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# Intro into selling on Social Media

FUNCTIONAL MEDIA

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# Selling your offer

Selling on social media can feel sleazy and difficult - however, it doesn't have to be! When you are prepared with the right points, it makes the process so much smoother!

# Before we get started...

- Soft launches vs hard launches
- Numbers / Results
- General tips

## Soft vs hard launches

YES launches take more work than your typical social media strategy.

- **Soft launch:**
  - no start / end date
  - Testing the “waters”
  - Don’t have everything in place
- **Hard launch**
  - Start / end date
  - Robust strategy

This training is going to be geared more towards a “hard” launch.

You can always take pieces of this overall strategy for a soft launch - but know that you will most likely not see the same results as doing a hard launch

## Numbers & Results

- Don't compare your beginning to someone else's end
- The 1% rule
- There are never any failures, only lessons
- Sales usually are very first thing or very last thing
  - Don't give up halfway through even if no one is buying anything
- Setting goals: good, better, best

## General Tips

- I suggest writing out the answers to all of the questions / prompts first
- Spend the most time in the offer section.
  - If you get stuck on a question...
- If you have a post idea, quickly jot down the outline of the post so you can refer back to it
- BONUS - if you need a sales page, you can re-use this for the sales page
- Reuse these posts / outlines for future launches of the same offer