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"Don't be so caught in your way that you can't see what's working and what's not."

THE HEART HEALER

KNOWING THAT HIS PURPOSE IN LIFE WAS TO EMPOWER OTHERS, ROB HILL SR. UTILIZED SOCIAL MEDIA TO REACH THOSE IN NEED OF HIS INSPIRATIONS

By Kimberly Fields

Who is he? Some call him a relationship expert. Others know him as the guy who writes long quotes inside of small boxes. Those titles aren't wrong, but Rob Hill Sr. is simply a guy who desires to make people better.

"I wasn't trying to come off like an expert," says Rob. "I really didn't plan for it to catch, to take off like it did. It kind of was like a snowball effect."

It began with inspirational thoughts. While in the NAVY from 2008 to 2012, Rob sent daily emails to a small group hoping to alleviate some of the every day stressors. His parents would later turn a few of those thoughts into his first book.

Rob left the NAVY in 2012 and took a huge risk by becoming a full time writer and moving back home with his parents.

"That was a blow to my ego and my pride too, but I learned that sometimes you have to be willing to downsize and take a step back to get where you're going and I got out of the NAVY with the intention of giving this all I got, all I had," says Rob.

Rob began using Twitter to disperse his unsolicited advice. He would blast a series of 140 characters to followers before later migrating to Tumblr and Instagram utilizing little boxes with big meanings. Rob's followers increased by nearly 1,000 a month. He saw that social media was a global, growing and profitable platform that he could use.

"That says the world is here, the world is paying attention and I wasn't about to run from that," says Rob.

And he didn't. His work reached tons of people worldwide. He had book orders being placed from countries like Kenya and Ghana, and it was thanks in part to social media.

"It gave me a way to market," says Rob. "It gave me a way to have a presence in a global community on my own terms and it was free, so it didn't really limit who it could reach, I just had to put it out there."

For those who aspire to utilize social media the way he has, Rob has three tips for you: be authentic, know your audience, and have an open mind and flexibility.

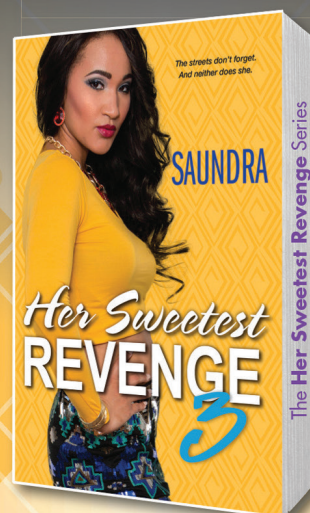
"Don't be so caught in your way that you can't see what's working and what's not," says Rob. "Be flexible; be willing to revise your plan as many times as you have to [in order] to reach your goal. A lot of people, if it doesn't work that first way, quit. That's not something I aspired to do. I am willing to rewrite, rewrite, and rewrite until the goal is accomplished."

Rob recently completed his fourth book, *The Missing Piece*, slated to release this year. He has also released an album, *Eden*, in 2015. To keep up with Rob, download his app,

The Heart Healer, check out his website Robhillsr.com and of course follow him on all social media sites @robhillsr.

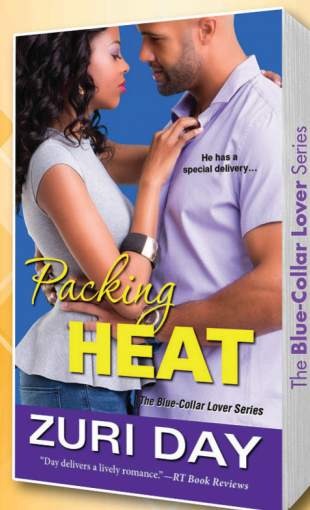


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