

---

---

# The triangle of consistency

FUNCTIONAL MEDIA

---

# Who's doing well on social media?

- Consistently taking courses / learning behind the scenes on how to become a better copywriter, better at sales, better at design.
- Consistently making the effort to hop on stories and share real VALUE...on a consistent basis.
- Consistently interacting, engaging, and communicating with their audience & other potential followers.
- Consistently sharing the same core message.
- And even just consistently spending time on social media.

