



COACHING

CONFIDENTIAL

Week Two:



Marketing & Connection
part 3

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IMPORTANT:

The biggest piece of marketing is maintaining
a **HUMAN CONNECTION**.

Regardless of your strategy, if you don't
approach it from a **heart felt** perspective, it's
going to fall flat.

Exercise:

Establishing yourself
as the Expert

On being an expert.

Show up and serve your humans, as a human.

It's important to establish that you are an expert, but that's not through being a quote factory or solely dishing out how-to tips.

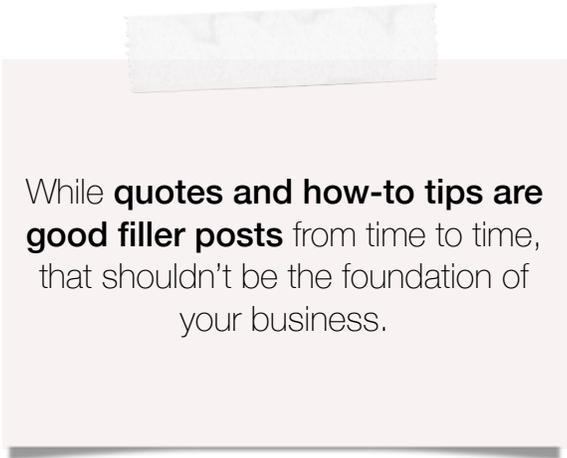
You want your audience and potential customers to **FEEL YOU**.

Like you're an actual person they'd love to get on the phone with or even meet in person one day.

Good marketing comes from a place of authenticity. It goes out with the intention of truly **making the people on the receiving end of the message feel like they aren't alone**.

Marketing is a tool for you to **showcase your UNIQUE spin** and perspective on what you do. If you're a relationship coach, what's your special edge? Or if you're holistic nutritionist, what do you do that is rare in your field?

That's **your exclusive element** and should be the confidence you bring into what you share.



While **quotes and how-to tips are good filler posts** from time to time, that shouldn't be the foundation of your business.

Becoming the expert.

Grab your journal & pen.

All of the above mentioned in mind, take a bit of time and reflect on the following...

In my line of work:

+ What is my **exclusive element**?

Your **exclusive element** is the UNIQUE, rare practices, perspective and/or spin that you bring into an already existent niche or market.

+ What are some of the ways I can **provide fun insight** with this edge? Make a list of everything you can think of.

+ What **stories** could support this unique spin? Make a list of everything you can think of.



ACTION:

Have you made your exclusive element clear in the bios and sales pages you created earlier in the module?

If not, go back and rework them to **showcase the unique brilliance you have to share.**

Spotlight:

Your Newsletter



Highlights:

- + What is a newsletter?
- + Why should you have one?
- + How do you make the most of your newsletter without feeling sales-y
- + Logistics

Why have a newsletter?

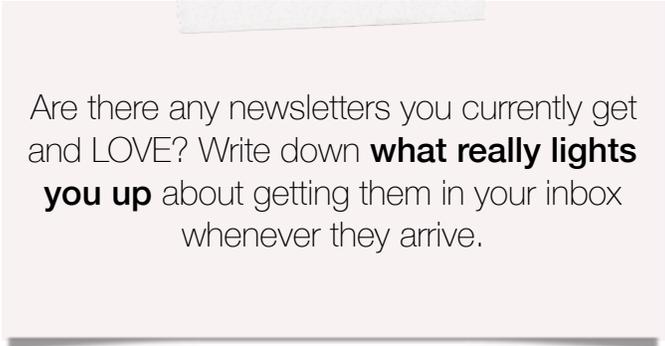
Extra, Extra! Read all about it!

Your newsletter is essentially **the weekly circular for your business**. Just like you get the Trader Joe's "Fearless Flyer" in your mailbox every month, which, who doesn't love those?! your newsletter is a chance for people to get an update on YOU in their email inbox.

Consider it **an exciting opportunity to share** what's going on plus promote your services.

Plus it's a **more intimate** way for your customers to connect with you.

For example, I prefer to keep my emails simple and easy to load. I want it to feel the same way as if I was sending an email to my best friend.



Are there any newsletters you currently get and LOVE? Write down **what really lights you up** about getting them in your inbox whenever they arrive.

When deciding upon your newsletter strategy, it's helpful to have a **targeted approach**.

This could be sending out weekly on Tuesdays or deciding on the 1st and 3rd Tuesday of every month. **Choose timing that feels good and manageable** to you.

Writing your Newsletter

Get clear on flow.

When drafting up your newsletters each week/month, aim to keep it brief and to open up in a way that feels like a fun escape for the reader. They are taking time out of their busy day to read your email, **make it juicy!**

Opening up with a story that leads into helpful advice is win-win because it puts you in the spotlight and gives them something too. Again, **keep it brief** (around 2 paragraphs) **so you can keep them engaged.**

Then move into your point of click (or call to action). Ask yourself:

Where would I like the person reading this message to go from here?

Are you offering a 20% off sale?
A new opt-in?

While your subscribers should always be informed of sales you have, that shouldn't be the main focus on your newsletter.

Connect.

In addition to providing the source to click, **include the WHY behind the WHY here.** Why should they take advantage of this sale? Why should they go to your opt-in NOW?

End on a high note with something positive and feel good. Invite them to respond to the email and say hi. You can even suggest that you make it a point to write back!

Newsletter Logistics

Alongside all the story & connection...

A few things that can help people stay in touch with you & make your life easier:

- + Add your **social media buttons** at the bottom of your email for readers to access more of you
- + **Repurpose** part of the newsletter into a Facebook or Instagram post!

Sticky stuff:

You are also obligated by law to have an **opt-out option** on your email. It can be a small unsubscribe link at the bottom. It's completely normal and nothing personal should someone need to say goodbye.

Don't stalk your unsubscribes. It's for the best. It's actually healthy for your business and keeps your list clean. And they may even come back one day! Also, do not underestimate the power of your list size! I've had clients convert 3 to 4-figures sales with less than 100 people! It only takes a few and if your list is primed with your ideal clients, then you are golden.

When it comes to your newsletter, the biggest piece is **'Don't over-think it'**. Keep it light and informative and look to it as a friendship that's blossoming.

The more you **share and show up consistently**, the more the receiver is captivated by your vibes and eventually wants to jump over into paying you.



Action Step:

Pick a few stories and match them up with a few offerings from your store.

Draft up a few newsletters, and **start to get a feel for your flow!**

Spotlight:

Social Media



Highlights:

- + How to make the most of your content
- + Networking
- + How to make the most of each post with tricky optimization tips
- + Engagement
- + Creating graphics

Social Media

Make it fun!

By now, you should have your designated social media favorites that you'll be incorporating into your business promotion. It must be **consistent and more importantly, FUN!**

Social media is your space to **practice your story telling, share your unique perspective, and learn more about your customers.**

Social media is also a great place to
NETWORK!

I love using social media to draw in new clients.
It's a way to create connection, show you
care, and get them into your store.

So how do you grow your audience?

Facebook:

Join FB groups where your ideal customers hang out. Instead of pitching and repurposing sales posts, get to know them. **When people post questions, answer!**

The goal isn't to be posting as much as it is to be hanging out in the comment boxes.

Share from your heart. Be there to help them and provide support. Don't offer sales or a product. They will naturally come to you if you suggest something that resonates.

Don't fear redundancy!

Sometimes, your posts are going to cross over.

I actually encourage this!

Repurpose as much as you can for ultimate exposure.

Using Social Media

Look at you! You're a natural.

Most of my network is from the people I've met in groups and their **referrals based on how I interacted with everyone.**

Instagram:

+ Look up the leading teachers and mentors in your arena. Don't follow them (unless you want to), instead start to **comb through the comment threads.**

There are so many people that need help but won't have access to the leaders at the top and that's where you come in.

Go to their profiles.

You don't need to follow but like a few of their posts and **say hello or share insight aligned to their post.** It makes them curious and they'll come over to look at your page and likely follow if it resonates.

Posting Tips:

Tag Location. You may not realize it, but many apps will put you into new feeds or recommendations based on your location tag. By doing this, you receive instant exposure and put yourself in a spot for locals to see you.

i.e. shopping at whole foods where your customers hang out? Instead of tagging the city, tag the whole foods so your people will see!

Using Social Media

Next Steps in mind...

A call to action in social media can be tricky! Here's the 101 on links:

Facebook and Instagram kind of like you to stay put in their site. Thus why posts with links tend to stay at the bottom of the feed. There are some ways around this.

Facebook:

Unless it's a paid advertisement, Facebook penalizes you for adding links. The way around this is to **add the link to the comment box**. Kind of annoying but worth the extra effort.

Instagram:

Currently, every profile gets **one link on the home page** and you cannot add links to your post content. A free site called <http://linktr.ee> has created a way around this!

You will receive a unique URL for your handle and when people click on it, they will receive a **menu of link options**. It's genius and doesn't limit you to just one.

IG stories allows authorized users take advantage of a swipe up feature however, we don't all have this capability yet. If you don't have a swipe up, add your profile handle in your story (@_____) so viewers can go directly to your home page and to your special link.

Snapchat is easy and will let you add a link to any post (via the paper clip icon).

Twitter is also link happy as long as you're under 140 characters.

Engaging on Social Media

It's all about connection!

Simple ways to engage with more users:

Ask Questions:

Realize that asking questions or surveying your customers is just as valuable as providing advice and insight!

Asking a question provides the opportunity to get them to think and go within. By stimulating that part of themselves, it exposes a new way and awareness they may not have gotten to without your prompting.

Keep the questions simple- too complex and you may lose their attention.

Hashtags:

Pick hashtags that mean something to you and your business and aren't over used.

#love is probably going to get lost or fall to the bottom of the well.

Utilize hashtags that have some momentum and cater to your audience.

Don't be afraid to create your own hashtag too! It could be a piece of your tagline or what you call your followers.

Let it catch on!



Keep in mind:

Keep your social presence conversational. Again, **human connection!**

Whether engaging in video, newsletter, or post, it should feel like you're **discussing a problem with a friend** or speaking to an issue on stage with your ideal audience.

You've already dismissed your ICB and now you need to step into your conversation with the people walking through your store.

Don't be afraid to **have fun and even be a little silly.** Serious doesn't automatically equal more return. The more you relax and act like yourself, the more people will be curious to know more!

Exercise:

Creating Social Media Collateral

Social Media Graphics

Design Resources

PicMonkey (\$33/year with a free option) -

PicMonkey has lots of choices when it comes to photo editing and applying filters.

Great for when you need a quick option.

Sometimes when you start adding in different components (such as fonts, overlays, shapes, etc) it can be hard to keep them separate and make adjustments.

Did you know? It's easier than ever to create your own site and social media graphics!

For a fee, and sometimes free, **you can create your own professional images** and print.

Canva (\$119/year with a free option) -

Canva is awesome for printables such as PDFs and checklists. The program has lots of build-in designs and templates so you have something to work off of. It doesn't have the same capabilities that PicMonkey does for photo editing.

Photoshop (\$120/year) -

Photoshop lets you layer your images for easy edits and adjustments, it also provides **more control** for font alignment and spacing. The grids make easy guidelines to make sure it's all lined up properly.

It does take a little longer to learn how to use the program and there are less go-to templates to start with.

Social Media Graphics

Platform Specific Apps

Apps for Instagram + Facebook graphics:

WordSwag -

Great for your Instagram quotes!

Whether it's a quote you personally said or someone else's, always include your name.

This is because you should get credit for the image/quote as well as be seen if someone wants to repost it.

Spark Post -

A child of the Photoshop family, SparkPost lets you create custom images and fonts that resize to fit Instagram Stories, Facebook Cover pages and more!

You've got everything you need to create a professional social media presence! Take a look through the platforms above and test out making your own image for fun!



AFFIRM:

It is not my role to have my clients
validate me.

I validate my clients with the
services I provide!

That's a wrap!

See you in Module 3.