

Why should you be
on social media
today?

- 1. Calling card**
- 2. Build authority**
- 3. Build community**
- 4. Lead generation**

*Who do
you serve?*

Describe your target audience as detailed as possible

Gender

Age

Location

Occupation

Interest

Lifestyle

Personality

...Why would they need your service?

What is/are the pain points of your target audience that you are an authority to solve?

What is your one liner elevator pitch?

"I help _____ (who) with _____ (what
do you help them with) using _____ (what
method/solution you provide)"

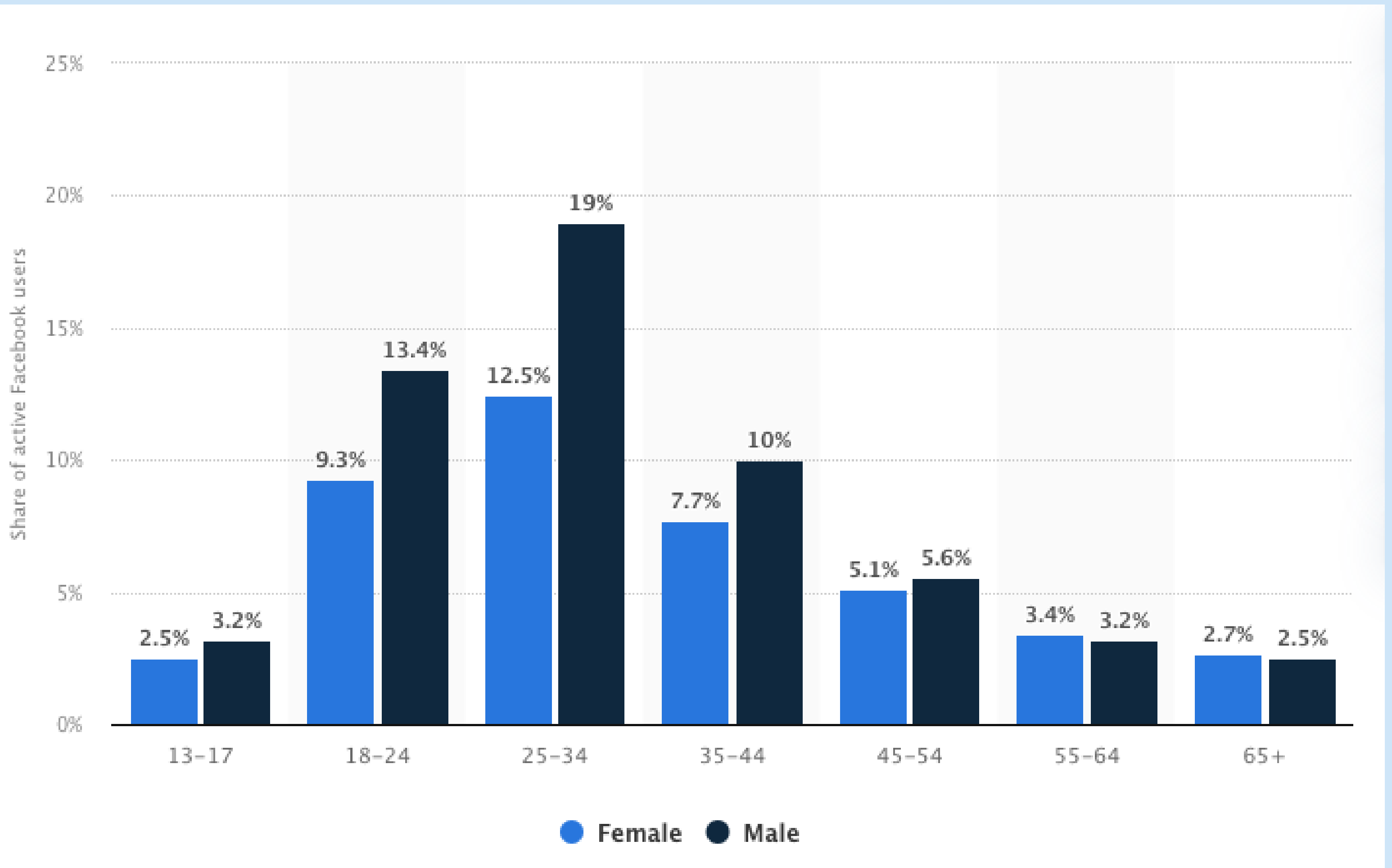
But which platform
should I be on?





Facebook

- social network used to associate with individuals/brands.
- help your business via branding, social awareness, relationship building, customer service, lead generation, and conversion.
- Male consumers between 25 and 34 years of age represent the largest demographic on Facebook.
(Statista)
- Gender: 57% female, 43% male



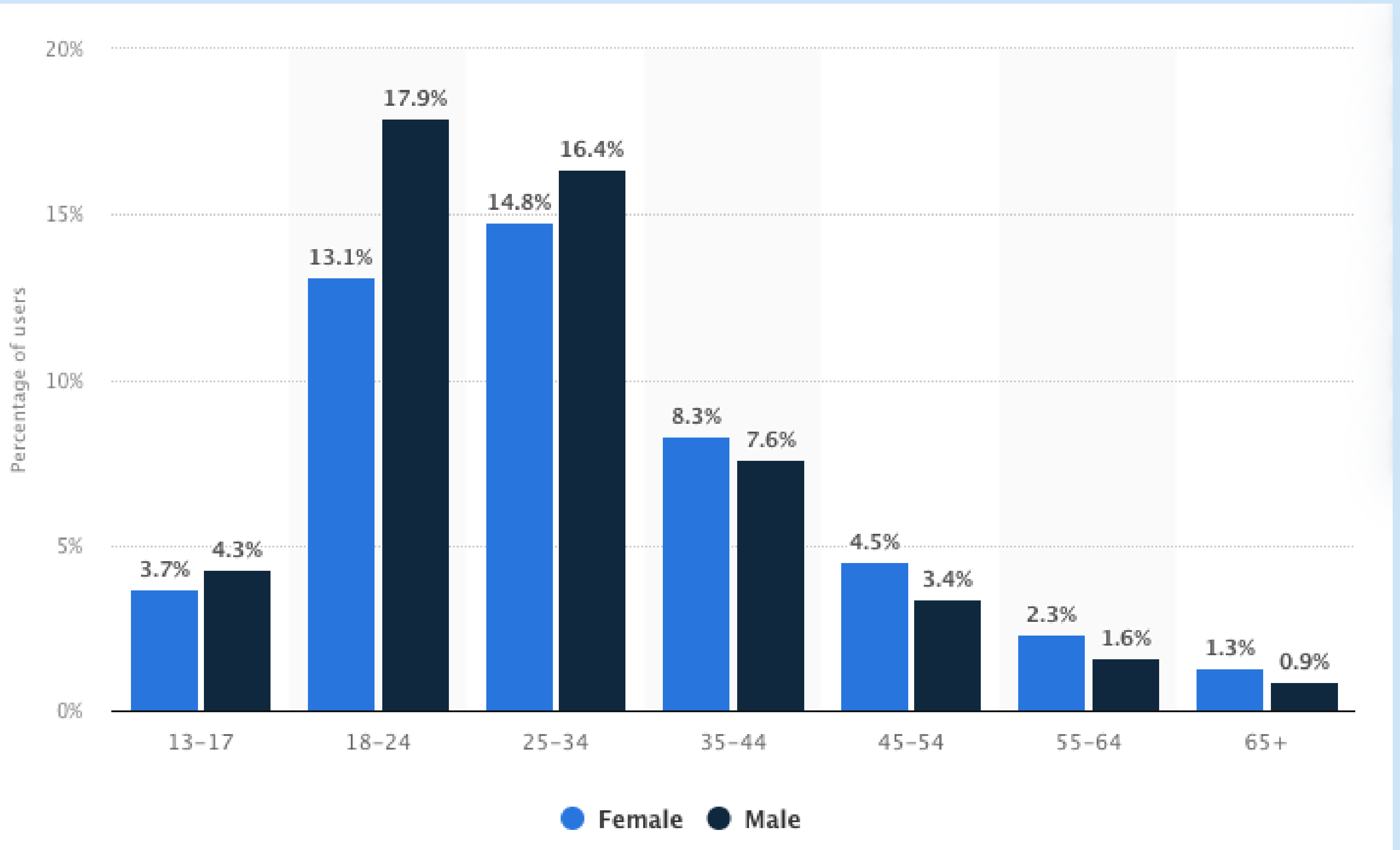


- social network designed for businesses and professionals to build authority, showcase work experience, and thought leadership.
- used for building professional relationships, sharing relevant, industry based info, find new hires / posting job availabilities
- Largest age group: 46-55
- Gender: 51% male, 49% female



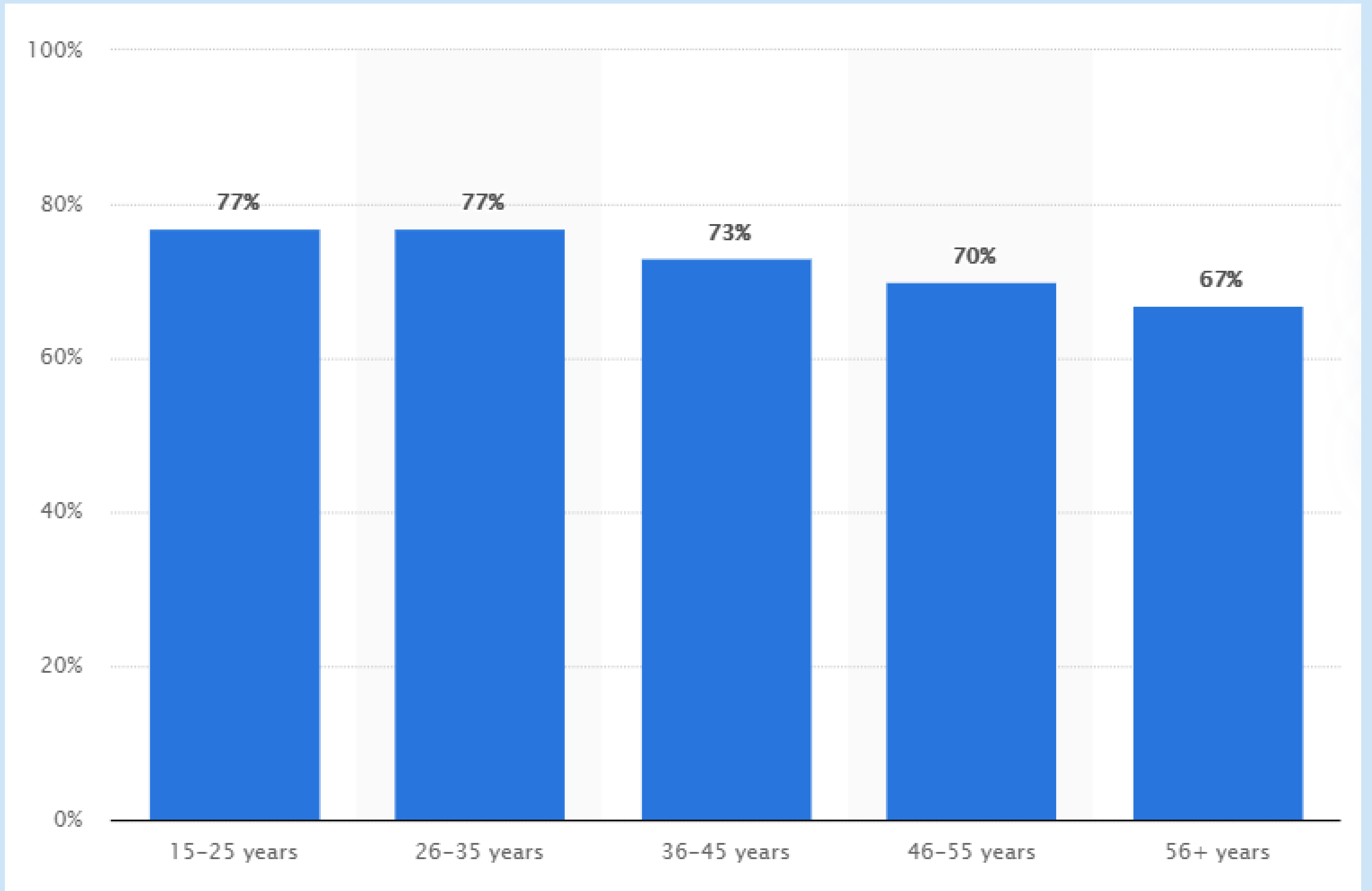
Instagram

- media sharing network
- find and share photographs, live video, video
- build influence, share knowledge, inspire and motivate, educate
- Largest age group: 25–34 (33.1%)
- Gender: 57% female, 43% male
- The smallest age group on Instagram is senior males 65+. (Statista)





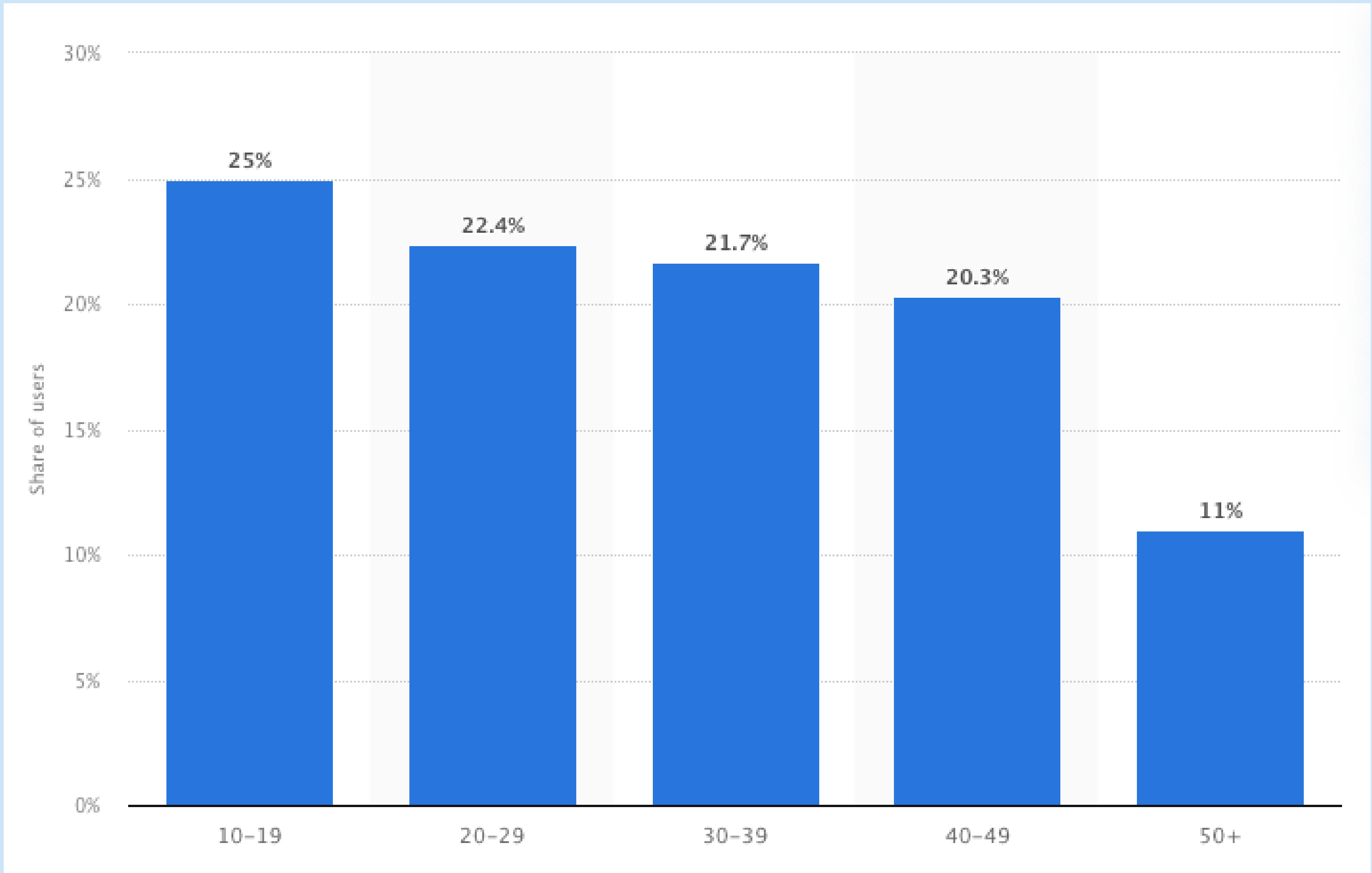
- leading video-sharing platform
- videos are a lot more engaging and shareable than text content and can improve search rank on Google
- YouTube is the second most visited website in the world. (Hootsuite)
- Largest age group: 15-35
- Gender: 72% of all female internet users and 72% of all male internet users





TikTok

- fastest growing social media platform today
- find videos, challenges,
- music, dance, memes, entertainment
- 25% of U.S. TikTok users are between 10 and 19 years of age. (Statista)
- Only 18% of U.S. Tiktok users are 50+ years old. (Pew Research Center)
- Largest age group: 18-24 globally
- Gender: 59% female, 41% male





Pinterest

- Bookmarking and content curation platform
- enable users to pin content for their inspiration / motivation / mood boards
- helps users find out, share, discuss and save a variety of latest content and media that are trending as well.
- Largest age group: 30-49
- Gender: 78% female, 22% male

Setting Up To Win

Fill out all the details in the profile section

1. Clear name / brand
2. Your one liner elevator pitch. Use searchable keywords in your one line.
3. Upload a photo. Use a clear brand logo or a clear headshot of yourself.
4. Include link to your website / offer
5. Convert your website / offer link to a bitly for tracking

NOTE:

If you are new to social media, I'd advise you to pick one platform to start out.

Understanding Content Creation

So what type of content should I create?

1. Educate
2. Entertain
3. Inspire / Motivate
4. Engaging
5. Authoritative

Bottom line: It needs to get people curious enough to want more from you

The

what, why, how

of

B.E.G

What

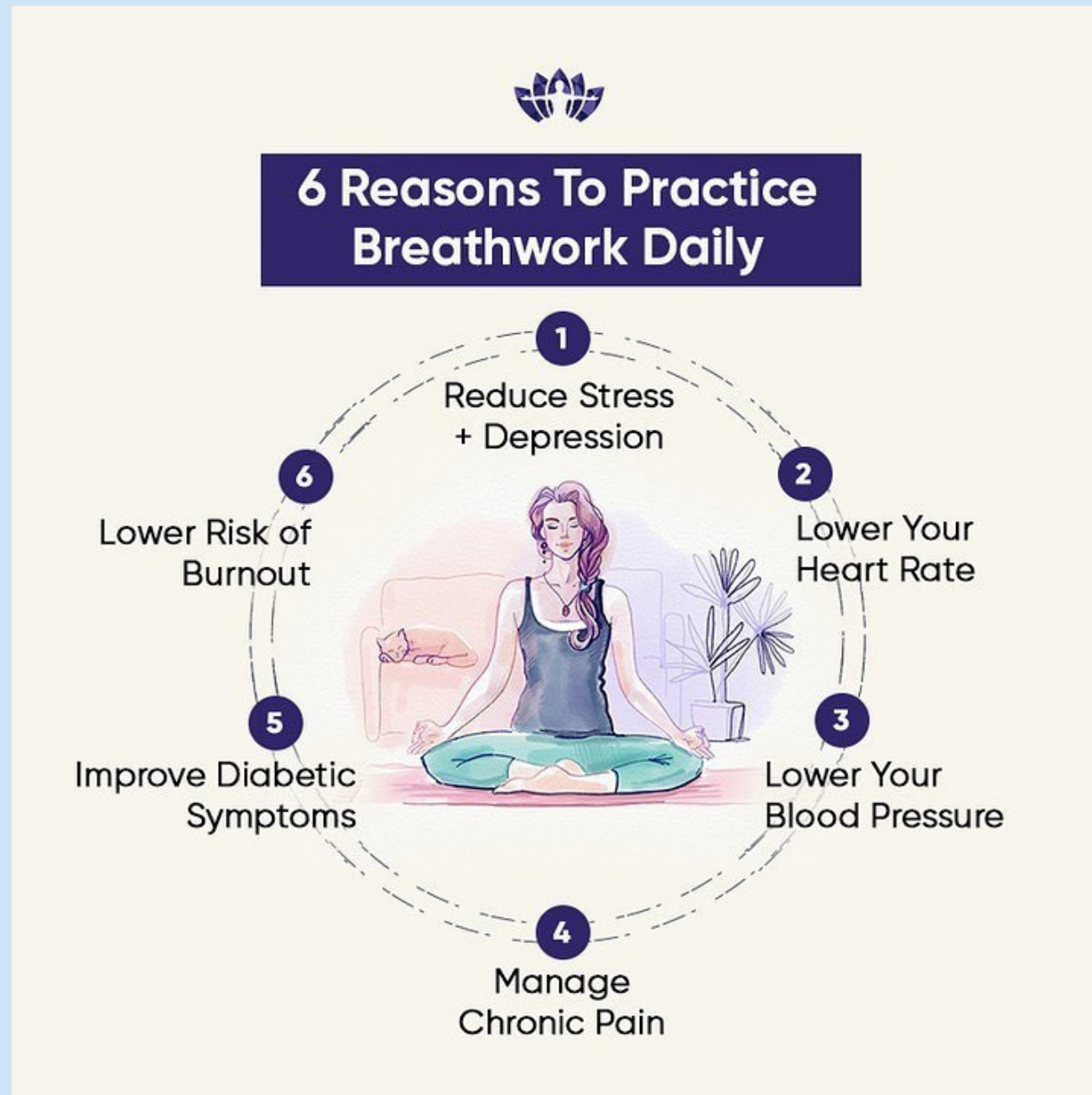
Benefits of Rhythmic Breathing:

- Reduce Oxidative Stress
- Improves Digestion & IBS Symptoms
- Increase Heart Rate Variability
- Calms The Nervous System
- Facilitates Lymphatic Drainage
- Reduces Anxiety

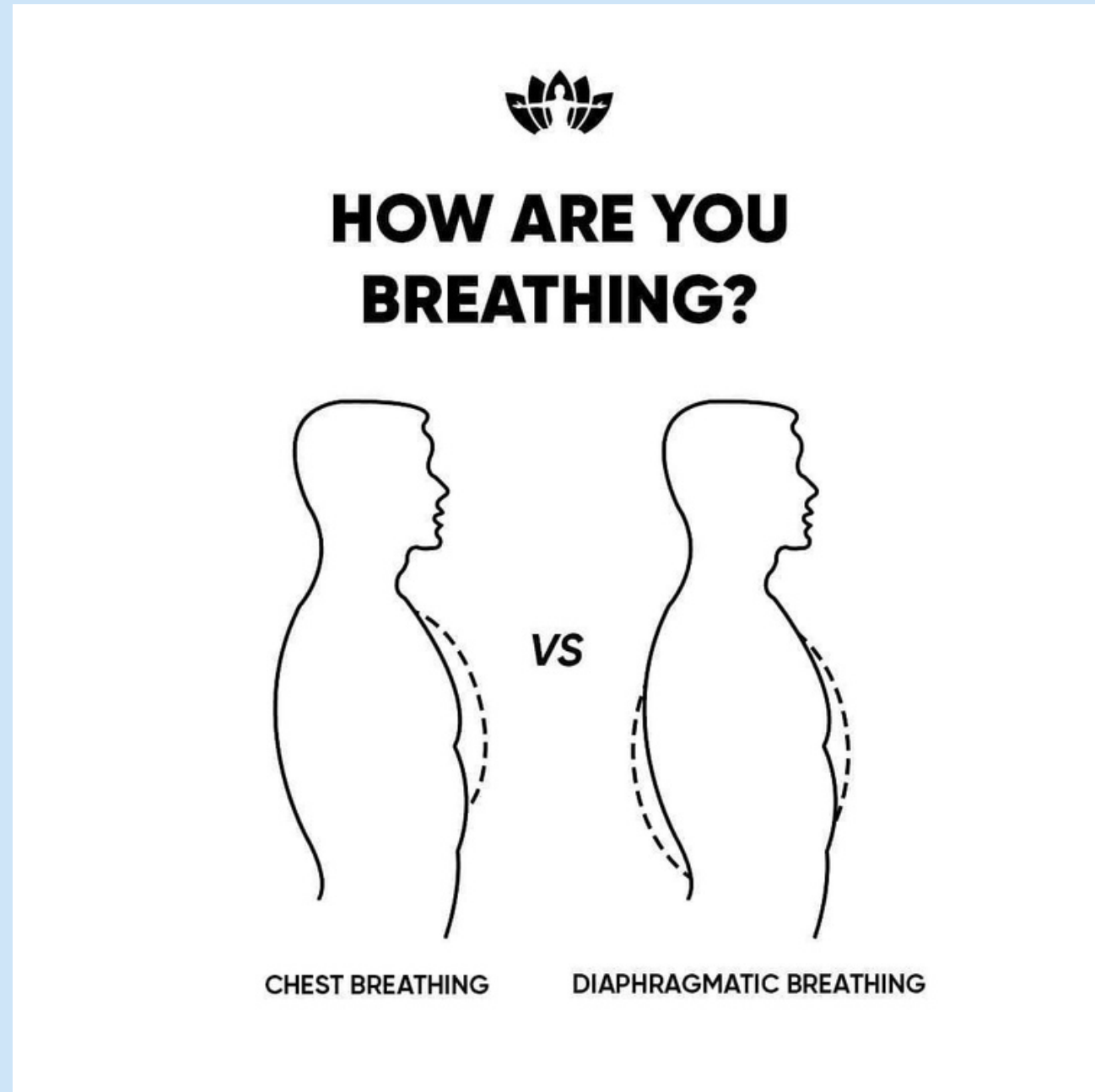
The Benefits Of Intermittent Hypoxia Training

- Naturally Restores Normal Blood Flow to an Obstructed Coronary Heart Artery
- Lowers Blood Pressure
- Increases Stamina and Endurance
- Relieves from Many Chronic Diseases like Asthma, Arthritis, Diabetes and Sleep Disorder
- Stimulates Cell Reproduction and Regeneration
- Support Optimum Blood Flow
- Encourages Growth & Development of Nervous Tissue and Organs
- Prevents Degeneration of Tissue and Organs
- Intermittent Hypoxia Training can be Achieved through Simple Breathing Techniques.

Why



How



Boost

Me before
my daily
breathwork
practice



Me after
my daily
breathwork
practice



No matter what you eat, how much you exercise, how skinny or young, or wise you are, none of it matters if you are not breathing properly.

- James Nestor



When someone says they don't believe breathwork practice is important 😊 😊

Educate



Guided Breathwork Meditation:
Deep Sleep + Relaxation



**YOUR HEALTH
IS YOUR WEALTH**



Generate

BREATHE LIFE INTO THE NEW YEAR



Start 2022
strong with the
SOMA Breath®
Transformational
Bundle

Get the bundle ▶



WHAT HAPPENS AT A SOMA BREATH AWAKENING RETREAT



Make it relatable

Make it about them

Ask these questions as a consumer of content:

- How does it benefit me?
- What can I learn?

FORMULA:

**Idea (content) > Platform >
Type of post**

When writing a caption..

- Have a catchy opening line
- Include the secret ingredient into the body
(problem you notice + solution)
- Close with a Call To Action

- Use facts
- Use your personal experience / story
- Use a client's success story
- Make it educational / motivational / inspiring

Types of Call to Action

- SAVE this post for later
- SHARE this post with someone who needs it
- COMMENT your thoughts below
- DROP a heart if this resonates
- Comment (KEYWORD) to receive the link to (OFFER) and I'll share it with you in DM
- DM me your challenges and let's have a chat
- REPLY (keyword) and I'll send you more details of (OFFER)

Consistency
Is Key

Being consistent does not mean...

...you post several times a day

...you have to post everyday

Being consistent means you have a
plan of posting and you stick to it!

- Start with 1 platform
- Create a calendar for your posting
- Decide how often you want to post in a month

For example:

Posting alternate days = 15 posts per month

Posting 4 posts per week = 16 posts per month

- Set aside time to create your content
- Either schedule them or have an alarm to alert you of posting time.

*It's your turn to
give this all a try!*