

7 Principles of Social Media Marketing

1. Always start with the end in mind.

Why are you doing this?

What's your big dream?

Create new income streams?

Impact lives?

Learn new skills?

Build your business?

Reach an income goal?

Be clear on what your dream is. Include it in your daily declarations. Create a bite sized goal for the next 21 days that will take you one step closer to that big dream.

At the end of the challenge you can review the goal and see your progress.

2. Identify your tribe.

Red Ocean

- Niche
- Sub Niche
- Point of difference in content and conversation?
- Christians?
- Spirit filled?

Blue Ocean – One of your passions.

- Spirit filled horse riders
- Spirit filled parents that hunt
- Spirit Filled Parents dealing with allergies
- Spirit filled Christians Processing Divorce
- Spirit filled Mum's ready to go boss level
- Spirit filled entrepreneurs born to disciple nations

These are just examples to spark some thoughts for you.

3. Connect with your Tribe and Build an Audience

You can also intentionally pursue your tribe.

Research them and find out where they hang out online. Go there. Connect. Add friends.

Ask great questions in s groups. Be a giver not a taker. Send friend requests to people who interact with you positively. You can also send friend requests to people that you like the look of.

4. Develop your ability to get people's attention through Content, Copy & Consistency.

Content: Posting

6 Types of Posts

1. Get to know me post
2. Learn something of value
3. Entertainment
4. Take a stand
5. Call to action
6. Engagement post – ask a dynamic question

Attraction Marketing – Like attracts Like.

Identify your niches heroes and put up quotes from them, perhaps a pic of them too.

Ways of Posting

Choose your platform/s...

Choose your method?

- Stories
- Page
- Text

- Pics
- Videos
- Lives

My most helpful ap is Wordswag.

Copy: Writing

It is the art of motivating people to take action and it can be learnt. This is a hugely valuable skillset!

Consistency: Becoming Known, Liked and Trusted

5: Build Your Tribe

Create a Facebook Group where your tribe can talk your language, feel at home and engage with relevant topics

6: Monetize Your Tribe

Invite them into high value Challenges where sales will take place.

Steward your leads.

This is always best done by becoming love.

7. Optimise

Review.

Failure is not fatal it's just feedback.

Practice.

If something is worth doing well, it's worth doing badly while you get better.

Implement what you have learnt!!!

The Posting Schedule

The 21 Day to Automated Kingdom Impact & Income Challenge revolves around the “Daily Hard Things Challenge” and also a 5 Day Automated Impact & Income Challenge over the last 5 days of the Challenge.

I’ve broken it into 3 sections:

Days 1-10

Focus on the “Daily Hard Things Challenge” and growing in the 7 Principles of Social Media Marketing

Days 11-16

Focus on promoting the Challenge

Days 17-21 and beyond

Focus on Lead Stewardship

Days 1-10					
Hobby Level	1 hard things post pic and short description on personal page				
Business Level	1 hard things post pic and short description on personal page	1 Post on your story		Join a group Or engage with a group where you hope to develop genuine like minded friendships and add a friend	
Dream Maker Level	1 hard things post pic and short description on personal page Creatively weaving the 6 different types of posts into these daily	1 Post on your story	Short live video about daily hard things challenge – inspire people to do hard things with you	Join a group Or engage with a group where you hope to develop genuine like minded friendships and add 10 friends	Post in your Group and invite people to join your group

	posts about the hard things challenge				
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Days 11-16					
Hobby Level	Post a Call to Action to Join the Automated Kingdom Impact and Income Challenge				
Business Level	1 hard things post pic and short description on personal page. Beginning to creatively share about the 5 Day Automated Kingdom Business Impact and Income Challenge	1 Post on your story		Join a group Or engage with a group where you hope to develop genuine like minded friendships and add a friend	
Dream Maker Level	1 hard things post pic and short description on personal page 1 hard things post pic and short description on personal page. Beginning to creatively share about the 5 Day Automated Kingdom Business Impact and Income Challenge	1 Post on your story	Short live video about daily hard things challenge – inspire people to do hard things with you Starting to introduce people to the Automated Kingdom Impact & Income Challenge.	Join a group Or engage with a group where you hope to develop genuine like minded friendships and add 10 friends	Post in your Group and invite people to join your group

Days 17-21					
Hobby Level	Follows some of the challenge.	Comments on a few other comments in the videos	Wish they have more leads in the challenge		

	Keeps up the Hard things challenge but slack on posting.				
Business Level	1 hard things post pic and short description on personal page. Beginning to creatively share Testimonies from the 5 Day Automated Kingdom Business Impact and Income Challenge	1 Post on your story		Kind of focused on Lead Stewardship	
Dream Maker Level	1 hard things post pic and short description on personal page 1 hard things post pic and short description on personal page. Creatively sharing testimonies from share the 5 Day Automated Kingdom Business Impact and Income Challenge	1 Post on your story	Short live video about daily hard things challenge – share testimonies and still inviting people to join 5 Day Challenge	Intensely focused on Lead Stewardship	Post in your Group about the Highlights from 5 Day Automated Kingdom Impact & Income Challenge and invite people to join your group

Secrets to Lead Stewardship are coming...