

STEP 5

CONSISTENCY

CREATE HIGH TRUST



STEP 5 - CONSISTENCY: Create Emotional Impact

What will you do to keep yourself front of mind with your audience? Build trust with your ideal prospects without forcing your visibility. Consistency will help you to stay out of resistance, take action, and gain momentum.

Why:

Consistent communication creates high trust and keeps you top-of-mind.

What:

Use the Visibility content planner to map activity, and keep on track behaviourally.

How:

Take one day to plan, design, and create post content for the ensuing week.

Outcome:

Lower anxiety, reduce overwhelm, ensure consistent results and opportunities come your way.

TOOLS to practice creating **CONVERSATIONS** (examples):

- Use the **VISIBILITY CONTENT PLANNER** to map out your posts on a monthly basis
- **30 DAY TOPIC SCHEDULE**
- **MONTHLY SOCIAL MEDIA CONTENT PLANNER**
- **DAILY TOPIC CONTENT PLANNER**



Consistency is how to build influence and impact with potential prospects, partners, and platforms so that you earn \$\$\$!



CONSISTENCY

TIME MANAGEMENT

✓ EXERCISE #1: PLAN CONTENT

BEFORE I FELT...

AFTER I FELT...



✓ EXERCISE #2: POST CONTENT

BEFORE I FELT...

AFTER I FELT...



✓ EXERCISE #3: ENGAGE & RESPOND

BEFORE I FELT...

AFTER I FELT...





CONSISTENCY

SOCIAL MEDIA CONTENT PLANNER

EXAMPLE WEEK 1 WEEK 2 WEEK 3 WEEK 4

MON	BEHIND THE SCENES	INSPIRING QUOTE	CLIENT TRANSFORMATION	EDUCATE ABOUT INDUSTRY
TUES	PERSONAL TRANSFORMATION	SOCIAL PROOF	HOW YOU GOT STARTED	INSPIRING QUOTE
WED	SHARE RECENT FEATURE	SELL SERVICES	INSPIRING QUOTE	LIFESTYLE SHOT
THURS	OFFER REMINDER	INSPIRING QUOTE	CLIENT TESTIMONIAL	EDUCATE ABOUT INDUSTRY
FRIDAY	INSPIRING QUOTE	SOCIAL PROOF	PERSONAL STORY	URGENCY COUNTDOWN



CONSISTENCY

MONTHLY SOCIAL MEDIA CONTENT PLANNER

WEEK 1

WEEK 2

WEEK 3

WEEK 4

MON

TUES

WED

THURS

FRIDAY



CONSISTENCY

DAILY TOPIC CONTENT PLANNER

For each day, write a word or phrase that will inspire your post topic.

- DAY 1:
- DAY 2:
- DAY 3:
- DAY 4:
- DAY 5:
- DAY 6:
- DAY 7:
- DAY 8:
- DAY 9:
- DAY 10:
- DAY 11:
- DAY 12:
- DAY 13:
- DAY 14:
- DAY 15:

- DAY 16:
- DAY 17:
- DAY 18:
- DAY 19:
- DAY 20:
- DAY 21:
- DAY 22:
- DAY 23:
- DAY 24:
- DAY 25:
- DAY 26:
- DAY 27:
- DAY 28:
- DAY 29:
- DAY 30:

STEP 6

CONVERSION

CREATE OPPORTUNITIES & IMPACT



STEP 6 - CONVERSION: Create Opportunities & Impact

What next steps will you take to turn your conversations into new clients? Use the tools to build influence and impact with potential prospects, partners, and platforms so that you earn \$\$\$!

Why:

Turn fans into paying customers that desire your skills and talents to support their journey, and in turn, expands your impact in the world.

What:

Create a list of questions that assess your possible customers' needs and challenges and opens them up to your value and services.

How:

Use the questions in a discovery call that matches their needs to your value and then ask them if they would like support to overcome those challenges. (Read: make a sale)

Outcome:

Income from your efforts, deeper connection with your audience, and the ability to fund growth for your future projects and life.

TOOLS to practice creating CONVERSIONS:

- WHAT SPECIFIC OUTCOMES DO YOU WANT AS A RESULT OF YOUR ACTIONS **with VISIBILITY INTENTIONS**
- LIST OF TYPES OF CONVERSATIONS/OUTCOMES ARE POSSIBLE: **VISIBILITY OPPORTUNITIES**
- Create specific GOALS and ACTION STEPS for your immediate intentions and future pace your Visibility Goals



"What I do for my work is exactly what I would do if nobody paid me." - Gretchen Rubin

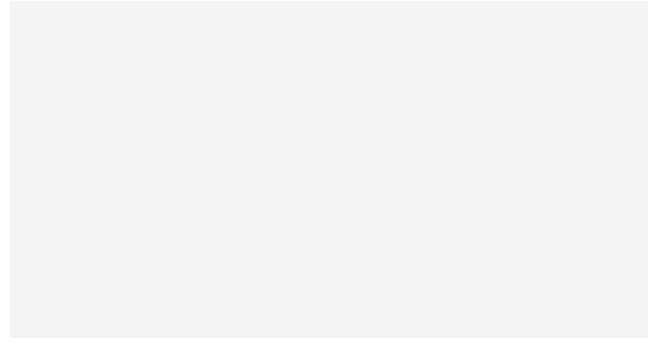


CONVERSIONS

VISIBILITY OPPORTUNITIES

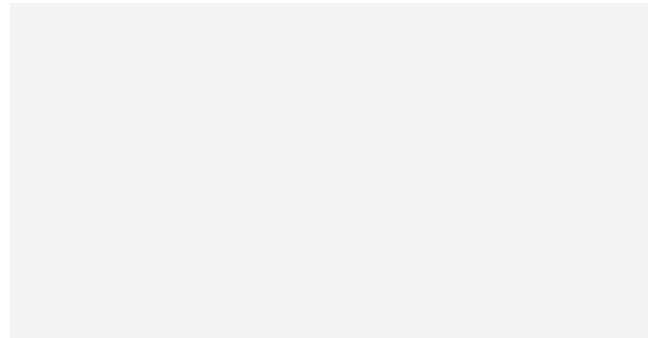
PROSPECTS: Directly impacting someone with your visibility leads them to become your client/customer

- Like/Follow my Business Page
- Join my FB Group
- Join my event
- Opt In For Freebie
- Schedule a discovery call
- Other



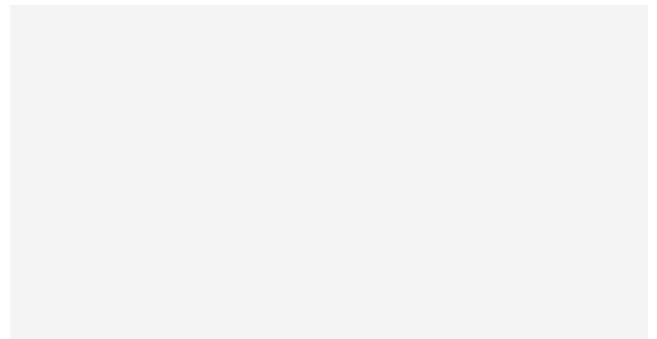
PARTNER: The partner speaks on your behalf to their audience, promoting you to their audience/friends/groups

- Affiliate to promote you & your services
- Interview you on their FB Group or Page
- Promote you through e-mail to their list
- Promote you with a social media post
- Other



PLATFORMS: Gives you the opportunity to speak to their audience & build your followers & impact

- Speak on their stage (virtual or live)
- Podcast
- Summit
- Show
- Other





Monthly Review

Before moving forward, take some time to fill out the spaces on the page below to reflect on your goals, any progress that you may have made and the next steps you need to take to make those goals a reality!

Main Goals

Progress Made





Next Steps

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NOW





GOALS FOR VISIBILITY

GOAL		TO DO
PLACE		   
STEPS		NOTES
SUPPORT		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
TIME		
DATE		INTENTIONS
RESULT		<ol style="list-style-type: none">1.2.3.



3 MONTHS





GOALS FOR VISIBILITY

GOAL		TO DO
PLACE		   
STEPS		NOTES
SUPPORT		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
TIME		
DATE		INTENTIONS
RESULT		<ol style="list-style-type: none">1.2.3.



6 MONTHS





GOALS FOR VISIBILITY

GOAL		TO DO
PLACE		   
STEPS		NOTES
SUPPORT		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
TIME		
DATE		INTENTIONS
RESULT		<ol style="list-style-type: none">1.2.3.



1 YEAR

GOALS FOR VISIBILITY

GOAL		TO DO
PLACE		   
STEPS		NOTES
SUPPORT		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
TIME		
DATE		INTENTIONS
RESULT		<ol style="list-style-type: none">1.2.3.

RESOURCES

SOCIAL
blueprint
MEDIA



CONVERSION

FACEBOOK DEMOGRAPHICS

FACEBOOK is the number one platform for adults, understanding its audience is crucial for devising the social media strategy for your business.

2021 Facebook demographics data:

Active monthly users

Facebook has 2.7 billion monthly active users

Age of internet users who use Facebook

86% of people ages 18-29 use Facebook

77% of people ages 30-49 use Facebook

51% of people ages 50-65 use Facebook

34% of people that are 65+ years old use Facebook

Income

- 85% of households with an annual income of less than \$30,000 use Facebook
- 88% of households with an annual income between \$30k-\$60k use Facebook
- 81% of households with an annual income between \$60k-\$70k use Facebook
- 88% of households with an annual income between \$70k-\$80k use Facebook
- 86% of households with an annual income between \$80k-\$100k use Facebook
- 86% of households with an annual income above \$100,000 use Facebook

Gender

54% of Facebook users are female

46% of Facebook users are male

Time

On average, Facebook users spend 35 minutes a day on the platform

Devices

96% of users access Facebook via mobile devices

25% of users access Facebook via laptop or desktop



CONVERSION

INSTAGRAM DEMOGRAPHICS

INSTAGRAM, the Facebook-owned photo and video sharing app, is continuing to grow its user base, with 1 billion people using Instagram every month (up from 800 million in 2018).

2021 Instagram demographics data:

Active monthly users

- Instagram has 1 billion monthly active users

Active daily users

- Instagram has 500 million active daily users

Age

- 67% of people ages 18-29 use Instagram
- 47% of people ages 30-49 use Instagram
- 23% of people ages 50-64 use Instagram
- 8% of people that are 65+ years old use Instagram

Income

- 44% of households with an annual income of less than \$30,000 use Instagram
- 45% of households with an annual income between \$30k-\$60k use Instagram
- 36% of households with an annual income between \$60k-\$70k use Instagram
- 55% of households with an annual income between \$70k-\$80k use Instagram
- 46% of households with an annual income between \$80k-\$100k use Instagram
- 60% of households with an annual income above \$100,000 use Instagram

Gender

- 51% of Instagram users are female
- 49% of Instagram users are male

Time

- On average, Instagram users spend 53 minutes a day on the platform

Businesses and Shopping

- An estimated 71% of U.S. businesses have Instagram accounts
- 83% of Instagram users say they discover new products and services on Instagram



CONVERSION

LINKEDIN DEMOGRAPHICS

LinkedIn demographics

This professional networking site is the top social media platform for B2B social media marketing. Its demographics skew slightly older, with 30-49-year-olds making up the largest group of LinkedIn users.

2021 LinkedIn demographics data:

Monthly active users

- LinkedIn has 260 million monthly active users

Age

- 21% of people ages 18-24 use LinkedIn
- 60% of people ages 25-34 use LinkedIn
- 17% of people ages 35-54 use LinkedIn
- 3% of people that are 55+ years old use LinkedIn

Income

- 27% of households with an annual income of less than \$30,000 use LinkedIn
- 3.8% of households with an annual income between \$30k-\$60,000 use LinkedIn
- 40% of households with an annual income between \$60k-\$70k use LinkedIn
- 49% of households with an annual income between \$70k-\$80k use LinkedIn
- 50% of households with an annual income between \$80k-\$100k use LinkedIn
- 60% of households with an annual income above \$100,000 use LinkedIn

Gender

- 43% of LinkedIn users are female
- 57% of LinkedIn users are male

Time

- On average, LinkedIn users spend 6 minutes and 7 seconds per session

Devices

- 57% of LinkedIn traffic is through mobile devices



CONVERSION

YOUTUBE DEMOGRAPHICS

YouTube demographics

YouTube is as utilitarian (think “how to change a spare tire?”) as it is entertaining (i.e. funny pet videos). With 1 billion monthly users, the ways businesses can share and market information on YouTube is expansive.

2021 YouTube demographics data:

Active monthly users

- YouTube has 2 billion monthly active users

Age

- 81% of people ages 15-25 use YouTube
- 71% of people ages 26-35 use YouTube
- 67% of people ages 36-45 use YouTube
- 66% of people ages 46-55 use YouTube
- 58% of people that are 56+ years old use YouTube

Income

- 83% of households with an annual income of less than \$30,000 use YouTube
- 81% of households with an annual income between \$30k-\$60k use YouTube
- 80% of households with an annual income between \$60k-\$70k use YouTube
- 80% of YouTube users have an annual income between \$70k-\$80k use YouTube
- 82% of households with annual income between \$80k-\$100k use YouTube
- 89% of households with an annual income above \$100,000 use YouTube

Gender

- Over 50% of YouTube users are female

Time

- On average, YouTube users spend 11 minutes and 43 seconds per day on the platform

Devices

- Over 70% of YouTube views are on mobile devices



CONVERSION

TWITTER DEMOGRAPHICS

Twitter demographics

Twitter makes it possible for users to reach practically any person or business simply by tagging them in a Tweet. That's why it's such a popular platform for customer service, allowing users to air complaints in real-time and customer service teams to react quickly.

2021 Twitter demographics data:

Active monthly users:

- Twitter has 330 million monthly active users

Age

- 38% of people ages 18-29 use Twitter
- 26% of people ages 30-49 use Twitter
- 17% of people ages 50-64 use Twitter
- 7% of people that are 65+ years old use Twitter

Income

- 23% of households with an annual income of less than \$30,000 use Twitter
- 36% of households with an annual income between \$30k-\$74,999 use Twitter
- 41% of households with an annual income above \$75,000 use Twitter

Gender

- 50% of Twitter users are female
- 50% of Twitter users are male

Time

- On average, Twitter users spend 3.39 minutes per session

Business and Shopping

- 67% of B2B businesses are using Twitter as a digital marketing tool
- 77% of Twitter users have a better impression of a brand when they respond to a tweet
- In Q3 2019, Ad engagement on Twitter was up 23%



CONVERSION

PINTEREST DEMOGRAPHICS

PINTEREST conducted a survey that found 72% of Pinterest users are inspired to shop when they weren't really looking to purchase anything. And 70% of users discover new products via the platform.

2021 Pinterest demographics data:

- Active monthly users:
- Pinterest has 322 million monthly active users

Age

- 34% of people ages 18-29 use Pinterest
- 35% of people ages 30-49 use Pinterest
- 27% of people ages 50-65 use Pinterest
- 15% of people that are 65+ years old use Pinterest

Income

- 18% of households with an annual income of less than \$30,000 use Pinterest
- 27% of households with an annual income between \$30k-\$74,999 use Pinterest
- 41% of households with an annual income above \$75,000 use Pinterest

Gender

- 70% of Pinterest users are female
- 30% of Pinterest users are male

Time

- On average, Pinterest users spend 14.2 minutes per visit on the platform

Devices

- 80% of users access Pinterest via mobile devices

Business and Shopping

- 90% of weekly pinners used Pinterest to make purchase decisions
- Pinterest drives 33% more referral traffic to shopping sites than Facebook

Miscellaneous

- People who travel are 2X more likely to use Pinterest