



# Social Selling 101

Social Selling 101 is a brief compendium on how to effectively use social media, namely Facebook and LinkedIn, to engage with and close prospective clients.

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## Chapter 1: Social Media: The Client Attraction Goldmine

- **This first section of the book describes the recent and massive shift that happened recently where social media has become a dominant force in the business world** - even becoming one of the primary channels through which online businesses acquire new clients and customers.
- **Ultimately, it's where we can find and close new clients for our businesses, and at incredible speeds.**
- **Effective use of social media is an easy, direct, and repeatable process** that will allow you to make however much money you need and as fast as you need it.

## Chapter 2: Facebook and LinkedIn: The Powerhouses

- **Facebook.** Facebook is the biggest and most widespread social media network in the world. It's also the most powerful advertising platform right now.
  - There's a Facebook group for just about anything you can imagine. The trick is to get inside of these groups and become known as a credible expert in your field.
  - If your offer is a B2C (Business to Consumer) offer, consider directing more attention to Facebook than anything else.
- **LinkedIn.** As a social media platform for business professionals, LinkedIn works best for B2B (Business to Business) offers.

- At LinkedIn, you can opt for a free or a paid membership. The paid membership, of course, has more marketing perks.
  - Just like Facebook, LinkedIn has plenty of groups that can be used to find a pool of ideal clients.
  - You can post long-form content.
  - Your posts have a longer “shelf life” at LinkedIn.
- **The Runner-Ups:** Instagram and Twitter

## Chapter 3: What Sets Social Media Apart From Other Client-Getting Systems?

- **Social media is the top dog** when it comes to landing high paying clients quickly.
- **Other client-getting systems:**
  - **Cold calling.** This method is more personable than other outreach methods because the prospect hears a human voice. However, you’ll call a lot of people before you ever get to talk to a decision-maker. Plus, it isn’t very scalable.
  - **Cold email.** This method is extremely scalable, and you can get directly in front of a ton of decision-makers. However, it takes time due to allowing time for follow-up emails.
  - **Public networking events.** These let you really leverage your personality. You can usually walk away with a few clients, some referrals, and a great network of people to cement yourself into the market with. However, they can be expensive, and few events are being scheduled now due to COVID-19.
- **Social media, on the other hand, takes all of the benefits of the other methods and meshes them all together without all of the drawbacks.** Social media combines the personality of cold calling, the scalability, and directness of cold email, and the networking capacity of public networking events.
- **It allows you to have a ton of conversations going at the same time.** However, it does require your attention.

## Chapter 4: Successful Social Selling Mindset

- **Mindset is very important in order to achieve success on social media.** Some effective mindsets to cultivate include:
  - You are 100% a professional and an expert.
  - You are there to provide value to people that need your expertise.
  - You are not needy, and you don't need their money.
  - You are there to lead people through their problem.
- **The most advantageous mindset is that of a helpful expert** who wants to give and create value.

## Chapter 5: What Content to Post and When (Content Rotation)

- **This next section discusses what you can actually do** on these social platforms to get traction and start attracting clientele as well as building your authority.
- **Posting content in groups:**
  - Find 3-5 quality groups where your prospects hang out.
  - Post your own original content.
  - Interact genuinely with everyone who comments on your posts.
- **Posting content on your own timeline:**
  - **Post every day.** Batch the content creation process to save time. Create posts that build your credibility and show your expertise. Make posts that give helpful tips and tricks.
  - **Limit “offer” posts to once or twice a week.** Split your offers between direct and indirect offers.
- **Create a content rotation schedule.** A variety of formats and styles will capture your audience’s attention and keep you top of mind in your prospect’s head.
- **Draw inspiration from other successful posts.** Determine what makes them so captivating and try to recreate that feeling within your own content.
- **Spend time each day engaging with those who comment on your posts.** Respond to each one.

## Chapter 6:

# It Goes Down in the DM's (Direct Messages)

- **Creating content and interacting with others is the groundwork for getting clients.** It starts conversations and gets the ball rolling. But the real goal is to get an individual in a private messaging conversation with you and eventually ask for your services.
- **Learn how to engage with people one-on-one** in a messaging situation and how to cultivate that relationship into a discovery call. Follow this process:
  - Start by referencing any previous interaction you had.
  - Keep the conversation going by giving them a compliment and then asking them a question.
  - Keep the first conversation very light. Just build a friendship with this person.
  - Then let some time pass.
  - Then, get back in touch.
  - Move to a call where you can give further value and close them on a sale if they want a solution that your product provides.
- **Ideally, you want to message around 10 new people a day**, while keeping in touch with all of your previous fruitful conversations.
- **Luckily this process is scalable** when you build a team around it. You can hire appointment setters who work on commission.

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