



Latest Episode

How to Use Social to Grow Your Popularity with  
AJ Kumar, The Limitless Company



## Insight of The Week

### How to use Social to Grow Your Popularity

Have you thought about using social media to grow your popularity? It helps to view social through a marketing lens – whether you're using it for your business or your personal brand. When you take this approach, it requires intention, a narrative, and a strategy.

- Why is social becoming such a key channel for realizing popularity?
- Where do you start?
- How does a person figure out what kind of content they should create?
- How does good content look like?
- What are the biggest mistakes people make?



## ForthRight Women's Cohort

We are looking for experts and inspiring women to share their stories, insights, and expertise to our growing group of women who are part of our community at [@ForthRight.women](https://www.forthrightwomen.com). It is uncompensated, but you are allowed to promote your business. You will also be invited to be a guest on our FRw Podcast!

[Join Us](#)



## FRp Spotlight

AJ Kumar, [The Limitless Company](#)

"Social media is now an intra-space algorithm."



## ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

More About Us

Follow Us for More FRp Insights



Forthright People, LLC [Contact Us](#)

Are our newsletters going to spam? Want to make sure they end up in your inbox? Add our address to your contacts. Check out this [link](#) for more details.

Forthright People | PO Box 43174, Maderia, OH 45243

[Unsubscribe](#) [laura@forthright-people.com](mailto:laura@forthright-people.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [laura@forthright-people.com](mailto:laura@forthright-people.com) powered by



Try email marketing for free today!