

SOCIAL MEDIA +  
BLOGGING

# B.A.B.E. Framework

~~Business~~

~~Audience~~

~~Brand~~

Everything Digital

~~Email~~

~~Website~~

Bloggging

Social

# OUR OBJECTIVE

YOU WILL LEARN:

- How to use social media to support your business goals
- How to spend minimum time with maximum return
- How to start creating content that fans the flame of your sales funnel

# **SOCIAL MEDIA: WHAT'S THE POINT?**

Instagram

Facebook

Facebook groups

Hashtags

Followers

Fans

Comments

Likes

Blog Posts

# **SOCIAL MEDIA: WHAT'S THE POINT?**

SHARE free content

CONNECT to your ideal customers

CAST the net for your sales funnel

*however,*

**SOCIAL MEDIA  
IS NOT A SALES FUNNEL**

# What should you share on social?

- What does your audience think about?
- When they hop on Pinterest or Google to look for ideas or help, what are they searching?
- What do they need help with in their day to day life?
- What is relevant to them in your area of expertise?
- Can you share the WHAT of something you're a pro at so they ask you about the HOW?

# What should you share?

1. Photos of yourself.

Remember YOU are a big part of your brand, especially when you work 1:1 with your customers.

# What should you share?

## 2. Sharing other peoples' photos

Ok in moderation!

Use stock photos to your advantage to supplement your content. Do not hide behind stock photos.

# What should you share?

## 3. Stock photos

Pexels, Pixabay, Free stock photos are everywhere available online!

Use stock photos to your advantage to supplement your content. Do not hide behind stock photos.

# What should you share?

## 4. Craft new content!

Use pieces of the content you have created in this course  
Go back through and cherry pick pieces of your brand  
authority bio.

Use anecdotes, examples, personal stories from your own  
journey that others will relate to, that will help you  
connect.

# How often should you share?

Less about quantity, more about quality.

That said, start with 3x/week and see how you do. M-W-F

# Creating a calendar

Make a list of the TYPES of posts you could create, based on your area of expertise.

So for me as a web designer, here's what it would look like:

Design inspiration

Common mistakes in design

Examples of my work

Stories about me/my company/family

My passions/beliefs

# Creating a social content calendar

**MONDAY:** Design inspiration

**TUESDAY:** Common mistakes in design

**WEDNESDAY:** Examples of my work

**THURSDAY:** Stories about me/my company/family

**FRIDAY:** My passions & beliefs (entrepreneurship, hard work, family, faith, etc.)

# How to grow your audience

## **ENGAGE with your audience**

*Don't have time?*

### **You can use an Audience amplifier**

- **Automation tool like Pop Social**
- **Takeovers**
- Give them 20 ig accounts you want to have the same followers as.
- Accounts that have similar content to yours

# What about my feed?

- 1. Choose a user name.** You have two names on Instagram:  
**your username** (@YourUsername) and a **changeable name** that displays alongside your handle in searches.



# What about my feed?

- 1.** Public, not private
- 2.** Profile photo should be a picture of YOU, not your logo!

# What about my feed?

- 1.** Your bio is only 150 characters
- 2.** Should set the tone for your entire profile.
- 3.** Using single words to describe yourself (e.g., “Author,” “Photographer,” “Runner”) and your location is always a great place to start
- 4.** You can also add a hashtag or two so your profile will show up in searches, or ask your followers to use a specific hashtag so that you can see their posts.
- 5.** Use your link wisely. >> [Linktr.ee](https://linktr.ee)

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# What about my photos?

- 1.** Edit them for highest quality! Snapseed and VSCO have great editing features.

# What do I post?!

- 1. Teach something**
- 2. Give them Action Steps**
- 3. Solve a problem or pain point**
- 4. Transforms from Point A to Point B**
- 5. Addresses their Why (Why they want your help/what you have to offer)**

# Don't waste your work!

## **1.Reduce, reuse, recycle**

You do not have to reinvent the wheel here. You can REDUCE the amount of original content you have to create when you REUSE the content you have created on insta/blog/fb/email on all the platforms, and recycle it regularly.

Remember not all of your audience sees every post, so it will be new to most people even when you post the 2nd and 3rd time!

**BLOGGING**

# How OFTEN?

Less about quantity, more about quality.

That said, start with 1x/week or every other week and see how you do.

# How LONG?

Long enough to say what you need to say

Aim for 300-500 words

A long post could be up to 1,000 words.

# WHAT should you blog about?

Long enough to say what you need to say

Aim for 300-500 words

A long post could be up to 1,000 words.

**REMEMBER:**

**ALL OF THIS IS TO GET THE RIGHT  
PEOPLE INTO YOUR SALES FUNNEL**

*if that feels too salesy, think of it this way:*

**YOU CAN'T SERVE WHO  
YOU HAVEN'T REACHED.**

# 1. Solve a Problem

What do people get frustrated about?

Do you have a solution?

## **2. Readers want to relieve their fears**

What are people afraid of?

How can you help ease those fears?

# 3. Readers want to learn something new

What would people love to do if only they knew how?

What do you know that you could teach them?

## **4. Readers want to reach a goal.**

What are common goals people have?

Have you set and reached some significant goals?

Can you spell out how you did it and inspire others on their journey?

## **5. Readers want to be entertained.**

Do you have a fascinating story?

Do you lead a wildly interesting life?

Are you outrageously funny?

# Do you have plenty to blog about?

Choose a topic that you can write about regularly and indefinitely. Remember, you're in this for the long haul.

If you post once a week, that amounts to 52 posts a year.  
Three times a week? 156 posts.

Five times a week? 260 posts.

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# **BRAINSTORM!**

Brainstorm possible posts or subtopics pertaining to your main blog topic.

If you can easily come up with a list of several dozen with additional ideas about how to branch out, it's probably a good sign.

# BE DIFFERENT

Bloggers tend to copy what other bloggers do.

This is absolutely valuable in many ways, but it's not so good when it puts your blog right smack in the middle of average.

Brainstorm ways to do things differently.

# BE DIFFERENT

Do most bloggers in your niche write long posts? Why not keep yours short?

Do most bloggers in your niche write words? Why not vlog?

Do most bloggers in your niche post a few times a week?

Why not post every day?

DO SOME MARKET RESEARCH AND SEE HOW THOSE IN YOUR NICHE ARE DOING IT, THEN BRANCH OUT!

# TEACH YOUR FRESHMAN CLASS

Don't let impostor syndrome stop you from having a voice.

You do not have to blog for everybody, everywhere.

You have a freshman class. **HELP THEM.**

They need you.

You are a ninja at what you do to *someone*.

a work on market research...

# Homework

## SOCIAL MEDIA

- Register for an instagram for your business
- Register a Facebook Business page for your business

## BLOGGING

- Pick a niche for your blog within your industry. (This should align with your business)
- Brainstorm blog topics/ideas

- CHECK BACK IN THE MEMBER AREA AND WEB TRAINING PAGE FOR MORE VIDEOS!

