

Being Strategic With Your Online & Social Media Presence

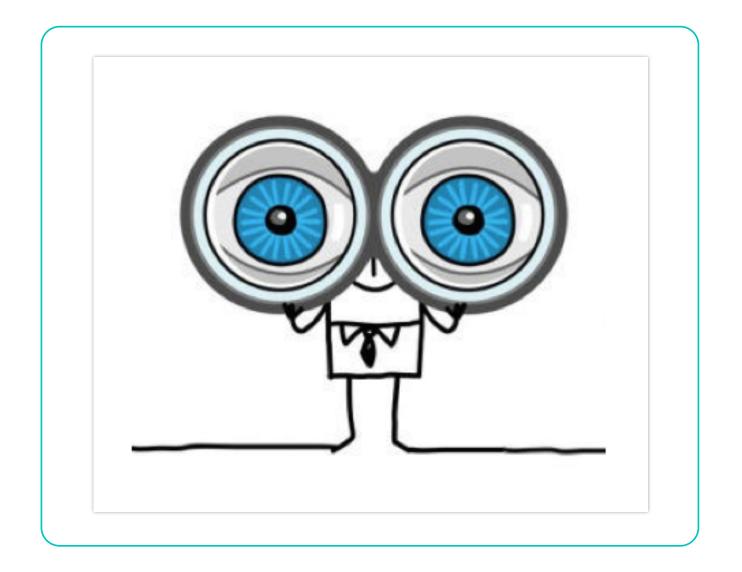
When you

Post With Purpose

What do you NEED?

Clarity

Your Presence Your Message Your Results



Strategy

Map
Plan
Blueprint
Framework

PlayBook



9 Steps to Posting With Purpose Success

- O Identify Your Core Values Know Your WHY
- O Articulate Your Message Vision . Mission . Mantra.
- Focus Your WHO Your Target Audience
- Embrace Your Competition
- O Differentiate Your Offer Your WHAT
- Get Tactical and Be S.M.A.R.T.E.R
- Check In Often
- O Invest In Your Success
- O Co-Create



Core Values

Know Your WHY

Core Values

Know Your WHY







Tribal Leadership by Dave Logan, John King, Haley Fisher Wright

The Values Factor: The Secret to Creating an Inspired and Fulfilling Life by Dr. John DeMartini

CultureSync Tools for identifying your Core Values and MORE! https://culturesync.net/tools/

Simon Sinek TED Talk on YouTube – https://www.youtube.com/watch?v=qp0HIF3Sfl4

Start With Why – How Great Leaders Inspire Everyone to Take Action by Simon Sinek

https://www.youtube.com/watch?v=iTcktDL8vjY



Articulate Your Message

- Vision
- Mission
- O Mantra

Articulate Your Message

Vision Mission Mantra





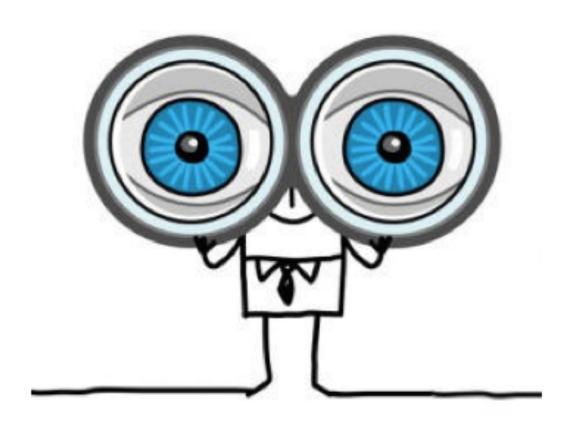
Enchantment-The Art of Changing Hearts, Minds and Actions by Guy Kawasaki

Painting the Picture – Visioning Exercise

https://managementhelp.org/blogs/strategic-planning/2013/10/01/sample-visioning-exercise/

Three Powerful Questions for Developing a Compelling Vision

https://www.purposespeaks.com/2018/06/buildpowerful-vision-imagine-world-youre-no-longerneeded/



Focus Your Target Market

Who's Your WHO?

Focus Your Target Market

Who's Your WHO?







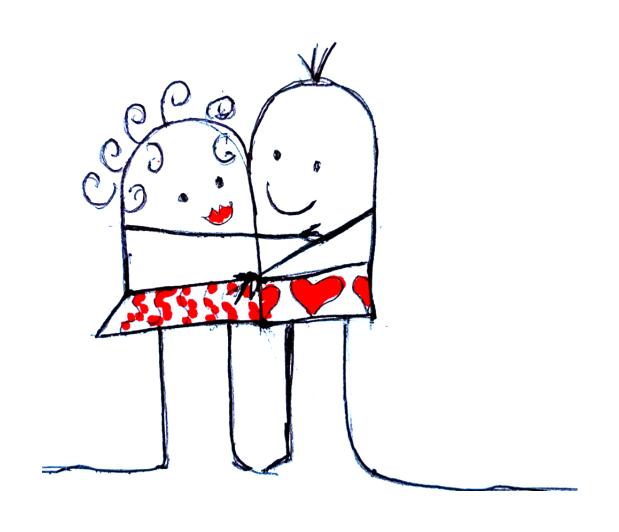
Tame the Biz Beasties with Mama Red Knight: Small business owners, get clear on your WHO first

http://mamaredknight.com/get-clear-on-your-who/

Defining Your Avatar: Your One Perfect Customer https://tinyurl.com/EOFireAvatar

Focus and Identify Your Target Audience https://tinyurl.com/YourWho

Help With Analyzing and Targeting Your Market https://www.claritas.com/



Embrace Your Competition

Differentiate Your Offer







Embrace Your Competition

Differentiate Your Offer

Ten Tips on How to Research Your Competition

GREAT article in Inc. Magazine has lots of links to even more info and resources

https://www.inc.com/guides/201105/10-tips-on-how-to-research-your-competition.

SpyFu: A great resource to research keywords and Adwords your competitors are buying. **SpyFu.com**

Niche Differentiation Strategy: Mine Riches in Niches https://innismaggiore.com/blog/niche-differentiation-strategy-mine-riches-in-niches/



Get Tactical & Be S.M.A.R.T.E.R

Goalsetting



Goalsetting &

Posting With Purpose







Partial List of Marketing Tactics

https://www.inc.com/larry-alton/12-online-marketing-tactics-you-should-be-using-in-2018.html

S.M.A.R.T. & S.M.A.R.T.E.R. Goals

GACTS

https://wavelength.asana.com/workstyle-gactsmastered-marketing-brief/

The Weather System™

http://energizingfreshthinking.com/



Check In Often

Debrief







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Debrief

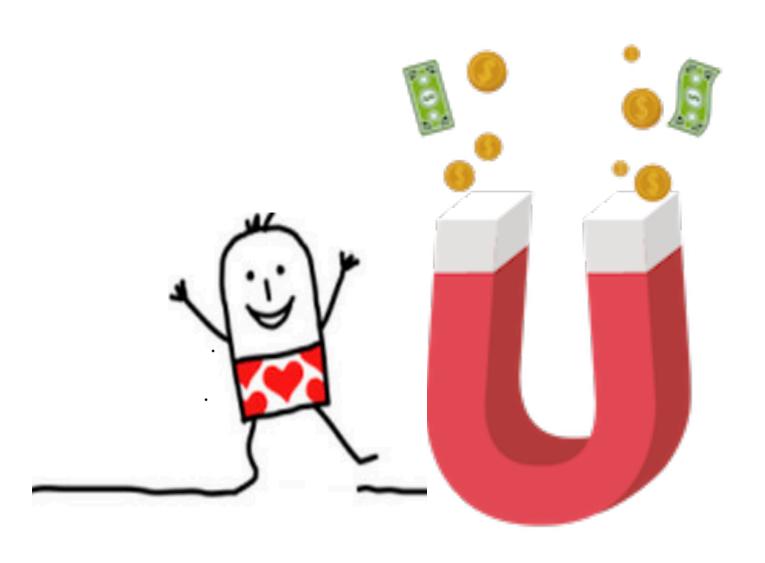
How to Debrief

https://hbr.org/2015/07/debriefing-a-simple-tool-tohelp-your-team-tackle-tough-problems

Simon Sinek TED Talk on YouTube – https://www.youtube.com/watch?v=qp0HIF3Sfl4

Start With Why – How Great Leaders Inspire Everyone to Take Action by Simon Sinek

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in Your SUCCESS

Abundance & Reciprocity







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Co-Create

 $\begin{tabular}{ll} Mastermind \\ in the \\ Brilliant Zone^{\tiny TM} \end{tabular}$







The Co-Creation Community http://TheCoCreationCommunity.com

Brainstorm With the Whether System™ https:EnergizingFreeThinking.com

Posting With Purpose Playshop
https://PostingWithPurposePlayshop.com

Co-Create

 $\begin{array}{c} \text{Mastermind} \\ \text{in the} \\ \text{Brilliant Zone}^{\text{\tiny TM}} \end{array}$