

DAILY CHECKLIST

SOCIAL SELLING 101



How Coaches, Consultants, and Course Creators Can Use Social Media to Connect With Potential Clients and Close Them With Trust-Based Relationship Marketing

Social Selling 101:

Daily Checklist of Activities to Be Completed on Social Media

Complete these activities each day in order to achieve maximum reach on social media.

(If you're really hurting for clients, then do more than what is recommended here.)

The work you put in on social media is directly related to the amount and quality of the clients you get.

1. Posting on Your Own Timeline

- Post every day of the week.** Post content each day, rotating the type and format (text, video, and more). **Limit "selling" or "offers" to once or twice a week.**
- Respond to comments.** Respond to each person that comments on your posts.

2. Commenting

- Engage with posts** on your own timeline as well as on posts that are inside of groups where your ideal clients hang out.
- Like and comment on at least 10 posts each day.**
- Be helpful above all else.** Bring value to the readers in your comments. Demonstrate your authority and knowledge. However, adding some humor and personality to your comments will go a long way toward being authentic and getting the attention of others.

3. Direct Messaging

- Message at least 10 new people each day.** These can be people that have commented on your post, those whose post you commented on, or someone that is completely cold.
- Compliment and then ask a question.** A very simple and easy to use format to keep the conversation flowing is to give a compliment and then ask a question. Spice it up with other conversational pieces too, but complimenting them and asking questions is a very successful model.
- Keep up with prior conversations.** Ensure that the conversations don't just die out. It'll take some work, but staying active in your conversations is where the money is. **The money is in the follow-up.**
- Ask about a call.** This one can be tricky because you do not want to come off as overly "salesy." The key is to actually care about the success of the prospect and not about how much money they can give to you.