

From Scroll to Sale

Turning One Post Into a
Real Conversation





**SOCIAL
MEDIA
SALES
WARRIOR**



**WHO IS
JUSTIN
GOLDSTEIN?**

SOCIAL MEDIA SALES WARRIOR

what's my story



Who I'm not...

**YOU DON'T SELL
THE CAR—
YOU SELL
YOURSELF!**

CADILLAC MAN



**YOU WANT TO
MOVE METAL?
YOU GOTTA
MOVE PEOPLE.**

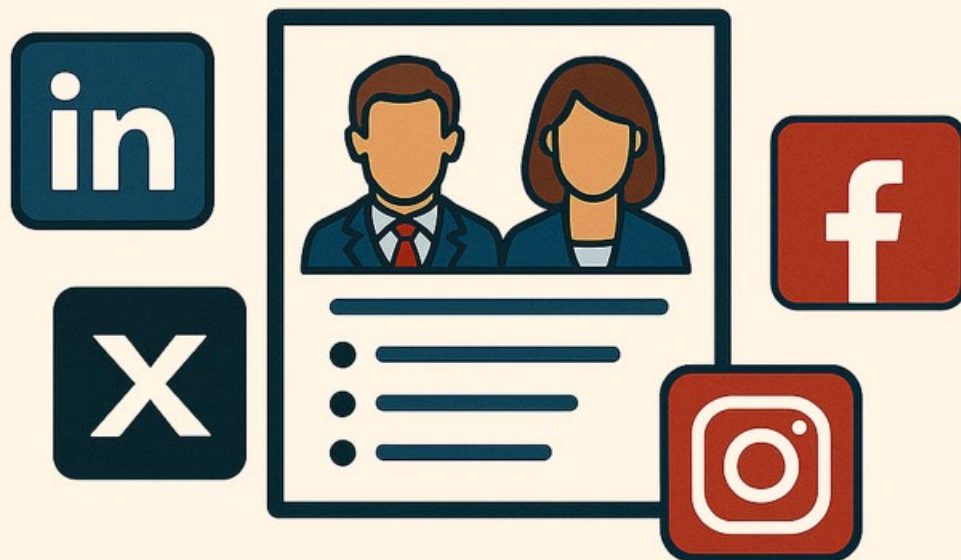
**Bold. Charismatic.
Relationship Builder.**

**Who values relationships
above anything else.**

**WHO
ARE YOU??**



**FILL OUT YOUR
PROFILES**



From a business standpoint, who you are and why someone should work with you

**It's Not About Posting.
It's about positioning.**

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.”)

PROUD SUPPORTER

of Power of the Printed Word



The Bill of Rights Institute would like to thank Canon for supporting the Power of the Printed Word initiative.



**Power of the
Printed Word**
Proud Supporter
BILL OF RIGHTS INSTITUTE

Visit www.billofrightsinstitute.org/potpw to see how you can become a supporter of Power of the Printed Word.

Canon Sponsor Promotion

We're thrilled to recognize Canon for their incredible support of the Power of the Printed Word campaign. Canon's dedication to preserving the value of print education has played a key role in bringing pocket constitutions into the hands of thousands of high school students across the nation.



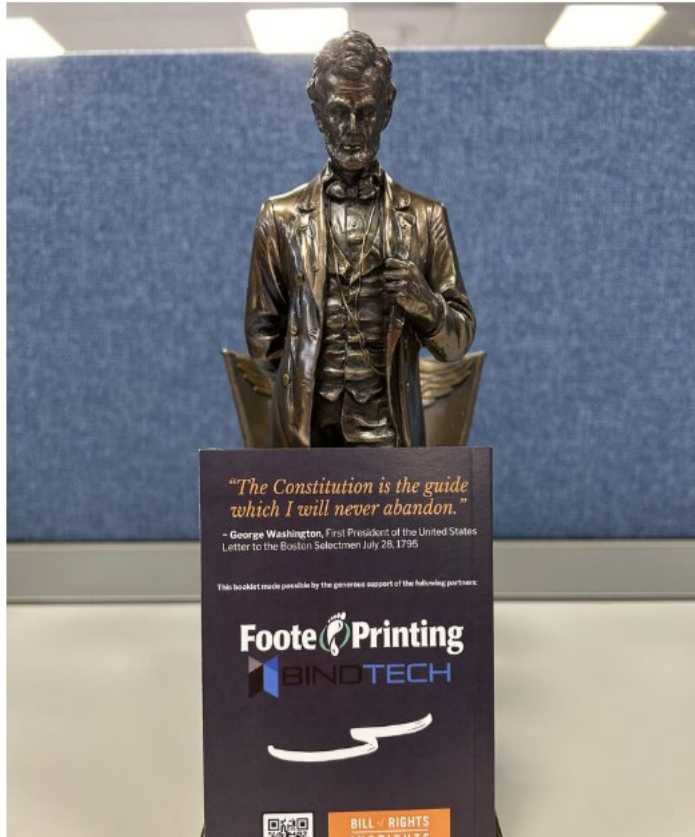
Justin Goldstein, CAE • You
 Director of Corporate Relations at The Bill of Rights Institute, Certified Associa...
 8mo • 🌐

Foote Printing Inc. and **BINDTECH** made a HUGE difference in Ohio earlier this year helping over 135 classrooms with pocket constitutions.

Do you want to help students in your state? Help with financial or in kind donations. Contact me at jgoldstein@mybri.org

Power of the Printed Word

#print #civics #history #education #teachers



4:10



New message



To: **Jeremy Dobos**



Jeremy Dobos

President & CEO | I Help Businesses IGNITE Sales Growth through Direct Mail Retargeting, increasing the results of your direct mail campaigns by 23-46% and skyrocketing your marketing ROI.

JUN 5, 2024



Jeremy Dobos • 6:41 am

Hi Justin!

Loved seeing what my friends at Bindtech and Foote Printing did with you recently. I would love to get more information on specs and the artwork to take a look at.

As a retired Army officer, my oath has always been to support and defend the Constitution.

Definitely interested in this worthy endeavor.

Best regards,
Jeremy



Write a message...

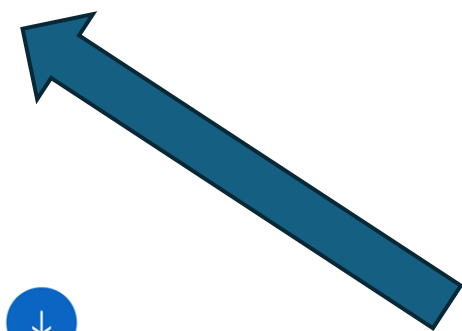


Share success stories or milestones

Use visuals to stand out

Tag clients (with permission)

Write with energy



Link to proof

Attract prospects!!



Justin Goldstein, CAE • 2nd

19h ...

Director of Corporate Relations at The Bill of Rights Institute, Certified Assoc...

Steve Henry would love to speak with someone from your team about the Power of the Printed Word initiative. jgoldstein@mybri.org



**Power of the
Printed Word**
Proud Supporter
BILL OF RIGHTS INSTITUTE

They responded!

Hello Justin,

You recently reached out to Steve Henry via LinkedIn about the Power of the Printed Word initiative. I am happy to speak with you to learn more about it. Let me know of your availability.

Thank you,



M. Jan Martin | Director of U. S. Public Affairs

T: 803.802.8027 C: 803.984.9737

234 Kingsley Park Drive Fort Mill, SC 29715

domtar.com

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From: Henry, Steve

Sent: Friday, February 14, 2025 9:44 AM

To: Martin, Jan <Jan.Martin@domtar.com>

Subject: Power of the Printed Word

Jan,

Have we ever looked at donating to the Power of the Printed Word organization in the past? They have reached out a few times to me via LinkedIn (see below on one of my recent posts) and letters. It seems to align with our education and literacy pillar, but I haven't researched the organization and don't have any connection to them. No problem either way.



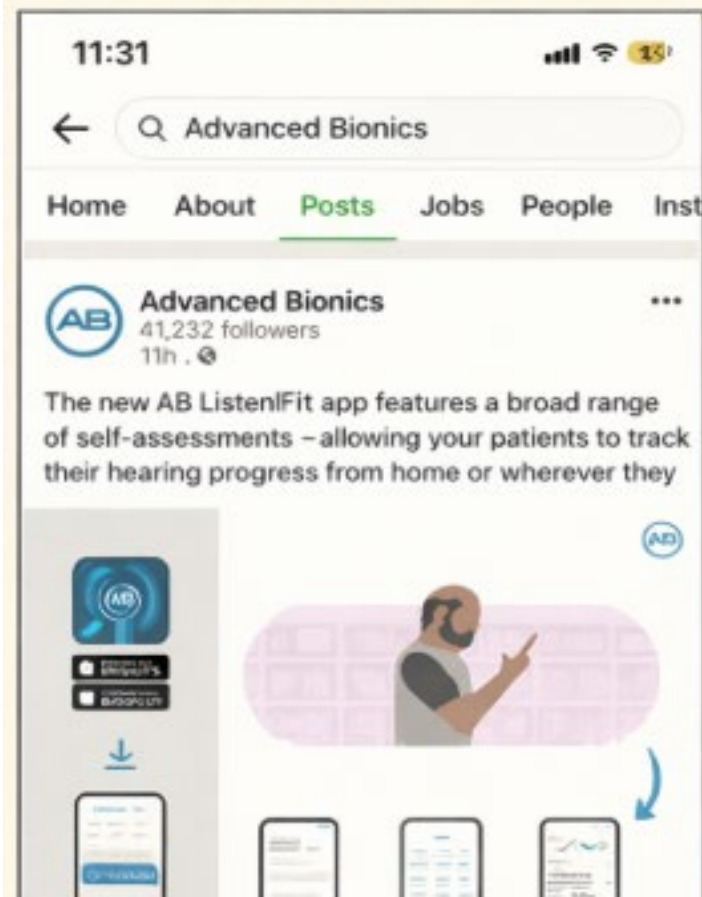
Your prospects
want to be seen as
thought leaders,

You want to be
in their thoughts.




They responded,
because you showed up.

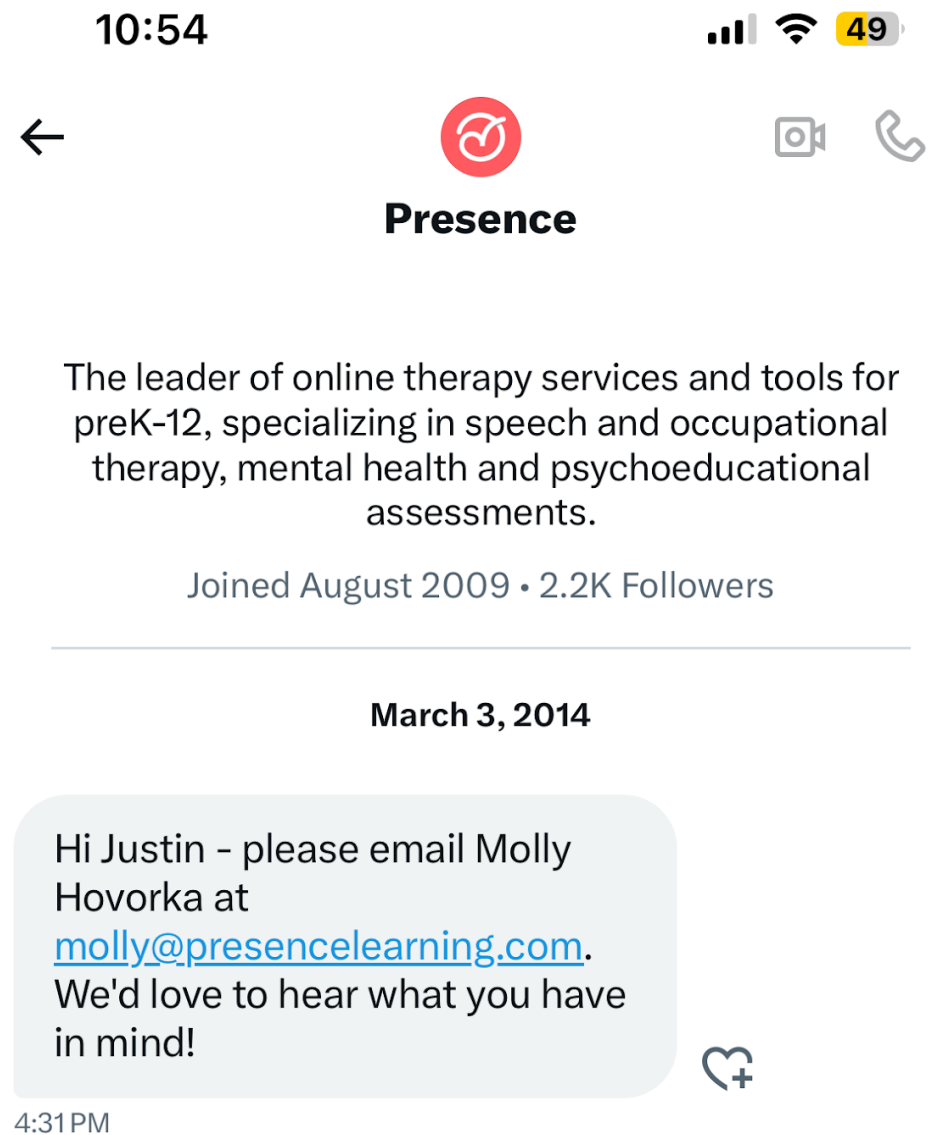
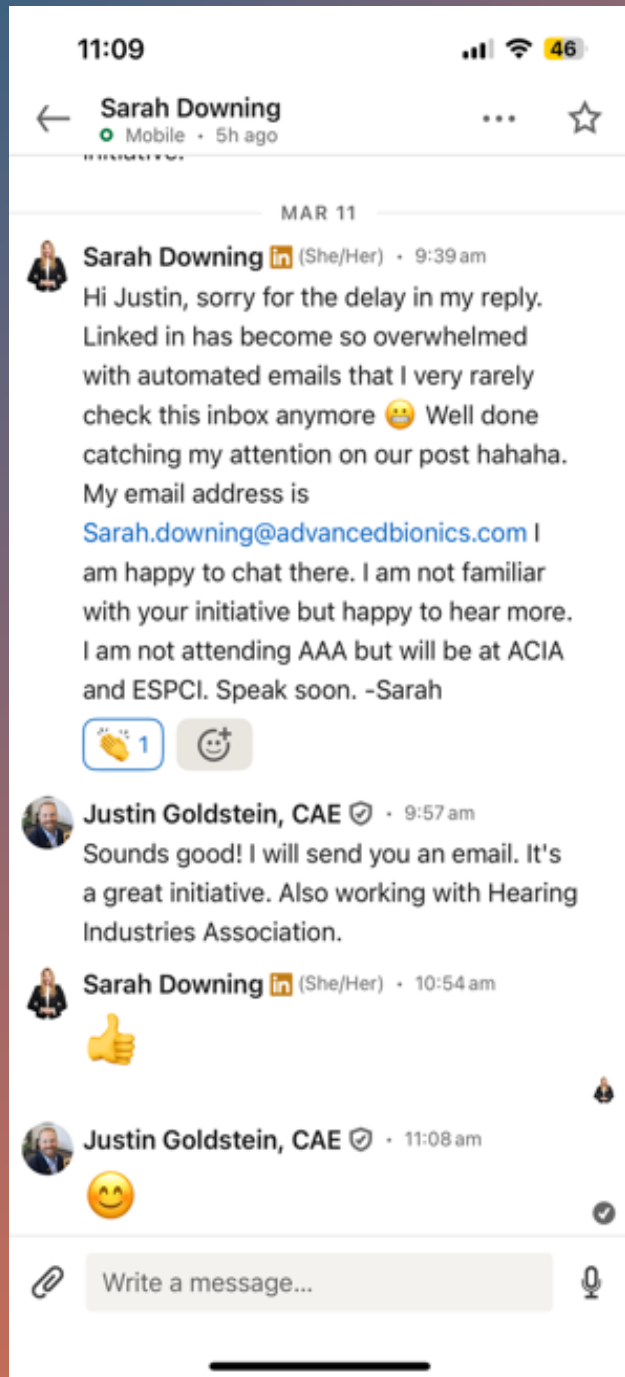
**Visibility
Precedes
Opportunity.**



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.



By posting on Sharpie's LinkedIn and X pages, I got the attention of uni-ball.

Jonathan Grant

Director, Operations at Uniball Corporation



Jonathan Grant · 1st

Director, Operations at Uniball Corporation

APR 26, 2024

uni-ball.



Jonathan Grant · 12:17 PM

Hey Justin,

Thanks for making the connection!

It looks like you are doing some amazing things at the Bill of Rights Institute! I am also really familiar with your prior organization as my wife is a Speech Therapist!

I wanted to connect and see if there is any partnership opportunities between uni Brands (uniball, Posca) and the work you are doing at the Bill of Rights Institute.



Let me know if you think it would make sense to connect and I can pull together some of the other leadership team members to chat.

Thanks!

Jon



Justin Goldstein, CAE · 12:58 PM

Hey, Jonathan


Absolutely! Do you have some time to talk next Wednesday or Thursday? My number 412-266-2098, jgoldstein@mybri.org



the place to be



**We opportunistic
problem solvers.**

A photograph of a scroll with handwritten text, framed by an orange border. The scroll is held open by black clips at the top and bottom. The text is written in a dark ink on a light-colored, textured paper. A yellow highlighter line is drawn under the text.

2 Strategies To Turn Scrolls Into Sales

1

Tag and Brag

- Public post shout-out
- @person + their big win
- Soft follow-up DM

Big congrats @John Doe.
50,000 new users in in a year is
a huge win! 🙌. I work with schools
schools across the country. I'd
I'd like to connect and hear you're
scaling this success.

Soft DM.

Like · Reply

Thanks. Shoot me your CTA!

2

Dynamic Direct Message

- Personal intro line
- Stat drop
- Low-pressure next step

Hey Sarah,
I've been following your posts
and I thought you'd be interested.
37,000 of the teachers we work
with use [tool] to...

Send >

**Thank you!!
Let's stay
connected!**

GET IN TOUCH

SOCIAL MEDIA SALES WARRIOR



JUSTIN.GOLDSTEIN18@GMAIL.COM

WWW.SOCIALSALESWARRIOR.COM

Justin Goldstein, CAE
Managing Director,
Corporate and
Foundation Relations
Truth Initiative

