton.”

—Kate Russell, Technology Reporter, BBC Website and App Reviewer

YOUR COMPLETE PLAN FOR FINDING 100,000 NEW FRIENDS, SUPPORTERS, AND CUSTOMERS!

Close your eyes. Now, envision *100,000* people who are *passionate* about you, your business, and your brand! We’re talking about people who buy your stuff, and then tell their friends how incredibly great you are—*without being paid to do it*. People who follow your every move, look to you for guidance, and can’t wait to hear what you’re up to next.

Your 100,000 people. *Your* two football stadiums full of cheering fans. *They’re out there, looking for you.* Here’s your easy, low-cost social media plan for finding them...connecting with them...giving them what

they want—so they can make you *stunningly, incredibly successful* !

10 STEPS TO YOUR 100,000

(with all the details, examples, and expert advice you'll ever need)

1. Listen first, engage second
2. Craft your most authentic voice
3. Find and attract influencers
4. Don't be a narcissist (you know what we mean)
5. Build community that lasts
6. Freshen up your brand
7. Become an electrifying “social conductor”
8. Promote across platforms
9. Be the fittest, be the survivor
10. Measure your (ever-growing) success

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Eduardo Baro:

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Linda Banks:

In this particular era which is the greater person or who has ability in doing something more are more precious than other. Do you want to become among it? It is just simple strategy to have that. What you need to do is just spending your time not much but quite enough to have a look at some books. On the list of books in the top record in your reading list is actually Zero to 100,000: Social Media Tips and Tricks for Small Businesses (Que Biz-Tech). This book and that is qualified as The Hungry Mountains can get you closer in turning into precious person. By looking up and review this e-book you can get many advantages.

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