

# ONBOARDING WORKSHEET #2

## SOCIAL MEDIA STRATEGY:

### Social Media/Attraction Marketing Tips :

- DON'T use the name of the company. Get people curious!
- You don't need to post the product. Post your lifestyle & before/after pics. What the biz/products do for you: at the beach working from wifi, getting your nails done, spending time with family/friends, quitting your job, Only took me 15 mins to do my hair today #momwin etc.
- Creates the sense of FOMO
- Go LIVE! Just start talking....be confident! Try not to make too long.....Short & to the point!
- Have conversations, and use genuine and thoughtful compliments to build relationships
- CONSISTENCY IS KEY
- Create content - good quality images and photos. Use apps and be creative. Take your time and invest in this - it's more professional and shows that you care
- Communicate who you are and what you stand for - people want authenticity. You don't want to post content that isn't you — Tell your story.
- Educate, impact, inspire and entertain. It is not about the size of your following, but the level of engagement. If you focus on providing the most value, the likes will follow.

### Quick Social Media Updates to Make:

1. Update your bio
2. Find a preset
3. Create a LinkTree
4. Make a hair quiz and add it to your LinkTree
5. Create highlights and find highlight covers

### 4 Types of Posts:

1. Personal - nothing to do with the company
2. Strictly business - boss babe/ flash sale posts
3. Combining 1 & 2 - getting to spend more time with family because I was able to quit my job.
4. Value based - tips, tricks, information that helps others

### The 5 Things That Make Me Me:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### My Target Audience:

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### Hashtags & Locations That I Will Use To Connect With My Target Audience

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### 5 Influencers Who Are Connected to My Target Audience

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_