



BUSINESS **STARTUP** BLUEPRINT

ESTABLISHING A SOCIAL MEDIA PRESENCE

TRANSCRIPT



We can't talk about starting a business without talking about having a social media presence.

In this day and age, social media is where so many of your customers are going to be spending their time socializing with their friends, looking for influencers, looking for experts, looking for what other people are doing so that they can jump in on that same product or service.

And this is where you want to be as well. So I want you to think about your social media presence as a requirement when you're starting your business.

Go on to different social media sites like Facebook, Instagram, TikTok, Google My Business, LinkedIn, and make sure that you reserve a company page for yourself.

Make sure that your username, your page, and your channel name are reserved with your business name, even if you don't plan on jumping into it and utilizing it in its fullest capacity right now.

You'll at least have those assets to be able to go in and start building out content later on. Now let's talk about best practices for social media. I want you to just think for a second about what social media is. This is a place where people are going to zone out a little bit.

So your content has to be curated specifically to that type of mindset. It needs to be hard-hitting and capture their attention.

They've talked about the average attention span of a human being being less than that of a goldfish, which is about four seconds. Humans are down around 2.5 seconds right now. So, on social media, people are just scrolling through with their thumbs.

The content that you put out has to be attention-grabbing. It has to stop them in their tracks, stop the scroll, and get them to engage.

I've seen some people do this wrong. When they create their little videos or graphics, they have a picture of their logo, or they have an animated version of their logo appearing on screen, and it takes seven seconds to finally pop up. By then, people are long gone, scrolling past.

Think of yourself as providing content that's valuable to them. One of my favorite quotes by Gary V is about how your content needs to be a jab, jab, jab, right hook. So give, give, give, ask. Provide value-added content to your audience three times more often than what you ask for in return.

When you provide value-added content to your audience, think about what matters most to them. It doesn't have to just be about your product and services. In fact, it shouldn't be because then it's like shoving your products and services down their throats.

Instead, if you have a service business that focuses on garage floor coatings, for instance, don't make all your content just about garage floor coatings. Homeowners are not always interested in that. However, they need to think about home maintenance.

What are other items on their checklist? How can you talk about being the home maintenance expert? Provide value to them so they want to keep coming back for more and engaging with your content.

Think of yourself as the expert. Don't forget that social media can be a fantastic platform to engage with other communities. There are Facebook groups in your local communities that you can join.

You can often post, add value, and be known as the local expert in your neighborhood and market. People will come to you and constantly ask you more questions. Be that expert and attract people to want to engage with you for your products and services.

As you start designing your content for social media, there are lots of different ways to do it. You can use tools like Canva and adcreative.ai. In fact, there are many AI-powered tools out there that create fresh content you can schedule and use in advance so it gets posted regularly.

Or, you can engage with social media content agencies that will constantly update your page for you. Creating your social media channels is just one facet of your marketing strategy and plan.

We'll go much more in-depth on your marketing plan, what channels to advertise on, how to track your results, how to hire your teams, how to put operational systems and processes in place that will empower you to grow to seven figures and more.

We'll cover this in much more depth inside our Business Growth Blueprint course.

Check it out. We'll get an opportunity to spend more time together to not just think about how to start a business, but how to run a business, grow a business, and maybe eventually exit that business for seven, eight, nine figures, and so on. Make sure you check that out.

If you found this course enjoyable, please share it with your friends and family members interested in starting a business. Thank you so much for joining us, and I hope to see you over in the Business Growth Blueprint course. See you later.

Summary of Key Points:

- **Importance of Social Media Presence**
 - Essential for reaching customers who spend time on social media.
 - Reserve company pages on Facebook, Instagram, TikTok, Google My Business, LinkedIn.
- **Best Practices for Social Media**
 - Content must be attention-grabbing and quick to capture interest.
 - Avoid long intros or animations that delay engagement.
 - Provide valuable, relevant content more often than asking for something in return
- **Content Strategy**
 - Think beyond just your products; offer broader value (e.g., home maintenance tips for homeowners).
 - Engage with local communities and become known as the local expert.
- **Tools and Agencies**
 - Use tools like Canva and adcreative.ai for content creation and scheduling.
 - Consider hiring social media content agencies for regular updates.
- **Comprehensive Marketing Strategy**
 - Social media is just one facet; broader strategies include advertising, tracking results, and operational systems.
 - Focus on long-term growth and potential exit strategies.
- **Business Growth Blueprint Course**
 - In-depth coverage on starting, running, growing, and exiting a business.
 - Provides detailed guidance on building and scaling a business.