

Dream Audience Vibes

A lighthouse with a white body and a green band around the lantern room stands on a rocky shore. The sky is a soft pink and orange, suggesting sunset or sunrise. The foreground is filled with dark, jagged rocks.

Taking the guess work out of who your
dream audience is & easily attract them on
Social Media

Branding for Future Entrepreneurs

What you need to complete this 25 page online workbook:

- Notepad & Pen
- Desktop (Mac or PC)
- Facebook, Instagram & Pinterest access
- Willingness to learn & be coachable.
- Ability to have fun & go beyond your comfort zone.

But first....Who is Nickib?

- Wife & Furbaby Mumma 🤗💕🤗
- Founder of #SocialVibeTribe 🧑💻
socialvibetribe.com



- Content Creator & Business Mindshift Queen 👑
- Traveller of the World ✈️🌍

“Let’s start at the very
beginning...”

Maria Von Trapp

ARE YOU BRANDING YOURSELF OR YOUR PRODUCTS?

People say that in today's Social Media age it's hard to stand out from the crowd.

But that's not true at all.

It's easy to identify yourself apart from all those who do the same thing you do.

Because you have something that no one else has:

YOU HAVE YOU!

There is no one quite like you.

No one that has the same experiences in life that you do.

No one that thinks, acts, laughs, cries, loves & expresses themselves quite like you.

YOU are what people are wanting to find, wanting to see, wanting to believe in.

Once you start showing up, your ideal client will show up in droves.

Because, *YOU* are their missing piece of the puzzle.

Every.Single.Day. *YOU* are what allows them to keep going, keep believing in themselves, keep doing what they need to do.

Because they see that you do that too.

Every.Single.Day.

So ask yourself these questions:

If you could do ANYTHING at all for the rest of your life what would that be?

What would that look like?

Feel like?

If the Universe opened up every door for you to walk through, what would the sign on the door say?

Do you even know what you want to do?

What you are here to do?

I truly believe I am here to

On the next page, I want you to write down 5 things that you know you are brilliant at in each of these categories:

- Skillsets eg. can sell a certain product, can make a certain thing etc
- Appearance eg. short hair, long hair, dark hair, wavy hair, no hair etc
- Activities eg. outdoorsy, swimming, crocheting, knitting, quizzes etc
- Vibes eg. Empathetic, spiritual, good listener, able to tackle hard things easily, kind, compassionate etc
- Things that you love to eat
(believe me this one will come in handy)

My List of What I Am Known for & Good at:

SKILLSETS

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-
-
-

APPEARANCE

-
-
-
-
-

ACTIVITIES

-
-
-
-
-

VIBES

-
-
-
-
-

THINGS I LOVE TO EAT

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-
-
-
-

Now that you have your list of 5 I want you to go back and put a love heart next to things that you LOVE to do & a \$ in things that you know people would pay you for.

If you are stumped on those \$\$ quickly write down 5 things right now that you have bought in the last 5 days because someone recommended it to you.

Is it something you wanted?

Is it something that helped you?

Is it something you felt you needed to feel better, look better, sound better?

Now go back and fill in those \$\$ next to your awesome values & activities.

Next have a look back over your list, are there hearts & \$\$ next to a few things?

Now, ask yourself this question honestly:

Have those things created solutions for other people with their Money, Health, Relationships, Business Building, Time?

THAT right there my friend is what your Brand should be all about.

THAT is what your photos should show.

THAT is what your Facebook & Instagram Stories should be all about.

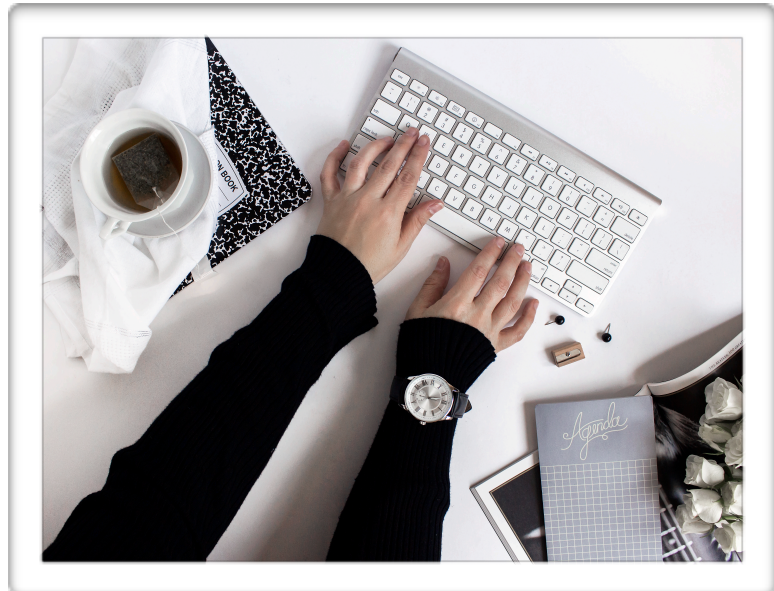
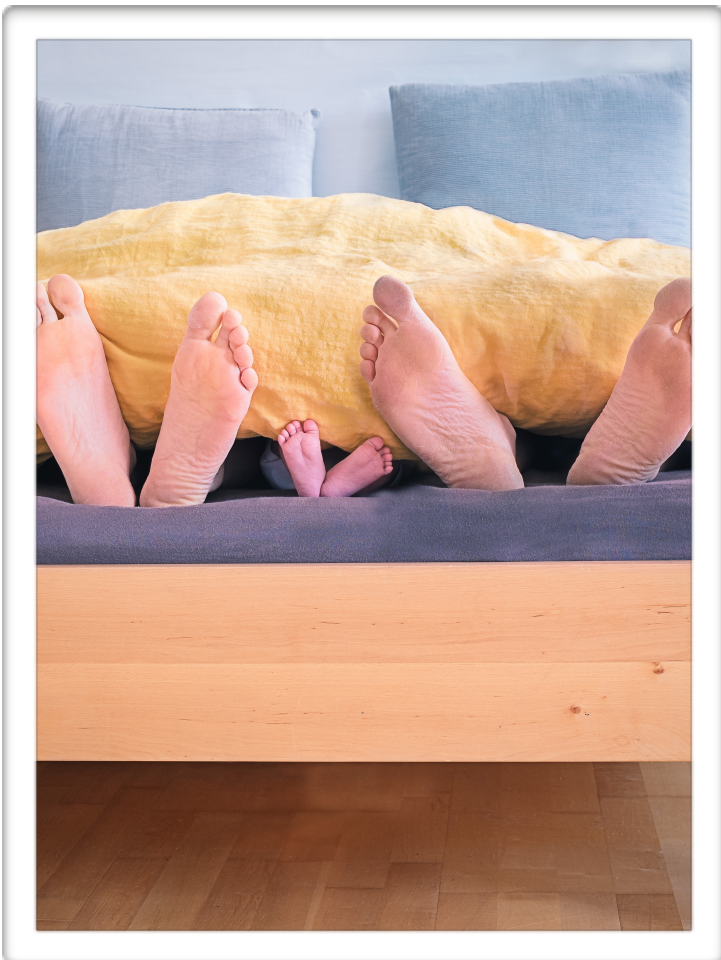
THAT is what your Pinterest Feed should reflect & your Instagram feed should be celebrating.

**THAT is what your
DREAM AUDIENCE
will be ATTRACTED TO!**



Now you have found what your Dream Audience is attracted to it's time to reach out and CONNECT.

But WHAT does your Dream Audience look like?



Let's create a map to attract your DREAM AUDIENCE

- Are they Female or Male?_____
- How old are they?_____
- Are they Single, Married, Divorced, It's Complicated?

- Do they have Children or Furbabies (or both?)

- Are they:(yes or no)
Very Social_____
- Not very Social_____
- Introverted?_____
- Extroverted?_____

What Social Media platform are THEY on the MOST?

The key here is to remember 📌

It's not about YOU.

It's about them and where they feel more comfortable in exploring and connecting with other humans.

Are they Facebookers or Instagramers or do they spend time Pinning their dream boards on Pinterest?

Notice what colours they love to use

What words?

What scenery? Are they Beach people? Do they love Nature?

Are they sharing their dreams and fears online?

Are they shy?



Tip! Spend 10 mins each morning on the 3 platforms you feel your Dream Audience loves to spend their time in.

But what do I post? 🙋

Now that you have noticed what your Dream Audience DOES online it's time to perfect your own posts that will attract them.

- Create posts with the colours that you KNOW your Dream Audience is attracted to that are linked with that attributes you KNOW you can be paid for.
- Take photos of the scenery that they are attracted to.
- Use the words that your Dream Audience uses.
eg Do they talk about Manifesting, Law of Attraction, Money, Relationships, Children, the Environment?

Hint: try NEW things that you haven't said, taken a picture of or posted before. Be Raw. Open. Honest & Vulnerable.

Still stuck? Think of it this way:

Imagine if YOU were your OWN DREAM AUDIENCE MEMBER

What attracts you to certain posts, certain people, certain groups & certain business pages?

Are you looking for solutions like finding new friends to hang out with new business partners to network with, new ways to manifest what you want, new ideas on how to do new things?

Once you begin to look at your business through your Dream Audiences eyes, you won't feel so stuck on what to post and to which social media platform.

The most important thing to remember is this:



Patience is the key to attracting your Dream Audience.

Do your Social Media handles *ATTRACT* your *DREAM AUDIENCE*?

Are they cohesive?

Meaning, do you have the same url name across all your platforms?

Be sure to make it EASY for your Dream Audience to find you!

Let's start with Facebook

- What is your Facebook URL? [personal account]

fb.com/.....

- What is your Facebook Business Page URL?

fb.com/.....

- What is your Facebook GROUP URL?

fb.com/.....

Now your OTHER Social Media Accounts

- What is your Instagram URL? [personal account]

instagram.com/.....

- What is your Instagram Business Page URL?

instagram.com/.....

- What is your PINTERST URL?

pinterest.com/.....

- What is your Youtube Channel URL?

youtube.com/channel/.....

Reminders of how I can change a few things to attract my Dream Audience:

- Would my Dream Audience be attracted to my Personal Profile?

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Yes/No

If not why not?.....

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- Would my Dream Audience be attracted to my Business Page?

Yes/No

If not why not?.....

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- Would my Dream Audience be attracted to my Facebook Group?

Yes/No

If not why not?.....

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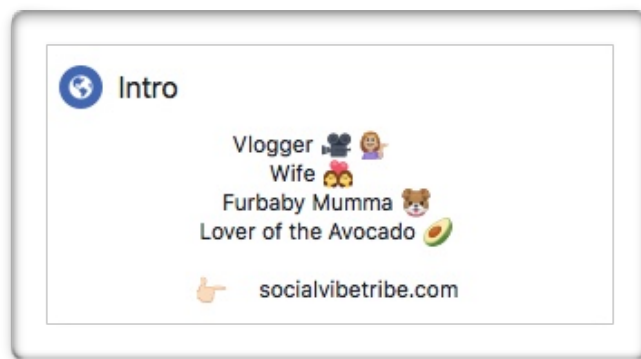
- I can change my Banner & add a description which has a CTA (call to action) eg. "Invite a Friend". "Join my Free Group". "Sign up to newsletter" etc.
- I can change my Profile Picture to a professional, light, smiling photo of just myself. This applies to both personal & business.
- I can "stack my BIO" with the top 5 things my Dream Audience would be interested in & will find on my profile & their timeline.

Did you know you can also stack your Instagram BIO?

Be sure to use different creative wording to attract your Dream Instagramers..

Stacking my Facebook Profile BIO

One of the easiest ways to attract your Ideal client is to tell them what to expect to see when they follow or friend you.



Remember that list of 25 we did together that you could be paid for?

Go back and find your top 5.

Can you explain them in 1 or 2 words?

Does that have an emoji that can be linked with those words?

This is a fantastic technique in selling yourself without being spammy or salesy.

It gives your ideal client an idea of what you do & what they will see.

VIBE TIP!

Stacking your profile also gives YOU a solid plan of WHAT you need to post.

Stick with your plan & you will begin to see a strong following of people loving your Vibe & wanting to know how they can work with you!

Just 1 more thing...

I know that I have given you amazing ideas & content that your brain is starting to fire its creative rockets & you are raring to go & start attracting your Ideal client.

I want you to promise YOURSELF 1 thing.

Maybe the most important I can remind you of.

I want you to promise to show up as your Vulnerable, Raw, Authentic Self.

With every post.

With every story.

With every comment & every connection.

The World needs YOU right now.

It needs your gifts, it needs your energy & most importantly it needs your STORY.

Your story Is important.

You need to turn that light on to yourself and never fear who you are or what you are here to do.

No one is quite like you.
No one.

And we need to see you & hear your voice, witness your journey, be part of your adventures.

We need your voice.
Your strength.
Your wisdom.

We want to be learn from you, grow with you, be a part of your success.

Be sure to tag #socialvibetribe on your posts so that I can come in & celebrate your story, be part of your journey, your Dream Audience.

I for one can't wait to see you succeed at loving who you are and what you do.

*squishy hugs

Nickib

Founder #socialvibetribe