

SOCIAL SELLING

101

WebCentre
PLUS





Social media is where we can find and close new clients for our businesses, and at incredible speeds.

With social media, it's possible to take a prospect from a completely cold lead to a signed up client in under 24 hours.

Effective use of social media is an easy, direct, and repeatable process that will allow you to make however much money you need and as fast as you need it.

What You Will Be Learning

You'll also discover:

- The essential mindset for success
- What types of content work the best, when to post them, and how to rotate your content so that it's always fresh in your reader's mind
- How to message warm or cold leads through social media
- How to create a conversation flow that turns prospects into excited clients

Social Networks

- Facebook
- Instagram
- Twitter
- Google+
- Pinterest
- Tumblr
- LinkedIn
- WhatsApp
- Messenger

Facebook

Facebook groups are some of the most powerful tools that you can use to get in front of your audience.

The trick is to get inside of these groups and become known as a credible expert in your field.

The real caveat with Facebook is that you have to be able to determine who is a real prospect for your product or services.

Getting in front of people can be a little bit trickier than in LinkedIn.

Overall though, Facebook is an immensely powerful platform for prospecting.

If your offer is:

Business to Consumer: *Use
Facebook*

Business to Business: *Use
LinkedIn*

LinkedIn

Almost all of the content you see will be about business and different aspects of business like sales, marketing, product launches, and similar topics.

Consider these tools and
quirks of LinkedIn...

1. Free versus paid

Free vs. Paid:

- Free: Messaging limited to those you've connected with
- Free: 30 searches per month limit
- Paid: Sales Navigator upgrade is most helpful for prospecting.
- Free version is likely enough until business grows.

2. Groups

3. Content

4. Shelf life of posts

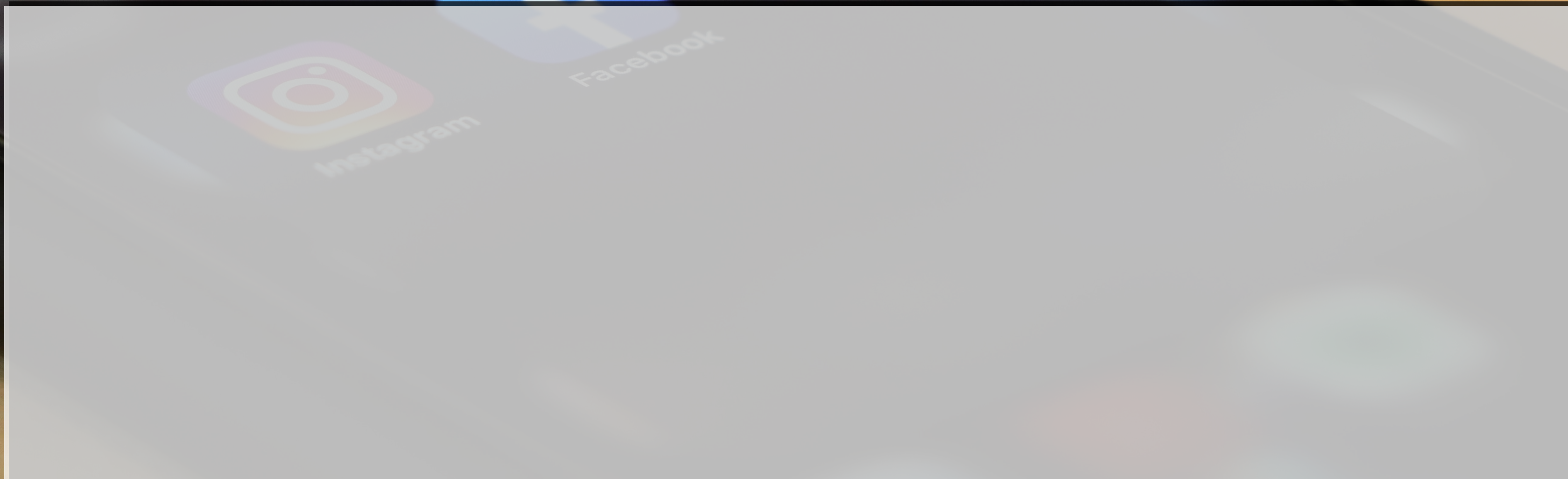
It may benefit you to give both Facebook and LinkedIn a genuine effort and see which one you're more comfortable with.

The Runner-Ups

**These two social media
platforms are also**

• Instagram
popular:

• Twitter



Social media is a great medium to use for getting clients, but what about all of the other methods you've probably heard about?

If you take a strategy and stick with it, It will most likely land you some clients.

Top things to look for in an outreach system:

- How personable can you make it?
- Can you directly get in front of decision makers?
- How scalable is the system?
- Can you build a team around it?
- Will you quickly become a bottleneck for growth?

Let's look at some pros and cons of various client-getting strategies...

Cold Calling

A cold call is more personable than any of the other outreach methods.

You can also get a lot more done
in a shorter amount of time.

With cold calling, you'll call a lot of people before you ever get to talk to a decision-maker.

The real problem with cold calling, though, is that it isn't easily scalable.

Cold Email

You can possibly send
thousands of emails in a day.

Email accounts can get shut down if their emails are marked as spam too much.

Email takes a little more time than other options because you usually have to send a lot of follow up emails in order to get a response.

Also, finding the email addresses you want to contact can be a pain.

Public Networking Events

Just like with cold calling,
networking events let you
really leverage your
personality.

If you mingle enough, you can usually walk away with a few clients, some referrals, and a great network of people to cement yourself into the market with.

Drawbacks of Networking Events

- Travel required
- Not a repeatable, weekly process
- Usually, you have to pay to get in.
- You must mingle with strangers.

Social Media

Using social media as your client-getting system allows you to be as personable as in a cold call.

While not quite as scalable as cold emailing, social media allows you to have a ton of conversations going at the same time.

With venues like Facebook and LinkedIn, you can network with people that would love to hire you all day long.

You can spend roughly an hour a day on social media and have some crazy results.

Social media combines all of the strengths of the other client attraction systems without their biggest drawbacks.

How should you portray yourself on social media in order to attract the highest quality clients?

It all starts with your mindset...



If you come to social media
with the sole intent of
pitching your services,
prospects will shun you.

You can establish a lot of connections by requesting to be friends with people that like and comment on your posts.

You have a ton of knowledge
about your niche, so show it off.

The attitude you want to convey is that you are already a successful entrepreneur.

Come to the table with the mindset of genuinely wanting to help others and you'll do 100x better.

Effective attitudes:

- You are 100% a professional and an expert.
- You are there to provide value to people that need your expertise.
- You are not needy and you don't need their money.
- You are there to lead people through their problem.

Next up:

What to post

Where to post it

How to interact with others



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Posting Content in Groups

1. Find 3-5 quality groups where your ideal clients would hang out.

2. Post your own original content.

3. Interact genuinely with everyone who comments on your posts.

Posting Content on Your Own Timeline

1. Batch the content creation process.

2. Limit “offer” posts to once or twice a week.

3. Split your offers between direct offers and indirect offers.

In a direct offer, you simply tell someone about your product or service and see if they'd like to buy it or get on board with that.

An indirect offer is where you start off a post without mentioning your offer - usually with a story or a helpful tip. Then you transition into a soft CTA (Call To Action).

4. Also make posts that are not about selling something.

Content Rotation and Schedule

For example, suppose health coaching is your niche.

Consider this schedule...

1. Monday

Make a post about foods with great health benefits as well as an awesome recipe using those foods.

2. Tuesday

Do a health update on yourself to show people that you walk the walk and don't just talk the talk.

3. Wednesday

Try an engagement post.

4. Thursday and Friday

Make an indirect offer and a direct offer.

5. Weekend

Tell stories and case studies about people you've helped.

More Post Ideas

- Stories
- Lifestyle
- Entertainment
- Objection-handling
- Future pace your audience
- Rustle their feathers and agitate their pain

2-Step Posts

Deliver a ton of value with
your lead magnet!

You can even have multiple lead magnets and give each prospect whichever lead magnet will most benefit them.

After a while, writing these posts and interacting with your audience will become fun.

Draw Inspiration from Other Posts

Ensure that you're interacting with all of the comments on your posts and then following up with a message.



Your goal is to get an individual in a private messaging conversation with you, where eventually they ask for your services.

Starting With Comments

It's a good idea to respond to
all of them.

Moving Into the DM's

1. Start by referencing any previous interaction you had.

2. Then, follow an extremely simple framework: Give them a compliment and ask them a question.

3. Bring your own personality into the conversation.

4. Keep the first conversation very light.

5. Then let some time pass.

Getting Back in Touch

Moving to a Call

1. The most important thing about this call is to deliver value.

2. Avoid being attached to the outcome of this call.

3.If they say NO, that is totally okay. Continue being helpful.

4. Only give solutions if they give you permission to do so and you want to give away your coaching for free.

Benchmarks and Automation for DM Conversations

Luckily this process is scalable
when you build a team around
it.



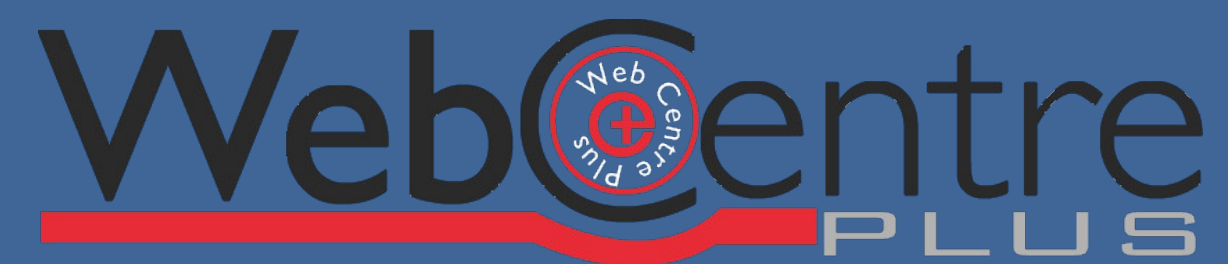
Social media combines the personality of cold calling, the scalability and directness of cold email, and the networking capacity of public networking events.

Facebook and LinkedIn are perfect for delivering content and starting conversations.

The most advantageous mindset is that of a helpful expert who wants to give and create value.

Post content every day of the week. Comment and interact with everyone who participates in your posts.

Compliments of
<https://webcentreplus.com/>



Message everyone that you interact with and build a genuine relationship with them.

Imperfect action is better than
perfect inaction every single
time.

Thank you for being part of
this workshop! May your
social selling experience be
fun and fruitful!