

6 Simple Steps to mastering the basics of Facebook as a new coach

Congrats new coach! You are now a successful business owner! I know, you just started. But you have to believe you are successful before you actually will be. So have the same posture that a veteran coach would have. You are now a PROFESSIONAL and very SUCCESSFUL. :) And I'm going to teach you how with a few simple steps to get you started.

Your social media accounts are now your **biggest business asset**. If you use them wisely instead of aimlessly, you'll build a really solid successful business that ATTRACTS the right people into your life. Sounds good right? It is! Let's start.

Focus on adding value!

1. PASSION ALWAYS PREVAILS. Choose 5 topics you are most passionate about and want to be known for. Who are YOU? What gets you really excited? Do NOT go look at what other coaches are doing and copy that. Look to them for example but don't copy. What makes you different? If you are posting with passion - it's going to show through and people are going to be excited to follow you.

Example topics: Faith, fitness/health, fashion/beauty, family, coaching, volunteering, crafts, hobbies like collecting items, photography, skateboarding, snowboarding, dance, military... think hard on this one. What makes you, you?

Once you pick these 5 topics, that's where you will focus ALL your social media content. Two of those topics should be health/fitness and coaching. However, if you're not a nutritionist, don't pretend you are. You're just going to be sharing YOUR journey in a healthy lifestyle and people are going to want to follow that. Don't pretend to know more than you do. Just be you. :)

2. BE CONSISTENT WITH YOUR DIFFERENT. Plan DAILY content. Post DAILY. 3-4 posts a day and only ONE can be about coaching/health/fitness unless you really are a nutritionist or trainer and people already know you for this.

- Always. Post. With. A. Photo. - Preferably and original photo. This is important. There's a LOT of content in the newsfeed and a unique photo will catch peoples eye and get them to stop and read your post. - YAY :)
 - Use photo editing apps to make your pictures POP - you'll attract more people to your posts this way. Here's a few...
 - Photoshop express
 - PhotoWonder
 - Instafonts
 - Pixlromatic

- Use Pinterest for good ideas and share it. Your job is to find content for your 5 topics.
- Before you post something ask yourself, does this add value? If not, don't post. This is a business. You have to be very aware of what you're putting out there.

3. CREATE AN EXCEL SPREADSHEET AND PLAN YOUR CONTENT FOR THE WEEK. you

know you are being genuinely YOU when you can fill up a weeks worth of content on these topics. If you're struggling thinking of content, choose something else. YOU want to be PASSIONATE about these topics.

Remember - you're a professional. Don't just fly by the seat of your pants all the time. Be ready. Somedays you're going to get busy. If you know you can't be on social media, pre-schedule your posts on www.hootsuite.com

4. PRAISE. PRAISE. PRAISE. Praise people on your page. A lot. Share success stories that have to do with the business and with the products. (3-4x a week) Facts tell, stories sell.

Don't just post a before/after pic of a transformation. Make sure to share a **story** with it. At the beginning of the post offer that person a HUGE congrats for what they've accomplished and ask everyone to help you congratulate them by clicking like on your post. (This will raise your Facebook popularity and get your posts higher up on peoples news feeds.) Remember - BE POSITIVE always on your page. People are attracted to positive people. (NEVER complain on your page. Ever. Ever. Ever. This isn't the place for it anymore.)

If someone on your team has a mini success like going Emerald for example - praise them publicly on your page. People are watching and they love to see you praising others. They are also starting to think, man I would love to be a part of a team that does that!

5. When you post your content - always start or end with a question. ALWAYS! Not just some of the time, all of the time. Even if you know the answer to the question. You want to see what other people think the answers is. This helps you get to know the people that are following you so you can plan more content that you KNOW they'd enjoy. This ALSO helps increate your Facebook popularity when people are commenting and liking your post. The more comments and likes and shares you get, the higher up YOUR posts will be on the newsfeed and that's a GOOD thing. :)

6. Hashtag it up baby! Now that Facebook uses hashtags this is a GREAT tool to use to help people find you. Use hashtags that will be easily searchable. Don't get too carried away and start hash tagging every word and you don't have to do it every post. You might start to annoy people.

Examples

- If your post is about a new recipe you made try using hashtags that describe the food like #taconight #tacos #avacado #salsa
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 - you don't have to use a hashtag all the ingredients
 - If it's fitness related do something as simple as #fitness #motivation #legday #cardioday #running #yoga
- You get the point! Use google to search popular hashtags to use

Next steps....

Decide on your 5 topics that you're going to CONSISTENTLY post about (3-4x a day) and plan your first weeks content around those posts. Let your coach see so they can help you. Also, follow other coaches that have already mastered these tips. Start with...

Mindy Wender

Lindsay Mattway

Scottie Hobbs

Tarah Carr

Andrea Crowder

Alli Upham

Jenelle Summers

Meg Wiczynski-fitaddicted

Hillary Kelly