



Strategy and social media: develop your unique voice and start building

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- 1. The power of storytelling online**
- 2. Building your digital voice**
- 3. How to actually convert people into following you**
- 4. Cultivating shareability with your work**
- 5. Creating a conscious community**

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful." – Albert Schweitzer

HOW TO ACHIEVE SUCCESS IN THE SCARY WORLD OF SOCIAL MEDIA

1. Everyone needs their own website and social profiles

- You have to have a website
- It can be as simple as a digital resume
- Photography portfolio
- Build a personal brand
- Have an amazing About Me/Us page
 - Refer people to it
 - make a media kit or pack
- A website or blog gives your work credibility
- Backs up who you say you are
- Allows people to follow your work so you can build a community of followers

What could your website look like right now? What is your dream website?

2. Set clear, achievable goals

- Ask yourself what do you want?
- Why are you here? Why prompted you to tune in?
- What are your goals?

What are your goals right this minute?

Examples:

- Growth
- Funding
- Community
- Followers

Can your passion help you get to those goals?

What are your goals over the next three months to two years? Sketch them out.

- 3 months
- 6 months
- 12 months
- 24 months

3. Find your tribe - build a community of collaborators

- Find a community to help you grow on your journey
- Who you spend your time with is so important in your growth in setting up a successful business
- Surround yourself with great people who lift you up
- Surround yourself with other creators and creatives, of people who share your passion or who are so passionate about things they can't contain it either
- Align yourself with amazing people who challenge you
- Surround yourself with people who "get it" and who are encourage you in your dreams
- Always try to encourage others too, there's not enough of that

4. Be memorable and think outside the box

- How do I get followers? The million dollar question

Step 1 - don't post shitty content

Step 2 - post regularly and consistently for months and even years

Step 3 - actually engage with your audience and interact in your areas of speciality. Be part of the conversation, sit at the table

Step 4 - hustle some features for yourself

Step 5 - be memorable and be creative

I guarantee if you do all of that for at least 3 months you will grow

- Close to a billion websites in existence today - why should anyone follow you?
- Give people a reason to care about you and your work, to remember you
- Get people invested in you

What can people remember you for?

- _____
- _____
- _____

Examples:

- New Zealand expat
- Conservation
- Houseplants

How can you set yourself apart from other creators and groups?

- How can I do this differently?
- How can you pivot during adversity or challenges?
- Don't try and pretend to be someone you're not
- Authentic content reigns supreme
- Don't copy what other people are doing
- Figure out your point of difference and run with it
- Build relationships with your readers/followers
- Don't be boring
- Be unique
- Don't be afraid to share your voice and opinions, it builds respect and relationships

"Be yourself, the world worships the original" - Ingrid Bergman

5. Put your name out there

- Creating great content isn't enough, you have to also put yourself out there, share it consistently and intentionally try to spread your work beyond your own networks
- Get other people to share your work
 - Make it easy to capture subscribers
- Don't wait for someone to hand you things
- Put yourself out there - see an opportunity and take it
- Don't be afraid to promote yourself - be proud of what you share
- Being an expert in something helps you get noticed
- Get featured on lists
 - Guest posts on other websites and channels
 - Run giveaways
 - Have an incentive to subscribe to your email database

How to get your first 100 subscribers

- Make it super easy to subscribe to your website
- Publish daily for one month - set some targets
- Ask yourself what do you want to read? What would you click on?
- What could you give away?
- What's an easy eBook you could write in a day that offers good value? Offer it to your first 100 subscribers only
- Reply to everyone who messages and emails you
- Interact in online communities in your speciality

6. Plan long term and be exacting in your choices

- Think of your website and your work as a business - be professional
- Consistency and execution of content is one of the key ways to be successful
 - just show up and do the work day in and day out
- Most creatives fail because they can't post consistently
- Don't let people make you feel like they're doing you a favor or you're not worth it
- When you're ready to step up with work, it's important to have a mindset for business
- Present yourself professionally, think of your group as your business
- Be very wary of easy quick money
- It's really important to be consistent with the content you're producing and be present with your networks and community

Sit down and write out where you see yourself and your profile in 5 years?

7. Take risks

- Mistakes are lessons, failures are teachers
- Feel the fear and do it anyways
- Don't be afraid to pursue your passions
- Don't be afraid to look ridiculous
- Success only comes after hardships and screw ups
- You have to be willing to take risks with what you do, you are setting yourself up for success.

What's the number 1 thing holding you back right now?

“When you take risks you learn that there will be times when you succeed and there will be times when you fail, and both are equally important.” – Ellen DeGusteneres

LIZ'S 10 TIPS FOR STARTING A KICKASS SOCIAL MEDIA COMMUNITY

1. Pick a really good name
2. Write a brand statement, values and what you're all about. If your community page was a person, who would it be?
3. Install a platform AND pay for your own URL - Wix, Wordpress, Squarespace
4. Pick a theme and install plugins and start designing
5. Install Google Analytics and analyze your stats and tracking, when are people most active? Tailor to that
6. Nab all the social media handles
7. Create an epic “About Me/Us” page
8. Mailchimp and subscribe easily by email
9. All of your social media pages linked
10. Make sure it loads fast and that the images are optimized

What is your brand statement or elevator pitch? What are you all about in 2-3 short sentences?

10 ACTIONABLE STEPS FOR FINDING SUCCESS WITH SOCIAL MEDIA

1. Figure out your passion and what you're so excited to share with the world you can't contain it. How do you enjoy sharing your passion with others?
2. Make a plan and start working on it, consistently, long term. Set goals and milestones and reward yourself when you reach them
3. Set yourself up as an authority on your passion and make a name for yourself in that area. Brand yourself clearly and well.
4. Create a killer "about me" page on your website and a fabulous media kit
5. Foundation first then think about money. Don't focus on money in the beginning, build a really strong foundation and then work towards financial goals. Don't compromise your brand or sell out. Remember the big picture
6. Focus on building a great network and community around you, both to inspire your work and to bounce ideas off of but also who are eager for the content you're sharing
7. Be proud of the work that you're creating and begin to set some values around what your time is worth. Get creative with how you can earn money once you're established
8. Don't be afraid to take risks with what you're doing. Risks can pay off and if you fail, it's a good lesson and can make you a stronger person afterwards
9. Operate with integrity. Don't sacrifice that
10. Don't forget to love what you do!



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