

## Module 19 Lesson 1

### Transcript

Hello TNSers. It's time to get social today. Love it or hate it, we have people on both ends of the spectrum, social media is here to stay and it is part of building a business in one capacity or another. In fact, for many, as you know, social media is their entire business. So in this lesson we're going to cover how to use social media for your business, and if it is your business, then we're going to help you maximize what you're doing on your chosen platform. We'll discuss the general landscape of various platforms and how to use each to your advantage, we'll talk about why a particular platform may be right for you and which might be wrong for you, and we'll cover the biggest mistakes people make when trying to grow their follower count.

So let's start with an analogy for how I want you to think about social media. Think of your business and brand as a deep-rooted tree trunk, stick with me, at the core you have your founding philosophies, your ethos, goals, and all of the inner functions that make it happen. Your presence on social media should be the branches reaching out. The branches look a lot like the trunk from the outside. They've got the same bark covering the outside, but they're just a sampling of the trunk, highly responsive to environmental factors. The leaves are your content, catching and diverting all of the rain water back to the trunk, down to the roots, keep the tree thriving. A tree with no branches or leaves has no chance of thriving in a forest of millions of trees all fighting to reach for the rainwater and sunlight. The point is, you absolutely should be on social media, rising above all the other noise or trees in the forest. For successful businesses, it's their number one marketing tool that will convert, drive revenue and create an engaged audience.

But here's what might surprise you. If you're just starting out, I want you to choose just one or two platforms max. If you're flying solo, but you've been at it for a while, then maybe three max. If you have a team in place to support multiple channels, then knock yourself out with whatever your team can handle. The bottom line is that being everywhere all the time is impossible to accomplish, at least successfully when you're a solo-preneur. If you're spending all your time on social media, then you're not spending enough time on your other aspects of your brand. And if you're spending all your time on the other aspects of your business because you're trying to get it off the ground, then you do need to make room for social media. Balance is key here, but presence is imperative.

If you're skeptical that one or two platforms will do the trick, then let's go back to the tree comparison. You're wandering without all the branches possible, how will I reach all the sunlight

and the rain? The answer, you really only need one or two strong branches strategically placed and built with care to reach through the forest top.

Okay, now let's chat about those people whose business is social media. That's many of you out there probably. We often refer to them as content creators more than entrepreneurs since they primarily take one social media platform to create and share unique entertaining and/or educational content. It's typically on Instagram, you've definitely seen it, or YouTube that they build their main business with an additional presence on other social media platforms, serving mainly to supplement and round out their brand presence. Their main source of income often comes from influencer partnerships, which we'll cover in an upcoming lesson, along with selling eBooks, coaching, other digital courses which usually live on their websites. For these content creators, their websites serve more as a means to house content rather than the primary place where they qualify and convert their actual leads.

The difference between these businesses and your business, assuming social media isn't your core business, is that as a practitioner, coach or trainer, your primary business likely is not built on entertaining content creation alone, video, photo or otherwise. While you will want to be creating content of some type, my guess is that you can or will drive revenue from other aspects of business, seeing clients in person or virtually, leading group education lectures, hosting events, advising, coaching, working within the wellness industry and so many different types of ways. We believe that's the best approach, to not have all of your business eggs in one social media platform basket and to own your own content. That is key.

Remember when we talked earlier about the algorithm gods being able to simply flip a switch and completely stop all traffic to your social media channel? Or even worse, completely shut down that social media platform? That's because you don't technically own your content on social media and you don't own that real estate where you've been so hard working, building your social following. You've been renting it really, and you could face eviction at any moment. If that were to happen, what would happen to your business? It would disappear. All that hard work, blood, sweat, and tears, gone. Now, the odds of this actually happening may be slim, but there are plenty of horror stories out there to make you think twice. This is why we want you to diversify your business and your marketing practices. If one of your branches gets chopped off, I'm sticking with this tree example, you'll still have your stable trunk to support your business.

So back to choosing a platform that's right for you. I'm going to help you get your social media ID in two steps. The first step is to identify. Before you jump onto any platform and start putting it all out there, take a little inventory of yourself, your goals, your bandwidth. We've shared a

handout to help you go through this exercise, so don't forget to download that. For example, are you creative or direct and quick-witted? Are you looking to create a community but from behind the scenes or do you want to be the staring face behind the brand and speak directly to your viewers? Once you complete the identity portion of your social media ID, then you can move on to the second part, decide. We've included a pretty comprehensive guide to the major social media platforms to help you decide which is best for your business, so definitely be sure to check that one out too.

No matter which platform or platforms you ultimately choose for your business, I want to make sure you avoid the 12 biggest mistakes people make when trying to grow their social media following. These are things that I see happen all the time, many times out of good intentions too, and they pretty much apply to any social media platform out there.

Well, here goes, one, people try to be someone they aren't. Remember that time when you were trying to think of 40 ways to post an avocado toast or rock that workout outfit that you didn't feel comfy and because everyone was doing it? And where exactly did that get you? Change your mindset. Don't feel inferior because you can't be them. Feel sad for them because they can't be you. Number two, people tried to do too much. Been there, done that. You feel you need to be on every single social media platform to have an impact on your business, but then you realize you aren't doing anything well. I want you to change that mindset. You need to do everything you do well. If you can't do it well, well then don't do it at all. There, I gave you permission. You can take a breath and focus on what you know you're best at. Cross something off that list. The bottom line is, as we mentioned before, you cannot boil the ocean.

Number three, they post inconsistently. We covered this before, consistency is key in every marketing effort you undertake. It's key in diet too for that matter. We talk a lot about that too. And you need to train your audience that they can count on you. Nobody wants to be ghosted. If your social profiles are unreliable, then so are you, right?

Number four, they don't engage with other profiles. Yes, you want people on your profiles but they need to be able to find you. Engaging with other people in businesses on social media will not only bring you more partnership opportunities, but it will also let more people know who you are and learn more about you. Remember the word social and social media, don't just stand in a corner waiting for people to come to you. Go out there, chat with people. Don't always be the host. Sometimes you need to be the guest.

Number five, they spend all their time on Instagram stories and none on Instagram feed or vice versa. It's all really about balance and purpose. Your feed should represent your business and

your stories should give insight to who you are and/or what your business is. Both are important for different reasons, so be sure not to neglect either. Half your visitors all want stories and half will want to scroll through your feed. If you only pay attention to half of your opportunities, then you'll only give half of your visitors a reason to come back.

Number six, they don't spell check. Does this drive you as nuts as it drives me? Reread your draft before you press post and you'll save yourself from losing credibility, annoying your audience and driving me, sorry, and others like me crazy.

Number seven, they don't have clear goals. Ever post just to post? Ever scramble for content just to get something up? Ever take a picture that was funny to you at the time but might not make any sense to your audience or even to you a few weeks later? Every single thing you post for your brand should be considered a piece of content and every piece of content should have a purpose. Social media should be strategic, really always.

Eight, they are faceless without a human touch. Don't have a creative bone in your bod? Afraid of being judged so you walk in a very straight line? Be careful of walking too straight a line to the point that nobody can figure out who you really are. If your audience can't connect to you, they won't buy from you. If a corporation can make a toothpaste commercial, feel emotional and friendly and you can cry at a Pampers commercial, then you can make your brand appealing too.

Nine, they make it all about them. This one drives me bananas also. Ever have that friend that always wants to talk about themselves and never asks how you're doing, doesn't ask any questions? Don't be that friend on social media. Social media is all about being social, which means it has to be a two way relationship, right? Even if your brand really is all about you, your marketing needs to be about them.

Number 10, they buy fake followers. I mean, this kind of speaks for itself, but don't do it. It's a waste of money, it's very easy to see who's done it and it crushes your credibility. As tempting as it may seem to get a jump on followers in one fell swoop, in the long run, it's a recipe for disaster.

Number 11, they set it and forget it. Social media scheduling tools can be a godsend to save time and it can help you stay on top of other aspects of your business, but they can also be the reason your social media fails. So yes, we encourage bulk posting and post scheduling, especially when you're flying solo, they can be super useful, but really remember that doesn't mean you can think your social media will engage by itself. You must spend time daily engaging with your audience or your entire social media strategy is really going to fail. Okay?

Number 12, they fail to analyze. Creating content you like may not be the same as creating content your audience likes. Just because you love posting cat pictures doesn't mean your audience wants to see them. Just because you love your children doesn't mean your audience wants to see them. Take the time to review the stats. You've taken the time to create the content, so don't not take the time to analyze it. And if your cat photos aren't getting any engagement, then it's time to rethink your strategy.

Okay, so we covered why you need to be on social media, but not everywhere on social media. We talked about the basics of each platform you should consider and the reasons why they may or may not work for your business. We also covered the most common social media mistakes entrepreneurs make and how to avoid them at all cost. I'll leave you with this, don't be afraid to be yourself. Nobody else can be you. I've said that a few times throughout this whole entire course. It's fine to gather inspiration from others, it's good to gather inspiration from others, and you should all be inspiring each other, but remember what makes you, you and your business different. That is the key to your success. I'll see you in the next lesson.