

Module 3 Social Networking

Video 1 Outline/Notes

I recommend you take notes with the video training and share your take aways with your Coach

-3:1

How are you going to implement the 3:1 on your social media?

-Branding

Values? Are you educating your audience?
Are you showing WHO YOU ARE online?

-Take Position

Share Testimonials
Educate

How many testimonials are you sharing?

Are you growing a network getting people to like you, trust you?

Video 2 Outline/Notes

-Attraction Marketing

Are you posting to gain leads?

Are you serving your audience, or scrolling/surfing?

-Assertive Marketing

How are you going to implement this strategy?