

Social Media Tips

When people are considering doing business with you they may look you up on social media.

You control the content on your social media.

Communicating on social media is a different way of communicating. You want to develop this skillset.

You can be communicating with 10-100 or more people. There is some similarity to the game Chess with Friends.

Create an intention of how you are going to post. My intention for how I post is:

Positive
Success
Family
Encouragement

This guides my posts and comments.

Spend 1/3 of your time liking and commenting on other people's posts.

If you post something that you should not have posted delete it. Look through your social media and delete posts that don't help your brand.

Bonus video repurposing - <https://www.youtube.com/watch?v=RVSrJE8rcSI&t=6s>

Sales Transformation - <https://ericlofholm.lpages.co/sales-transformation-virtual/>