

# Lesson 11: Growing Your Following On Autopilot



- Link to your website from Social media.
- How can your social & online content activities be shareable & linkable by others.
- Make your pages easy to share & link to.
- Follow/share other peoples relevant content.
- Use other peoples social handles in your posts,
- Create posts that are easy to re-share.
- Utilize trending topics & hashtags in your posts.
- Use images that people will want to recycle.
- Create G+ albums & Pinterest boards.
- Create helpful episodes peopl want to follow.
- Maintain a useful & interesting newsletter.
- Create content for influencers to link to.
- Contribute to other peoples content in comments, be engaging & answer questions.
- Use automation - sparingly.