

HANDBOOK

day 4: AUDIENCE GOALS

First determine if you have a MINI or a MEGA-sized following. Now based on your following size, list which social media platforms would be best with each revenue stream along with content ideas.

SOCIAL MEDIA
PLATFORM(S)

CONTENT IDEAS

Affiliate
Income

Ads
Revenue

Digital
Products

Physical
Products

Sponsored
Content

Memberships

Courses

1-on-1 Consulting

HANDBOOK

day 4:

SOCIAL MEDIA CHEAT SHEET

DO'S

- Focus on four main content sharing types. No matter which platform you use, be sure to mix in a little of each of these relating to your business:
 - Self-promotion/Business-promotion
 - Social proof/Professional proof
 - Engagement
 - Know, like, trust
- Utilize the platform's categorizing tools
 - (ie. Facebook uses hashtags and groups; Instagram uses hashtags; Clubhouse uses emojis.)
- Instagram favors photos of real people.
 - Keep words/graphic/memes to a minimum unless it's very relevant.
- Utilize each platform's newest features in order to 'rank higher' in the algorithm.
- Critique your elevator pitch.
- Create a clear and concise bio.
- Ensure your profile photos across all platforms are the same.
 - This creates clear branding and recognition.
- Go Live on any platform as often as possible.
 - Being Live will increase your rank in any platform's algorithm.
- Engage real-time with your followers and comments.
- If using clubhouse, be sure to link it to Instagram or Twitter and respond to DMs frequently.

DO'S

- Add captions to your Lives/videos..
 - On Facebook, this can be done after you've concluded your Live, on other platforms, your captions will need to be added via 3rd party app and then uploaded.
- Include CTAs in your posts

DON'TS

- Don't post flyer-style graphics on any platform
- Don't confuse your audience by sharing things unrelated to your business like personal photos, recipes, memes, etc.
 - As you grow your audience and it becomes clear what you offer, then you can start mixing in more varieties of content
- Don't post and ghost!
 - Make sure you are interacting with your followers in the comments and commenting on other people's accounts who have a niche similar to yours.
- Don't forget to go back and respond to comments on Lives and/or scheduled videos. Even if you answered comments on the Live, be sure to answer them in the comments also.
- Don't use the same link in every CTA

Based on your income goals, what will your top three revenue stream choices be?

1. _____
2. _____
3. _____