

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?

Do you LOVE helping other people?

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

Building Your Own Social Platform

Be Your Own First Client

- 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

Online Research

- Online - learn research skills for each social site, learn to listen for 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 marketing and research
- Be prepared offline with beautifully branded business cards with the profile image you use online

Offline Networking

Managing Your Time

Avoid Time Suck Syndrome

- Don't get caught in the time suck syndrome! Learn how to create and use an Editorial Calendar for each client
- All GREAT social media managers and consultants use systems to organize tasks like creating blog posts, creating tweets and Facebook posts, creating images for Pinterest, organizing G+ On Air Hangout Interviews...
- Don't trade time for money. Learn to organize your services for retainers or project fees.
- But don't get lost in the HUNDREDS of systems available. Find the best and stick with them.

Gather Your Power Systems

Managing Your Money

Charge What You're Worth

- Learn to find out what your competitors are charging to position your own rates
- Make it easy for the client to pay you quickly! Recurring subscriptions, retainers, contracts - learn the money systems that keep you OUT of worry and stress!
- Learn how to create amazing social media management proposals that get you the contract every time HINT: Develop a template then customize it for each new client proposal.

Create Winning Proposals

Learning Advanced Marketing Tasks

SEO and Beyond

- Give your clients the very best on each social site. For example, learn how to optimize every video they have on YouTube with keyword-rich descriptions, tags, titles, external linking annotations, closed captioning and transcripts.
- Know how to add custom Facebook tabs, Twitter headers, YouTube One Channel images and custom thumbnails and TOTALLY rock the world of #hashtags
- Be knowledgeable about current online marketing techniques - evergreen webcasts, live video hangouts, email capture pages, and JV systems

Customizing Social Sites

Mobilize Baby

Responsive Design

- Are you up on the latest ways to make sure your clients are well represented on any mobile device?
- Do you understand the IMMENSE importance of responsive design and the large-screen TV interface for your clients?
- 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 free of the office chair and go out into the sunshine baby!

Office by the Pool

Become a **GREAT** Social Media 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!

JOIN a Community of other Social Media Managers