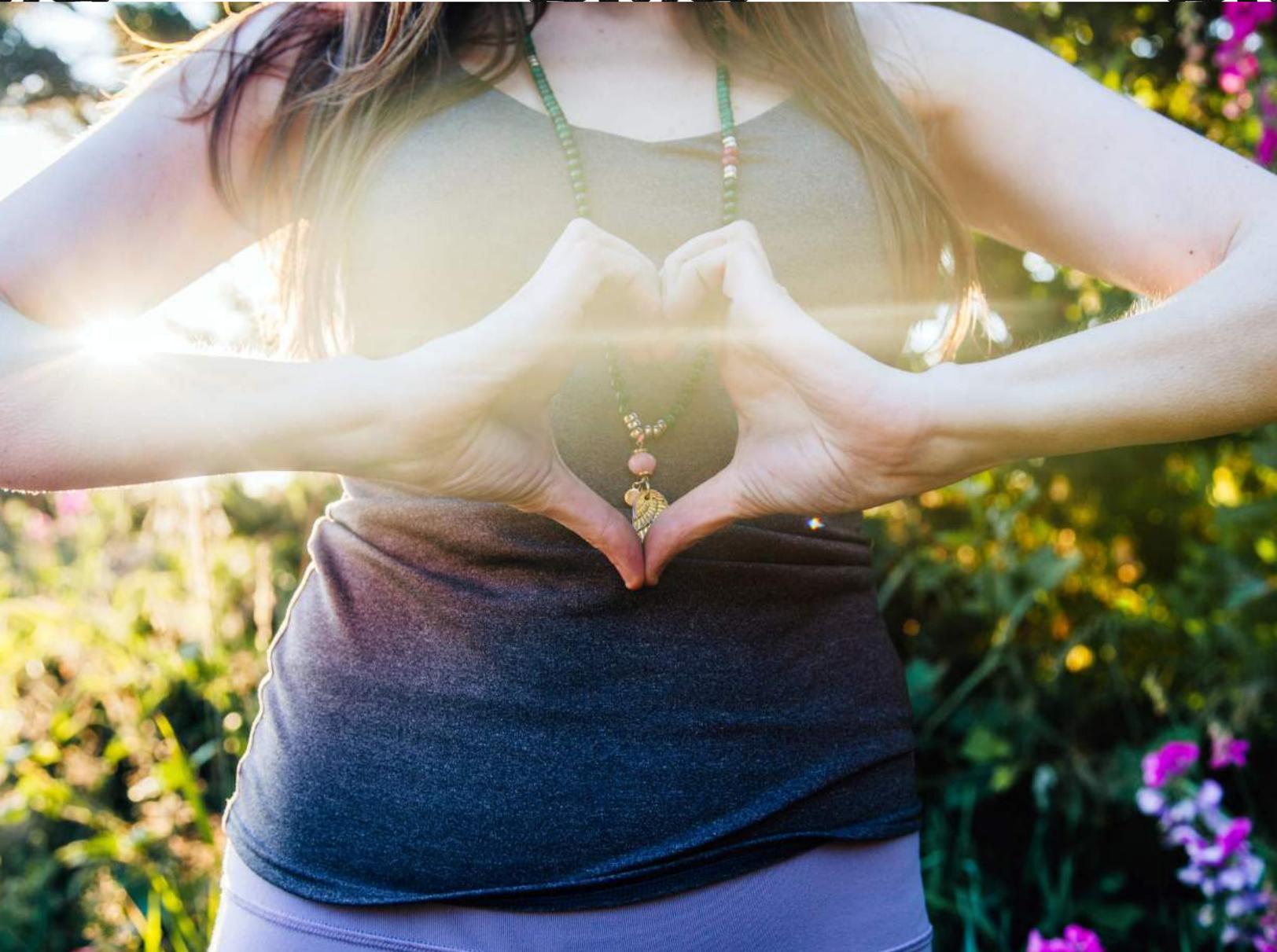


The Ultimate Social Media Playbook for Soulful Storytellers

How to supercharge your social media efforts and skyrocket your blog traffic for increased impact and income.



Secrets of Social Media on Purpose

Social media gives us all the unprecedented opportunity to reach millions with our message — for free.

Yes, you can supercharge your efforts with paid ads, but I've grown my following without spending much money along the way.

Growing your social media following is a long-term goal, and done strategically, it can help you reach your blog and business goals.

Top tip: Choose one platform to master

You can definitely post the same content across all social media platforms to easily share content, but when it comes to investing time for growth, I recommend truly working to understand whichever platform you most resonate with and mastering that platform before moving on.

For me, I invested probably more than a year in growing my Instagram account. I blogged weekly, but spent most of my time growing my Instagram account. I can't explain the reasoning behind this. It just seemed like the most important thing to do.

I deeply believe that when our intuition is guiding us to the next right step, this next right step will seem like the most important thing. As time went on, I realized the way I grew my Instagram account and the way I spent all my time on that platform was probably not the best use of my time, but I don't regret it for a minute.

Growing that platform helped me have a successful first launch, with 40 students signing up for the very first round of The Big Shift, which is pretty unheard of as far as first launches go. Perhaps most importantly, this early success gave me the confidence to believe myself and my message.

You have forever to grow and spread your message. This journey is all about taking one right step at a time.

Playing on Instagram with Purpose

Benefits of Instagram:

Instagram users seem to treasure authenticity and connection more than any other social media platform. Sure, there's a good dose of perfect images, but there's also a large community of people who truly value authentic self-expression.

The use of hashtags makes it super easy to connect with other like-minded people.

Drawbacks of Instagram:

The recently introduced algorithm has made it more difficult to be seen. To overcome this hurdle, it's very important to encourage engagement by asking questions, encouraging people to comment, or even posting a meme (quote graphic) that encourages conversation.

One graphic that generated great conversation simply said, "please share your greatest life lesson below." Again, this is a great example of a question that creates space for people to share their wisdom, which is a powerful way to create engagement while also getting to know your target audience better.

What to post:

- Beautiful pictures that capture the essence of your brand. Can borrow images from other accounts, but make sure to give credit.
- Quote graphics with your website or Instagram name on them. This allows people to share your content and spread your message for you.
- Selfies. This might seem vain, but it's really important for people to be able to see you and feel like they know you.

Tip:

Identify which accounts you gravitate towards visually. What do you like about them? What don't you like? How can you replicate that (with your own spin) on your own account?

How to grow:

— Use the right hashtags.

Instagram allows up to 30 hashtags per image. I usually post mine in the first comment so that they're hidden. (Plus my captions are usually too long to preserve space for them!)

If you type in the hashtag, you'll see how many photos each has. Find hashtags with maybe a few hundred thousand photos. That will ensure you get seen while also ensuring that the hashtags are things people actually use.

— Like and comment on other people's photos.

This is the time consuming part, but it works. The real truth to how I grew my Instagram account to 20,000 plus followers is this:

1. Find accounts in your niche to target.
2. View one of the account's recent pictures.
3. View the people who liked that picture.
4. Like two or three photos (and comment if you desire) for each person who liked that picture.

Yes it takes a long time, but it works.

— Build relationships with your existing community (and create clients).

Take the time to respond to comments, engage by asking them questions. (This is a great way to create clients. Simply engage in conversation, and if someone expresses a concern you know you can help them with, simply ask, "would you like help with that?" Then you can set up a free call to chat about working together.)

While social media turns into a numbers game, it's also really important to value the people already in your community. Show them love!

— Create challenges.

Do a yoga or mindfulness or something-related-to-you challenge with daily assignments. Ask people to share the day's work on their own account in exchange for prizes. Keep it light. Superficial stuff spreads more than deep inner work.

— Tag big accounts on your beautiful photos (that you took) or quote graphics.

They may share feature your account, which will help grow your audience!

Playing on Facebook with Purpose

Benefits of Facebook:

Facebook has more than 1 billion users, which means whoever your target market is, they're likely on Facebook. I've seen people have enormous success with building multi-million dollar businesses largely on Facebook.

Facebook is also better at driving traffic to your website, from my experience. It can be easier to grow your following organically because when people comment on your post, their friends may also see it.

Drawbacks of Facebook:

Again, founder Mark Zuckerberg loves his algorithms, so it can be challenging to reach the people you want to. Facebook personal pages tend to have better reach than fan pages, but it's good to have a fan page. Personally, I post the same content across all platforms.

What to post:

Stories about your life. Random things from your day that make you relatable and human. The great thing about Facebook is that you don't need to find a picture to post, and your captions can be as long as you want them to be! Although I started off an Instagram girl, I actually enjoy spending time more on Facebook these days.

How to grow:

- Ask people to comment and share to drive engagement and share the love.
- Post your contrarian views on things in your niche to establish who you are and create engagement.
- Find a few Facebook groups of ideal audience members that you can hang out in a few times a week, answer questions and build relationships. (You'll see people show up in these groups to sell right away, but that is super tacky. Show your expertise, build relationships, watch your community grow.)

Playing on Pinterest with Purpose

Benefits of Pinterest:

Pinterest has the capacity to send huge amounts of traffic to your website and grow your email list. The relationships aren't as deep — in full transparency, as my email list as grown faster, my email open rates have dropped — but my income has also grown tremendously. My blog is now a full-fledged business with a full-time income, and Pinterest played a large part in that.

Drawbacks of Pinterest:

It can take a lot of time to set up, but it's a very minimal time investment once you're up and running. I spend probably 5 minutes a day on Pinterest, and it adds easily 1,000 new subscribers to my email list each month. Meanwhile, to add 1,000 new people to my Instagram account (and new followers are far less valuable than new email subscribers) each month takes me probably an hour each day of liking and commenting on photos. To me, it's a no brainer. All bloggers should be on Pinterest.

What to post:

Each of your blogs should have a pin. The best size is 800 pixels by 1200 pixels.

It helps to have a design template that you use. This makes it fast and easy to create your pin, and keeps you well branded. Here is my template — (please don't copy. Make your own! Check out Pinterest for inspiration.)

Important: In the "alt tag" when you upload the image (like I show you in Week 3 slides), include a call to action that includes a keyword. For example, "Click through to learn my meditation secrets."

Then, add in a few keywords (with no #). I usually use things like meditation, spirituality, healing, happiness,



inspiration. This will help you get found.

Also, post a lot of other people's content. I know this doesn't make sense, but Pinterest is all about sharing. Your own boards should have about 80% other people's content and 20% your own. This can get really involved really fast (I took a whole course just on Pinterest), so let's keep it to the basics.

How to get started on Pinterest:

- 1. Create a business account.** (Head here: business.pinterest.com. The exact link is in the member center.) This will give you access to better analytics, but also rich pins, which you can learn more about below.
- 2. Set up rich pins.** These pins simply give the viewer more information about your pin, including the title.
- 3. Create a compelling bio.** Tell people who you are and what you do. End with a call to action to visit your website. Mine reads, "Learn how to love who you are. Start with the powerful healing meditation. ^^"
- 4. Set up 5 to 8 boards that would resonate with your target audience.** Include key search terms in the title. My boards include How to Meditate, Heal Your Mind and Body, and How to Be Happy. Spend some time each day pinning content to each of these boards. Delete any pre-existing boards that aren't relevant to your target audience.

Once you get a bunch of pins, you can sign up for a service like Board Booster. This service essentially recycles/repins the pins on your boards so you can focus on spreading your own content.

5. Find a few group boards to join.

The simple way to do this is to head to PinGroupie.com and type in some search terms. Once you find the board, follow the directions listed and request to be added. You might have to request quite a few boards before a few let you in, so be persistent and patient. This is a phenomenal way to grow your following fast.

Pin one of your pins to each group board at least once per day.

Playing on YouTube with Purpose

Benefits of YouTube:

It's a search engine with massive potential. Videos help you connect with your ideal audience and offer a great way to express your truth in deeper ways!

Many of you won't be ready for this step right now, but it's something to keep in mind for the future.

Drawbacks of YouTube:

It takes a lot of time to edit and upload videos. But, people will continue searching for and finding your videos forever, unlike social media status updates that disappear, never to be seen again. Best practices say you should post weekly, but the occasional video is better than no video at all.

What to post:

How-to videos. Your story is great and will help inspire others, but when you're beginning, you have to post things that people are actually searching for.

How to get started on Youtube:

1. Decide what video to film.

The best way to figure out what videos to create is to check out other people in your niche. You can view their videos by most popular and create a list of topics you can cover in your own way.

You can also use YouTube's search function like Google's and type in a keyword like "meditation," and see what people are looking for.

2. Film and edit your video.

Don't worry too much about quality. You can use whatever you have, a webcam on your computer, even your phone. Done is better than perfect. To edit, you can use

iMovie in Mac or with PC, Windows Live Movie Maker. Both are free.

End your video with a call to action to visit your blog to download your free gift and ask people to like, comment and subscribe to your channel.

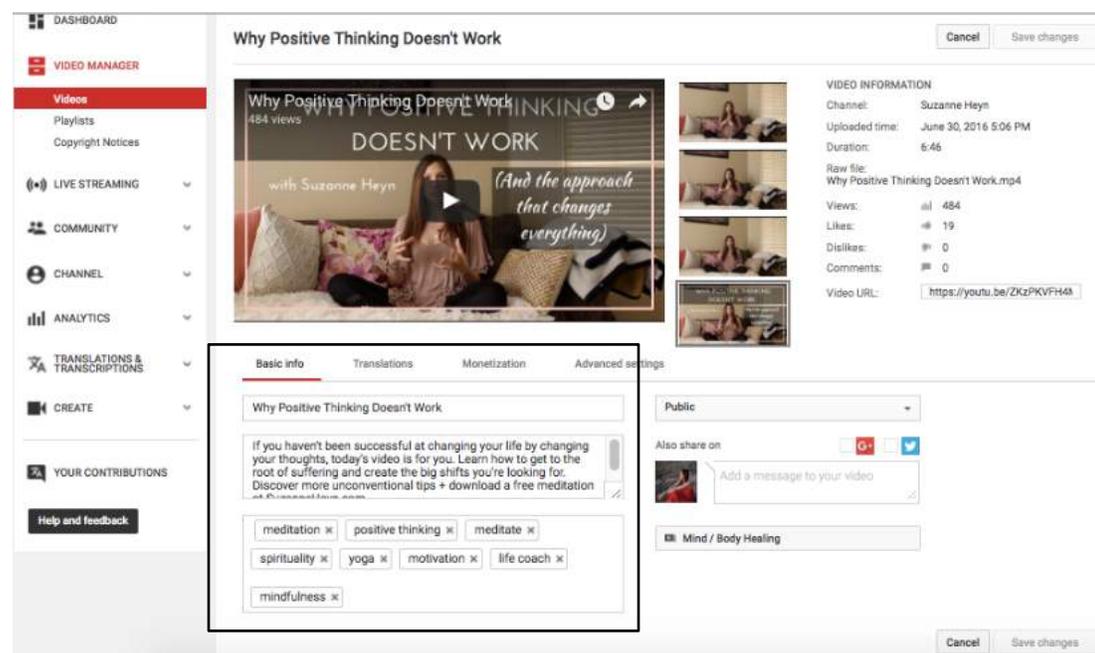
3. Upload your video!

This can take time, so be patient!

4. Add keywords and a description to be found!

In the YouTube video manager, you can create a keyword-friendly video title. Next, in the text area, write a description of your video. Summarize the content.

This is how YouTube understands what your video is about so it can show it to people looking for the tips you have to offer.



5. Promote your video!

Share the URL on Facebook and Instagram. Email it to your list. You could even create a pin and share it on Pinterest!

How can social media serve your purpose?

1. What one to three social platforms do you want to commit to using regularly right now? (Things to keep in mind: How much time do you want to devote? Do you want to reach a small number of people and develop deep relationships or reach a larger number of people? What do you naturally gravitate toward? Where is your ideal audience? Where do you feel called?) Focus!

2. What social platform would you like to use for the future? (This is intended to give yourself permission to know where you want to go in the future, but know that right now isn't the time for that. This will help you have a long-term vision, while also resting in the comfort that you're taking the next right action for now. Letting go of what you desire for the future, and letting the future be the future and the now be the now will help you focus.)

3. How can you make your chosen social media platform totally awesome? Visualize your desired outcome and set the intention for what you want to create. Invite guidance from your higher self, asking "How can I make this dream a reality?"
