**Better story telling through Social Media**

**The Summary**

Social media plays a key role in our success. One of the many benefits of our business model is that we are not limited by our geographical location. With the help of social media, we can expand our reach to as far and wide as we want to.

 The key to good story telling on social media is being consistent with your message and your visuals while also making sure that you are sharing the bits & pieces of your life that makes you relatable.

In this module, we’ll discover how to find the content that makes you relatable, establish a strategy for attracting people to you, and where to find people that have a similar passion as you (beyond health & fitness). Our goal will be to establish a strategy so that you can continuously grow your audience and continuously bring them value so that you can win their trust and make an abundance of connections every single day that will serve your business and give you an opportunity to serve a new customer. For accomplishing this, you’ll need to go through a bit of a ‘discovery process’ to identify what you want your story to be and what you want your personal brand to represent. There are many coaches in the network; what’s going to make people want to work with YOU.

 Assignment #1: Immersion

**Step 1:** Make a list of 10 content creators, either on Instagram or Facebook, which you respect & enjoy what they share. These do not have to be other coaches, or even people in the fitness world. They can be from any industry or any topic that brings you joy.

To see the top coaches go to your back office.

Scroll over “Incentive & Rewards” and click on “Recognition”

Go to “2018 Elite 10 Leaderboard” for a view of the most effective coaches in the business.

**\*\* These are great people to peruse on Instagram, Facebook, Google & YouTube.**

***Bonus tip: don’t follow them or like any of their posts as you are contributing to their affinity. Passively watch them & take notes.***

**Step2:** Once you have this, it’s time to immerse yourself. This is where you’re going to have to put in work.

Open up any type of document to take notes in. Then start perusing their social media pages. Pick some of your favorite posts from all of them that you’ve seen. Now analyze that post and break down exactly why their content was so successful.

+ What about this visual makes this a great post (consider the videos as well)?

+ What is the central, compelling idea in the post that makes it stand out? Does she combine two different ideas together to make it even better?

+ Thought experiment: if you made this post, how would you have made it better? Take notes the way that you learn the best -- there’s no format you have to follow. The key is that for each of the post that you analyze, you figure out why they’re as successful as they are. Make sure you have a solid hypothesis on this.

If you can’t figure out why the post is great purely from your own observation, you can also look at what their audience is saying about the content to get some clues.

Assignment #2: Innovate through Remixing

**The act of remixing is when you integrate coaching, more specifically health & fitness & the coach lifestyle, with other topics that bring YOU joy.**

You’re done researching, and now you’re going to innovate. You know what works for others – but what are you going to do to make an idea even better? How can you make it more unique? How can you make the idea work with your personality?

Hopefully, as you were spending time analyzing your competition, you came up with remixes already in your head. Again, remixing is when you take elements of content that are successful alone, and combine them into something new.

**Step 1:** Brainstorm list of 10 topics that bring you joy (i.e. family, Disney, dogs, Harry Potter, Fitness & health, food, cocktails, video games, movies, books, etc…)

1. What do you enjoy doing?

2. What comes naturally to you?

3. What are some times in life where other people asked you for help with something?

**Step 2:** Identify the 3 to 5 topics you’d like to commit to sharing value on & integrating to ultimately create your brand.

**Step 3:** Find a pattern in the favorites that you’ve circled. If you can find a connection between the two themes
i.e. Fashion & fitness – share value on fitness gear you own.
Healthy eating & travel – Share value on how to eat healthy while travelling or being away from home
Books & mental health – share reviews on personal development books
Video games & Working out – share tips on how to turn your workout in to a game
Cooking & Beauty – provide tips on how to eat for healthy skin

**Step 4:** Brainstorm & document ideas where you can integrate your decided upon topics in to unique / interesting posts. You can also brainstorm ways where you can independently provide value on these topics as well. Not every posts needs to be an integration of the two topics. Think about how the topic will be represented visually. Is it going to be a photo or a video? What will be the setting? How would you like to be portrayed? Etc…

***\*\* you can also share value on each topic independently. This is simply a way to be more unique in your branding approach.***

***Bonus tip: day to day, you may find it hard to engage in the “remixing strategy”. Often, you must plan your content, but also consider how you’re feeling in the moment. Is there an event locally or something being covered on the news which you have an opinion on? Are you feeling a particular way today? Share that & relate it to how it is impacting you, ideally positively.***

Assignment #3: Test the Remixing Strategy

Now that you’ve had an opportunity to think about what topics you’d like to share value on, it’s time to start putting them in to action. Test a few of the remix posts you’ve brainstormed by posting them to your Facebook & Instagram pages. Evaluate the response from your audience and assess what you can do to further improve that response.

**Is the message clear?**

**Does the post represent my TRUE feelings & passions?**

**Is the visual associated with the message appealing & representative of me?**

**Did you get a lot of likes & engagement on the post? More than usual?**
\*\*\* be mindful that you may not have grown your audience enough to see a considerable impact here. As you grow a cold market audience through these topics, you will get more & more engagement.

# Required Check In:

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

1. Your list of 3 to 5 topics
2. Your brainstorm list for post ideas
3. A screen shot or a link to your remixed idea executed on your social media pages