

Social Media 101



Your Social Media Platforms

Circle the platform you will use to grow your business



Other:



Do your competitors have more brand awareness on this platform?

Yes

No

Do your competitors use the platform/s?

Yes

No

Do you feel confident in your choice?

Yes

No

Do you have a strategy in place to create brand awareness?

Yes

No

Posting schedule

Make a posting schedule post 2 - 3 times a week and change up the subjects.

When will you post and what will you post?

M	T	W	TH	F	S	S

Message to influence/collaborators

Introduce yourself / business

Hi, NAME. My name is _____ I work for a company called

Talk about them and how you think they fit your brand

I have seen your post and I love the message you share with your followers; I think your message needs to be shared to so many more

Give them an offer

I would love to jump on the phone for a chat / free consult, I am a
_____ who can help you _____

Give them a CTA

This is my website and clients I've helped, here's my number -
_____ I look forward to talking to you!

Who inspires you?

What Facebook accounts inspire you?

- 1.
- 2.
- 3.

What Instagram accounts inspire you?

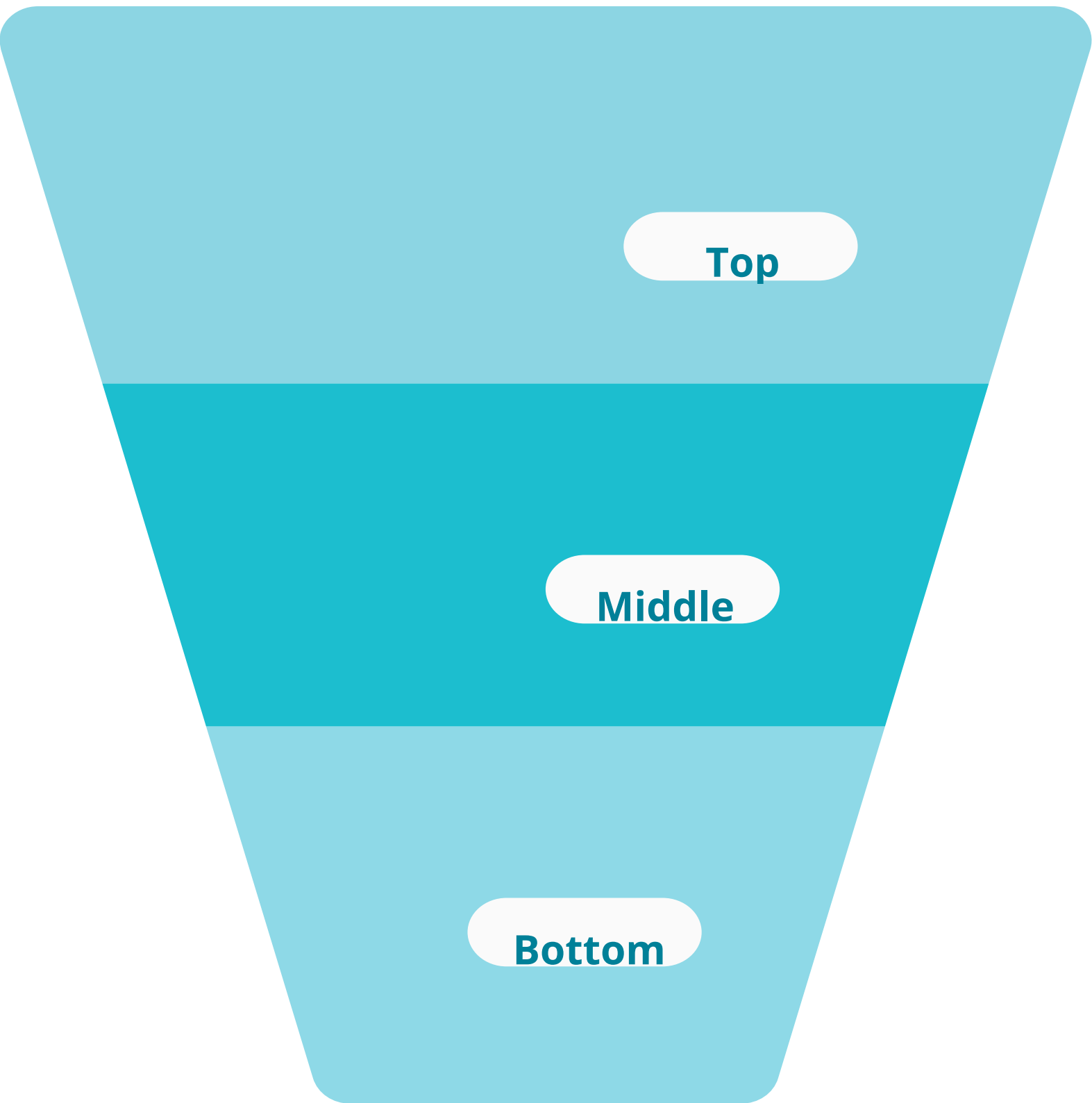
- 1.
- 2.
- 3.

What attracts you to them?

- 1.
- 2.
- .
- 3.
- .

How can you adapt your page and brand to inspire others?

- 1.
- 2.
- 3.



Your funnel

(Fill out the messaging you'll deliver to customers)