

# Next Level Coaching Marketing Workshop

DAY TWO

BECOME YOUR OWN SOCIAL MEDIA MANAGER

August 19 - 21, 2024

Live & Zoom each day at 12pm EST

# Recap from Yesterday

**INTRODUCTION TO MARKETING  
STRATEGY**

**THREE CONTENT PILLARS:  
CLARITY, CERTAINTY, TRUST**

**IDENTIFIED YOUR AUDIENCE AND  
SHARPENED YOUR MESSAGE**

**30-SECOND ELEVATOR PITCH**

**PROBLEM/SOLUTION EXERCISE**

# Tapping Session

# Share Homework Assignments

Problem/Solution Exercise

# Today's Topics



**HOW TO BUILD A WARM AUDIENCE**

**IMPLEMENTATION: SET UP A NEW  
2-STEP FUNNEL**

**CONTENT CREATION STRATEGY**

**RECOMMENDED POSTING  
SCHEDULE**

**HOW TO MOVE FASTER WITH  
FACEBOOK ADS**

**CONTENT CREATION WORKSHOP**

# Building a New Warm Audience

**SET UP A FACEBOOK BUSINESS PAGE**

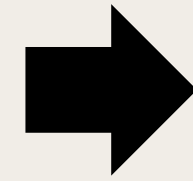
**START WITH ORGANIC POSTS  
THEN MOVE TO PAID ADS**

**OPEN WITH AN INTRO POST OR UPDATE**

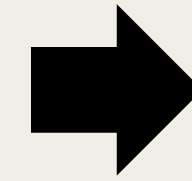
**THEN CONSISTENTLY POST ON YOUR PAGE**

# Social Media Strategy - Cold to Sold

STEP ONE



STEP TWO



STEP THREE

## FREEBIES

(1-2 per week)

Create Value Posts giving away your resources

1. Sleep e-book
2. Rest & Renew Guide
3. Zyto Scan

Format:

1. Two - three minute video
2. Short post
3. Offer freebie

## SOLVE PROBLEMS

(2-4 per week)

Create 5-15 mini posts teaching about each of your solutions

1. Meditation exercise for sleep
2. Essential oils for sleep
3. Tap with me to fall asleep

Format:

1. 60-90 second reel
2. Short Post

## BUILD TRUST

(1-2 per week)

Share Case studies, testimonials, or personal stories that demonstrate that your solutions work

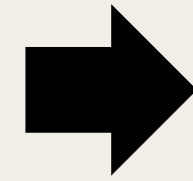
1. Carol's product testimony about using NingXia

Format:

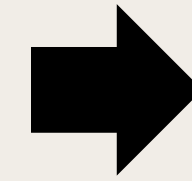
1. Medium-long post
2. Post in your stories feed

# Social Media Strategy - Cold to Sold

STEP FOUR



STEP FIVE



STEP SIX

## BUILD COMMUNITY

(2-4 per week)

Post shareable content like memes, quotes, or recipes that are engaging.

Format:

1. Short post
2. Add CTA:
  - a. Share this post
  - b. Tag someone

## POWER CONTENT

(1-2 per month)

Create one Power Content video – teaching about the big problem and touching on the three big solutions.

Sleep: Mindfulness, Rituals, and Natural Solutions.

Format:

1. 2-3 minute video
2. Short intro Post

## SPRINKLE IN PROMOTIONS

(1-2 per month)

Occasionally post an offer or promotion. Use these posts sparingly and ONLY after you have already created your base content with problems and solutions.

Format:

1. Share product or service
2. Connect to problem



# Implement a 2-step funnel

## Step One

Create post that solves small problem & Offer freebie that solves immediate problem

This step provides them with **CLARITY**: post helps them see the problem. Then the freebie helps them with a quick win which gives them **CERTAINTY** that you understand their problem.

Example: people struggling w/sugar cravings  
a. Want to make it through the afternoon slump without sugar? Grab my free guide to help you gain back control. Comment sugar and I'll send it right over to you!

# Implement a 2-step funnel

## Step Two

Start a Messenger convo to help them gain TRUST that YOU can help them.

1. Give them the freebie then ask a diagnostic question. Provide a strategy they can use immediately and act upon it to help you diagnose the problem.

2. Example: Hi Susan, thanks for requesting my free guide. Here's a direct link to download (no sign up required). I have some additional strategies that may be helpful. Do you struggle with sugar cravings in the morning, afternoon, or evening?

3. Client answers: evenings.  
Response: oh yes, same here!  
Tonight, try eating a small pinch of pink sea salt when those cravings hit and come back to let me know if that works.

4. When they respond send video or audio message.

5. Example, short video talking about why imbalance in electrolytes causes sugar cravings that slides into vitamin deficiency. Ask them, would it be worth hopping on a call to create a strategy to fix this?

6. On the call: build Trust by giving them more value and solving more problems. Connect the problem to a product or service that solves their problem.

# Move Faster

## ORGANIC TRAFFIC VS. PAID TRAFFIC

ORGANIC: SLOW BUT EVENTUALLY GETS YOU THERE

MONITOR YOUR ORGANIC ACTIVITY & BOOST THE  
MOST POPULAR POSTS

ADS ARE AN ACCELERATOR THAT SETS YOU IN FRONT  
OF MORE PEOPLE FASTER

BECOME COMFORTABLE WITH FAILING  
FAIL FASTER → MAKE ADJUSTMENTS

EASIEST WAY TO BUILD AN INVISIBLE AUDIENCE

START BY BOOSTING YOUR POSTS & LET THE  
FACEBOOK ALGORITHM DO THE WORK FOR YOU

# Questions & Workshop Session

Content Creation

