

# KRISSY LEONARD

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## CREATING YOUR SOUL-CENTERED SOCIAL MEDIA PLAN

RECONNECT TO YOUR SOUL-CENTERED PURPOSE AND SWEET SPOT:

1. Write your "what I do statement":

2. Write your Global Vision Statement (your big why/vision for the world):

3. Write your Personal Power Statement (your unique talents, gifts, interests, as they apply to your work with your ideal client and your global vision):

4. Describe your ideal client in detail:

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## GET CLEAR ON HOW TO STOKE OUT YOUR IDEAL CLIENT

1. What is your ideal client looking or searching for on the internet (what are they searching on google or looking at on Instagram?)

2. What types of content/accounts/topics do they resonate with or are drawn to? Which specific accounts, brands, clothing companies etc? (BONUS TIP: check out what others in your industry who have a similar ideal client are having success with.)

3. How do they want to feel? (ex more organized, less stressed, educated, inspired)

4. What would be your client's DREAM solution or experience on your social platforms – what would surprise and delight her?

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## GET CLEAR ON YOUR BUSINESS GOALS AND INTENTIONS

1. What is your purpose for posting on social media (I know I know – it seems like you should just do it because everyone else is. But remember your social media must be intended to serve your client and your business goals if you want it to be a profit-generating endeavor) Write your intentions below:

2. What are your goals and objectives? (ex. delight followers, build trust and connections, position self as expert, increase email sign ups, web traffic, generate leads, etc) Choose no more than 3-5.

1.

2.

3.

3. How do you want to feel as you begin sharing consistently on social media? Who do you want to be BEING in your business? What are you taking a stand for?

4. What are some things that make YOU unique that your clients love about working with you? (ex. are you relatable? Do you bring your dog to your office? Are you also an artist? All this makes for great content to share a little peak into your personality and what it's like to work with you)

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## GETTING CLEAR ON YOUR SOUL-BASED BRAND:

STEP 1: Use the answers to the above questions to create a Mission Statement for your social media. *Ex. I provide a beautiful, bright, colorful space for women entrepreneurs to feel inspired, educated and empowered in their mindset, healthy habits, and business know-how so that they can have a business, body and a life they love.*

## THE MISSION OF MY SOCIAL MEDIA IS TO....

STEP 2: What's the core message behind everything you post? *Ex. You can have anything you want: body, business and life. I'll show you how.*

## MY CORE MESSAGE:

STEP 3: What are 8 "buckets" that you can use to convey your core message and fulfill your mission in a way your IC would LOVE that would also meet your goals?

Example:

1. Inspirational quotes/images (inspire and delight)
2. Personal stories of transformation (to connect and create trust)
3. Practical tips for cooking and eating well (to delight clients)
4. Client success stories/transformations and testimonials (social proof)
5. Simple marketing/lifestyle tips and promoting blog posts (position as expert)
6. Free resources/give-aways (in exchange for email to cultivate leads)
7. Funny/relatable examples of how life is messy but success is still possible
8. Promoting client openings, free sessions, events and programs (leads)

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MY 8 BUCKETS:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

STEP 4: If you don't already have one, make a pinterest board for your brand that reflects the color palate, fonts, and images that convey the feeling you want your ideal clients to feel (see your answers above).

STEP 5: Choose a filter using VSCO, Instagram, your scheduling app or pre-sets. You can start developing your unique style by using the same filter over and over again, to make your feed look cohesive. Your filter will become your 'signature'. People will recognize your account as soon as they see a photo with your filter.

MY LOOK/COLOR PALATE/FILTER IS:

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STEP 6: POST CONSISTENTLY: Start with posting once a day, then aim for morning and evening for the most engagement. Once you get in the rhythm of posting, you can use a scheduling app to organize your content and automate posts ex. buffer, later, planoly, etc.

## HOT TIPS FOR CREATING MORE ENGAGEMENT AND AUTHENTICALLY GROWING YOUR FOLLOWING:

1. Share an experience that changed the trajectory of your life or business" - when you humanize your business people begin to develop deeper connections with you and develop a sense of trust and like they know you. Being a little vulnerable can really help you gain a loyal and committed following.
2. Create more authentic engagement by asking for people to share their opinion or comment – people love sharing their own opinions, experiences and knowledge – for example where to eat in a new city, which methods parents used, what to watch on Netflix, etc.

Other ways to foster authentic engagement:

- Two choices questions: "Would you rather this/that?"
- Put out a letter or number: "Which is your favorite, A, B, or C?"
- Use an emoji: "Comment with a X if you found this helpful"
- Ask a Yes or No question: "Are you clear on your New Year goals?"
- One word: "What one word would you use to describe...?"
- Scale of 1-10 ("On a scale of 1-10, how excited are you with...?")
- Tag a friend: "Tag someone who needs to see this right now."

3. Use Hashtags – Make sure you use all 30 hashtags in your first comment to attract new fans.

4. Respond in a heart-felt and genuine way to any comments or messages, be

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sure to like everyone's comment that leaves a comment and get back to people personally.

5. Add your location – tag your location in your instagram posts (even if it's just your business location), event or geographic area. This can boost your engagement dramatically!

6. Grab your IC's attention in the first 150 characters by asking a question or stating something intriguing. Ex. Ladies, am I alone in this? Can I get your opinion on this? I know you might hate me for saying this but... Can I get real with you for a second?

7. Include a call-to-action - inspire people to click your link, tag a friend, leave a comment, repost your content. NINJA TIP: Since you only get one clickable link on instagram – the one in your bio, use a service like LinkTree to maximize that to several links you can redirect your ideal client to.