

HOW TO CHOOSE THE BEST SOCIAL NETWORK FOR YOUR BUSINESS



FIVE MINUTE SOCIAL MEDIA



I am really glad you signed up for this workshop! You may be thinking, "You don't know me Jerry, what difference does it make that I signed up?"

First of all, if it wasn't for you and other business owners, I'd be talking to myself, and that would be awkward.

More importantly, it lights me up when I see people like you empowered to do their own social media marketing, and get results from it!

To get the most out of this workshop I have 2 suggestions:

DON'T DELAY: I know it's easy to sign up for something, have it come to your inbox, then tell yourself you'll get to it later. But each video has actionable steps you can take **TODAY** and start seeing results **TOMORROW**. Do you want to start succeeding **Now** or **Later**?

WATCH THE COURSE: This workbook is designed as a supplement to the class, not a replacement. There are many details in the course not listed in this workbook.



FIVE MINUTE SOCIAL MEDIA

Below is the Who-What-When-Where-Why Method for choosing the best social network for your business. Fill in each section so you can make a confident decision at the end.

WHO is your ideal customer or client and what social network do they spend time on?

Make a list of 3-5 people who are your idea client or customer that you can ask about their social media use. Try and find people that run in different circles so you get as broad of a sample as you can.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



Questions to ask your ideal customer or client:

1. What social network or networks do you spend the most time on?
2. When do you use it?
3. Which parts do you use? (Instagram, for example, has the feed, Stories, IGTV and direct messages)
4. Why do you enjoy your time on that network? Are you looking to escape? Catch up with friends & Family? Network for business?

WHAT type of content will be most important to your business?

Circle all that apply, then cross reference it with the Strengths & Weaknesses chart provided in the resources.

- Text Posts
- Photos & Images
- Short Video
- Long Video
- Live Video
- Links



WHEN it is time to scale, what strategy will you use?

Once you have a social media formula that is working to drive business, you'll want to scale it to reach more people. Which method will you use? Circle your choice below.

- Boosting & Ads
- Outward Engagement
- Both Photos & Images

Now cross-reference it with the Strengths & Weaknesses Chart provided because some networks are better than others for each of these.

WHERE is your competition?

List the network or networks your competitors are on. Then decide if you want to beat them on their networks or stand out on a different one.



WHY do you enjoy one platform over another?

List any social networks you enjoy on a personal level. This is not the most important factor, but you will do a better job on networks that you already enjoy.

Hopefully after working through the questions above you have a pretty good idea of which social network is best for your business. Still undecided? Send me a message - happy to help.

-Jerry Potter

