NAMS

Novice to Advanced Marketing System

SIZZLING SOCIAL NETWORKING

WORKBOOK

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Sizzling Social Networking

Workbook

Identify Your Social Media Networking Goals

Use this workbook as your Master Guide for your Social Networking. Use the open spaces to jot down what you need to do to stay focused and on task.

List 2 – 3 goals to align with your business goals (elevate you as an expert in you niche, increase your visibility, grow your list, etc.)

Networking Goals:

1.

2.

3.

Now it is time to get specific with your goals. What do you want to achieve? (for example, build relationships online and offline, find potential clients & niche mates, build a refined list of followers, grow a support network for sharing info, tips, resources, etc.).

Set a time frame for each step to keep moving forward.

Goal Specifics	Deadline

Create Your Social Media Profiles for Your Sizzling Success

Determine your social media platforms you will focus on based on where your target market will be.

Complete your social media profile in detail on the channels your market will be.

Be certain that the profiles align with your core business values and purpose.

Platforms You Will Use	How They Relate to Your Goals

Pick the Best Social Networking Tactics for Your Goals

Determine how and who you want to connect with based on your relationship.

Direct Tactics

- Post/Content
- Emails
- Phone
- Tweeting

Indirect Tactics

- Follow pages and threads
- Post Questions
- Share content
- Contribute to discussions and posts
- Post original content
- Be a client for other businesses

Tactics	Notes

Start Networking … the Right Way

Refer to you networking names on your list created:

- Highlight the people's names you want to reach out to first
- Service Providers
- Past or existing clients
- Friends and family
- Influencers and Leaders in your niche
- Mentors or coaches

Again, using your list you created, find out where those people will be, using direct and indirect tactics.

Using the templates, you created, build your connections based on your goals and social networking processes.

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