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It's very easy if you know what you're doing. The fact is that great influencers never stop branding and promoting. They are always marketing themselves, using every detail in their business to add value to those who want them most. If you want to reach millions of people, you need to create unstoppable content and promote yourself endlessly.

Your story won't always connect with everyone automatically, but if you develop it in a way that has a mass appeal, you can ultimately reach millions of people. *Here are 5 Ways to Reach Millions of People:*

### 1. Make associations

When people think of you, what's the first thing that comes to their minds? What do you want to be known for? Donald Trump is a master at this. Regardless of your political position, you must understand that Mr. Trump has made many associations in the minds of millions of people, allowing him to become the most famous billionaire on the planet.

Making associations in the minds of others will increase your influence substantially. Ask yourself, "What do I want to be known for?" As soon as you come up with the answers, build your brand and produce that kind of image in everything you do. Soon enough, people will automatically make those associations with you, which will maximize your influence.

**Related:** [7 Steps to Becoming an Expert in Your Field](#)

### 2. Become an expert.

Everyone is looking for truth. They want answers in their personal and professional lives. When they find the expert they're looking for, they become loyal to them. Once you build a small following, take that feedback from others to enhance your brand by making the correct adjustments. Walk, talk, and act like the expert you've become.

Go out there and give speeches to groups of people. Use your testimonials on your website and social media. Take photos and post them. Write a book. People are waiting to see what you've got, so share it with them. My [company](#) helps you do this. Be omnipresent. Go viral.

### 3. Only hold profitable relationships.

Surprisingly, most people don't know how valuable their networks are, otherwise they would ALL have fortune and fame! The truth is that every moment that you invest with others, either virtually or face-to-face, must be profitable. If it isn't, be sure to sever all relationships that aren't producing wealth.

To reach millions of people, you need to send out a minimum of 100 phone calls and emails per week. You should be having a minimum of three solid conversations per day if you want to extend your reach. Every email you send will build your brand. It is also good to know that there are millions of people waiting on the phone, if you would only use it wisely.

**Related:** [Stop Spending Time with Toxic People](#)

### 4. Build trust.

How do you build trust online? First, you must get real with yourself, and then with your audience. I've seen people make the futile mistake of acting like someone they'll never be. Then they wonder why no one has approached them for help. To build trust, you must share your message in the simplest way possible. Everyone must understand your message.

People want to do business with you, but they need validation. They'll look at your reviews. They'll try to dig up testimonials and other kinds of information. They'll even Google you 15 pages deep! Either way, this is the way human nature will always be. People do business with those they know, like, and trust.

Whether you like them personally or not, try to connect with them and ask for help. After all, we live in a virtual world that's becoming more [touchable](#) than ever before!