



**BUILD BONDS.
CREATE SYSTEMS. MARKET YOURSELF.**



BUILD BONDS

Why is it important to ENGAGE with guests through social media?

When Mattie is getting noticed on social media by people who are not her friends or on her friend list, she sends them a _____.



CREATE SYSTEMS

What does Mattie post when she needs to fill windows of time?

Do these posts need to look the same?

Why?





MARKET YOURSELF

Do you already have a mirror talker or a sign with your information on it?

If not, what can you do to stand out and get your guest to add you to their social media?

What are some Facebook groups you could be a part of to gain more visibility?



SOCIAL MEDIA STRATEGY

BUILD BONDS: It's great to like photos or to be on our guests social media but it's PROVEN that when you engage and build bonds, your community grows and so will you. This is a great way to get new clients to notice you.

CREATE SYSTEMS: Mattie strategizes with her windows of time. When you can send out a notification to everyone like with an Instagram or Facebook post, the clients who have a less structured schedule really watch for these posts. Having them visually similar really helps!

MARKET YOURSELF: There are always ways to get yourself out there. Keeping your social media handles in eye sight for your guests is a smart move if you're shy about it. Also, getting in on groups in your local area and making your presence known is a great way to get your name recognizable.

