HOW TO BECOME A SUCCESSFUL SOCIAL MEDIA MANAGER

Do you have what it takes to become a GREAT Social Media Manager or Consultant?

Ask yourself two questions

Do you naturally have social media skills

LOVE helping other people:

If **YES**, let's see what it takes...

Building Your Own Social Platform Learn the ropes on all the social site you plan to offer services;



- Facebook. Twitter, LinkedIn, YouTube, G+, Instagram, Tumblr, MySpace (yes, the NEW MySpace if your clients are musicians) If you are going to niche your business offerings into ONE social site - spend your time there mastering every detail (don't get lost on Facebook if you are going to niche to Pinterest). Learn the ropes on the best website design and plugins by creating
- your own website (or find the BEST people or companies to outsource this task) Test marketing strategies using your own business as your first client

Market Yourself

Finding Clients



- what people actually need in your niche direct them to your online business card or website Offline - find and attend local and national networking conferences face-to-face with your potential clients and customers
- Turn your personal passions into a business niche laser-focus your Offline marketing and research
- Be prepared offline with beautifully branded business cards with the profile image you use online
- Networking



Managing Your Time



best and stick with them.

Avoid

to organize tasks like creating blog posts, creating tweets and Facebook posts, creating images for Pinterest, organizing G+ On Air

Don't get caught in the time suck syndrome! Learn how to create

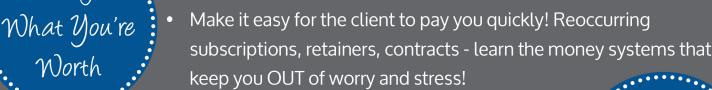
- Hangout Interviews... Don't trade time for money. Learn to organize your services for Your Power But don't get lost in the HUNDREDS of systems available. Find the

own rates

Systems Managing Your Money Learn to find out what your competitors are charging to position your

Proposals

Customizina





and

Beyona

Charge

- Create Learn how to create amazing social media management proposals Winning that get you the contract every time HINT: Develop a template then
- Learning Advanced Marketing Tasks Give your clients the very best on each social site. For example, learn SEC how to optimize every video they have on YouTube with keyword-

captioning and transcripts.



Social Know how to add custom Facebook tabs, Twitter headers, YouTube Sites One Channel images and custom thumbnails and TOTALLY rock the Be knowledgeable about current online marketing techniques - evergreen webcasts, live video hangouts, email capture pages, and JV systems

Are you up on the latest ways to make sure your clients are well

rich descriptions, tags, titles, external linking annotations, closed

Do you understand the IMMENSE importance of responsive design Design and the large-screen TV interface for your clients?

represented on any mobile device?

Mobilize Baby



free of the office chair and go out into the sunshine baby!

You know you've mastered this field when you can take your work

to the pool (or have it all done so you can go and ENJOY being at the

pool...) Learn to take your work with you on your phone or tablet. Be

Office

by the

Manager or Consultant Social Media Manager School is a fun, supportive, knowledgeable space where you can learn how to make a living doing what you love.

Continue to LEARN

We welcome you to come check us out!

other Social Media Managers

JOIN

a Community of

SOCIAL MEDIA MANAGER SCHOOL