

TRANSCRIPT SOCIAL MEDIA

AN ICA BUSINESS EXPRESS TRAINING MODULE

What is Social Media?

So first of all, what is social media? It's basically a media of mass communication that is social in nature. So it's things that you are sharing with your friends and colleagues and community. I'm sure you've all heard of social media like Facebook and Twitter and LinkedIn. It's basically for a coach, a way of creating a nurturing relationship with your clients globally. We've talked in other modules about your niche and about being very specific about your niche. Your market is a global market and social media is really a great way to find that niche and communicate with people in the niche.

What You Can Do On Social Media?

One of the first things that you can do is find out more about your clients and your potential clients and what their challenges are. You can really learn about their problem, watch who they're following, watch what they're sharing, what they're interested in and then tailor your content to meet their needs and to solve their problem. That's the main idea behind social media. You want to create a two-way relationship. So if you think of social media as a big massive party that has loads and loads of people. When you come up to someone, you don't automatically say, "Do you need a coach?". What you're going to do is introduce yourself. You might ask what kind of job they do, they might tell you about what happened to them in their day, their problem, you can give them a solution or change in perspective about their problem, or how you've dealt with that same problem. You're basically having a chit chat and build a relationship. And at



the end of that party, that person might say to you, “Can I have your phone number, or your email, or can you give me your business card”. Or they might say, “Let’s catch up for a coffee”.

Social media is the same thing. You don’t go in and blast your message out there to everybody. What you do is you connect with people and you start a conversation around things that you have in common. You offer value. So your content has to be of value to that person. And over time they’ll start trusting you and they’ll want to buy from you.

On social media, you will have your own brand and you want to make sure that what you are communicating is consistent. It’s also a great place to promote your service. But you want to do it in a way that’s not pushy and in a way that your service is adding value to people’s experience in social media. And lastly, it is a place where you can advertise to generate leads. It’s very very targeted. You can find people that work in a particular company. You can find people that have a particular interest and advertise just to those people.

Why Bother?

There’s a lot said and written about why you should even bother with social media. But when you peel away all the layers, the main reason, is because you can build a tribe and community and create strong relationships with them. It’s not rocket science, as humans, we’re more likely to buy from people we trust. And social media is an excellent way of building trust with people we’ve never met. Remember that coaching is global profession. And you’d be selling to a global market place. So social media is a very effective way to reach that global market place.

Which Social Media to Use?

Facebook, Twitter, LinkedIn, Pinterest, Googleplus, Youtube. It really depends on who your customers are and where your niche is. Pinterest for example has a lot more women using it. Instagram is used mostly by people under 25 so if you're a youth coach then you'd want to be on Instagram. LinkedIn is used by entrepreneur, corporate business people. And Facebook, lots and lots of people use Facebook. It's used a lot by people over 35 and more by women than by man. These are massive generalization but you'd really want to choose a social media platform that fit with your niche.

So which one to use?

Be in the ones where your clients are and the ones you are drawn to. If you already have a Facebook account or a twitter account and if you're familiar with that platform then that's where I would start. You can pretty much form a community in any of these social media networks. It's better to choose one or two and do those well than to be everywhere and not update your profile in all of those platforms.

What's the business Express Approach?

I always say definitely make a LinkedIn profile because when someone googles your name and maybe the word "coach", your LinkedIn profile is most likely going to be what's coming up first in google. And you'd also want to create a Facebook business page. Not everybody needs a Facebook business page but if you are a life coach or a spiritual coach, Facebook would probably be the place where I would start my interaction with social media. So let's look at a couple of these social media accounts.

LinkedIn

I'm going to start with LinkedIn. My name is a little bit unusual so I'm going to put in my name onto google. The top search for my name is my LinkedIn profile. So anybody searching for me, that's how they're going to find me first off. And my profile has a nice picture of me. I think I've mentioned before the importance of getting a really good picture done. And it has my phone number, how people can contact me, my phone number and my email address, clearly in the summary section, so that anybody can ring me and anybody can email me. And it's got my mission statement. So basically people know who I am, how to contact me, and what I do. It's got my experience, and down the bottom, it's got recommendations from clients. So this is really important because it adds to the trust factor. So what you can do is actually go to Fiverr, and type LinkedIn on Fiverr, and you'd find that there are people who can create your LinkedIn profile for you. So you can send them your CV and they can create your LinkedIn profile, maybe reword things. And you can then go and edit it. That might be a very good way to spend \$5 instead of spending quite a few hours of your time. There are also people who can do your LinkedIn cover for you so you have a nice customized LinkedIn cover.

If we go back to LinkedIn is then follow particular companies. One company you'd want to follow would be the International Coach Federation. Here we are, the ICF. And then you could follow International Coach Academy and any other company you have worked or or where you might be getting leads from.

You can also try and connect with major thought leaders in your niche or your industry.



So another thing that is fantastic with LinkedIn is searching for people. So I'm going to look at Robyn Logan. And it tells me that she's connected with over 500 people. It also tells me about her. If I click on her connection, then I can see that she's connected with Andrea Lee. I can see all of the people that she's connected with and then I can connect with them too. So for example you are connected on LinkedIn to one of your clients, then you can see who your clients are connected to and they are possibly connected to similar types of people. If you are coaching nurses, and you connect to LinkedIn with a nurse, chances are, she would have on her network other nurses and that's a great way to build your network. So once you found the person you are looking for. Let's say Robyn Logan, you go down and have a look at what groups Robyn is part of. So for example here, she's part of Coaches Exchange. So if you wanted Robyn as your client, what you would do is you would then join the same groups that she is part of, Coach Exchange, and you would start posting, reading what's happening in that group, and then posting useful information in that group to get noticed by Robyn. Then she notices you and you start a conversation and that's how you get clients.

So on LinkedIn, if you want to find new prospects, you would go to the advanced search and let's say you want to target people who are in human resources. And let's say, you wanted to tag people who are in your area. I'm going to say Human Resources in Australia. Here we are. So I've found Matthew Williams who is Human Resources in Melbourne. So let's have a look at Matthew. I have no idea who Matthew Williams is, he just came up. So what I would do is I would scroll down to have a look at which groups Matthew is a part of. Here we are. So, let's join the Work Force and Analytics and the Australian Human Resource network or whatever that group is. And it's got 47,000 members. So that looks like a pretty good group. So I would click on that group. I would



join that group and then you can start to comment on Matthew's post. You can start to put your own post in there and start conversations and basically you'll be targeting Matthew in particular but you're also targeting people who are part of Australian Resource Institution. So all the people in your particular target market. That's one way of finding out which groups to join and what kind of content to put into those groups.

Facebook

So we now have a look at Facebook. The main thing to remember about Facebook is that you have your own personal profile, so that's you, so if I click on my personal profile, that's got a picture of my cousins and I am talking about my kids and it's really a place for you to be speaking with your friends and family. I don't really want to be sharing things on internet marketing or websites to my friends and family because most of them are not really interested in internet marketing. But let's say most of them are interested in what my kids are doing.

So as a business, I would create a page. I have a business page. So you get your page and you post things on your page and people would come and like your page. Post content that's relevant. In my case, I'm posting specifically on internet marketing on my own business page. And we know it's the page because it says so up in the top in the url. So the idea here is post on your page and you can then like your post. When you like your post you are sharing it on your personal profile as well.

What you want to do is, as much as possible, drive people back to your website. So if my website is coachcampus.com. Here I have, I posted about an ad, teaching modules about the Business Express Course. And if I click on that, it goes to the Coach Campus website and there's a call of action here



to go and buy the program. So it's really important to understand the difference between a personal profile and page. Facebook doesn't really like you to use your personal profile to promote your business. They really want businesses to use pages.

What you can do on pages is actually boost your post. Which means your post will be seen by more people and you have to pay. That's how Facebook is making money. The default audience for me is people living in Australia aged 18 to 65. I can change that audience. I would actually edit that audience and say I would only want people aged 35-50 for example. And I would want people who are interested in self-development or interested in internet marketing. You would then set the budget and you would say how long you would want the post to be boosted for. And that post will be seen not only by people who follow your page but by new people. And that's how you would actually get leads.

So there are other options for social media.

- Twitter
- Google +
- You Tube
- Pinterest
- Instagram

If you are on twitter, you have to be on there quite regularly, five times a day, constantly posting.

Google plus is a fantastic place to be able to use Google Hangouts for free webinars so you can check that out.

You can easily build a community on Youtube. The good thing about Youtube is your content is there all the time. So you can get new subscribers, new followers.

Pinterest and Instagram are very visual social media mediums so on those you might be posting things like inspiration quote of the day. If you are targeting mothers at home as a coaching niche, then you can use Pinterest for tips to de-clutter your house, or tips to tidy up the kids' bedrooms.

Actions Steps

Take Action

1. Get your LinkedIn profile up
2. Create your Facebook Business Page
3. Post them to forum for feedback
4. Start creating content to share
5. Educate yourself on these 2 platforms

Get your LinkedIn profile. So either do it yourself or go on to Fiverr and get someone to create it for you and customize it for you. If you can sign up for facebook and create a business page, and same thing, get that customized as well. Import all of your contacts and then post in the forum to get some feedback. And then start joining some groups and sharing some content and see what happens. We've got quite a few resources, you can educate yourself on these two platforms and see how you go and that's it!

I will see you in the next class! Good luck!