

Team Hardcore Call Transcription - January 25th, 2018 – Jenelle Summers - “Social Media Now”

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00:00:01 Jenelle: Hey you guys! Welcome to the team training. My name is Jenelle Summers and this is the Team Hardcore training call and today's topic is “Social Media Now.” There have been so many changes. I hope that you are paying attention to the trainings. If you have been watching trainings on YouTube, even on my own training site jenellesummers.com which you can access all the trainings there, if you're watching trainings on Facebook or Instagram that are six months old or older, stop. Stop right there because things have changed and things are going to continually change so you have to stay plugged in. I cringe when I hear or see...I'm running into my heater over here...when I hear or see other coaches say, “Oh I'm struggling,” or, “This isn't working,” or whatever, and I'm like, “Oh my gosh, they're not getting on the trainings because I clearly see that they're doing this, that, and the other thing and it's like, “Oh my gosh, this person has so much potential, but they're simply doing something that is, you know, Facebook is minimizing their posts or Instagram is making shadow banning them.” I mean there's so many things that can be going on and it's just crazy how fast things change, so please stay tuned in and stay plugged in so that you're abreast of all these social media changes, okay? And I don't know everything. I am certainly not an expert. So over the last...well leading up to this call, I probably watched and read hours of content just to prepare for this call and as you know, I really want to make the trainings shorter. I've done so many trainings that are over an hour and I want to make them shorter. So I'm trying to figure out a way to take all this information that I just collected, hours of information, hours of reading, and put it in a way that is simple and to the point and exactly what impacts us. So when I go over these things, first of all, I'm going to be kind of brief and so if there's anything where you're like, “Well, that doesn't make sense,” or, “Why? Why is that?” Because I am the type of person like I need to know why. But when I have read through all these things and the changes and everything, any time I think about why and I look into why they made that change, what it really boils down to you guys, is that social media platforms want those platforms to be the best experience for those users as possible and what do you and I and all of our friends and family want to see? We don't want to see ads. We don't want to see...right? I mean like look at in the app you buy. You pay more so that you cannot see the ads, right? We don't like to see ads. We like to see friends and family and things impact us and so what every social media platform is trying to do is move closer and closer to the true purpose of that platform and there's like no platform where it's purpose is to show you a bunch of ads, right? So think about that when you think about, “Well why would Facebook do that?” or,

“Why would Instagram do that?” Just think common sense, what Instagram would want its followers...they would want their followers to experience. What would Facebook want its followers to experience? Facebook wants its followers to say, “Yeah, Facebook is a place where I can really connect with my family and friends and just know, you know, what’s going on in their life,” right? They don’t want you to be like, “Yeah, I go to Facebook and I just see a bunch of ads.” So what that means is there going to be continually making changes to improve on the experience for the users and they have to constantly evolve because Facebook is constantly getting more and more and more people on its platform and more and more businesses on its platform. I’ve told so many of you that back when I started my like page, like pages were so incredibly different. Like pages were like a new feature. I could post something that wasn’t that great and I’d get a bunch of traction. Anyone who had liked my page would probably see the post. It doesn’t work that way now. And so it’s totally different: like my page does not grow the way it used to grow because it’s changed, right? So don’t just look at what a coach that’s been in this business for as long as me or maybe even four or five years at what they’ve done to build it or whatever, because it’s changed. It’s all different. Okay, so that being said, what I want to do with this training is I want to go over some of the changes that have been announced recently with Facebook and just so you know, like I said, I’m not an expert. I’ve gotten this information from the Social Media Examiner like page. I’ve gotten this from articles that I’ve read, through Melanie Duncan, through my sister, through other leading top coaches that we have in our community, Maury Smith. So I’ve done a whole bunch of research and here is what I’m learning that I think...the Facebook changes are that most impact us. Now with even these changes that have been made, I want you to remember that maybe you haven’t seen even the changes that have been made over the last year. So I don’t want you to forget about those. I’m not going to go through all of those, but if you have not seen the graphic yet of all the Facebooks do’s and don’ts...in fact, I’ll update that to include these new things. It’s kind of a social media do’s and don’ts because a lot of what is a do on Facebook is also a do on Instagram and a lot of what is a don’t on Facebook is also a don’t on Instagram, okay? A lot of them really overlap because they both are platforms where they want you to connect and see good content, right? So a lot of the same things do apply. They’re not at all the same platform, but a lot of these concepts do apply. So I’m going to update that graphic, but just so you know, already on that graphic are things like, you know, don’t post a link in your caption. Don’t be, you know, mentioning product names. Don’t be saying, “Shakeology this and Shakeology that and 80-Day Obsession this and #80-Day Obsession.” Don’t be doing any of that kind of stuff. Don’t be doing a whole bunch of pictures with you with your Shakeology shaker cup. Don’t be...I mean so there’s a whole bunch of do’s and don’ts that are already there, so I hope you’re familiar with those do’s and don’ts that already exist because that’s so important and I have to be honest, I see a lot of coaches still doing those do’s and don’ts. So just so you know, I give the do’s and don’ts graphics

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now to my new coaches. They, right away, instead of watching an hour-long training on social media, right away they get a graphic. I say, "Print this out. It's the do's and don'ts of social media." So I'll update that graphic. So just real quick, about three things I want to say about Facebook changes that I think really impact us. Number one, I pretty much already mentioned that Facebook really wants to focus on users seeing posts from family and friends, okay? So what that means is if you have a like page that is newer and maybe doesn't have, you know, 500 followers yet or doesn't have 1,000 followers yet, it is likely that in the next – maybe even already – but even going forward, you could get less traction on those posts and your boosted posts could get less for their money, okay? So, you know, the ad space is getting smaller and smaller on Facebook. I mean think about how many of us there are, coaches, and think about all the other network marketing businesses and all the reps that they have and if everyone is doing, you know, these five-dollar boosts or a thirty-dollar ad or whatever, Facebook is like, "Yeah, but we don't have room...this person that you're trying to target, we don't have room in their feed for them to see all that stuff. They want to see stuff from their friends and family." So what that means is that if your like page is going well, you're getting good traction, you've been building for, you know, a few years and you're able to do these posts, then you might want to continue with that and just really focus in on some of these other tips that I'm going to give you to help build that like page even more to get more traction. But if not, you really may want to get even more focused in on your personal page and also on Instagram, one of the two or both. I really think that once you master one, you kind of need to delve into another and expand your reach, but if you're newer I would say just, you know, starting with just mastering one; maybe it's your personal profile page or maybe it's Instagram, but there's really a unique opportunity, in this change I think there's a unique opportunity for us to really reach people that we haven't reached before as long as we do it right, as long as we understand what Facebook is wanting to show its users. If we understand that and we think common sense and we think before we post, then we're going to hit the mark. So number one is the change is that it's really focusing on family and friends now, Facebook. And I really feel like, you know, Instagram likewise, really want its users to see what has been posted by the people that they follow, posts that are getting engagement and likes, okay? So it wants to show you people you follow who are posting something that is popular or relevant, in other words. Number two is that they are...sorry I'm trying to read my handwriting. Hold on. Oh, that they really are...it kind of goes in alignment. That they're showing less business-type posts and promotional-type posts. So less of the boos, less of the ads. I have seen some ads in my messenger, so I think because that's a new feature maybe I'm seeing that more now and so maybe those ads...they're actually giving them better traction right now, maybe, because it's kind of a newer thing. I haven't tested out ads in messenger yet, but like I have seen them, so I'm not quite sure if that is getting good traction or not,

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but it seems like it might be. But other than that, just your typical like we've done tons of trainings on boosting posts, about challenge groups, and about sneak peeks and ads. That's going to be a tougher space now. Like you might have to spend more money. You might have to think more about what that ad looks like and who you're reaching and it just might be a little bit tougher, but because it is tougher if you're doing it right, you may get more visibility. Do you see how you have to roll to kind of look at the positive side of it? Okay, so number three is you cannot be doing click bait or engagement bait, okay? So if you are...and this is a big one. This is one that I think a lot of people don't know yet. One of my leaders, Kelsey Shackley, has shared it with me about a month ago, an article, and this is a new thing with Facebook that they are catching in the newsfeed. We always know, by the way, that Facebook catches key word phrases to try and minimize your traction. Like if you're saying, "Life by design," and, "Financial freedom," and things like that, it's like, "Oh, she's trying to promote something. She's trying to promote a business on her personal page," and so they're going to try and minimize your traction if you're using words like that. So now the new thing that it's catching is engagement bait which is like, "Comment below if," or, "Message me if," or, "Click 'like,'" or, "Tag your friends." That is considered to be baiting engagement and they are catching it. They don't like it. People don't like it. People are tired of it and don't do it. Don't do it. I mean it's something that we used...I used to recommend because it worked and you had to like tell people what to do, but people are sick of that. They don't want to see it and Facebook doesn't want to see it and Facebook knows that if you're doing that there's a reason you're trying to get a whole bunch of eyes on your post because you must be trying to promote something. So just don't do that. So that does mean that we have to be a little bit more creative, but it also means that since you know this now you are going to be, you know, unlike all these other business owners that don't know it, who aren't paying attention, you're going to be more likely to stand out and get more traction and momentum in your business than someone who's not staying abreast of these things. So some changes with Instagram. Number one, duh. You need to be using Instagram Stories. You guys know me, right? You know me by now. I'm an introvert. I'm camera shy. All this stuff that social media loves live video and loves just, you know, showing every part of your life...it's tough for me and I'll be the first to say it. It is tough for me because it's just not natural for me, but this business gives back in such a huge way that it is such a small sacrifice. Like I just need to get over it, right? So I'm working on that and I hope that if you're like me that you're working on it too because it really is fulfilling. It really is so worth it and it does not have to be complicated. You can have kind of like a set schedule. Like every morning I'm going to show my breakfast and every, you know, you can just have...like about seven stories a day is about good, is what I've read. So number one: be using Instagram Stories, okay? And the more people that engage on your Instagram stories, the more likely they're going to see your story pop up, okay? So you also want your stories to be engaging, like ask their opinion. You know, do a poll.

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For some reason I don't have poll on my Instagram Stories, I don't have it as an option. Maybe you don't either. We've researched. I have no idea why that is. Don't have it, but I can still ask people, "What's your opinion?" and they'll DM me, right? And to get back to DMs really quick, I use my laptop and I use an app called "Flume," F - L - U - M - E. F as in Frank, L as in Larry, UME, Flume on your laptop so you can DM back quicker. So number one: use Instagram Stories. Number two: follow hashtags that you like, okay? Because when you do that you can show up as like a "favored" within that hashtag. Number three: use...oh, this is a new one, okay? And this is one that just came to my attention from the Roundtable this morning. That's a group of 5-Stars and above and Jen Richardson who's a leader in my down line and JC and a bunch of others were commenting and, you know, putting up articles on all new stuff on this, but is brand-new, well pretty new, is that you should now not be using hashtags in the comments. So that's what I...I haven't been good about using hashtags lately at all. I was for the first at least three years on Instagram. I was diligent about using hashtags to build up my account and now I've gotten more lax on it, but I know from my newer coaches and those who are really building their Instagram following we've been saying put the hashtags in the comment section. It's gone back and forth as far as what works. Right now what's working is if you put those hashtags in the caption and you only use about five unique hashtags, okay? So not, you know, writing out your caption and then 30 hashtags beneath it. Not that. Just like five unique hashtags within the caption. Now I think it looks...because I don't like the look of hashtags after I'm reading a post. I really just kind of don't. It just makes me feel like, "Oh, okay, you posted this because you want everyone to see it for some reason. You're selling something." I just personally don't like it when I'm following other, you know, people. So what I will try and do more often now is when I'm writing my caption, I'll try and think about words I'm actually in that caption and use a hashtag with them. So, you know, maybe I say the word like, "Here's a quick workout," maybe I'll hashtag "quick workout." Now you do need to look at some of these hashtags because if they're used by a million people a day, you're not going to show up within that hashtag gallery, but if you're using a hashtag...and you can tell. When you pull up a hashtag on Instagram, when you search a hashtag...let's say I searched the hashtag "quick workout," if I can see that there's a million people who have posted about that, it's pointless to use that hashtag. But if I can see that about 2,000 have recently used that hashtag, then I'm probably going to show up in that hashtag. Does that make sense? So it's popular enough that there's more than like 1,000 people using it, but it's not so popular that it's like 15,000 or 100,000. So that was number three, to use hashtags within your captions and number four is to make sure it's about five, okay? About five unique hashtags within your caption. And again, if you heard my podcast I did with Bob Heilig, I spoke about, you know, how to make a hashtag unique because, you know, we have all these hashtags like "lose weight," or I don't know, "pre-workout," or whatever and it's like everyone has used them so there's like a million...and they're just not good

anymore. So how to make them unique is to add like a little adjective before it or after it, sometime even emojis. You know something like that to make it more of a unique hashtag. Again, search these hashtags so you can kind of see. Number six is to mix up your hashtags. Don't always be using...we've learned, we've all done it in the past, you make up a bunch of hashtags, put them in your notes section and copy and paste them and put them in the comments' section of your post and it's always those pretty much the same hashtags. Can't do that anymore. Again, these are new changes to Instagram. So my apologies if I'm crushing you and you're like, "I've been doing all this." Things change, okay? We can deal with it, right? So make sure that you are mixing up your hashtags. That's why I'm thinking, you know, from now on, after I've written my caption, I'm going kind of go through and say, "Now what things could I hashtag?" Or, "What kind of hashtags can I add that are unique?" About five of them. Number six is your engagement counts, okay? This is on Instagram, but this is also on Facebook as well and this really has always been the case, so I feel like this isn't new, but I feel like it was kind of posted as being a new thing, but it's really not new. We've always known that when you comment back, whether it be on Facebook or on Instagram, if you comment back, I guess the rule of thumb is at least four words. So in other words, let's say...and this part is kind of new because I a lot of times will like just post like "High fives," or a smiley face and, "High fives." Four words or more and a comment back to someone's comment. So let's say I post a picture on Instagram and someone says, "What a great picture. That looks like so much fun and I comment back and say, "It was, you know, thumbs up," okay? That might not count as traction, but if I say more than four words I guess it's counting as traction. So one article I read they suggested that you do several comments, like you...you know, you might like comment back. It's kind of like compliment, comment, question. Like you compliment and say, "Oh my gosh, thank you so much for saying that. You're the sweetest," and then you comment again to that same person, "By the way, how are you? I hope all is well." So that's...no, "By the way, how are you?" So that's a question and then, "It's so great seeing you on here," or whatever, you know? So you can actually add traction to your own posts on Instagram and on Facebook to give it more traction. You want to do this within the first sixty minutes, okay? So that's where it's really impactful. Now, in saying that, here's my concern. I don't want you guys a slave to your phones. I don't want to be...I don't want my coaches to be. I want your families to be your priority. So when you do posts, I think you really need to think about, "Okay, am I going to set aside, you know, 20 minutes at 8:00 at night, you know, every night to do a post?" Or maybe it's just two nights a week or maybe it's three nights a week where you say to your family, "I'm going to be in the office for like 20 minutes. I've just got to do this post," where you do the post and then you're right there to comment back on the first people to comment and then you're done. Or maybe you're like, "Nope, I've got this thing where I'm just going to post, you know, in the morning, a really good-quality post and a really good-quality post, you know, right at lunch or in my car just before I drive home from

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work or whatever. So you kind of...you need to set those times so that you don't feel like a slave to your phone and that you're not interrupting family time, just had to add that in. Number six...I pretty much already said this...your engagement counts, okay? Your engagement counts. I said that. Number seven: do not edit that Instagram post for at least 24 hours. Now I'm kind of curious if this also applies to Facebook. I saw this as a new Instagram change, but I wonder if it applies to Facebook as well, but do not edit your Instagram post for 24 hours. Now I'll be honest, if I see a type in there and it's going to drive me crazy, I'm going to edit. I don't care if it gets less traction because of it or if I've said something where I'm like, "Oh wow, that's going to be offensive to someone," I'm going to edit it. But if you can help it, do not edit your Instagram posts for 24 hours. Okay, so now these next tips, there's going to be five of them, I think I'll get through these pretty quickly, kind of just applies to everything as far as how social media is working right now or what is working, okay? Kind of across the board. So number one: live video. Live video, it's true. I mean even with a like page, which like pages struggle to get traction; we already know that. We were told by Maury Smith a year ago that like pages get visibility from one to six percent of the people who have liked that like page. Makes you cringe, right? You can get higher than that if you really are good with your content and you're really rocking that like page. You can get higher, but that's kind of the norm. But when it's live video, live video gets six times as much visibility on a like page and I would think that's the same thing with a personal page. Personal pages already...those posts already get more traction than a like page, but if you go live on a personal page, it's going to get a lot more traction than a regular post or, you know, a picture would get. So live video is number one and make sure that when you've done that live video that you repurpose it. Make sure when you do that live video...I am going to look for questions, by the way. Make sure you repurpose that video. You could put it on YouTube. You can, you know, break up certain pieces of it, maybe even use it as Instastories. By the way, if you have a longer video that may be recorded on Snapchat or just a longer video in general, there is an app called Cut Story, Cut Story, that will take that video, let's say it's a minute long, and you upload it into Cut Story and it'll break it up into a bunch of 15-second videos. I just tried it last night, just to make sure, and it totally works great. So that's called Cut Story. So live video...but repurpose that live video. Within the live video, ask for their opinions because if Facebook sees that that live video got a bunch of interaction, like if you're like, "You guys, give me an emoji or give me hands up if you agree with this," or, "Give me, you know, post your favorite emoji or whatever. What do you guys think about this new," or whatever. If you're getting traction and engagement on that live video, it's going to make it to more and more newsfeeds. And you can stay within the live video and, "By the way, you guys, if you need help with this, you know, put an emoji below and I'll message you, so maybe it's about health and fitness, right? Maybe you just kind of weave that in there. And so, ask for engagement within a live video and not in an icky way, but you will help your traction if you do that. So

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the other thing with live video is be bright and be brief. In other words, have good lighting, have a smile, be brief and be bright in terms of the fact that you thought this through, your content through. When I need to do a short video, I need to think about it more because I need to be precise. It takes more in the preparation, but less in the delivery because I want to be brief and I want to be bright: bright as in intelligent and bright as in smiling with passion. Now if you don't have a bubbly personality, that's okay. I don't either, but you have to speak with confidence and passion in your voice, okay? I'm getting a bunch...my phone's going like crazy. I want to make sure that no one is trying to reach me saying I'm not even on. Nope, it's not. Okay, so that was number one tip that's working right now and that's both on Instagram and on Facebook as live video. Now with Instagram I haven't even gone live yet on my Instagram, okay? So I've been doing stories and so my kind of baby-step way into live on Instagram is just talking to people on my stories. So I've been doing that and because we know on live video people get to know you better. They get to...you really attract more of your tribe. Sure, you might have more people un-follow you, but you've got to attract your tribe. As long as you're not being salesy and you're just being you, then that's fine if they un-follow you. They're not your tribe. So number two tip is to really put engagement first as your goal, that you want engagement. You want people to react. You want people to comment. You want people to share this. You want people to re-post it. So really think about engagement first versus a sale or versus a conversion or versus recruiting someone to become a coach. Think about engagement first. So I know you might be thinking, "Yeah, duh? We know that," however, I see posts, and I do it too, you know, to promote a challenge group or to promote a sneak peek or a "Glimpse into Coaching," and we think about how can we get people, you know, that are really, truly interested in the business. "I want just hear from those people who are truly interested in my challenge group or who are truly interested in my business. I want to work this." Well, don't think that way. Think about getting a post out there that engages people in conversation. Think about that first, okay? And then the secondary piece that's within that writing of that caption or that video or whatever is that it'll be curiosity into something else, into your "Glimpse into Coaching," or gets them curious about what you do as a business or curious about how they can get more fit or curious about how they can be better disciplined about eating or curious about how they can get more energy or whatever. Hopefully that makes sense to you. So think engagement first: funny, busting myths, shareable content where people are like, "Oh my gosh, all my girlfriends need to know this. I did not realize this." Think about all the things you've learned since you've gotten into health and fitness that so many of your friends and family don't know. Post that kind of stuff where they'll be like, "Oh, I totally did not know that." You know it. You think everyone knows it? They don't and you can say it just because someone else has said it before, it doesn't mean you can't say it too. Anything I've ever said I've learned from someone else. Any guru that you follow has said...you might think that they invented it. They didn't. They read it or heard it from someone else too, okay?

So don't be afraid to put that information out there in your way and in your style. Of course give people credit if it comes from someone else directly. Okay, so...and also I want to just say with putting engagement first, think quality over quantity of posts for sure. We know that and we also know that engaging your audience and your followers is far more impactful to your business than the number of followers you have, hands down. Even if you have a small number of followers, you have enough to become Diamond and beyond and make Success Club every month. I guarantee it. I guarantee it. If your social media content that...it doesn't have to be three times a day, but when you do post it's something that is from the heart. It's vulnerable. You're wearing your heart on your sleeve. You're saying the things that you used to think that the other person still thinks and you're giving them heads up on that and you're helping them and you're thinking the way you used to think to help them resonate with that, okay? Number three is curiosity marketing. I'm not going to go into detail into that because you already know. You've heard about curiosity marketing. Don't put "Beachbody Coach" on your profile and on your bio. Don't put your link on your Instagram bio, your Beachbody link. Don't be saying, you know, hash tagging Shakeology, 80-Day Obsession, you know, Piyo and all these things. Like don't be hash tagging those things. You're just going to attract more coaches and also those aren't unique, you know, hash tags like I was talking about earlier. So make sure that you're using curiosity marketing, just showing excitement for what you do, who you are, something funny, whatever, that just automatically triggers people to want to like on it or comment on it or give their opinion, right? So think about that. Number four: be a real human, okay? So that phrase comes from someone I was watching earlier this morning. Gosh, now I can't think of her name, but she's, you know, she's someone who that really does a lot of training on Facebook ads and Facebook in general and she was saying, "Be a real human," actually she said, "Be a real f---ing human." She's filled with cuss words in this training, but it was very, very good and she was basically saying do not use a scheduler app to schedule posts. We already know that. I feel like if you're on my team or listen to any of my trainings, you know not to use a scheduler app on your like page or on Instagram or on anything. You need to actually be posting. The only thing that I...and she even said this was okay. I think it's okay and she said it was okay too...is to use the scheduler tool on Facebook. It's only available if you have a like page, so and I have used that before for like some of my 9 p.m. posts because I know I'm going to be with Matt and Tyler and I don't want to be connected to my phone at that time, so I'll schedule a post to go up at 9 p.m. or 8 p.m. or whatever and maybe I'll take out ten minutes of my time or something to go comment on the first couple that come in and that's it, you know what I mean? Check on it again later. But when you...and also when you comment later, like let's say it's the next morning, you can start bringing that post back into newsfeeds. So that's really cool too. I've noticed that with Instagram as well. You start adding traction, engagement within that post later, even if it's the next day, you can start bringing it to more newsfeeds even though it's the next morning. So

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number four was be a real human. Don't use a third-party scheduler and make sure that you, you know, create your own content. Like don't be just taking what you saw someone else post and making it yours. I really feel like Facebook and Instagram picks up on that, like they call them duplicate posts. So make sure that what you are putting out there is really unique to you and how you feel and how you would talk. How you would talk...that is huge. Talk with emojis, talk with smiley faces, talk with hearts, talk with how you feel. Put that out there because that goes over huge. Start off that post with something that grabs peoples' attention like, "Oh boy, here we go," you know? Because what people react to on social media is something that is emotional, that brings out an emotion in them. It might be that they're laughing. It might be that they feel like crying. It might be that it brings them back to their childhood, but you're being a real human and so it's bringing something out in them, an emotion out in them, and they want to comment on that. You don't have to say, "Comment if you agree." If you're saying it in the right way, they will comment. Number five is just think like a customer and really I'd rather rephrase that as, "Think like that person that you used to be," okay? Think like that person that you used to be and so that means that you're going to have to dig back into your own history. So many of you when you joined me directly, you gave me your story and, you know, and there have been many times where I'm like, "Wow, I feel like this is the first time she's told that story and really dug back into her past and why this business is so important to her or why the transformation was so impactful in her life." Dig back into that. I feel like resending you guys all your "About Me," forms so you can go, "Remember what you said?" And some people who have said, "I was brought to tears when I was writing this," get that stuff out there, okay? Because that is your purpose. Your purpose is within your story, you just need to breadcrumb it, but think like a customer, think like that person you used to be and how you felt and what you did and what you thought and how that's changed and why that's changed and don't make it a long post, you know? As Chalene always said, "You have to earn those long posts and those long videos. Until then, you need to just be bright and be brief," but, you know, so keep it short because peoples' attention spans are super short now, that's why I want my trainings to be shorter. Peoples' attention spans are shorter now. We're used to doing everything quick, so much social media, so many distractions on social media, but definitely think like that person that you were and also that you are. Okay, that's it. I'm going to see what kind of questions we have here. All right, so let's see here. We've got Corey saying, "Amen, use your own voice. Exactly." Jordan asks, "Does anyone use Miedcur (sp?) to reuse their content." Jordan, I'll see if anyone else comments on that, but I...even in the research that I have done prior to this training right here, I would advise not to use Miedcur. I didn't have good luck with it myself. So just from my own experience I didn't have good luck with it, maybe I was using it wrong or whatever, but from a trusted source, one of the articles I was reading definitely said not to use Miedcur to repurpose content. Someone said they love the like page scheduler. Yes, the scheduler is only for

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like pages and I do love that. You can just schedule it to...you know when I was posting for the UK market, I was posting for things to come up like as soon as they woke up, which I was still sleeping, you know? So I really thought about the times that they would be high traffic on social media. Let's see...any other questions? Price lists, thank you. You're welcome, Jen. Thank you. You're so welcome. Lindsey and Kelsey, "I have the poll feature and I have probably one percent the number of followers Jenelle has. So yeah, having the poll function has nothing to do with the number of followers that you have. I just don't have it and I know some coaches do that don't have as many followers and some coaches don't that have more followers. I mean there's no rhyme or reason to it. I don't get it. "How do you follow up with people who watch your Instastories and Facebook stories?" Well, first of all with...I don't use Facebook stories, true confession, full disclosure. I don't use Facebook stories. I have like once. Didn't go well. I didn't know what I was doing. I don't even know what ended up going out there. I'm like, "What did I just post?" But I do use Instastories and I know that you can see who has viewed your Instastories. I can't think of how to do it without looking at it, but it was like a real easy click. I could just see who had viewed them and you can actually...one tip that Jen Delvo gave us recently is to actually send each of those people a DM and just say, "Hey, thanks for watching my story. Are you into health and fitness too?" Or something similar to that. Or, "Thanks for watching my story, it, you know, I'm just hoping this information is helpful for people." You know, people really appreciate that. So just sending people a thank you. "Do you need to update the Instagram app to get the poll?" Nope. My Instagram is updated. It's really weird. I wish that were it Rachael. Yes, let's see. Jordan says, "So what is a different way we can have a call to action?" Well, that's a great question Jordan. A call to action that's a little more creative is just say, "You've probably seen me before say, 'Who's in???' You know, "Who's in?" So just coming up with a different way to phrase it, I feel like the most common phrases are the ones that Facebook is picking up, like, "Comment below if..." or, "The link is in the caption," or, "Link in caption," or, maybe even...I wonder if Instagram picks up on when we say "Link in bio"? I don't know. I don't know if they are, but it's possible. Or, you know, it's picking up when we say, "Message me if..." things like that. So if you can just come up with a more... "I need to hear from you. You guys" ...you know? So saying like this to the caption. "I need to hear from you if this is your situation," right? That's not in any of those keyword phrases. So just a different way of saying it that you would normally say it. That's a great question. "Where can we get the graphic?" Amanda asks, where they can get the graphic of the do's and don'ts. I put it in the "file" section of Coach Success and in my personally sponsored group. So I've put it in a bunch of places, a bunch of times, but like I said, I'm going to do an updated one, so I'll put it in the "file" section of Coach Success. So you should all be in there. Your upline is responsible for putting you in that group, Coach Success. So make sure that he or she does that. I think that's it. Any other questions? Let me scroll to the bottom and just see if anything else came up. You know, Kelsey, you could

say, "Message me for more details," yes, but I would even be creative about saying "Message me for more details." I think the words "message me," might even be picked up. I don't know. I just feel like the more creative you can be with your wording and not sound like you're a marketer or a promoter of a product or service, the better. The more you can kind of take off your business hat and just be and sound like your girlfriend's post, the better, okay? So okay, that's it. Thank you so much for getting on. Please let me know if this was helpful and I hope that you will be on next week and we'll have a great training next week. I'm looking at my calendar and I can't tell what the topic is next week, but it'll be good. It's always good. All right, have a great rest of your week and let me know if you have any questions in the Coach Success page in the comments. Thanks so much.

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