**Social Media is your STORE FRONT; you better be open!**

**The Summary**

**Social media is but one of two things to people; the world’s biggest time suck or the best opportunity to communicate value ever presented. As a coach, it will be our purpose to use social media as a means to share value with our audience, to advocate for the lifestyle we believe in and ultimately create a coaching business that is both fruitful & fulfilling.**

Our goal through this module is to identify how we can introduce consistency in our personal social media brand and how we can share a story that resonates with our audience. The ultimate goal is to inspire people to act on their desire to improve their health & fitness by being relatable and by being open about the good, the bad and the ugly of our own personal journey.

The tactic however is not to stand on our soap box and “teach” people how to improve their health & fitness, the tactic is by being real and sharing our own journey and in the process making it clear that we are a resource for people to talk through any goal that may be working towards or any challenge they may be facing. ***The tactic is to use social media, not as a means to sell ANYTHING, the tactic is to use social media to start conversations.***

Assignment #1: Post 2x per day on Facebook & Instagram

**Ongoing**

**Step 1:**

**Execute a brain dump of all the things that bring you joy.  
*\*\*examples:*** *Family, Working out, Food / Nutrition / cooking, Travel / Disney / Universal / Theme parks, Books / reading / movies / Harry potter, Cars / Bikes, Fashion / workout gear*

**Step 2:**

**Circle 4 to 6 of those topics; these are the topics you will consistently share value on through social media. These will define your brand  
*\*\* None of these needs to be Beachbody, but I do recommend at least one of these include a fit oriented lifestyle.***

**Step 3:**

**Make posting to social media a part of your DNA. Embrace the opportunities to create content on topics that align with your brand values, aka the things that bring you joy.  
*\*\* include the facets of your business that are bringing you joy.***

**Step 4:**

**Do you have a plan for posting every day? Preparation is key. If you can set aside time daily to create content, great… if not, make a plan to backlog content so that you are prepared to post at the appropriate times.**

**Step 5:**

**Execute! Start seeking out a visual representation for your daily posts and start executing your posts!  
*\*\*\* do not complicate this part of the process.***

**Examples:**

* **Post workout selfie w/caption on how you felt during & after your workout**
* **Short video clip of workout w/caption challenging your audience to try it too**
* **Photo reading a book in nice setting w/lesson learnt from said book**
* **Progress photo showing off update on your fitness w/caption on how you are progressing**
* **Milestones you’re accomplishing in your business / fitness (10 push ups; earned enough to buy, ... helped somebody get started on their journey, helped somebody accomplish their goal)**
* **When you’ve come across a healthy restaurant in your area that you love or something else locally you found**
* **Information / education on something unique to you that people stand to learn from (meal prepping, veganism, saving while you travel, saving on groceries, working out from home…)**
* **When you faced an objection that you want to overcome publicly   
  “I used to think I couldn’t afford to be healthy & fit, here’s what I found to be true….” Or… “I used to think I didn’t have time to workout… but here’s the reality”.**
* **When you’re grateful for some facet of the community / business (accountability, support, friendship, freedom, etc…)**
* **Is there something on your mind, bugging you, exciting you? Share! Be vulnerable.**

**Bonus tips:**

**1 – Show up every day on your chosen platforms; if possible twice or three times, but at least once.**

**2 – Always be real, authentic and VULERNABLE. Be open about your feelings and don’t try to be something or somewhere you’re not.**

**\*\* For example, make sure you share your successes as well as your struggles. Don’t pretend to be more successful than you are with your business or your fitness.**

**3 – Proof read your message and look at your visual with a critical eye. Remember that your visual will capture the attention of your audience and the message will help them decide whether they can relate to you or not.  
  
\*\* the best lighting can be found OUTSIDE or FACING a window that produces natural light.**

**4 – Seldom recycle other peoples’ visuals for your posts. It’s okay to recycle your own visuals, but going to Pinterest and saving a bunch of pictures to share on your page will NOT yield a great response because it is NOT you and it is NOT real.**

**5 – Share your life, not just your business.**

# Required Check In:

**24 hours after previous homework handed in, the following is required to hand in to your upline:**

1. **The 5 topics you’ve chosen to share value on.**