



## 'Hit the Ground Running' Branding & Social Media Package:

This package is for business owners who are new to social media and need a helping hand to get their social media efforts off the ground.

We will be there working alongside you as you start to build your brand online and make connections with your target market through leveraging social media tools.

This package includes:

- Pinpointing your unique offering and key brand attributes of your company – vital when networking and promoting your business on social media sites alongside your competitors
- Identifying and defining target market, including key words and phrases that these target markets are using
- Researching various social media tools to find out where your target market is congregating, including popular hashtags
  - o Recommending and supporting you in the development of your social media/networking plan/process
- Examples of Twitter posts; blog posts; and other social media strategies to build your connections and your brand
- Step-by-step brand communication templates, including our Brand Communications Wheel to help you develop your social media/communications strategies



A general overview of the process:

**Step 1:** You complete our comprehensive Brand/Company profile questionnaire

**Step 2:** We will evaluate the information in your Brand/Company profile and do some preliminary investigation of your current website/social media presence. We will also review your online profiles and bios to ensure they are onbrand.

**Step 3:** Meeting to discuss findings and present recommendations and answer questions. We also establish various action steps for you to implement for your social media efforts. (Allow an hour)

**Step 4:** We monitor and support your progress as you start to implement the strategies within your social media strategies/efforts.

- We provide you with step-by-step templates to help you plan your social media strategies



- We can also develop some examples of tweets relating to your topic

**Step 5:** Meeting (generally via Skype/phone – generally 15-30 minutes) to check progress, answer questions and monitor current social media strategies

**Step 6:** You continue to implement the social media strategies we have devised

**Step 7:** Catch up meeting to check progress, answer questions and refine social media plan / strategies (allow 15-30 minutes)

Note: If you require assistance in setting up and linking your Twitter and Facebook accounts, we can do this for you, which is included in the package.

**Plus: the following bonuses:**

**BONUS ONE: Access to our Social Media Bootcamp [valued at \$197.00]**

**Learn:**

- What Social Networking is, and why it's vital for businesses and solopreneurs to have a professional online profile.
- The benefits of using social media and why you could be missing out on numerous opportunities if you're not actively building your network and online presence.
- How to avoid destroying your reputation by sending out a message that is not 'on brand'.
- Find out how you can avoid digital dirt and what you can do to eliminate negative information that has been posted about you.
- Where and how to build your social media 'tribe' who are genuinely interested in what you have to say.
- Leveraging 'The Power Trio' in your Social Media Strategies and why these three social media platforms are integral in building your brand.
- Creating your strategic Social Media/Communications Plan:
  - Introduction to: defining you, your brand, and your message – build a powerful, attention-grabbing personal and/or business brand
  - Identifying, finding and building your tribe
  - How to turn your tribe into ambassadors and even clients
  - Mapping out your communications schedule
  - Avoiding social networking overwhelm & burnout through harnessing the power of key automation tools;





- Measuring your online effectiveness through Twitter
- Managing multiple Twitter accounts

### Here's what you get in our 3-part (plus bonus session) Social Media Bootcamp:

- Access to the 3 (90 minute) Training Webinar Recordings: covering all the information you need to know to begin building a powerful brand and social networking communications plan
- PDF of worksheets and tip lists
- Access to the recording of the 1 Bonus (90 minute) Q&A Call.



### **BONUS Two: Two Months Access to our Rubies: Biz Acceleration Coaching Club [valued at \$213.40].** [Note: Rubies BACC launches]

What do you get as a valued member of this amazing program and community? Let's take a look:

**# 1. Monthly MasterMind Group Coaching Call**, where we'll spend time coaching with 4 to 5 businesses for 15-20 minutes each

**#2. Monthly webinar on a topic covering either:**

- (a) Information Products: Creating Streams of Income**
- (b) Sales, Marketing & Promotions**
- (c) Branding: Unearth & Build a Client-Magnetising Brand & Reputation**
- (d) Systems & Processes: Systematise Your Way to Increased Profits**
- (e) Empowered Mindsets: Breaking Through Barriers to Increased Wealth & Well-Being**
- (f) Team Building & Leadership: Building a Passionate Top-Performing Team (& Leader)**
- (g) Presentations & Communications: Create an Authentic & Memorable Presentation Style**

Some of the topics we have already covered include:

- Time Management: Simple Steps to Regain 5 Hours in Your Week
- Tolerations: How much are they costing your business?
- Stand out by Unearthing Your Brilliance – Your Brand
- Building a strong brand and reputation by niching



- Breaking through common belief barriers worksheet
- Money Mindset: breaking through money mindset barriers
- Hiring a high performing team
- Planning your time
- Integrated brand communications plan

**#3. Monthly Live Biz Spotlight Opportunity** – receive 45 minutes of laser coaching on your business

**#4. Special discounts on every new product, program or service I offer to support you in building a successful and profitable business**

**#5. Access to online recordings and videos of our monthly webinars, Mastermind Group Coaching sessions, Live Biz Spotlight sessions, and helpful hints, tips, templates etc**

**#6. Interactive forum for you to buddy-coach with your peers, share tips, successes and gain valuable feedback from the community**

**#7. Weekly online take-action Biz Acceleration Journal to keep you on-track and focused on your goals**

**#8. Weekly business coaching tip to inspire and support you**

**#9. My continued support and encouragement – YES, I really do care about YOU and YOUR success**

**#10. ... and more resources I will add from time to time**

The normal investment to participate in this community and access these amazing resources is \$97 plus GST, however for the next two months you have free access as our gift to you as a valued client if you invest in our 'Hit the Ground Running' Branding & Social Media Package.

**Investment: ~~\$697.00 plus GST~~**

**\$497 plus GST [special offer]**