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# The importance of consistency

FUNCTIONAL MEDIA

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# Would you...

Expect your clients to become healthy by only eating healthy 1, 2, or even 3 days / week?

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# Social Media is a long term game

- Success comes from putting in the effort to create content...even when you don't feel like it.
- Success comes from interacting & engaging...even when you're busy.
- Success comes from consistently sharing your core message, over & over again.

# WHY consistency is so important

- Subconscious perspective of potential clients
- Need time to build connection / trust
- Algorithms