



HER
Business
Revolution
Because we are all
superwomen

Ten Ways to Boss Your Social Media Factsheet

Why Use Social Media to Grow Your Business?

- You can guarantee you will find your ideal client
- A way for you to impact thousands
- Earn multiple 6 figures
- Flexible way of working
- Gives you freedom
- Stand out as an authority
- Monetise your passion

Do's & Don'ts of Social Media

DO:

- Have a solid plan
- Add value
- Turn your pain into your power
- Stand out as the authority
- Be authentic
- Look the professional
- Be consistent
- Never give up
- Stand out
- Never stop learning & evolving

DON'T:

- Wing it
- Be inconsistent

- Look unprofessional
- Sell without adding value
- Fake it
- Think you know it all
- Not know your ideal client
- Spam
- Not work on you everyday

Ten Ways to Boss Your Social Media

1. Your Brand

Your brand is your identity

It allows you to stand out from the noisy crowd

It helps people recognise your work

Makes you look professional

It consists of logo, colour scheme, professional photos and your personality

2. Ideal client

Allows you to use attraction marketing

Speak directly to your ideal client as you have researched them

You will know their pains and worries

You will work with people you gel with and who get you

DO - Take the time to re-search & understand their pain points, thoughts, what keeps them up at night, and what help they need from you

3. Authenticity

Allows you to be yourself which will attract more people to you

Heart entered business so in flow with the universe

You will feel comfortable and take inspired action

DO - Let your vulnerability show

4. Marketing strategy

If you fail to plan you plan to fail

Have a clear structure on how you want to market your business

Choose three social media platforms at any one time

Be consistent

Take time to schedule your weekly activity every Sunday

DO - Take time to plan your clear strategy

5. 80/20 Rule

80% content 20% sell

Don't over-do the selling

It's all about providing value to attract your ideal clients to you

Then you sell once they are warm

Do - Add a ton of value every day

6. Consistency

Think of it like your favourite TV show - You know when to expect it & your excited for it - This is what you want to create for your audience

Allows you to build the know, like and trust

Will grow your audience

Visibility

DO - Show up every single day - Even when you don't feel like it

7. Engagement

It builds the know, like and trust

Builds rapport

Makes Facebook show your videos/posts to more people the higher the engagement

DO - Ask engaging questions based around your ideal clients pain points

8. Sell Without Selling

Give value

Take them on a journey with you

Paint the picture for them to help them create their vision

Help them believe it's possible

Help them to see how much your services would help them through your value

Show them you want to help them achieve success

9. Investing in Yourself to Grow

We often try and figure it all out on our own - DON'T!!

Investing shows the universe you mean business and energetically releases your money blocks

Every successful person has a coach

DO - Find a coach right for you and invest in order to move forward

10. Mindset and Your Vibe

Whilst it's important to have all the tools in place it won't work unless your mind is 100% on point

Your thoughts, feelings and energy create your reality

Your vibe attracts your tribe

This is just as important as your business tools

DO - Work on becoming the best version of you everyday