



Leadership eXpress

"Building Leaders Not Just Locally But Globally"

HOW TO BUILD AN ONLINE PRESENCE WHILE WORKING A TRADITIONAL 9-5p!

These Steps Will Help Build Your Social Presence:

- 1-3 post a day keeps prospects coming your way.
- Schedule your post for the week using apps/tools.
Suggestions: Buffer, TinyTorch, Hootsuite, Post planner etc.
Using Scheduling tools to post for the week will save you time to prospect, follow up and make sales.
- What to post?
 - Post Pictures, selfies, lifestyle.
 - Ask (fill in the blank) questions
Suggestions: If I could give you a step by step plan of action to build a six figure business would you do it? _____
If I had all the time and money in the world, I would BLANK? _____
 - Quotes that are positive or inspirational.
 - Resources like: YouTube, videos, links, blog posts.
 - FB videos. Live videos will bring you more viewers.
- Set your goal
 - Set your goals for the week, month and year.
 - Monetary goals and personal goals.
- Be consistent
 - Every day show up on social media. Show up for (90) days straight. It takes (21) days to form a habit.
- Comment on post/forums
 - Intelligent responses, insightful, helpful, congratulatory, opinion but (NOT JUST ONE WORD).

7. Give freebies
 - a. If you are an author give a book. Products. Give a service you offer. A pdf with value.
8. Keep track
 - a. Daily to-do-list.
 - b. Set an alarm to monitor your time on social media.
9. Add new friends
 - a. Build relationships.
 - b. Request 5-10 new friends a day.
10. Be patient
 - a. Relax and enjoy the process.
 - b. Think with your purpose in mind.

You earn influence giving value and attention to other people. Be Useful!!

