

FINANCE YOUR DANCE 2.0

Social Media Intensive Course --- **For Dancers**



Created by Ashani Mfuko

Learn how to build a successful online brand, digital product empire, and create your own, powerful and profitable social media strategy, in one week!

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Introduction

“Your brand must deliver a solution that people will pay for, respond to, and refer.” ~ Marshawn Evans

I was reading an article online the other day that discussed the top wealthiest earners in the Hip-Hop genre of recording artists. One interesting thing that stood out to me in all of the individuals on this list (which included Jay-Z, Dr. Dre, Eminem, Kanye West, Lil' Wayne, Nicki Minaj, and several others), was that all of these artists were earning millions of dollars through endorsement deals, and profitable brands that they created outside of actually recording music. These artists really understand what branding is all about, and how valuable and profitable it is to build your own, personal brand.

Given the popularity of reality TV, I can't help but mention a brand that is not only a household name for most Americans, but one of the most successful brands in the marketplace today: The Kardashians. They are a great example of how you can start out pretty much unknown, and build a profitable, diversified, multi-million dollar brand, from scratch, with the proper marketing and branding strategy.

If you're thinking, "But I'm not a celebrity, and I don't have enough drama in my life (that I'd like to share with the masses) to build that type of audience", then I have news for you. You don't need to be a Reality TV star, or a hip-hop mogul to build a successful brand. The mom and pop shop in your local city or town, that's been in business for 20 or 30 years, knows how to build a successful brand. The major dance companies that are well-known, respected, and have been around for decades, know how to build a successful brand. Another thing to keep in mind about these successful brands is that, most of them learned by doing, along the way. They didn't necessarily have all the answers ahead of time. They had a plan, and then through experience, trial and error, mistakes, and practice, they made adjustments to that plan, and based on doing what they learned, and what worked, they became successful.

In this e-course you are going to learn how to build a successful online brand, how to create your first digital product, the basics of social media marketing, and how to create your very own social media marketing strategy.

No celebrity-status, social media influencer, or reality show-level drama necessary. We are going to focus on some simple concepts that never go out of style: purpose, building quality relationships, and adding value to people's lives, using social media.

Chapter 1 Brand YOU: How To Build A Successful On-line Brand

One of the first things you need to establish about Brand YOU are your answers to the questions below. Whether it's your personal brand as a dancer, choreographer, or dance teacher, or a brand that is a separate entity, like a dance company, dance business, or organization, you need to write down your answers to the following questions:

- 1. What is your mission?**
- 2. What is your value proposition? How does your brand add value to people's lives?**
- 3. What is your elevator pitch?**
- 4. What makes you unique, and different from others who are doing the same thing, or something similar?**
- 5. How will you inspire people to invest in your brand?**
- 6. Why should other people care about what you're doing?**
- 7. How does your work affect your community, the environment, the economy, and future generations?**
- 8. What is your short-term plan to generate income through your brand?**
- 9. What is your long-term plan to generate income through your brand for sustainability and growth?**
- 10. What do you want your legacy to be?**

These are some very important questions that most dancers and artists have never taken the time to sit down and think about, let alone write them down. But you're different. You're smart, you're passionate, and you're driven. Someone like you has the discipline to write down your answers to these questions, and keep them in a safe and accessible place. You know that you will need to refer to them regularly for clarity, and to reflect, as you go about building a successful and purposeful dance career or dance business.

Branding 101

Building a profitable online brand is no easy task. It takes passion, purpose, strategy, education, and determination. We all can agree that being an artist is a beautiful thing. The performing arts certainly make the world a more fun and interesting place. But, you have to understand that money is an emotional currency. People spend money because they get some sort of emotional reward or gratification from it. So if your brand's marketing message doesn't connect with people's emotions, then you'll always be struggling to make ends meet and survive. This goes for personal brands and corporate entities as well. When in doubt, look to those who have already done it successfully, take notes, and learn.

Here's a great example. Let's look at Lady Gaga.

Lady Gaga's brand is built on the foundation of her being unique, outrageous, and courageous, and also the premise of loving, accepting, and celebrating you, no matter what other people think. She empowers her fans to stand tall and be proud of whom they are, even if society may shun them, or look down upon them. She is loved and admired by many men, women, girls, and boys, all over the world as a result. But isn't she just another female recording artist? Yes, and no. She has successfully used her product (her music) to complement her brand's overall mission and message of loving, accepting, and celebrating yourself, while selling millions of records. She has done this in some very unique, quirky, and even outrageous ways (while wearing outrageous clothing), but the message is the same: Celebrate your uniqueness, don't worry about what other people think of you, and don't change for other people.

Whether you're a fan of Lady Gaga or not, the point here is:

- 1. You know who she is.**
- 2. Her brand message is clear.**
- 3. Her name evokes an emotional reaction.**

This is really what marketing and branding comes down to. If you can accomplish these three things with your brand's target audience, you are truly on your way. Remember, emotions motivate people to spend money.

Here's another great example of how big corporations focus on emotion-based marketing to connect with you, the customer, and motivate you to go out and spend money on their product.

There is a napkin company that has a commercial out right now that caught my attention from the first time I saw it. Now you might think, how interesting can a commercial about napkins be? You'd be surprised. When your focus is on emotion-based marketing, there are so many different angles to sell any one product.

In this commercial you see a mom with her husband, and two kids, in the kitchen, making breakfast. Everyone's happy, enjoying some quality family time together, and the tag line for the napkins is, "wipe on a smile". So, by using these napkins, you will smile and feel happy, and your family will too!

Do you like to feel happy? Do you like to see your spouse and your children happy? Well then I guess these are the napkins for you! It may sound silly to you right now as you're reading this, but I bet you that this commercial is increasing their sales. They wouldn't spend so much money to advertise on TV if it wasn't.

The next time you're watching TV, pay close attention to the commercials you see. Take notice of what the product is that they're trying to sell you, and then pay close attention to who's in the commercial, what they're doing, what type of emotional feeling they're expressing in the commercial, and also how the commercial makes you feel. What you'll begin to see is that it's all emotional marketing, whether it's a commercial for a car, tampons, kid's clothing, or napkins, it all has the same base. Emotions drive us to spend our money.

So my question to you is, how will you inspire people in your target market to spend money on your brand? What emotions will you tap into, in the heart and mind of your potential customer? Why should they choose to spend their money on your brand, instead of another brand that's doing almost exactly the same thing as you?

How To Build Your Brand Using The E-P-I-C Marketing Method

I've coined the term "EPIC Marketing" to represent a very effective and powerful marketing strategy, which I've created and used, to help you grow your brand. Let's start by defining what **E-P-I-C Marketing** means.

E – Effective marketing is, of course, marketing that brings you the results that you need or want. How will you know if your marketing is effective or not? By clearly defining your goals ahead of time, and seeing how well you do in various areas of your marketing that connect to the sales cycle. Bringing in more money may definitely be a sign of effective marketing, but it's not the only sign.

Here are a few other results of effective marketing:

- 1) Your e-mail subscriber list is growing.
- 2) There are lots of people talking positively about your brand or biz online, i.e., you're getting lots of positive reviews, and comments on social media.
- 3) You're getting the exact type of customers that you were aiming for.
- 4) People who come to you, already know what to expect, and are excited for the opportunity to become one of your clients.
- 5) You get lots of referrals.
- 6) You get repeat customers.

P – Personalized marketing refers to YOU and your customer. Personalized marketing speaks to your customers in such a way that they feel like you are speaking directly to them, and have a unique understanding of their individual needs. In addition to that, personalized marketing means that there is a 'person' behind, and in front of your business. There is a face to your brand, who people can see, and relate to, not just a logo. People connect with other people and experiences, not with logos, images, and text. Although logos, images, and text are useful, and certainly necessary, those things alone will not help you to close a deal, build your customer base, or significantly increase the awareness of your brand or biz. There has to be someone real for people to connect with, to help make the experience more personalized.

I – Intriguing marketing relates very closely to personalized marketing because, the individual(s) behind any great business, have a unique back story, personality, and perspective. It's in sharing that uniqueness that you pique the interest of your potential customers, and stand out from your competitors. Let's say you're a dance photographer, and there are tons of other dance photographers in your local area that you're competing with. What can you share, through your marketing, that will help your brand to stand out from the crowd? Maybe you have a unique back story/background. Did you start out as a dancer, or in a completely different field? What was your first experience photographing dance, and what inspired you to choose this career? Are you involved in philanthropic or charitable efforts/events? Share those unique aspects of yourself, and your brand, that people will find intriguing, and want to learn more about you, and your dance business, company, or organization.

C – Consistent marketing is definitely the most important part of this 4-part strategy. People need to know that you're there, be reminded that you're there, and not ever be

concerned about whether or not you're going to be around for the long-term. Consistency builds trust. Share your marketing and branding message consistently, AND make sure your marketing message itself is consistent. Don't appear to have multiple personalities online, with confusing messages. Be consistent, and be that brand or company that people can rely on, and trust.

In the highly acclaimed, relationship marketing book, [*"The Referral Engine"*](#) by [John Jantsch](#), he talks about what he calls the *"Ideal Customer Lifecycle"*. This cycle has 7 parts to it: Know, Like, Trust, Try, Buy, Repeat, and Refer. Let's talk about how your marketing can help bring your customers successfully through this process.

#1 Know What's the point of having an awesome dance company, dance studio, dance product or service, if no one even knows about it. Getting the word out about your business/brand is one of the most important steps in this process. But before you begin the process of spreading the word, you first need to figure out who you want to know about your business. Who is your target audience? Once you've done that, it's time to get started with establishing an effective, personalized, intriguing, and consistent presence in the key places where your target audience is online. As your customers are getting to know you, provide them with the specific information, images, and solutions that will cater to their needs and interests. Be specific, and be sure to highlight what makes your brand unique, and different from others in your field. How are you currently doing this?

#2 Like Whether you realize it or not, people choose to do business with people that they like. People's choices on how they spend their money and their time, are directly connected to their emotions, period. If you, or your brand evoke a positive feeling, and they like what they see and feel when your brand comes to mind, then that will lead them to take positive action. What methods are you using to help your prospective customers, clients, students, or donors get to know you and your brand on a more intimate level? Do you have a blog? An e-newsletter? Online videos? In order for people to like you/your brand, they need to have an opportunity to know what you're all about. Don't have a lifeless, inconsistent presence online, where a person can't really connect with you or your brand in a tangible way, and a way that makes them feel something positive. How are you currently doing this?

#3 Trust Trust comes as a direct result of people liking you, and seeing your consistent, solid, open, and honest presence online, and in real life. What kinds of opportunities have you created through your brand, to nurture your customers through the very important "trust" phase? I find that online videos (including live broadcasts), are the best way to build trust with your potential customers. They can see and hear a real person talk

about their real experiences. It doesn't get much more powerful than that. Are online videos a part of your dance brand's marketing strategy?

#4 Try There's an experience that I love, and I think everyone else does too. It's called a "free sample" or, a "free trial". Who doesn't love a free sample of something? It's a guilt-free, risk-free way of trying something out to see if you like it, and see if it's actually something that you would like to commit to buying or investing in over time. Again, an online video demonstrating how your product works might help with this, but a free sample is even better, or a money-back guarantee. If you own a dance studio, a free class for first-time students is always great. Get creative, and find ways to offer your customers a risk-free way to get their feet wet with your product or service, that will encourage them to take the next step.

#5 Buy For many people this is the end-all be-all. This is how they determine whether or not their marketing efforts have been successful. But in reality, this is just the beginning, and where the real work starts. This is where the customer experience really counts. Once a person has made the decision to invest in what you're offering, it's your job to provide them with an outstanding experience, and deliver even more than what they expected, in order to build a relationship, customer loyalty, and nurture them into the next phase. How are you going above and beyond to create a unique and powerful experience when someone buys your product or service?

#6 Repeat One of the best ways to get repeat and loyal customers is by keeping the lines of communication open with them, asking them about their experience with your product or service, and even asking them for suggestions on how you can improve it. Show them that you care, make improvements where necessary, and demonstrate your commitment to excellence. If you own a dance studio, check in with your students, and their parents quarterly to see how things are going. If you sell a dance product, follow up with your customers to see how it's helped them in their dancing or dance experience. Have a dance company? Share the back story of how you choreographed the pieces in a particular show, and also what you're working on for your next performance, to keep your audience coming back. How are you encouraging repeat customers in your dance brand/business?

#7 Refer This is where all your hard work begins to pay off! There is nothing like word of mouth referrals. This is the point where your dance business begins to market itself. This is when people begin writing articles, blogs, or tweeting about your business. It's fantastic when someone comes to your business or brand, already excited about connecting with you because of what they've heard from friends or family, or read in reviews online. Take advantage of this stage by making it easy for people to refer your dance brand or biz to their friends. It's always great to reward your customers who send

you referrals as well. How are you saying thank you for your referrals, and highlighting all of the wonderful things your current customers have to say about you? These are just some things for you to think about as you approach your marketing efforts for your dance brand online and offline.

Here Are 5 More Ways For You To Build A Successful Online Brand:

1) Be Visible - Let people see who you are. Don't put clip art, or pictures of your dog as your profile picture. Show people who you are, and give them an opportunity to connect with you on a personal level. I recommend having lots of photos online (i.e. on Facebook and Instagram especially). But also, have videos of yourself as well. This helps people feel as though they are personally and emotionally connecting with you, even if it's only virtually. This helps to build trust amongst your fans, followers, and subscribers. They get to see that you're a real person, and not hiding behind anything. This is crucial to building a successful online brand. My personal brand, and my company's brand both took off as soon as I came out from behind the veil, and began to show myself to people, and connect with them in a real, physical, and tangible way.

2) Be Helpful - Being helpful shouldn't be strictly for your current customers or employers. You can be helpful through your social media interactions, and consequently, begin building trust, relationships, and credibility for yourself, and your dance business as a result. I've gotten tv and media interviews, job offers, business partnerships, sponsorships, and new customers through social media, simply by being a helpful resource for people. Remember, you reap what you sow.

3) Be Consistent. Make sure that your message across the various social media platforms, your website, blog, etc. are all consistent. You shouldn't be "Positive Paula" on Twitter, and "Negative Nancy" on Facebook. Be consistent. Post updates regularly, and don't ever drop off of the face of the earth without warning. People become very suspicious when they see that an individual or business hasn't updated their social media profiles for a couple of weeks or months. It's best to at least post an update stating that you'll be away for a while, rather than neglecting your social media sites for an extended period of time. Additionally, it helps to have a consistent physical image. Meaning, you should try to use the same, or at least a similar professional, profile picture on different sites. If you own a business, your logo should be strategically placed on each social media network.

4) Create a Hub. Your hub can be your website, or your blog. But there should be one place where people can go, to learn about you, your brand, or your company. One place

that has videos of you, links to your Facebook, Instagram, YouTube, Twitter, LinkedIn, etc., accounts. If you're a dance teacher or professional dancer, you can put your resume, reel, bio, and cv on your website or blog, along with your videos. But you should also have a personal mission statement. Allow people to get to know what your passion is, what your values are, and what you're all about. I'm an advocate for putting this type of message into a video. Even a basic welcome video is great. It's even better if you have video testimonials from your clients, students, or customers on your hub. Build your own following, and showcase what makes you unique.

5) Do Something New. One of the best ways to stand out from your competitors online is to be innovative. I say, do what you see other people are NOT doing. Sometimes it's just that simple. This may mean that you have to step out of your comfort zone, or learn something new, but it will be totally worth it! When I started my dance radio show/podcast back in 2010, I took a huge risk. I had no idea if it would be a success, or how I would be as a radio host, since I'd never done it before. But I saw the opportunity, seized the opportunity, and realized that this is something that no one else in the dance industry was doing at the time. What a great opportunity to really stand out amongst a sea of dance-related companies and brands online! You can do it too. It may not be a radio show for you, but it could be something else. Host a contest, do a giveaway, create an iPhone app, do a daily live broadcast. Dance Teachers, create an online video pre-interview, for potential dance studio employers, where you answer some basic interview questions, and show yourself in action, teaching some of your current students, or teaching a private lesson, along with your headshot and resume when applying for a job. Now that's something that most dance teachers wouldn't even think to do. Dance studio owners can add some how-to videos to their website, or video testimonials from their dance students (both kids and adults). Or, they can create a special iPhone app for their dance studio. The list goes on. Do things that will differentiate you from the sea of dance brands that are out there. You always want to have fresh content, new things to talk about and share with your online community, and new ways to get people excited and talking about your brand.

"Look for opportunities beyond just the game you sat down to play. You never know who you're going to meet, including new friends for life, or new business contacts." ~ from the book "Delivering Happiness" by Zappos CEO, Tony Hsieh.

Chapter 1 Review Questions

What is your personal brand all about? What does your personal brand represent?

What are three words you want people to think of when they view your social profiles for the first time?

What value does your brand bring to the table?

What does E-P-I-C Marketing stand for?

How do you know if your online marketing is working?

What are the 7 parts of the “Ideal Customer Lifecycle”?

What are 5 ways for you to build a successful online brand?

Chapter 2 - Social Media Marketing Basics

One of the most important parts of being able to get paid to do what you love, especially if you're an independent artist, or entrepreneur, is building and growing your own audience. Social media marketing is one of the best ways to build your audience, and there are five main essentials to a powerful and profitable social media presence.

"Web-based blogs in all of their shapes and sizes, deserve a tremendous amount of attention, as they are still among the most active and influential news sources, besides traditional media. Not only do they hit mainstream audiences, they also focus on dedicated, vertical communities and niche works that equally contribute to your total market." ~ from the book "Engage" by Brian Solis.

The Top 5 Social Media Tools To Grow Your Online Brand

A Blog

Your blog should represent the true message and mission of your brand. It should add value to people's lives, and give your readers a reason to keep coming back. This also

means that you need to update it on a regular basis, based on your goals, and your schedule. Whatever time-frame you choose, stick to it. The way to keep people reading your blog (besides offering interesting and useful content) is consistency. This is very important. As a dance blogger, you can offer advice on any number of topics, i.e. how to become more flexible, how to get stronger in a certain area of dance, how to prepare for a recital/competition, dancing in college and beyond, dance news and events, life as a professional dancer, or share your thoughts on dance TV shows, review dance performances, etc. I happen to have a passion for social media marketing, branding, business, and media, so that's what my blog is about. But you can write about whatever you like. The goal is for your blog to be representative of your unique voice, and your brand's focus, and mission. That way, your readers will not only gain interesting and useful information and perspectives when reading your blog, but they'll also get to know you better, and connect with you. Your blog can be hosted on your website, or it can be hosted on another blogging platform like [WordPress](#), [Tumblr](#), or [Blogger](#).

E-mail Marketing

Building a list of supporters and fans of your brand is probably one of the best things that you can do online. Considering the fact that you don't own your social profiles, or control how many of your fans and followers get to see your content, it is imperative for you to build your e-mail list. No matter how many fans and followers you have, you must get those fans and followers off of social media, and onto your e-mail list. That's where you will have control of how often you're able to communicate with your online community, and start building trust and authority for your brand, without the restrictions of social media.

I've read about successful entrepreneurs who started their business by strictly building a list, and sending out weekly newsletters, before they even officially had their full website up. Your power lies in your list. This is a group of people who have willingly given you access to their e-mail inbox, because they genuinely want to stay connected with you in a personal way, outside of Facebook, Instagram, etc. This is powerful! It's important to maximize this opportunity by offering consistent value to your subscribers. Do not hit them over the head with solicitations for donations, or ask them for something in every newsletter. Share value, inspiration, and depending on what your brand is all about, share the info that they signed up to receive. Again, consistency and value are key. Do not abuse the inbox of your list, because they can always unsubscribe. However, once you've built a solid relationship with your list, you can begin to leverage that list when you do have dance events, promotions, or products to sell. E-mail marketing is a must.

E-mail marketing is a wonderful and powerful way to acquire new customers, keep your current customers interested and excited about all of the things happening with your brand, and also reconnect with your old customers. E-mail marketing should absolutely be a part of your dance brand's marketing strategy.

Getting Started...

First and foremost, I recommend doing an e-newsletter. You can do it as often as every day, once-a-week, or just do a monthly e-newsletter. Your e-newsletter should contain information that adds value to the lives of your subscribers, helps them in some way, solves a problem for them, and also informs them about your latest news and events, plus special promotions and discounts.

Example:

A dance studio owner would use their e-newsletter to highlight and showcase all of the wonderful things about their dance studio's faculty, students, and share their special events. Besides keeping everyone up-to-date on what's happening, it's very easy for your customers to share the newsletter with their friends/family (your potential new customers) with the click of a button. It's also a good record of the studio's history that can be archived on their website or blog, and used for press announcements or features.

Maximize Your E-Mail Marketing Efforts

Add a special element (or two) to your newsletter that highlights the uniqueness of your brand, and draws your subscribers in, and encourages them to share your newsletter with their friends and family. This can be anything from special advice, tips, interviews, exclusive videos, or behind-the-scenes features. Add testimonials, or a funny or inspirational story as part of your e-newsletter.

The point is to get creative, think outside the box, and build a list of loyal customers who want to stay in contact with you through e-mail. Be sure to offer some sort of incentive for signing up for your mailing list (we call this your "freebie"), like a free checklist, e-book, 5-day challenge, free trial, etc. You may even consider offering coupon/promotional codes strictly to those who sign up to receive your e-newsletter.

You will first need to choose an e-mail marketing provider, so that you can set up an e-mail sign-up box on your website, blog, or Facebook page. That is where people will go to enter their information, and join your e-mail list.

You can try [Mailchimp](#), which is free, up to your first 2,000 subscribers, try a free one-month trial with [Constant Contact](#), or a \$1 for 1-month trial with [Aweber](#), which thereafter is \$29 per/month.

A Facebook Page

The question of whether or not you should strictly use your personal Facebook profile, or create an actual Facebook business page, is always a hot debate among dancers. But the truth is, if you are taking your online brand seriously, you should have a Facebook business page.

Facebook business pages offer you an extensive amount of features, that personal profiles never will. On Facebook business pages, you can create your own store, to sell your digital products (more on that later), you can create paid ads, boost your posts, get detailed analytics on the demographics of your fans, promote your live broadcasts, and so much more. My recommendation is to always create a separate Facebook business page for your brand, that stands alone from your personal Facebook profile.

The power of Facebook lies in the power of likes, shares, and comments on your Facebook updates. You want every update that you make on Facebook to inspire your fans to click on Like and/or share, or comment. Why is this so powerful? Because every time a person likes, shares, or comments on your page, it shows up in their Facebook timeline for all of their friends to see. So instead of only your fans seeing your post, you can reach hundreds or thousands of other people on Facebook, through likes, shares, and comments, and also get more “likes” as a result.

The types of Facebook updates that get the most shares are videos, live broadcasts, inspirational quotes, and links to articles. I recommend using a variety of these types of posts to keep your page active and interesting. Your Facebook updates should not only share your message and info directly related to your brand. They should share useful information and valuable resources that connect with your fans in a personal way, and encourage interaction, personal reflection, and things that motivate and inspire people. Here’s your ratio: 20% should be posts that promote your brand and 80% should be other types of posts that I mentioned above.

It’s also important to have a call-to-action with every post on Facebook , so your fans know what to do next. Do you want them to post a comment, tag a friend, visit your website, subscribe to your YouTube channel, join your e-mail list? Let them know specif-

ically what they should do next, so that you can get the results that you desire from your Facebook presence.

3 Powerful Tools for Maximum Engagement on Facebook

Facebook Live

Facebook has become a video-focused platform, and live broadcasts receive an increased amount of reach in the newsfeed, and more engagement in general. Going live on Facebook is guaranteed to garner the attention of your fans, increase your engagement, and increase your brand's visibility on Facebook.

Facebook Ads

The power of Facebook ads lies in the extensive ability you have to specifically target people based on their likes, interests, and behaviors. The more targeted the audience for your Facebook ads, the higher your conversion rate, and the lower cost to you, to acquire new leads/potential customers, through Facebook.

Facebook Messenger

Not only does Facebook Messenger allow you to communicate in private with your fans, it also allows you to set up automatic messages to your fans and followers. This can be very helpful when it comes to replying to messages, and also providing your fans with exclusive content through your Facebook page.

Some examples of Facebook posts that maximize engagement are:

- Personal photos of you with your family, significant other, your children, your team, your students, selfies, etc.

- Videos that teach, entertain, inform, motivate, or empower your Facebook fans. This can include anything from, behind-the-scenes videos, performance or rehearsal videos, how-to videos, interviews, etc.
- Special discounts and early registration deals/codes, strictly for your Facebook fans (encourage your fans to share with their friends and family members.)
- Encouraging words, and motivational/inspirational quotes.
- Helpful articles/blog posts on related topics, that might be useful to your target audience, and be something that they will want to share with their colleagues, friends, and family.
- Live broadcasts.
- Questions on hot topics that evoke more than a yes or no answer, and encourage someone to share a personal feeling, experience, or idea, and starts a discussion.

An Instagram Profile

Instagram is one of the fastest growing social media platforms in the world! With over 500 million users, it's not surprising that there is a HUGE community of dancers who are active on Instagram, every day. This presents a major opportunity for you to connect with the dance community on Instagram, in a way that can help you grow your personal brand or business, in a profitable way.

The only challenge is, Instagram has a new, ever-changing algorithm in place (similar to Facebook), so now it's not as easy as it was in the past, to grow your following and business, using Instagram. You have to know the secrets of what works, what doesn't, and how to make sure the people you want to connect with, can find you on Instagram.

High-Quality Photos & Videos + The Right Hashtags + Daily Engagement = Success on Instagram

A YouTube Channel

What makes YouTube different from any other social or video-sharing platform? It is the world's second, most largest search engine! People don't just go to YouTube to watch videos, they go to Youtube to learn something, solve a problem, and find answers to questions they may have.

The main reasons people are on YouTube is to be entertained, to be informed about a specific subject matter, or to learn how to do something. If you can create high-quality videos that fit in one or more of those categories, and learn the proper way to optimize your videos on YouTube, it can be a powerful tool to grow your online brand.

How To Build, Maintain, & Grow A Loyal Fan Base Through Social Media

You can't just sell, sell, sell, and promote, promote, promote, on social media. You have to build quality relationships with people, in order to build a successful brand online.

Engage, Interact, and Be Social!

Too many people are focused on getting more likes on their page, but their "fans" never even see or engage with their updates. Others are obsessed with getting a huge following on Instagram, but they don't even successfully engage with their current followers, nor do they have a strategy to covert their current followers into paying customers. Engagement is the key to growing your brand online, and building trust and authority with your target audience.

However, keep in mind that you don't own your social profiles. They can be shut down at any given moment, for no reason at all. So your focus should always be on getting your fans and followers off of social media, and onto your e-mail list. That's where the real magic happens, and where you can easily communicate directly with your target audience, without having to worry about social media algorithms.

Here are some tips for building an engaged, and loyal fan base on social media:

- Make it about them, and not about you. Focus on how you can add value to the lives of your fans and followers every day, and connect on a personal level.
- Collaborate with other people or companies who are already reaching your target audience.
- Do a giveaway or contest.
- Make your content shareable. Your content should always be one or more of the following: informative, helpful, entertaining, motivating, or empowering.
- Engage with and seek out your target audience on Instagram. Don't wait for them to find you.
- Share other people's content (get their permission first when appropriate).
- Engage and interact with the people who like and comment on your posts.
- Tag other companies in your photos and posts.
- Use Facebook and Instagram ads to increase your reach, engagement, and brand awareness.
- Build more personal connections through comments, private messages, DMs, through your e-mails, etc.
- Offer free e-books, webinars, video master classes, or other digital products, that are highly valuable (so much that you could charge for it), but give it away for free.

- Share stories, photos, accomplishments, acknowledgements, and testimonials from your customers on social media (if you can tag them, even better). This shows them that you appreciate them, that you care, and that you're listening.
- Go above and beyond to offer valuable solutions, tips, and advice to your current customers, fans, and followers. Always follow up with helpful advice and resources to show them that they matter, and that you're paying attention to their comments/messages and requests.
- Get active in groups on Facebook and LinkedIn, then connect with people from your groups, outside of the group (in a private message), but keep it appropriate. No selling, and no spamming.

Chapter 2 Review Questions

What are the top 5 social media tools to build your online brand?

Please share 5 different ways you can build, maintain, and grow a loyal fan base through social media.

How does having a blog help you grow a successful online brand?

Why is it important to build your e-mail list, and not only grow your following on social media?

How can you use Facebook and Instagram to stand out from your competitors, and build trust and authority your fans and followers?

What are 3 powerful tools to maximize your reach and engagement on Facebook?

Chapter 3: How To Create Your Social Media Strategy

What is a social media strategy?

A social media strategy is simply a detailed plan for how you will reach specific objectives and goals for your brand or business, using social media as the key method of communication.

What is the purpose of a social media strategy?

The purpose of a social media strategy is to establish the who, where, what, why, and how of your plan to connect with your target audience online, reach your business goals, and build brand awareness and affinity, through social media. Your social media strategy answers the following questions.

- Who are you trying to reach?
- Where are they most active on social media?
- What type of content will resonate with them the most?
- Why should they care about what you're selling/offering, and engage with you online?
- How will you use social media to build trust with your target audience, and transform them from fans, followers, and subscribers, into paying customers?

How To Create Your Social Media Strategy

1. Define Your Key Objectives (Examples below.)

- Increase brand awareness
- Build trust and thought leadership with your online audience.
- Highlight your level of expertise and competitive edge.
- Create more personal connections and relationships with your target audience online.
- Build an online community of happy, engaged, loyal customers.
- Increase sales.
- Increase the number of students in your classes or program.
- Increase the number of subscribers on your e-mail list.
- Increase traffic to your website.
- Create strategic brand partnerships and get sponsors for your organization.
- Connect with brand ambassadors or influencers, or become one.
- Become known as the go-to expert in your niche market.

2. Define Your Value.

- What is it that you have to offer that is of value, and how is it unique from other people/companies in your industry?
- What problem(s) are you solving?
- What sets you apart from other people/companies who do the same thing as you do? What is your unique selling proposition? What makes you different?

3. Define Your Target Audience.

- Who do you want to reach and connect with online?
- What is their age group, profession, location, income level, education level, background, etc. Are they married, do they have kids, are they single? Do they have lots of disposable income, or limited income? Be as specific as possible.
- What are their hobbies? What do they like to do for fun?
- What types of tv shows do they like to watch? How and where do they consume media content online?
- What are some of the major issues they struggle with on a daily basis?

4. Define Your Platforms of Focus.

- Where does your target audience hang out the most online?
- Facebook? Instagram? Snapchat?
- Identify where your target audience is most active online, and establish a strong, and engaging presence on those specific platforms.

5. Define Your Content.

- What type of content will you share to catch the attention of, and build relationships with your target audience online?
- Will it be educational, informative, empowering, entertaining, thought-provoking, motivating, or a combination of all of these?
- What problems will your social media content solve for your target audience?
- How will your social media content reflect the value and uniqueness of your brand's products and services?

6. Define Your Methods.

- Will you focus on sharing mostly videos, doing live broadcasts, Instagram stories, Snapchat, etc.?
- Will you use photos to tell a story about your brand?
- Will you use memes to highlight certain issues, or use humor to show how well you relate to your customer base?
- Will you do giveaways, host contests, or connect with social media influencers in your niche market?
- How often will you post?

7. Research Your Target Audience.

- Learn what's important to them.
- Listen to what they're talking about online.
- What problems are they struggling with?
- Who do they admire or respect online?
- What hashtags are they using?
- What influencers are connecting with your target audience on a daily basis, and how can you possibly collaborate with them?

8. Check Out Your Competition.

- What type of content are they posting on social media?
- Where are they most active online?
- What type of following and engagement do they have on their social profiles?
- What are they doing that is clearly working well for them?
- What are their weaknesses?
- How can you capitalize on their weaknesses in order to stand out online?

9. Create Your Social Media Content Calendar

- Get specific about what type of content you plan to share on social media.
- Who will create your content?
- What other websites, social media accounts, blogs, and media platforms will you share content from, besides your own?
- Choose when you will post your content (and why).
- Choose the frequency of your posts.
- Choose when you will spend time responding to comments, following new people, and engaging with your target audience online.

10. Evaluate Your Progress

- What type of response is your social media strategy getting online?
- Are reaching your key objectives and KPI's (Key Performance Indicators)?
- Are you building an active and engaged community on social media?
- Are you building brand authority and trust with your target audience on social media?
- Are you growing your e-mail list consistently with potential customers/clients?
- Are your fans and followers converting to paying client and customers?
- Assess how your strategy and content are performing, determine what's working, and what's not working. Then revise your strategy and content accordingly.
- Perform this evaluation every month, and use your actual social media Insights and metrics as your determining factors.

How To Create A Social Media Content Calendar

Creating a social media content calendar for your strategy is crucial, and the only way to be in control of your social media presence, stay organized, and avoid feeling overwhelmed.

To get started, answer the following questions below to get clear about why you're on social media in the first place, and what you want to accomplish for your brand, through social media.

STEP 1: Answer These Questions

What is the purpose of your social media presence? What is it that you want to accomplish through your social media profiles?

Which social media platforms will you be focusing on?

What types of content/updates will you be posting?

What is your social media voice?

How often will you post your updates on each platform?

Where will you find content to post?

Who will create your original content?

When will you create your updates?

What scheduling tool(s) will you use to help streamline the posting process?

When will you go online to reply to questions and comments, like, or re-tweet other people's posts, and interact with your social media audience in real time?

How will you measure your success?

How often will you check your social media stats and analytics to determine the effectiveness and success of your updates?

What special events, holiday promotions, giveaways, contests, launches, products, services, blog posts, etc. do you know about in advance that you can incorporate into your calendar for the year?

What national holidays, major industry events, etc. do you want to post about this year? Include them in your calendar as well.

How often will you pay to promote your content on social media? What content will you pay to promote? What is your monthly budget?

STEP 2: Write down 5 different types of updates you want to share on your social media profiles.

Then, create a schedule for when you'd like to post these updates throughout the day/week.

Make sure they are a mix of a variety of posts, including, but not limited to:

- ✓ Personal photos
- ✓ Videos
- ✓ Live broadcasts
- ✓ Quote Graphics
- ✓ Questions/Fill--in--the--blanks
- ✓ Blog Post Links
- ✓ Other People's Content (Funny, Entertaining, Informative, or Helpful)
- ✓ Motivational/Inspirational Quotes
- ✓ Promotions/Contests/
Giveaways
- ✓ E-mail sign-up offers
- ✓ Industry tips

STEP 3: Create a monthly content creation schedule

- Create a monthly content creation schedule to determine when you will spend time developing the specific content that you'll post on social media each month. This is where you create the actual updates that you're going to share.
- Get specific about exactly what each update will be, create the updates/blog posts/videos/graphics, and get them ready to be scheduled in your social media calendar, with the proper links, images, captions, descriptions, etc.

Example Of A Monthly Content Creation Schedule:

Week 1 - Schedule your social media updates for the entire month, and create 30 social media graphics for the month using Canva. <http://canva.com>

Week 2 - Plan your topics and content for your live broadcasts on Facebook and Instagram, and record and edit 4 new YouTube videos (for the month). Or, create your weekly e-newsletters for the month.

Week 3 - Write and edit 6- 8 new blog posts. Using your editorial calendar, schedule when they will be posted on your blog for the next month.

Week 4 - Evaluate the success of your social media content, by reviewing your Insights on Facebook and Instagram, and your analytics on your blog and YouTube channel. Adjust, revise, and refine your social media content accordingly.

When you break your tasks down like this, and take one week of the month to focus on one item, it makes it feel less overwhelming. That way, you never feel like you're falling behind or trying to play catch up. You'll always be ahead of the game.

STEP 4: Schedule your updates in advance:

- Use Hootsuite or Buffer to schedule your updates in advance across multiple social platforms. (<http://hootsuite.com>, <http://bufferapp.com>)
- Take advantage of Facebook's Scheduling feature available on Facebook pages, and in Facebook groups.
- Use Postplanner to find viral photos (free), as well as other viral content to share (paid option) and schedule on Facebook. (<http://postplanner.com>)
- Use Later or or Planoly to schedule your posts for Instagram in advance. <http://later.com>, <http://planoly.com>

Chapter 3 Review Questions

What is a social media strategy?

Why do you need a social media strategy?

How do you create a social media strategy?

What is the purpose of your social media presence? What is it that you want to accomplish through your social media profiles?

What is a social media content calendar? Why do you need one?

Chapter 4 - How To Create Your Own Digital Product

With the growth of social media and technology has come a huge opportunity for dancers like you and I to increase our income, and create the financial stability for ourselves, that we've always desired, but could never truly find as a professional dancer.

Digital products allow you to create multiple streams of passive income, which is one direct way to build wealth, over time.

How do they do this?

Digital products allow you to create something once, and get paid for it, over and over again, twenty-four hours a day, seven days a week. Some people like to refer to it as, "sleep coins", meaning, you're able to make money in your sleep. Sounds amazing, right?

What is a digital product?

A digital product is something that you can sell online (digitally), that only exists on a computer (or mobile device, or tablet). Examples of a digital product are: an ebook, an online course, an app, an audio file, a webinar, or a video master class.

Why are digital products important for dancers worldwide?

Digital products can take away the sting of uncertainty, and financial instability out of the typical dance career, and breathe into it a world of opportunity.

The key here is to find a way to monetize the knowledge that you currently have, and use it to teach people something, or solve a problem, through your digital product.

Once you've identified your key skill set and knowledge base that you can build something from, you must determine who will benefit the most from learning what you have to teach, or by using your digital product. This is when your social media marketing strategy comes into place, as your way of reaching those people online.

For example, I teach dancers and dance business owners how to build an online brand that pays. I empower them with the knowledge and strategies they need to use social media, and online videos, to build an online brand that is powerful and profitable.

I do this primarily through digital products, i.e. e-books, online courses, and video master classes.

How To Create Your Own Digital Product

As you build your digital product empire, you're still able to audition, teach, perform, travel, and do whatever else you'd like to do within your dance career. To create your digital product, all you need is a computer and internet access. Creating digital products is the epitome of the "work from wherever" lifestyle, that has become so popular (see Instagram). The best part of creating digital products is that you'll have an additional passive income stream (or multiple passive income streams), to help get you through the lean times of your dance career. Or, the additional income from your digital products can actually fund your dance career, or dance company, help you pay off your student loans faster, get out of debt, pay your monthly car note/car insurance, be the down payment on your first home, etc. The possibilities are truly endless!

On the other hand, if you don't build your digital product empire, you may always be a slave to jobs and gigs, that are inconsistent, and never provide you with the financial growth and stability that you desire.

So let's figure out what type of digital product you should create to get started with building your digital empire!

All of these digital products require little, to no initial financial investment, and have no cost, or a low cost to create and distribute.

Digital Product Ideas:

1. E-books - A simple pdf that you can create right on your computer. You can use a site like <http://e-junkie.com> to host your products, and sell them from your own website or blog. Cost: Starting at \$10 per/mo.

2. Webinars/Video Master Classes - You may create your videos from your mobile phone or a video camera, and upload them to your website, or to YouTube, Vimeo, or a private Facebook group. Or, you can use a Webinar hosting platform like <http://webinar-jam.com>. Cost: \$0 - \$479

3. Online courses - You can create your online course and host it on your own website, or you can use a separate online course platform like <http://teachable.com>. Cost: \$39 - \$299 per/mo.

4. Audio files - You may record audio files from your phone, or your computer. You can sell these audio files directly through your website, or again, through a digital product selling platform like <http://e-junkie.com>. Cost: Starting at \$10 per/mo.

How To Price Your Digital Product

When it comes to pricing your digital products, you need to keep in mind these very important questions:

What is the perceived value of your digital product?

What is a price range that your target audience can afford?

How can you create product tiers to help your customers through the life cycle of your brand?

See below for an example.

Tier 1: A free checklist as an incentive for a potential customer to join your e-mail list.

Tier 2: A \$10 e-book to introduce the new customer to your paid products, at a low cost, with low risk, and help them solve an issue that they've been struggling with, on a very basic level.

Tier 3: A \$47 video series and e-book, that digs deeper into the subject matter you covered in your \$10 e-book, but with detailed break downs, and how-to videos that explain the nuts and bolts of creating a solution to this problem with actual templates and scripts that your customers can use in their business.

Tier 4: A \$97 product that offers a premium version of your \$47 product, because it comes with a private Facebook group where your customer can ask you questions, and interact with other people who have purchased this product as well.

Tier 5: A \$197 premium online course that comes with step-by-step instructions, templates, checklists, strategy ideas, video master classes, and a private Facebook group.

Tier 6: A \$497 product that allows your customers to participate in exclusive, small group coaching with you, and get some 1-on-1 personal attention, feedback, and interaction directly from you.

Now you get the idea. The key here is to start small, and get to know the needs of your target audience. You can do this by asking questions on social media, simply listening to, and reading what your target audience is talking about online, searching specific industry hashtags to find out what's popular, and what's needed, conducting surveys, or market research, etc.

Start small, with an affordable, low-risk product, then ask your customers for feedback. Create your products in a way that connects, and takes your customer on a journey from solving one problem they're having, to building on that to help them to get to the logical next step, or to the next level.

Chapter 4 Review Questions

What is a digital product?

How do you create a digital product?

Why is it important for dancers to create their own digital products?

What are 3 different types of digital products?

What are 3 different platforms that you can use to sell you digital products?

Chapter 5 Your Final Project

It's time to put all you've just learned into action. This is the fun part! Here is your final project.

Final Project Part 1: Create Your Own Digital Product

1. Identify the topic your digital product will cover, teach about, or the problem it will solve.
2. Identify who your target audience is, and why they need your product.
3. Research your competition, and determine why your digital product is better, and will be competitive for your target market.
4. Decide on how/where you will sell/distribute your digital product.
5. Come up with a price for your digital product. Do market research.
6. Create a promo image for your digital product for social media, using <http://canva.com>.

Final Project Part 2: Create Your Own Social Media Strategy For Your Digital Product

Using the social media strategy outline in Chapter 3, create a social media strategy for your digital product.