

HOLIDAY CHECKLIST FOR DANCERS

...

UPGRADE YOUR ONLINE PRESENCE,
AS A DANCER, OVER THE HOLIDAYS!



**SOCIAL MEDIA
TIPS** :



**WEBSITE
TIPS** :



**SEO
TIPS**

Holiday Checklist for Dancers 2018

Website Tips:

Your website menu/tabs should consist of the following pages:

✓ **About** - Let people know all about who you are, what you do, who you serve, and how you help others through the work that you do. Feel free to share some personal tidbits, in addition to the professional aspects. You want people to get a well-rounded view of who you are as a professional, and as a person too.

✓ **Work With Me** - This is where you provide various options for people to work with you and hire you. Your website visitors should be able to pay you and book you, directly through your website. In some cases they may need to e-mail you, or speak with you directly. But for the most part, the process of booking you, hiring you, scheduling a coaching, consulting, or private lesson with you, should all be able to be done right on your website.

✓ **Training** - Your online training options would be listed here, i.e., online dance classes, online courses, webinars, digital products, etc.

✓ **Shop** - If you sell physical products (or digital ones), they would be available for purchase here.

✓ **Tools/Resources** - This is the perfect spot for your affiliate links, and Amazon Influencer page to be linked.

✓ **Media** (and Press if applicable) - Your online videos, reel, photos, and any press/media features can go on this page.

✓ **Blog** - A blog is an excellent way to highlight your expertise, offer solutions to your online audience that makes them want to stay connected with you, and work with you/buy your products, and also, for search engine optimization. If you have the time, and have decent writing skills, blogging should definitely be a major part of your marketing strategy for your online brand.

Holiday Checklist for Dancers 2018

✓Your Social Media Links - Be sure to link to your Facebook, Instagram, Twitter, YouTube, etc., on your website, so that your website visitors can follow you, and stay in touch with you on social media.

✓E-mail Subscriber registration box - You ALWAYS want to invite and encourage your followers and website visitors to join your e-mail list. That way, you can stay in touch with them, and continue to build a relationship with them, over time.

✓Events (if applicable) - this is self-explanatory.

✓Contact

*If you own a dance studio, there should be a "Register" tab, on your main navigation menu.

You should also have:

✓**A Payment Processor** of some type, whether it's PayPal, Stripe, or something else. You should be able to accept payments through your website, 24 hours a day, 7 days a week.

Important Additions...

- **An online appointment scheduler.** People should be able to book you (and pay you) for private lessons, and coaching/consulting sessions through your website.
- **Digital products available for purchase.** Passive income is a necessity for every dancer! What digital products can I purchase from your website right now?

Social Media Tips:

👤 Your bio on ALL of your social media accounts (yes, even your "personal" accounts), should clearly state:

✓Who you are (Eg: "Dance Teacher/Choreographer/Professional Dancer")

✓What you do (Eg: "I teach jazz and contemporary dance classes...")

Holiday Checklist for Dancers 2018

✓Who you serve (Eg: "aspiring young dancers...")

✓How you help them (Eg: "I teach jazz & contemporary dance classes, to aspiring young dancers, that challenge them to reach their greatest potential as a dancer".)

(Depending on how many characters you are allotted, you may need to have shorter/longer versions of your bio, for social media.)

✓A call to action. What do you want people to do when they visit your profile? Tell them!

✓A link to your website.

Your social media content should include:

✓**VIDEOS!** There should be a variety of videos on your profile (including live broadcasts, and Stories for Instagram and Facebook), ranging from, dance class videos, dance performance videos, dance tips and advice, dance tutorials, behind-the-scenes, testimonials from your students/clients/customers, etc.

✓**Professional, high-quality photos, and graphics**, that are branded with your specific brand colors, fonts, and logo (if applicable).

✓**A personal touch.** Don't be afraid to share a bit of your personal life on your profiles. People connect with, and buy into real people that they know, like, and trust. If they don't feel that personal connection with you, and trust you, they will more than likely never buy anything from you, or hire you.

✓**Professional highlights.** Once-a-week, do an introduction on social media, telling your followers a little about yourself, and highlighting your professional experience, background, and education/training. On Instagram, be sure to have an "About Me" Highlight on your profile, so that people can learn more about what makes you credible, trustworthy, and unique, as a dance artist.

Holiday Checklist for Dancers 2018

What you should NOT have on your social media accounts:

- **Photos/videos of you drinking/smoking**, or engaging in other activities that do not highlight your personal brand in the best way possible.
- **Negative rants.** If you're feeling upset, angry, or wronged by someone, social media is NOT the place to share rants, or subliminal messages to your "haters". It ultimately just ends up making you look bad, even if "they" were in the wrong.

SEO Tips

- ✓ Google yourself, and see what the first three to five websites are that come up in your search. More than likely, they are social media profiles (and hopefully your website too).
- ✓ Make sure what's showing up in a Google search of your name, is what you want to show up. If it's not, update those social profiles accordingly and remove any content that you don't want to be seen.
- ✓ Once you know what comes up in Google searches of your name, be intentional about the type of content you post on those top social media profiles of yours. Keep them professional, up-to-date, and set up to attract the types of people and opportunities you want to attract.
- ✓ Your blog, online videos, and YouTube channel should be optimized for searches by using specific keywords in the titles of your blog posts, and your videos. These keywords should be topics or phrases that the people in your target audience are searching for online.
- ✓ Take some time over the holidays to audit your online presence, and make the necessary changes and updates so that you can start the new year off on the right foot.

Holiday Checklist for Dancers 2018

But this is just the beginning! How do you bring all of this together to build an online brand that actually makes you money in your sleep? What's your next step?

Your next step is to learn how to create an online brand (through social media, your website, and search engine optimization) that attracts the types of people and opportunities that you want, so that you can start making money online as a dancer, and not just trading dollars for hours!

I can help you set your foundation for your online brand, in the best way possible, and show you how to start monetizing your social media profiles, and your online presence.

Here are three, awesome options for us to start working together!



[Join Finance Your Dance Academy here](#), and get discounted Strategy Sessions with me as a member), and learn how to create your own success story, and start making money online, as a dancer.

[Book your Discovery Call or Strategy Session with me here](#), and learn what you need to do to get from where you are now, to where you want to be.

Holiday Checklist for Dancers 2018

Sign up for my Online Branding Bootcamp today and catapult your online brand, social media strategy, and online video presence, to new heights, as a dance artist!