

The girlboss guide to
Launching
on
Social Media

Preparation Phase

- ✓ It is best to pre-write your content because once you get into the middle of it, you will be **VERY** tempted to procrastinate! Do as much as you can before hand. There are a lot of pre-scheduling apps for both Facebook and Instagram.
- ✓ Photos end up being the **biggest source** of frustration. Try and get those organized first.
- ✓ Set your goals - you need to know the exact direction you're heading.
- ✓ Take inspired action. Plenty of other opportunities and ideas will begin to flow from there.
- ✓ Choose your dates for launches / programs/ content. Be sure to stick to your sales cut off dates. This sets boundaries and allows for trust further down the road.

Goal: _____

How will this change my life?

How will this change the lives of others?

Follow up names from previous months:

Closing sales date: _____

14 day advertising period:
Days 1-7: Advertising something of value for free
Days 7-14: Advertising your paid offer/product

Keep track of people - they need multiple exposure to you!

First 7 Days of Promotion



What will you be offering for **free** to position yourself as an expert?



Braindump and choose what stands out to you - **don't be afraid to try new things!**
Webinars? Challenges? Mini-courses?! Keep it fresh!

- Who would are you targeting/who is your ideal client?
- What are the benefits they will receive from this (tangible results)?

Dates of event: _____



Create the landing page to sign up for the freebie



Create an automated email sequence after people opt in, that links to the freebie



Send reminder emails for the free event



Send email for replays of the free event

Actions to take on your social media

Post onto IG and Facebook:

Day 1:

Day 6:

Day 2:

Day 7:

Day 3:

Stories on IG:

Day 4:

Day 5:

* Don't forget to post in FB groups, email your existing list, and personally invite people.

Helpful Hints

* Build know / trust/ like factor with your audience.

- > This is how people get to know you before they buy
- > Keep your content fresh, so your audience doesn't get bored quickly

* Don't be afraid to take some time and create a free course/teaching without pitching at the end.

- > Set the expectation that you are here to help and serve people regardless if they buy or not
- > It's not your job to make sure if people buy at this point or not, it's just your job to show up
- > Hold this in your private FB group. This way you can grow your audience and they will gain more exposure to you.
- > You'll promote this for days 1-5 and host the event for days 5-7. This is just a guideline.
- > Don't host these events on the weekends!
- > Start to interact with people. Not with the intent to sell, but to open up the lines of communication

* Don't skip over your target market!

* What to write in your posts:

- > Tell a story about how your life used to be and how it changed with this quick win you're teaching your class.
- > Talk about your excitement for the group/event

* Stories:

- > Mix of lifestyle, showing other people are excited for this, and inviting people to join

* Post a bit in Facebook groups that allow promotion (be sure to check the guidelines and come from a place of value)

* Remind people on IG an hour before about your event on FB

* If you choose to run an ad, do it for your free events not your paid ones.

2nd 7 Days of Heavy Promoting

Dates: _____

Sales Cutoff Date: _____

What are you prompting
and what is it called?

What tangible results
will they see?

Emails:

#1 Introduce your offer & what they're going to get

#2 Something of value & CTA at the end to join you

#3 Share hesitation you had too and what your life is like now
because of your offer/product

* Add in extra emails repeating #2 & #3 as needed

Last day:

#1 24 hours left and tell a testimonial

#2 Quick reminder it's closing

- ☐ Sales page for offer
- ☐ Strike up convos
- ☐ Post in FB group

Posts:

1.

2.

3.

4.

5.

Stories During

Helpful Hints

- * Pitch what you are selling at the end of your free event.
 - > Don't overcomplicate it.
 - > It's simply "I have something exciting to tell you guys" and then explain your offer
- * If you can offer a free call every once in a while the better!
 - > From here you can offer more value and handle any objections about your course
- * Change up the name for your offer so it doesn't get stale, and your audience doesn't get tired of the same pitch.
- * Social proof is very important - talk about testimonials
- * People can feel your vibes so get excited!
- * Tell stories not facts.
- * You want 1 email to go out each day and on the last day send out 2 reminders. You are not bugging them - they need this kind of repetition.
- * Make a sales page if you haven't done so already!
- * Make sure there is a pic with the content of your post. They don't have to match. Don't overthink it.
- * Posts are written very much like emails, but do not copy and paste! This will get easier with practice. Ask yourself how you can help your ideal client. Always come from a place of value.
- * Your consistency and repetition is more important than your actual words. When you truly care about your audience/clients you can't mess this up.
- * In your FB group show other people joining.
- * Avoid promoting other offers during this period.
- * Stories during this time: lifestyle, value, lots of social proof, people asking Q's, etc. Lifestyle can be anything. Motherhood, making coffee, going out, etc. They need to see you're human.

After Your Promotion Phase

* Continue posting and daily sharing.

> Now it's from a place of value. You get to just cool down on the selling and show your audience that you are there for them.

* Hold belief and keep following up with people. Sales will inevitably trickle in after your close off date and that's okay.

* Know that you are building momentum. You build more and more every time you repeat this. People who didn't buy this time around will stick around to see if your current clients are getting results, and may buy next time.

* Show a minimum of two testimonials a week. This is social proof that what you offer is working and is still a part of providing value. If you believe that your product/service can change someone's life you need to do everything in your power to show them and help them into a yes decision.

Start jotting down things that you would like to change for next time:

What a typical month looks like

And what the other 14 days of
the month look like

MONTH _____						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

- * Know that this can shuffle - just use this as a guideline.
- * Never put freebie things on weekends. You'll lower attendance.
- *Set this and stick to it!

Social Media Tips

- * Aesthetic is important.
- * Are you showing pics of you?
- * Are you growing your audience, or shuffling the deck every single time?
- * Do people know what you do?
- * Do you engage on other people's posts?
 - > You can't expect to get engagement on your stuff, if you're not interacting and showing love on other accounts as well!
- * Have you been nurturing your network? If not, you need to start this time. This system still works - but it isn't a unicorn. You still need to be human and talk to people!
- * Calls are intimidating and time consuming. But you get better at them with practice.
- * Keep track of the convos you're having for future follow up. Treat this like a real biz and show it respect.
- * Stop worrying about hashtags. You don't need them.
- * Automated email servers will save your life because you can preschedule. My fave one is ConvertKit!
- * Use Planoly to prepost to your IG
- * Let your personality shine! The more real you are the better!
- * Write your posts as if you're having a convo with someone. Read others' content for inspo!

Holding the Belief During this Process

* What you believe will happen will.

* This is just as important as your strategy to keep your mind clear.

* I recommend this daily and every time fear and doubt starts to creep in. Write as much as you need to.

What do I want?

Help me Help others.

Why do I believe I can't have it? - Re-write that story!

Affirmations that it is yours

Take inspired action

What does this mean?