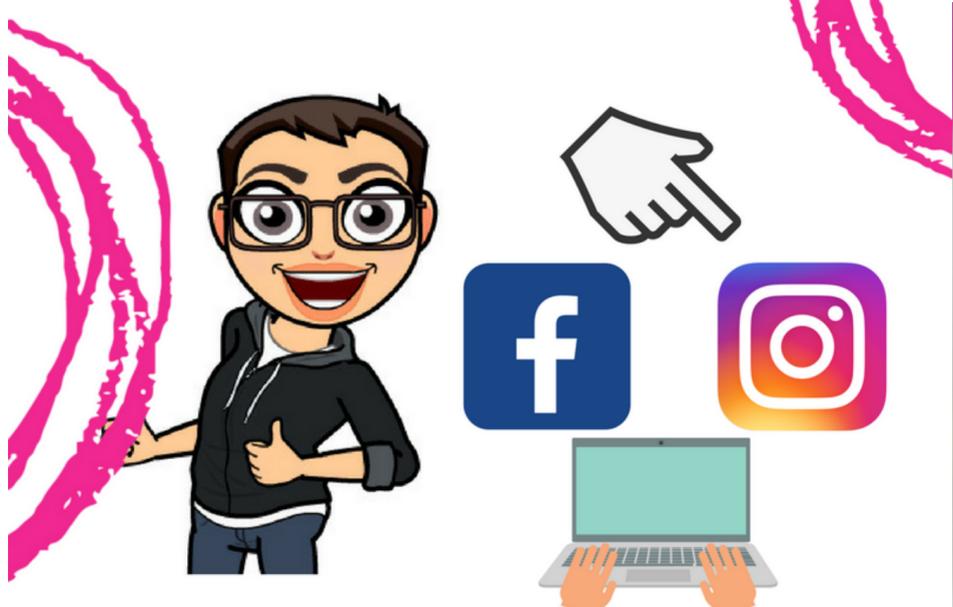


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Aligned Messaging Exercise:

resource = Aligned Messaging Worksheet - PDF

Step 1: Make a list of everything you believe in when it comes to helping your clients (for example, drinking water, consistent treatment, take time out for themselves....)

Step 2:

Have a look at your list... and tease out 4 Key Messages = Headings

1.

2

3

4

Transfer these 4 headings to the boxes on the Aligned Messaging Worksheet - PDF



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Aligned Messaging Exercise:

Step 3:

Use sticky notes

One per topic you'd like to write about

On your Aligned Messaging Worksheet, place the sticky notes in the box with the heading that fits best

This is just your first round, you can add to the process at any time

Step 4

Hashtags

For each Key Message create a set of hashtags

Start with your own phrases

Expand by browsing Instagram



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5. What does your avatar do in their leisure time? Hobbies? Family activities? (If they aren't at work, where could you find them?)

6. What type of support systems does your avatar have access to? Friends? Family? Community? Online?

7. When it comes to massage and their health in general, what are they most embarrassed to admit?

8. What are they proud to share?

9. What would their perfect day/week look and feel like?



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10. Do they like to read? If so, what do they like reading about? And in what form?
Novel, book, blog, online magazine?

11. Do they like to listen to podcasts? If so, what are they about?

12. Do they watch videos on youtube? If so, what are they about?

Check In:

Compare your Aligned Messaging with your Fleshed out Avatar...

Will this person be interested in your topics?

Can you add some new ones based on what they like to learn about?

Will they 'read' a blog or might you consider sharing your message in a podcast or video?



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Product & Package Exercise

Signature Service

How does this service make your customer's life better:

What is the Name of this service?

Why are you uniquely positioned to deliver this service? (your specific skill set and experience)

What are the details ... length of time, cost, techniques/extras,



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Product & Package Exercise

World Around You

Make a list of events/dates/occasions coming up in the next 3 months when people like to buy something....

Packaging

Choose 1 event (from your list) and package your signature service.

Fill in the blanks:

1. My avatar would love to purchase my package for _____ event because....

2. Details of my packaged service. (keep it simple)



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Behind the Scenes Exercise

Payment

Describe how your avatar will be able to purchase your product.....

In order to make this as easy as possible, list the 'behind the scenes' steps that need to be taken.

1. Description of service with pictures and payment link from website or online booking?
2. Sign up for payment portal (Stripe/ Paypal) and creating payment link to embed on your website or put into an email

Goal Setting

Stay focused and on track by setting 2 types of goals.

1. Sales goal... Write it down here: how many of your packaged services do you desire to sell, and in what time frame

2. Personal Success Goal... this one will come later once you are clear about all the steps you are building in your Marketing Funnel, but start thinking about it now. For this round, what personal growth/learning/doing would make you really proud of yourself?

Tracking

How will you know if people are going to your website?

Start collecting data now!

Install Facebook Pixel on your website



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Marketing Flow

How's it all going to come together?

Blog

You will create a blog based on a topic from your Aligned Messaging Worksheet. This blog could be written, a video, a podcast or combo.

For the first round, I suggest a written piece.

Your blog will be published on your website.

Alerting your tribe

1. Newsletter

You will alert your tribe that you've created a blog by sending them a newsletter... a lovely relaxed and informal newsletter that feels like you are having a conversation and sharing something they are interested in. This is why you have created an avatar, so you have someone specific to write to

2. Facebook

You'll alert your tribe and NEW potential customers to your blog via Facebook

3 choices include: Your personal page, Your Biz Page, Creating an Advert

You can use several tools, including scheduling posts, Facebook Live Video and Boosting posts to create more interest and greater reach

This is why we want the 'behind the scenes' pixel in place as early as possible. So you have as many choices when it comes to paid marketing as possible.



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Kickstart Challenge

Complete ALL exercises before the next training

Post any questions in the Facebook Group

Arrive at training with First Draft of first Blog (could be just your topic and bullet points)



Post Training Call PERSONAL STRETCH GOALS

I commit to _____
during the next week.

I will know I have been successful when...

I am most likely to sabotage myself by

The support I need to be successful is...