



# **BRANCH OUT. LEVERAGE MEDIA. USE NEW FEATURES.**



## **BRANCH OUT**

Do you have high ticket items like Sheila does?

If you do, how can you get clients back in your chair wanting those items? Name two ways.



## **LEVERAGE MEDIA**

Do you have any "influencers" on your social media?

How can you work with these influencers to gain more exposure?

Why is this important?





## USE NEW FEATURES

Other than posting, what other features do you use on Instagram?

Why does Shelia use the location tool in her story?



## SOCIAL MEDIA STRATEGY

**BRANCH OUT:** Sometimes, it's easier to upsell by showing off how awesome we are when we first meet our clients. Shelia takes advantage of the fact that she has a lot of great higher ticket items that would be beneficial for her clients. Providing knowledge and creating bonds really go a long way!

**LEVERAGE MEDIA:** When we get noticed, it can really make a big impact. Shelia offered her services to a social media influencer who had a bad experience somewhere else and ended up featured on that person's Instagram. This is a fantastic strategy that goes a LONG way.

**USE NEW FEATURES:** It might seem intimidating or even silly. However, the features that are constantly rolling out everyday can be vital for your business. Just by using the location tool in your story, you can reach hundreds of new users who may have never known you existed before.

