

# The **Smarter Sharing** Checklist

Your guide to moving *beyond* Facebook and building a business that lasts

If you're ready to stop relying on algorithms and start creating content and connections that *actually work*, this checklist is for you. Use it as your go-to reference when you're ready to move your business from scattered posts and invisible Lives to a system that builds trust, captures attention, and grows with you.

## **Build Your Brand, Presence & Following**

Goal: Build a following and attract *aligned leads* to grow your list for future nurturing

- ☐ Post tips, stories, and encouragement on your personal Facebook profile that speak to the kind of person you want to help
- ☐ Avoid directly promoting products—build trust and interest instead
- ☐ Post short-form content to spark engagement and curiosity. Ask questions!
- ☐ Go Live on your personal profile to engage with leads (not to talk about products)
- ☐ Include your GetOiling website or funnel link in your profile bio
- ☐ Use posts to promote blog content, lead magnets, and events on your GetOiling site

## **Networking & Prospecting**

Goal: Move 1:1 conversations into the DMs and OFF the platform

- ☐ Engage with others' content in meaningful ways. Contribute to conversation!
- ☐ Start natural, value-based conversations in DMs—not cold pitches
- ☐ Keep track of your conversations by updating contact cards in GetOiling

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## **Reach & Teach Leads**

Goal: Engage your following toward interacting with you 1:1 or attending an event you host

- ☐ Post content on your personal profile consistently to build curiosity
- ☐ Offer free live Zoom events or 1:1 consults (set up with GO's calendar or event tool)
- ☐ Use an event RSVP page to collect lead contact info
  - ☐ Host your session on GO Zoom and record to the cloud
    - ☐ Move your recording to your GO video manager
  - ☐ Repurpose the replay in a vault, on YouTube, or in email follow-ups

## **Reach & Teach Customers and Team**

Goal: Educate customers & brand partners long-term via email, text or vault

- ☐ Use GO Zoom to record videos that explain products, routines, use cases to customers
- ☐ Use GO Zoom to record videos that teach aspects of the business to brand partners
  - ☐ Record to the cloud and upload to your GO video manager
  - ☐ Embed videos inside your vault on pages or in an online class
  - ☐ Send video links directly to customers to answer questions or guide usage

## **For interactive or time-sensitive info**

Goal: Share promotions, sales, GWP, and other information with customers & brand partners

- ☐ Create an event in GetOiling and invite your team or customer list
- ☐ Host the call in GO Zoom and record to the cloud
- ☐ Move the video into your GO video manager
- ☐ Send the replay directly via email or text or store it in your vault for ongoing access