

HOW TO CONVERT YOUR FANS & FOLLOWERS INTO PAYING CUSTOMERS WITH ASHANI MFUKO

5 Reasons Why Your Fans and Followers AREN'T Converting To Paying Customers

- 1. You have the wrong people on your accounts (not your ideal clients and customers/not your target audience).**
- 2. You're not showing up every day. Consistency is key, and you have to be consistent for a LONG time!**
- 3. Too much promo, not enough value. If every post is about you (or your dance classes/events, then you're missing the point. What's in it for them?**

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4. No calls to action. What do you want people to do after they like or comment on your post? What's the next step?

5. You're not building your e-mail list. Social media is great, but she's a flaky friend. You need to build your list!

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The Top 3 Things You Can Do This Week, To Start Converting Your Followers Into Paying Customers

- 1. Post a video - Send a DM to those who comment and/or like the video, to start a conversation, and start building a relationship. Ask them a question.**
- 2. Search a specific hashtag for your target audience/ideal customer, or go through the people who have liked a post from the account of another person/company, that's popular in your target market. Go to that person's account, like 3 of their posts, comment on one of them, send them a DM.**

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3. Go live on Instagram and/or Facebook, and share helpful tips and advice for your target market. Do this **AT LEAST**, once-a-week. Let your followers know in advance when you'll be going live.

*Save your live broadcasts. Re-purpose your live video content (using an app like Videorama, or iMovie) to create short, 1-minute video clips to post on social media.

Repeat, starting at Step 1.

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**NOW IT'S TIME TO GO TO THE
NEXT LEVEL!**

This is just the beginning. Now it's time for us to dig a bit deeper, and get into the specific strategies that will help you start converting more of your followers from social media, into paying customers.

My Online Branding Bootcamp,
"RENEW.REFRESH.RESET." is the solution
you've been looking for!

Go to
<http://bit.ly/DancersBuildAnOnlineBrandThatPays>
to sign up today!