

3 Steps to Earning an

EXTRA \$1,000 A MONTH

as a Social Media Manager
or Consultant



Phyllis Khare & Andrea Vahl

 SOCIAL MEDIA MANAGER SCHOOL

www.socialmediamanagerschool.com

3 STEPS TO EARNING AN — EXTRA \$1,000 A MONTH — AS A SOCIAL MEDIA MANAGER OR CONSULTANT

First – Our Big {& Juicy} Promise

We're really happy you picked up this report. It's full of information and ideas that will help you easily earn an extra \$1000 a month as a social media manager.

By the end of this report you will be clearer on what you can offer, and want to offer, your clients. You will figure out who you want to offer your services to, and you will learn the key to claiming your place around the “experts” table. You'll learn how to leverage that expertise to build a loyal following. You will learn the secret to positioning yourself to your potential clients so that hiring you is the clear next step.

Why We Wrote This

There are a lot of crazy people making some crazy promises out there on the Internet. They tell people they can make a fortune in the social media space and they might as well just quit their “real jobs” now and get on with making all of this said cash. And frankly, we're tired of hearing it.

We've been in this space for a long time – well at least as long as Twitter, Facebook and others have been around – and while there is plenty of money to be made, we're a lot more interested in helping you create the kind of business you enjoy and that you can sustain over the long-term.

We also know that promising you that you can make \$10k a month as a social media manager may sound super awesome (and you certainly can make that and a lot more as we've experienced), but we also know that once you figure out how to make that first \$1000 a month, then it's just a numbers game. You'll be able to blow it up as much as you want from there.

It's just that the first \$1000 is always the toughest. So we're here to make it less tough.

We wrote this because of a combination of empty promises we keep seeing online, and our strong desire to prove a point about what it really takes to build a business and make money as a social media manager. It's going to be light, fun and super easy!

Who are we?

Before we dive into the goods, we're going to tell you a little bit about how we got into the social media game and why it'll be good for you to listen to us.

From Andrea

I first started using social media to promote my in-home wine tasting business (talk about living the dream!) and I loved both the wine and the social media. And I quickly reaped the benefits of using various social media platforms.

Because I was having so much fun and seeing some great results, friends and business owners would steal my ear every chance they got. I began consulting with them just as the supplier of the wines I was using went out of business. It was a frustrating time because my wine tweeting was really working and I didn't want to lose momentum.

So, I decided to start a blog in the voice of one of my Improv Comedy characters, Grandma Mary, Social Media Edutainer. My client list filled up, I started teaching local workshops, and I ran online webinars. Soon I was invited to speak all over the world, I became the Social Media Manager for Social Media Examiner (one of the top blogs worldwide on social media) and I was tapped to co-author the book "Facebook Marketing All-in-One for Dummies".

I never could have predicted it would come to this from that first nugget I posted on Facebook about wines all those years ago. I'm living proof that if you just pay attention to what you love doing, you can eventually make a living doing it.

From Phyllis

For many years I made my living as "Miss Phyllis", an award-winning children's entertainer and educator. (You can understand why Andrea and I teamed up!). Once I retired from that I satisfied my "need for geek" and dove head-first into creating online businesses. I created a leading edge ecommerce site way before it was the cool thing to do. It was very pretty but it was before its time for ecommerce.

So as I continued to explore how to create a successful online business I got to be known for knowing how websites and social media work. My own experiment in creating an online presence was recognized by Wiley & Sons publishing and in 2010 I was asked to write "Facebook Marketing All-in-One for Dummies" (so I brought along my online buddies Amy Porterfield and Andrea Vahl as co-authors). Then in 2011 I was asked to write my second book "Social Media Marketing eLearning Kit for Dummies." Wiley & Sons gave me 30 days to write 300 pages which was very very difficult to do and eventually lead to my next online training program - Time Management for solopreneurs!

Then it became really obvious that Andrea and I needed to create a School to train people to do the things we were doing with our clients on social media. We were blessed with being able to work from home (or the beach drinking wine....) and wanted to share this type of career with as many people as possible. So with my background in creating curriculum and online sites and Andrea's deep understanding of Facebook and marketing Social Media Manager School was born.

Here are the 3 steps you can take to add an extra \$1000 to your income each month.

STEP

Decide on Your Services

Some of the different types of services you can offer are:

Social Media Training: You can offer either group training or one-on-one training to help business owners and marketers get up to speed on how to use social media. Decide on how you will package this training – will it be a one-hour session or will you offer a bundle? Will you set up the training and invite people to come or travel to your client's location?

Social Media Webinars: This is similar to the training described above except the training is done virtually. If you do webinars, you'll need to have a way to deliver the webinars with a webinar service and take online payments. You may also want to record the webinars for playback or package them up into a product that you sell. First you need to know what you're

going to offer. There are many different services that social media managers and consultants can offer. It helps to specialize so that you can become an undisputed expert in your field, and also create systems to make your job easier.

Social Media Done-for-You Services: With this service, you do all the posting, maintenance, following, spam removal, etc. for the clients. Many clients want this service desperately because they don't have the time to do this themselves. There are so many business owners who know the importance of social media but don't want to keep up with all the intricacies of doing it right. You may also offer things like content creation for their weekly blog post or newsletter.

Social Media Setup Services: Many business owners don't know how to set up their social sites so that they look good, are optimized with keywords, and attract the right people! You can offer a basic setup or a higher end setup with initial posts, initial work on growing their sites, and other special touches.

Social Media Strategy Outline: Many businesses want a strategy roadmap for what they need to do over the next 6 months or a year. They want you to outline their activity and then just implement it. This involves researching what their competitors are doing, watching what is working in their industry, and then helping them understand what actions they need to take to achieve their goals.

Social Media Products: You may want to offer some easy packaged learning products for people who want to learn social media but can't afford to hire you at the moment. An ebook or an on-demand webinar are perfect for this and a great way to supplement your income. It's important here to focus on one specific aspect or strategy so you don't overwhelm them. Ideally they will check it out, attempt to do it on their own, and then end up hiring you to do it for them.

[You may also want to decide on a niche that you want to serve.](#)

If you have a particular background or specialty, that makes it easier. For example, if you used to be a Realtor (or you still are) you could specialize in helping Realtors and Mortgage Lenders learn how to use social media.

Or maybe you just really like jewelry and know a lot about it – you can narrow your niche to serving jewelry businesses. You could also decide to focus just on your local market. As you can see, there are many different services to offer. Now you just have to pick the one or two you're most interested in offering.

In Social Media Manager School we go in-depth on setting up your perfect product and services offerings.

Pricing

Now that you've decided on your services and your niche, you have to think about how to price your services. Here are some suggestions if you're just getting started:

Research the market: Do some Google searches such as “social media consultant rates” or “social media manager pricing” and you'll come up with some pages where people list their prices. Not all sites list their prices but some do. We don't suggest just picking their prices though – you need to know how much it costs to deliver your services.

Understand your overhead: If you're familiar with freelancing then you know that you have to price your services according to your costs. The great thing about a social media manager is that you can have very low overhead, so you can create a profitable business quite quickly. But make sure you know how much it costs for things like your phone, your website, any programs that you might pay for each month, and so on.

Don't charge less than \$50/hour for consulting (if you are brand new to this). If you're just starting out you may be tempted to charge low rates for your one-on-one consulting. But you need to charge at least \$50 an hour for a single session so that when you offer packages you can give your clients a break if they buy multiple hours at once.

As you get more experience, you can charge more. We charge \$200/hour and up for our rates (and still have plenty of clients!)

Offer standard tiers of service. You may want to offer tiers of service such as “Basic, Standard, and Premium” or “Bronze, Silver, and Gold”. Clients then have the option of choosing the level of service they want and you don't have to do custom quoting every time. There will times when you have to do custom quotes but the less work you can do on pricing for every job, the better. Social media done-for-you can have a wide range in price but typically run \$350 for a very basic posting package.

We have a Pricing Calculator in our School that can help you figure out your pricing for projects, monthly retainers and other services.

How to Get to \$1000

Now let's talk about getting to that magic \$1000 number. If you charged \$50/hour for your consulting, you would just need to spend 20 hours per month working. So that's 5 hours a week and one client a day.

But maybe you don't want to spend all your time consulting. Maybe you also want to run a workshop once a month. Workshops can range in price depending on the length, the demand in your local market, and your target audience. But let's say you started off basic and charged \$50 for a 3 hour workshop (a great deal!). You would need just 20 attendees to get to \$1000 (minus some possible room rental). Or you can target just 10 attendees for a \$500 training workshop and supplement the rest of your month with other services.

If you offer done-for-you services at the most basic level, that's only 3 clients to make the \$1000/month! As you can see, once you decide on your services, you can quickly calculate what it will take for you to get to your magic number. Then all you have to do is make a plan to get there.

STEP

Establish Yourself as an Expert

This is a lot easier than it sounds. I'm not saying that you should run around calling yourself an expert if you're not. But in reality, when you start out, you only have to be an expert in the eyes of the people who are going to hire you. There are a lot of people and business owners who know NOTHING about building a presence on social media. Cut your teeth with them, gain some experience and expertise, and then grow from there.

Establishing yourself as an expert just means that you have to show that you know your stuff and that you can deliver what you promise.

Also think about a hook that you can use to brand yourself. We are both entertainers at heart and have branded ourselves that way online so that we can amp up the fun while people learn!

Here are some things you can do to start establishing yourself as an expert in social media:

Write helpful blog posts or articles or go Live on any of the social platforms. You can blog either on your own blog (we highly recommend this to help with your expert status) or by guest blogging on other blogs (another great way to reach a big audience and get going if you don't already have a blog yourself.) Going live on any social platform and giving excellent advice or tips for marketing in your niche is a very good way to establish yourself as an expert.

Help other business owners and get testimonials. Sometimes when you're just starting out, you may need to assist a few people for free in exchange for testimonials or referrals. This can also be good practice for you to see if you like the social media management business before diving in fully. Many nonprofit organizations would love your help as you get started.

Speak at local events or do a free workshop. Many groups such as networking groups, chambers, or Meetup (www.meetup.com) groups look for speakers for their monthly or weekly meetings. Do some online searching to see if you can connect with some groups that might need a speaker. There are co-working spaces that have regular meetings, too. Find one in your area and see if you can help by giving a small presentation to the members.

Help others in online groups. There are many Facebook groups as well as forums that have people asking questions about how to do things on social media. If you can be helpful and answer questions, you can become known as an expert. Always make sure you are helping in a genuine and non-pushy way. It doesn't take much to become known as an expert – you just have to be deliberate about it and consistently provide great content to the people who are looking for it.

In Social Media Manager School, we give you some awesome tools to get started such as a series of blog post ideas and resources for searching places to guest post and speak.

STEP 3

Fill Your Funnel with Clients

This is the real McCoy. This is where you reap the benefits of everything you've done from Steps 1 and 2 so you can start bringing in consistent revenue from clients who can't wait to work with you.

The key piece of client acquisition is in putting effort into the follow up. You need to reach out to people via an email message or better yet, a phone call. If they've attended one of your talks, send them an email asking if they had any follow up questions or if you can help them in any way.

Spread the word on your own social sites about your new venture. Many of your Facebook friends, Twitter friends, or LinkedIn connections may need help or know of a business owner who does.

Networking events can be another great way to connect with business owners. Many networking events are free or very low cost. The great thing about networking events is that everyone wants to introduce themselves to the social media expert! (Trust us – we know!)

There are so many businesses that need your help.

You might also consider connecting with your local Chamber of Commerce. Many chambers allow you to come and visit a number of times before joining so you can see what types of businesses are active in the chamber. Usually after just a few meetings you will know if the chamber is a good fit for you.

Don't forget to check Meetup.com for local networking events too. We also know some plucky social media managers that have targeted local businesses that don't have a social media presence (or have one that is in shambles) and made a "house call" to the local business to introduce themselves and offer their services.

If you're feeling bold or you're really good at selling yourself, this could be a great route for you. If you aren't feeling quite that bold, you can set up a free training, print up flyers, and call on them specifically to invite them because you noticed they could use a leg up with their social media presence.

There are many ways to get the word out about your new venture and fill your funnel with new clients.

Being a social media manager can be an extremely fun and rewarding job. It's always changing, you can work with a great variety of clients who appreciate your work (because they don't have to do it), and you can do it on your own schedule. If this sounds great to you, stay tuned because we have some more tips in store for you!

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If you found this report valuable, you should know that our School is packed with excellent information to help you create a life and business you love. Join us now at [Social Media Manager School](#)

If someone forwarded this to you, be sure to go to [Social Media Manager School](#) and enter your name and email so you can get all of the goods in our Starter Kit.

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Did you find this information helpful? If so, we'd love for you to share it with your friends and colleagues. [Click here to tweet and spread the good word.](#)

WHO ARE THE FOUNDERS OF SOCIAL MEDIA MANAGER SCHOOL?



Andrea Vahl is the co-author of *Facebook Marketing All-in-One for Dummies* – all 3 editions. She was listed on Entrepreneur.com: **50 Favorite Online Marketing Influencers** — and on Inc Magazine: **21 Best Blogs That Will Help You Grow Your Business** and on Kim Garst's – **Top 30 Women in Social Media** and on many more social media influencer lists.

She's an international speaker and a top trainer for Facebook Advertising at conferences all over the world. And in her spare time does award-winning stand-up comedy in Colorado.



Phyllis Khare is a two-times Dummies Author – co-authoring *Facebook Marketing All-In-One for Dummies* 1st and 2nd Editions with Andrea Vahl and Amy Porterfield and she's the author of *Social Media Marketing for Dummies ELearning Kit*.

She's developed a highly acclaimed time-management program for entrepreneurs called **TimeBliss.ME** and she's the social media strategist for **Peaceful Media** — consulting with thought-leader brands all over the world – in many different industries.

