Using Social Media for Your Life Coaching business: 101

Module Two:
A 4-Pronged Approach to a Solid Online Presence

By Tracy Ray
The 4 Pronged Approach

1. WEBSITE
2. SOCIAL PLATFORM
3. BLOG
4. MAILING LIST
Where does my target market hangout online?

Facebook?

Twitter?

Pinterest?

LinkedIn?

Some other network?
1. **Pinterest is dominated by women**

2. **Facebook is aging**

3. **Most people aren’t using multiple social networks**

4. **Facebook (and Instagram) users are the most engaged**

5. **Almost all social networkers use Facebook**

6. **Pinterest and LinkedIn are stand-alone networks**

7. **Pinterest and LinkedIn users are wealthier**
<table>
<thead>
<tr>
<th>Platform</th>
<th>Who should use it</th>
<th>Especially appealing to</th>
<th>What to share</th>
<th>Post frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter</strong></td>
<td>Most businesses &amp; Individuals, esp authors, speakers, real estate agents</td>
<td>Urban residents, African Americans, adults age 18-29, (average age of user 30)</td>
<td>Links, quotes, questions, re-tweets, replies, hashtags (#), memes</td>
<td>High volume of posts (anywhere from 10 to 100)</td>
</tr>
<tr>
<td><strong>Facebook</strong></td>
<td>Most businesses &amp; Individuals, esp for a target of 50+</td>
<td>Women, 50+</td>
<td>Links, quotes, questions, memes, Ads, images</td>
<td>2-3 per day</td>
</tr>
<tr>
<td><strong>LinkedIn</strong></td>
<td>esp men reach out to men in business Businesses (especially B2B service providers), Recruiters and Job-Seekers,</td>
<td>White collar professionals, Men</td>
<td>Job-postings, company descriptions, employer/employee research</td>
<td>2-4 per week</td>
</tr>
<tr>
<td><strong>Google+</strong></td>
<td>Brands already on the other major social networks, B2B networkers, esp bloggers</td>
<td>Brands, individuals 25-34</td>
<td>Hashtags, links, memes, quotes, images</td>
<td>1-2 per day</td>
</tr>
<tr>
<td><strong>YouTube</strong></td>
<td>Brands with video content, anyone giving explanations or sharing expertise or posting How to videos</td>
<td>Wide demographic, esp teens</td>
<td>Short content videos (less than 2 minutes), How-To Instructional videos</td>
<td>1-2 per week</td>
</tr>
<tr>
<td><strong>Pinterest</strong></td>
<td>Anyone in Fashion, food, design, travel or DIY</td>
<td>Women, young moms, older women 50+</td>
<td>Visual content, memes</td>
<td>2-3 per day</td>
</tr>
</tbody>
</table>
Posting Dead Zones

Literally the worst times to post on social media.

<table>
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<th>Platform</th>
<th>Time</th>
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<tr>
<td>Twitter</td>
<td>8 PM - 8 AM</td>
</tr>
<tr>
<td>Facebook</td>
<td>12-3 PM</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>9 AM-5 PM</td>
</tr>
<tr>
<td>Instagram</td>
<td>12-3 PM</td>
</tr>
<tr>
<td>Tumblr</td>
<td>12 AM-12 PM</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1-7 AM, 5-7 PM</td>
</tr>
<tr>
<td>Google+</td>
<td>6 PM - 8 AM</td>
</tr>
</tbody>
</table>

All times are Eastern Standard Time.
If you don’t have a website, you need one.
If you don’t use a social platform yet, pick one.
If you don’t have a blog on your website, get one.
If you don’t have a mailing list, start one.
My search terms

Results are sorted for you alphabetically.

The terms on your list are terms that searchers are actually searching.

Here's my original term ...

and if I click on one, it breaks it down even further.
blended family +

- blended family quotes
- blended family problems
  - blended family problems solutions
  - blended family problems jealousy
  - blended family problems with ex
  - blended family problems
- blended family problems ex spouse
- blended family problems couples
- blended family problems christian
- blended family issues discipline
- blended family issues stepdad
- blended family issues therapy
- blended family movie
- blended family wedding vows
- blended family wedding ideas
- blended family definition
- blended family wedding
- blended family blog
- blended family vacations
- blended family counseling
Blogging gives you the opportunity to

- Provide spiders with more keywords
- Provide human readers with quality information
- Provide more chances to be found online
Ask your family and friends to SHARE your content.

Ask them to:
• Tweet links to your blog posts and website
• Click the social share buttons (Digg, Reddit, StumbleUpon, Tumblr, Pinterest, etc.)
• Post links on their Facebook page or click the Share button
• Suggest your Facebook page to their Friends
• Post comments on your blog post
• Post comments on your Facebook posts
To Do List (and a couple tips)

Build a website (DIY or hire a website builder)
- Research DIY site builders like Wix
  - Do I need a payment portal?
  - Will I upload an eBook or other downloadable material?
  - What’s my budget?
- Hire it done (I build WordPress sites only)

Pick a social platform
- Sign up for Facebook
  If you’re brand new to Facebook, I advise using it personally for several weeks before you take the next step to build a business page.
- Build a business page
  Visit https://www.facebook.com/pages/create/ and follow the prompts.

If you need help, click on my consulting link at the end of this pdf.

Start a Blog
- Add (or have your web builder add) a blog tab on your website
- Make a running list of topics
- Do keyword research on your topic choices
- Create an Editorial Calendar (pick the same day each week to post and map out a plan several weeks in advance.)
- Begin writing

**Begin creating a mailing list**
- Research email providers like GetResponse or MailChimp
You can tackle this after you’ve set up your Facebook page or other social page and your blog.

**Extra Tips you can do TODAY**

**Join online forums**
When I adopted my Dachshund 3 years ago, I immediately joined several online forums to learn what I could about the breed. There are tons of them and I learned SO MUCH. You can do the same relative to your specific coaching niche.

On forums, you’ll learn the things your niche market loves and hates, what they do, what they buy, what they worry about. This is a treasure trove of information that can help you blog about topics you know people in your market are looking for.

**Join Facebook groups**
Do a search in the Facebook search bar on your niche market and see what you turn up. Ask to join the group and begin engaging. Ask questions, join the conversation.

*Don’t miss the online resources on the following page.*
Online Sources:

Resources to get you started using social media: http://pinkpigeonmedia.com/affiliate-resources/

Keyword Tools SEOBook.com and UberSuggest.org

Need more in-depth help? Get 1-on-1 Consulting with me!

Overwhelmed? Don’t let that stop you from moving forward! I can help you get to the next step!

We can dig deeper into keywords, blogging, setting up a blog, using Facebook, Twitter or other Social Media topic.

Find out more here:
http://pinkpigeonmedia.com/consultation/