



FRUSTRATED TO FEARLESS:
**THE 5-STEP SYSTEM TO A
PROFITABLE SOCIAL MEDIA PLAN**



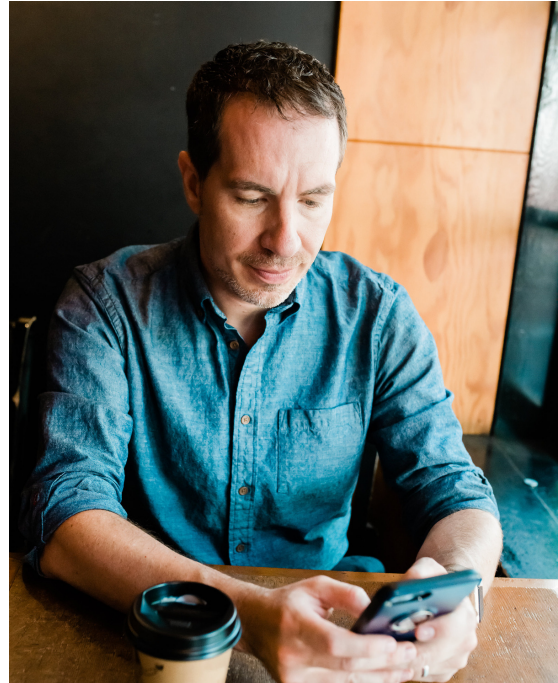
FIVE MINUTE SOCIAL MEDIA



"I'm a smart person, so why is Social Media so frustrating!?!"

Do any of these sound like you?

- I'm posting all over the place and getting almost nothing from it!
- I know social media is important for my business, but I don't have the time to do it right!
- Social media changes constantly. How am I supposed to keep up?



If you've felt any (or all) of those you are not alone.

The reason it's so frustrating for time-strapped entrepreneurs like us is because we are usually just throwing stuff out there and hoping *something* will stick!

The #1 way to save time and get results is to develop an easy to follow Social Media Marketing Plan.

Follow the 5 steps in this guide. Build your plan, rinse and repeat. And get back to running the rest of your business!



STEP 1: SET YOUR GOALS

Last week I asked a client to share one of her social media goals.

"My social media goal is to get it off my to-do list." 😊

Do you have a social media goal? These are NOT the same as your business goals.

What is the specific goal of your social media? **It should be measurable and achievable.**

A few examples of social media goals:

- Top of Mind Awareness
- Build Email List
- Lead Generation
- Website Traffic
- Social Proof
- Building A Community
- Promoting Products
- Build and Maintain Relationships

FIVE MINUTE ACTION

- Designate 2-3 goals to focus on. I know it's easy to look at that list and exclaim, "I want #AllTheGoals!"

PRO TIP: Once you've chosen goals that will help grow your business, make sure your content is designed to achieve them.



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STEP 2: CHOOSE & OPTIMIZE YOUR NETWORKS

One of the reasons social media can be frustrating is that many strategies that work are counterintuitive:

"Being on a social media network is pretty much free, so shouldn't I be on as many of them as possible?"

Standing on the side of the street with a sign is free too - are you doing that? 😊

Bottom line: You'll do much better being the best in your field on one network rather than getting lost among the crowd on multiple networks.

FIVE MINUTE ACTION

- If you are starting out, pick ONE social media network to focus on
- If you are a little further along pick TWO, even if that means abandoning networks (at least temporarily) you've been posting on for years

ADDITIONAL ACTION

- Optimize your social profiles so that when someone checks you out, you look amazing and you have a clear call-to-action to take the next step (follow you, get a free guide, schedule a consultation, etc.)

PRO TIP: There are many things you can do to optimize. At the end of this guide there is another resource about how to optimize your social networks. It's aimed at Facebook Business Pages, but the principles apply to any social network.



STEP 3: CHOOSE YOUR CONTENT STRATEGY

Some people find the word Content to be intimidating.

I totally get that, especially if the word content makes you think of professionally produced videos and 2,000 word blog posts.

Those things are part of it, but by content I also just mean a post. If you craft a great post, that's content!

FIVE MINUTE ACTIONS

- Decide what type of content you will post
- If you tend to overanalyze this type of decision like I do, think of it as deciding what type of content you'll post **next** month - you can always change it later
- Decide how often will you post on each social network
- Layout your content in a Content Calendar

Need a Content Calendar template?

<https://www.fiveminutesocialmedia.com/contentcalendar>

PRO TIP: Less is more with content. In most scenarios you will reach more people with a few awesome posts per week than with 14 mediocre ones.



In my Frustrated To Fearless course, I provide a tool called **Content Jeopardy** that helps even non-creatives come up with lots of ideas. I don't want to leave you out completely if you haven't taken the course, so feel free to download **24 Proven Content Ideas For Small Businesses** for free at:

<https://fiveminutesocialmedia.com/contentideas>



STEP FOUR: OUTWARD ENGAGEMENT STRATEGY

A couple years ago a real estate agent named Derrick approached me.

"I don't understand why my social media isn't working. I'm on all the social networks. I post three times a day. What else can I do!?!"

Derrick wasn't doing **social** media - he was just doing media.

The social part is having conversations and creating relationships. And this strategy works better for small businesses than it does for big companies!

Outward Engagement is intentionally engaging on *other* people's social media content for the sole purpose of growing your business.

FIVE MINUTE ACTIONS

- Decide which network(s) you are going to spend time outwardly engaging on
- Decide how much time you'll devote to it (you'll be amazed what you can accomplish in 15 minutes per day)

This is the easiest part of your plan to blow off when you get busy - don't.

PRO TIP: The social networks you focus time outwardly engaging on might not be the same ones you focus time posting on.



STEP 5: BUDGETING & BOOSTING

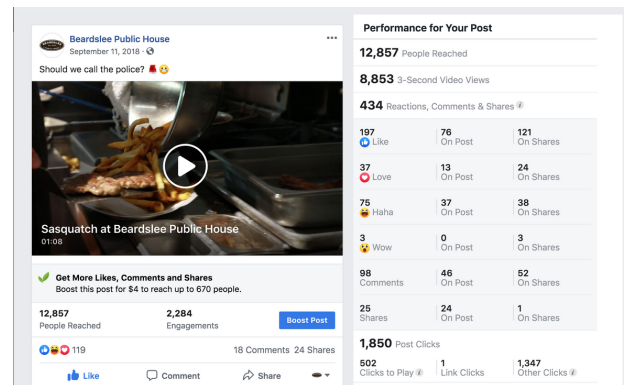
I can hear a collective groan when I bring up the idea of spending money on social media to a room full of small business owners.

If you just had the same reaction, stick with me for a second...

Do you *need* to spend money on social media?

You don't NEED to, but it sure helps.

Recently a restaurant client started serving breakfast for the first time and needed to spread the word. We put together a fun video and posted it on Facebook with a \$5 boost.



It immediately took off reaching thousands, so we added another \$25. When all was said and done the video reached almost 13,000 locals with the message that this restaurant was now serving breakfast! Call your local billboard company or TV station and ask how many people you can reach for 30 bucks. 😊

FIVE MINUTE ACTION

- Decide how much money you could spend on social media to get your content in front of more people

PRO TIP: If you decide to spend money on social media, start slow. If you don't know what you're doing you can lose a lot of money quickly. Facebook & Instagram allow you to start as low as \$1 per day.



Those are the five steps to build a profitable social media marketing plan. Put them together and once you get the hang of it, you should have an easy to follow plan you can repeat month after month:

1. Brainstorm Content
2. Create Content and Layout Calendar
3. Schedule Content
4. Outward Engagement

If you're really organized you could have next month's social media DONE before this month is over! Except for the Outward Engagement - that has to be done in real time.

Who Is This Guy?

My name is Jerry Potter (yes it rhymes with the boy wizard) and I help time-strapped entrepreneurs win the fight against social media algorithms.

I love empowering people to get more results from their social media in less time.

If you're interested in some coaching to get you through all of this contact me at the link below.



www.fiveminutesocialmedia.com



Is Your Facebook Page Optimized For Profit?

Facebook has a tool where people can easily recommend businesses to friends and family.

Imagine this: Megan recommends your business to her close personal friend Neena.

Neena goes to your page, spends 10 seconds and bails. She can't find information about you, an easy way to contact you, or your business page looks like it was abandoned 19 months ago and wonders if you are still in business!



There's not much more powerful than a personal referral. Make sure that when you get one on Facebook, your business is optimized for profit.

I put together a free Five-Minute Facebook Facelift to help you do it.

You'll learn:

- A key conversion tool that is missing from most cover photos
- The importance of filling out as much information as possible in your About section
- How to get your best features at the top of your feed

Grab it now:

<http://thefacebookfacelift.com>