



The Dancer's Social Media To Do List For This Week

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DANCE

THE DANCER'S SOCIAL MEDIA TO DO LIST FOR THIS WEEK

1. Unfollow some people. You don't need to follow thousands of people online. If you're following people who are not helping you grow professionally, spiritually, or financially, you need to unfollow them immediately. Plus, if you're following people who aren't engaging with you, what's the point?

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2. Figure out who your target audience is. You will never be able to make money from your social media presence, if you're not clear on who you want to reach in the first place. Who will benefit the most from what you do? Get clear on this asap.

3. Make a list of 5-10 people or companies you want to connect this week. These people, or companies, are a part of your target audience. So you need to make sure that you are intentionally engaging with them, and building relationships with them, every day.

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4. Update your bios. Your bio is so important! It lets us know that you are a serious professional, and not just someone random, playing around on social media. Let us know who are you, what you do, who you serve, and how you help your target audience. Be **SPECIFIC!** Then be sure to add a link to your profile.

5. Plan out your original content for the week ahead of time. Success through social media does not happen by accident! It is planned out. So you need to plan out what photos, videos, blog posts, etc. you're going to post on social media this week. Then make sure that the content is what your target audience loves to see.

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BONUS TIPS!

- **Start Building Your E-mail List!** You do NOT own your social media accounts! You need to get your followers off of social media, and onto your e-mail list now!
- **Invest in yourself.** The only difference between you and the people who are making money online, and experiencing success through social media, is your level of knowledge. You must invest in learning more, so that you can earn more! It is not natural for most people to know how to use Facebook, Instagram, etc. to grow a successful dance brand or business. You have to pay to learn the skills, tools, and knowledge to reach your goals online..

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HOW TO GROW A
POWERFUL & PROFITABLE
DANCE BRAND ON
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