

CREATED BY TIFFY G WRITES & JOURNEY WITH US

Multiply Your Talents with 6-Figure Strategies WorkBook

PRINTABLE WORK BOOK EDITION



Actionable Business Tips

hey boss!

Congratulations on your purchase!! This guide was designed to give you clarity when seeking out your social media strategy, blog content, email marketing, and business branding.

This ebook or comprehensive workbook guide will you to getting a better hold on branding and marketing your business efficiently. Content marketing seems tough but when you break it down piece by piece it's totally doable. So, grab a cup of coffee, get your favorite pen, sit at your desk and get to *branding*.

Best,
Tiffy G Writes

Tiffy G



International Marketing
Strategist

CONTENT I CAN USE TO EXPAND
my BRAND

START
TO IMPLEMENT
THE
FOLLOWING

BLOGS

FB ADS

EMAIL MARKETING

LINKTREE

SEO

FB GROUPS

Create blogs for brand awareness and to position yourself as an industry authority.

FB ADS will give your website, products and email links massive traffic

Linktree is a great service to place numerous links in your Instagram profile.

SEO will expose your website and social pages to additional leads

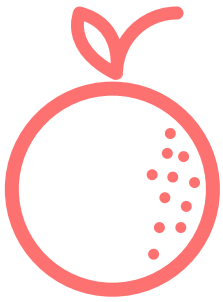
FB groups can be created for your specific brand but you should also join industry facebook groups to network and find new ideas.

Let's Talk About FB Groups

Facebook groups are beneficial for the following reasons:

- More exclusive access to your leads
- Intimate videos and exclusives for joining your group
- You can build your brand to a large number of people by advertising your group
- You can get referrals

You will have to either invite your FB friends, post links to industry groups and invite others, run FB Ads for your group or add the link to your LinkTree and blog.



INSTAGRAM BRANDING SHEET

DRIVE MASSIVE TRAFFIC TO YOUR IG PROFILE

INSTAGRAM
HANDLE

NICHE

BIO
KEYWORDS

OF
FOLLOWERS

Here's what you need to get the most from your Instagram business account. After writing down your basic info fill out this sheet with your business goals in mind!

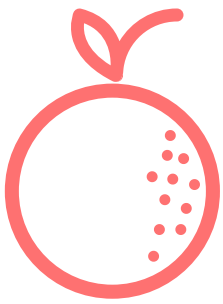
HASHTAG RESEARCH

*20 hashtags below 30k
followers*

**10 hashtags above
60k followers**

20 empty rectangular boxes for listing hashtags below 30k followers.

10 empty rectangular boxes for listing hashtags above 60k followers.



SEO (SEARCH ENGINE OPTIMIZATION) BASICS

DRIVE MASSIVE WEB TRAFFIC

YOUR
INDUSTRY

WEBSITE KEYW
ORDS

WEBSITE
HITS:

What is SEO? Keywords and phrases used to bring more publicity and traffic to blogs, web content, and social platforms. Leads search for phrases and if your SEO is done correctly, your leads will find your website, blog and social profiles.

THINK OF PHRASES YOUR CUSTOMERS MAY USE TO FIND YOU

EXAMPLE: "NATURAL HAIR SALON," "ORGANIC HAIR PRODUCTS FOR DAMAGED HAIR" BE SURE TO DOWNLOAD A TOOL LIKE SEMRUSH FOR KEYWORD RESEARCH



BRANDING 101

CONTENT CREATION | BRAND VOICE | TIPS



1 billion monthly active users



261 million users



2.2 billion monthly active users

HOW'S YOUR SOCIAL PRESENCE?

ENGAGEMENTS

LIKES

MOST POPULAR CONTENT

WHY SOCIAL MEDIA

As you can see social media is important for any brand or business no matter how large or small. With the right strategies, you can use your social sites to drive sales, close deals and find new leads

On the following pages use the weekly calendars to batch plan your content by week. .



BUSINESS MINDSET WORK

WRITE DOWN 3 REASONS YOU'RE STARTING OR HAVE STARTED THIS BUSINESS. WHO IS IMPACTED IF YOU DECIDE TO GIVE UP. WHO IS IMPACTED IF YOU SUCCEED AND DON'T QUIT. DO THIS ASAP AND STORE IT IN YOUR ROOM YOUR IN A DRAWER IN YOUR OFFICE FOR MOTIVATION. HAND WRITE IT IF POSSIBLE AND THINK DEEPLY ABOUT THESE TOPICS.

DO THE COURSE WORK AND HOMEWORK UNTIL IT WORKS IN YOUR BUSINESS. YOU WILL GET RESULTS AS LONG AS YOU TAKE EVERY SINGLE STEP. EVEN IF IT FEELS UNCOMFORTABLE (IT WILL AT TIMES)

TARGET MARKET

DATE:

5 IDEAL CLIENTS/CUSTOMERS

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TIMES TO POST EACH DAY

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APPS TO DOWNLOAD

- NappyCo
- Pexels
- Planoly
- Tailwind
- Hootsuite
- Preview
- Buffer

WHAT DO THEY LIKE?

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PSYCHOGRAPHICS

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DEMOGRAPHICS

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CONTENT BUCKET CHEAT SHEET

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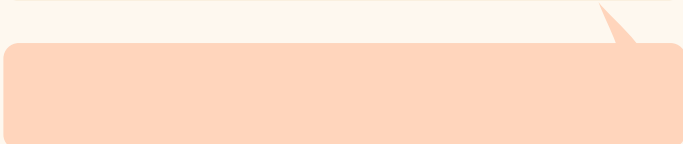
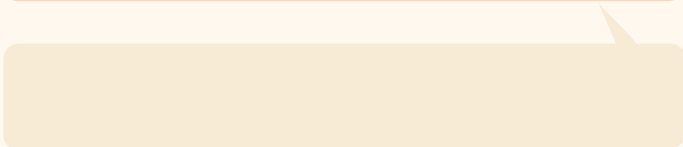
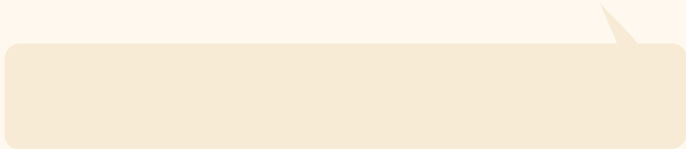
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**BRAIN DUMP YOUR MAIN
IDEAS AND NOTES TO
CREATE LOADS OF
CONTENT IN ADVANCE!**



**SOCIAL
PROOF/REVIEWS**

STATISTICS

MOTIVATION/INSPIRATION

Actionable Business Tips

The Weekly Calendar is on the following pages..

This calendar is designed for content creation, be it social media, blogging content, email sequences and so on...

You'll need to decide what content you'll post on what days. Be sure to include the time, hashtags you will use, and captions to captivate your audience.

You can always go back and see which content performed the best. Take note of the number of likes and comments on your posts.

**Best,
Tiffany G Writes**

Tiffany G



International Marketing
Strategist

Weekly Agenda

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The Social Media Algorithm changed what do I do?

TIFFY G'S TOP 8 TIPS TO BEAT IT ONCE AND FOR ALL

1. Reset. Take 48 hours to not post anything. Let your account reset your engagements

2. Repost content from other users (be sure to ask their permission and tag them!)

3. Ask open-ended questions until your numbers are back up

4. GO LIVE

5. Post at different times of the day

6. Run a freebie or giveaway to boost organic engagement

7. Comment (meaningfully) on posts from people you don't already follow

8. Ask your audience which posts they like to see from you

FB Groups, LinkTreeBlogs and Other Ways to Make a Cohesive Brand

♥ HERE'S THE DEAL..

ALL THESE LITTLE AD-
ONS PILE UP AND
ACCOUNT FOR YOUR
ONLINE BRAND
IMAGE. WHAT SHOWS
UP WHEN PEOPLE
GOOGLE YOUR
NAME/BUSINESS?

What will my blog be about:

Have I signed up for
Linktree?

What will the focus of my
FB group be?

How can I show value to my
leads? (they need to know
you're knowledgeable and
trustworthy)

CONTENT MARKETING NEEDS TO BE COHESIVE

Why Lead Magnets/Freebies?

I'll be honest with you. Freebies aren't for every business owner. Service based businesses and consultants tend to do well with these.

Product based businesses on the other hand should focus on discounts or small giveaways.

You **HAVE** to establish trustworthiness and authority before taking people's money. No one is going to know how awesome your brand is unless they try it and experience your knowledge.

I know what you're going to say, "I don't work for free"

That's cool because neither do i. But I do give tips, advice and maybe even a short ebook. **WHY?**

Because now people know I'm serious and knowledgeable.

If you give everything you know in a freebie you probably don't have enough expertise yet. And if you give too much product away with a discount there could be something amiss with the amount of incoming sales.

Use freebies sparingly don't give too much and don't do too many discounts.

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