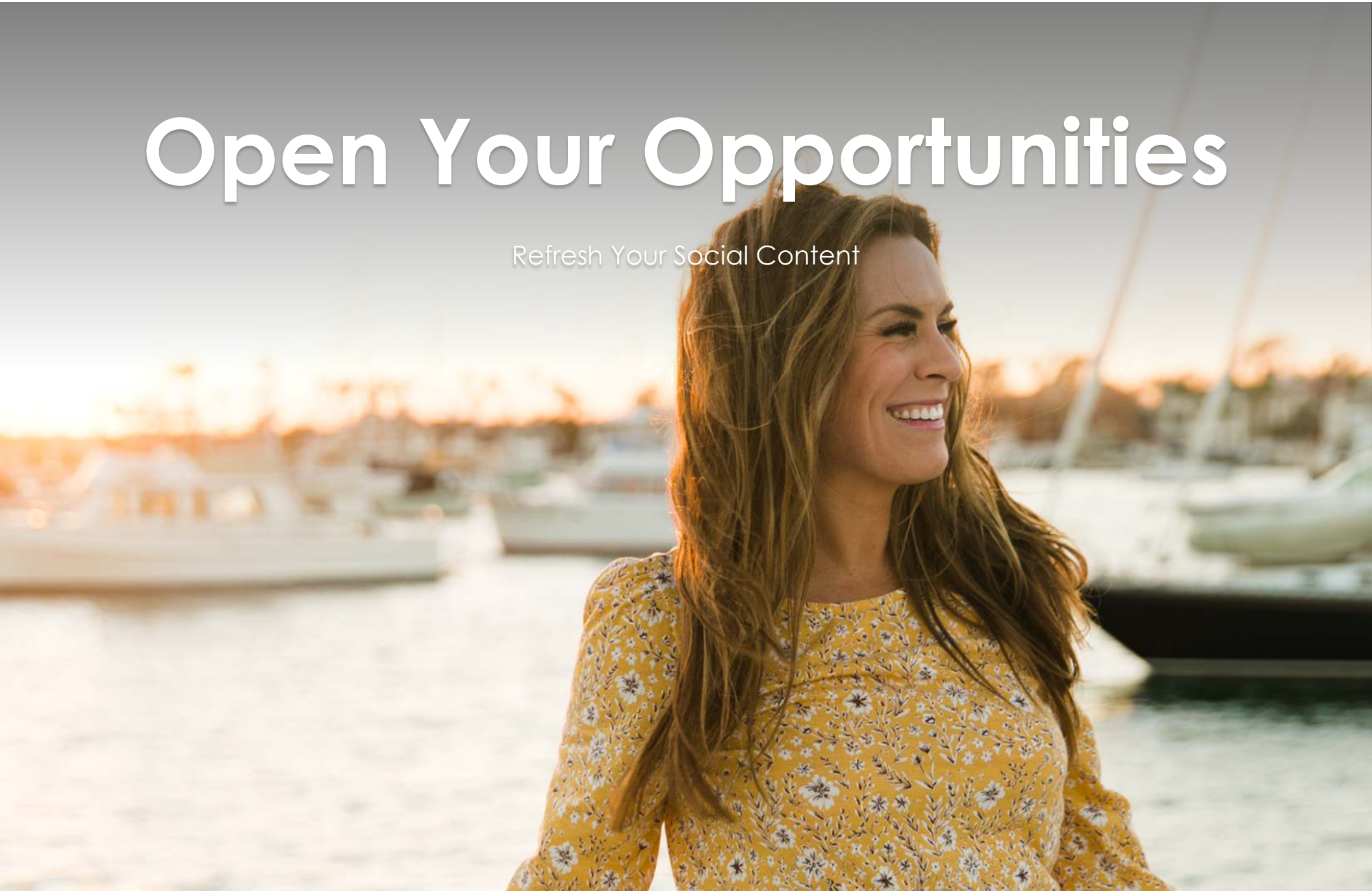
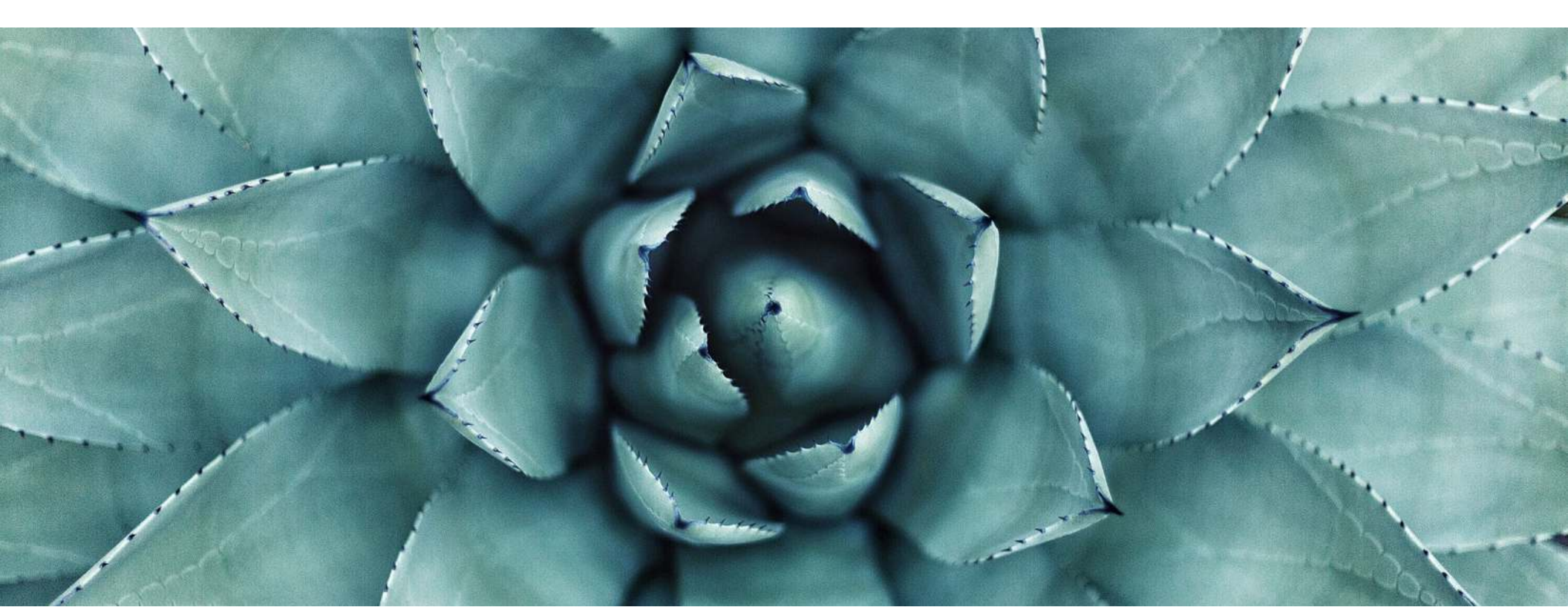


Open Your Opportunities

Refresh Your Social Content



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You don't have to jeopardize your personal relationships to build your business. Why would you want to have a booming business with zero friends to celebrate with? Exactly! So here's what to STOP and what to START to attract more incoming "tell me more" messages right away.

STOP

SENDING. UNSOLICITED. LINKS. Any links, to anywhere, anytime that someone did not expressly ask you for. It's tacky AF, unprofessional, and annoying. It's like someone on the streets of a big city shoving a huge flyer in your face that you didn't ask for for something you now will

DEFINITELY not consider and you have to carry it around until you can find a trash can, at which point you feel guilty for not recycling it and wasting paper on our resource challenged planet!!!!

Whew! Sorry about that. But you feel me right?

STOP

DMing first. You want to attract comments, questions, likes that signal interest before just being another one of those “Hey Girl!” girls. (or guys)

STOP

Sending anything that is a copy and paste, unpersonalized, templated SCRIPT. If you are still playing the numbers game, your days are numbered and the bad vibes you will leave in your wake from everyone who associates your name with SPAM are NOT WORTH the 1 out of X people that will actually engage with robotic outreach.

So what SHOULD YOU DO? Well you don't just wait around for “tell me more moments” to roll in, but instead you proactively do the following:

First, write down your prospect list (the number is up to you or your team- maybe start with 5-10 of each) for the month here divided into three categories:

My IRL (In Real Life) Friends :

My SMO (Social Media Only) Friends:

FOF (Friends of Friends-people that your IRL's and SMOs know and that you don't YET but would like to):

We know that when it comes to persuading prospects to say YES, the world's greatest salespeople are phenomenal listeners, right? Well, in the age of digital, RESEARCH IS THE NEW LISTENING!

Second, READ the recent posts and stories of your IRL and SMO friends. Research them. Study the posts, the comments, the "about" sections, the bios, click the links, read the articles, watch the videos. Appropriately

stalk all publicly available information about each prospect you have decided to improve your relationship with.

What you are looking for with this exercise are CONVO CLUES!

Are there people, places or things that you either have in common or can comment on around:

Milestones (birthdays, anniversaries, graduations, weddings, babies, big purchases, etc.)

Seasonal Events (vacations, sporting events, holidays, etc)

Personal Journeys (mental, emotional, physical health cues)

Purchasing Power (brand mentions, promos, love/hate feedback, etc)

Relationships (people mentioning or tagging friends and family in posts)

News (local, national, global current events)

Personalities (leaders, authors, speakers, celebs, influencers)

Third, Comments are the new DMS.

The absolute key to attracting new followers, new incoming DM's, new customers- is CREATIVE COMMENTING. Not the 100 emoji or "amazing!" or some other generic comment but offer a custom compliment that is PERSONAL to the poster. Follow up your compliment with something USEFUL. And keep it brief. Examples:

You have something in common:

For example: Someone posts something about an upcoming wedding.

PERSONAL: *You must be so excited for your wedding at Chesapeake Bay Beach Club!*

USEFUL: *They had an off-the-menu drink called The Orange Crush at my cousin's wedding that was DELISH...*

BRIEF: *Congrats and have the most magical day!*

For example: Someone posts about being on a trip.

PERSONAL: *Enjoy your well-deserved vacay! (Just saw your team won X award congrats!)*

USEFUL/BRIEF: *If you have extra time, check out the (restaurant, boutique, activity, etc)- you will love it!*

Exercise: Create and post 5 PUB comments on IRL and/or SMO accounts today. Set a reminder on your phone to do the same thing every day.

****FREQUENCY ALERT****- how often should I post comments like this? Well, like dating it's not an exact science. You want somewhere between

“random drive by comments”: and “super stalker alert”. I have found commenting every 3-4 days on the same persons posts for an extended period of time typically yields an incoming DM, a referral, a new follow, or comments back within 2 weeks or so.

Credits:

Created with an image by Erol Ahmed - "Succulent center in macro"