

Social Media – Quick Start Tips

It's important to keep some things in mind when it comes to building your brand on Social Media. People want to hear about YOU! They will connect with not, NOT the product! Tell stories, be relatable and provide value. Above all else be YOU! Just be the best version of you!

Be a problem solver/consultant/support person for others. You don't have to be an expert, but in owning this business, always remember you DO have fitness AND financial solutions.
Your market is MASSIVE! :)

Realize mass shout outs all the time like "buy from me", "join me"... are a turn off to most people around you, even with the best of intentions ... but get interested in others & **their** needs & they will be interested in you!

Facebook posts/tweets/Instagrams that inspire people, engage people in conversation and trigger people to comment is what you want. In other words, ENGAGE people (don't just start posting all about fitness; too much will annoy your non-fitness friends rather than inspire them).

As you build a fitness following, you can post more & more about fitness/health. :) At the beginning, post on a variety of topics, with a little health/fitness inspiration weaved in. That will help you get to know others better...and in getting to know others better, you'll naturally come across opportunities to help them physically or financially (with the business opportunity).

Post 3-5x/day on a variety of topics... but think quality posts versus quantity. Post about things that interest YOU! What are your hobbies, special interests, etc...Those are the things that you will be able to talk about most naturally and at the beginning, it's more important to get people talking, commenting, liking and engaging with your posts. The more that happens, the more likely your posts will make it into MORE of your friends' newsfeeds. Right now, you're focusing on just being more 'active' on Facebook and other Social Media outlets.

On Facebook, always try to comment back to people's comments and TAG them when you do. And when the opportunity is there to help them, send them a private message, in order to continue conversation. That's where they open up, and that's where you learn HOW you can help by learning more about their current situation/need/desire. And obviously the same applies when talking/communicating face-to-face...just be honest & genuine.

There are MANY social media outlets! Find what format(s) work best for you! Facebook, Instagram (probably the 2 biggest right now), Pinterest, YouTube, personal blog/website, Twitter, LinkedIn, etc...

FACEBOOK DO'S AND DON'TS

- ✓ Social Media posts alone will NOT build your Business.. Your interactions one-to-one do! SM posts trigger those conversations.
- ✓ You should be engaging w/10 people per week who you ALREADY know.
- ✓ Have a LEGIT REASON for friend'ing/following someone new!
- ✓ With some branding experience & fears aside, start focusing on ATTRACTION Mktg
- ✓ Don't aim to be heard/seen, aim to engage conversation & help.
- ✓ Offer something for FREE!! A checklist, a hybrid, a challenge, a how-to, etc. Build a list of emails.
- ✓ Gain trust, credibility & appreciation.

Do's:

1. Engage/Inspire/Ask for opinions
2. Provide valuable, helpful content
3. BE ORIGINAL
4. Post 2-3x a day whenever possible
5. % of fitness posts should match approx. % of your followers that are into fitness. If 80% are into fitness, post 80% fitness.
6. Profile pages should be mostly text updates and not pictures, links or "shares" from another page (all get less traction from Facebook)
7. Share your progress pics OFTEN
8. Tag People & Compliment OFTEN
9. Use smiley faces & positivity ☺!
10. ID problems/needs/wants/issues
11. Share your story & others' stories!
12. Start some, not all, posts with a question
13. End inbox messages with a question.
14. Follow Ups should be personal, not sales-focused
15. Give shout outs to your coaches & customers
16. Friend request at least 2 people per day that you ALREADY know & 1 request to someone you'd like to know (for a reason)
17. Inbox message people that have commented on the post if there's ANY opportunity to. Take conversations further.
18. Ask people to SHARE or TAG others
19. Do contests, polls, challenges on a post!
20. Analyze what gets likes and comments
21. When taking pics, clear your background or STAGE the pic if you can.
22. Delete pics and posts you've been tagged on which you do not want on your timeline

Don'ts:

1. Don't expect NEW people you meet to engage with you DAILY.
2. Don't "share" if you're signed in on your fb profile page. Shares when signed in as your LIKE page are ok ☺
3. Don't **advertise** DVDs & ShakeO
4. Don't post just to get a post up!
5. Don't scroll the newsfeed (time sucker)
6. Don't post pics of you OR food unless the lighting is right ☺ Think Marketing!
7. Don't air dirty laundry
8. Don't post links, articles, or pics as much from a profile page... text status updates are best for traction.
9. Don't post and run! Create "activity" on the post immediately by tagging back and commenting back on comments. This brings your post (and your face) to more people's newsfeeds ☺
10. Don't just copy what someone else is doing
11. Don't post something important at a bad time of day (certain times of day have MUCH better traction on social media ..usually evening!)
12. Don't make blanket statements
13. If posting pics, don't over-do fonts, collage frames, and colors - Pics that are too busy
14. Don't inbox people from your phone; you need to be more thorough in those msg's