



winner's **Social Media** **workbook**

**The Definitive Course on Learning,
Planning, and Excelling with Social Media**

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All I want to do is
HELP WINNERS WIN

HELP: To provide what is necessary to accomplish a task

WINNERS: People who are known by consistent excellence

WIN: To overcome an adversary to gain the intended victory

Now the general who wins a battle
Makes many calculations in his temple before the battle is fought.
The general who loses a battle makes but few calculations beforehand.

Thus do many calculations lead to victory,
And few calculations to defeat:
How much more no calculation at all!

It is by attention to this point
That I can foresee who is likely to win or lose.

Sun Tzu
The Art of War
500 years before Christ

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What readers and clients are saying:

“I know people who have spent more than \$7000 on social media seminars and don't come away with this much concrete value for their business.

Great job. Thanks, Frank.”

Julie in Modesto, CA

“This book opened my eyes. Great info on the basics of positioning and how to apply that to my social media messaging.”

Joe in Fresno CA

“Really generous of you to put this information together and make it available for free. Thank you.”

Bennett in San Luis Obispo CA



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Top 10 Deliverables of the Winner's Social Media Workbook:

1. 8 hours of Social Media Training Videos
2. Successfully Conducted Customer Surveys
3. Confident Understanding of the Problem You Solve
4. Confident Understanding of How You Uniquely Solve That Problem
5. Confident Understanding of Your Position Within Your Market Niche
6. Development and Testing of Your Value Proposition
7. Assessment of Video Production Needs
8. The Script of Your Story Scheduled Over the Next Year
9. Creations of a "Squad" of Like-Minded Business Owners
10. Consistent Social Media Posts in both Long-Form and Short-Form

**Social Media has been a real struggle for me.
I am awful at it. I'm not confident in front of a camera,
and am intimidated with putting my "stuff" out there all the time..**

If you can relate, then this presentation is written for "US."

**There are 100,000+ Social Media "Gurus" who know way more than me ...
I've spent hundreds of hours researching their seemingly endless Social Media advice.
I'm giving this condensed "Reader's Digest" version to you - for FREE -
so you can save the time and work, and can dive right into the results.**

Thank you for joining me in figuring out how to Make Social Media SUCK Less.

**Frank Turner
September 2023**



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**The 5 Modules of this Social Media Workbook Series
are WAY BETTER than a \$5000 course.**

- 1. MODULE 1: WIN with a Social Media DIY Seminar**
- 2. MODULE 2: What Social Media IS vs. What It IS NOT**
- 3. MODULE 3: The 4 Ps of WINNING in Business**
- 4. MODULE 4: WIN at Video Production**
- 5. MODULE 5: Bottom Line: Giving = Winning**



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**MODULE 1 of 5:
WIN with a Media DIY Seminar**



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How to Use Module 1

How To Prosper with Social Media is born from hundreds of hours of research, collecting best practices and production tips from gurus like Gary Vaynerchuk, Alex Hormozi and a host of others.

The idea is that instead of spending \$1000s sending staff out of town to attend a big name Social Media seminar, your team can view these videos and learn AT LEAST as much for \$0.00

MODULE 1 features 4 hours of videos that deal with Best Practices, How To Shoot Video, How to Edit Video, How to Make Your Content Searchable, and YouTube Strategy.

When you've finished MODULE 1, please let me know what you think:

Frank Turner 559.210.4333



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MODULE 1: Contents

The following articles and videos are procured from hours upon hours of research, and compile a veritable Do-It-Yourself Social Media Seminar.

Your Welcome :)

- Articles: Best Practices
- Videos: How To Start Your Channel
- Videos: How To Shoot & Edit Videos
- Videos: Make Your Video Searchable
- Videos: Other YouTube Strategies
- Videos: Learn from the Best!



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Best Practices

(click for video)

Gary Vaynerchuk's 15 Strategies

Article

[15 Tips on How to Brand Yourself Online - Gary Vaynerchuk](#)



Alex Hormozi's Strategies for Building an Audience

Article

[Alex Hormozi's 5 Strategy for Building a Loyal Audience](#)



LinkedIn's Social Media Trends & Best Practices

Article

["Social Media Marketing in 2023: Best Practices for Success"](#)





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Best Practices (click for video)

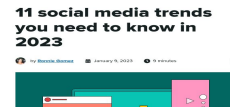
Hootsuite's 21 Social Media Best Practices
[21 Social Media Best Practices to Follow in 2023](#)

Article



Sprout Social's 11 Social Media Trends
[11 social media trends you need to know in 2023](#)

Article



Tips to Establish Your Fanbase
<https://support.google.com/youtube/answer/11913421>

5 Minutes





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How To Start Your Channel (click for video)

How to Start with Zero Followers

<https://www.youtube.com/watch?v=QlCqk4W047M>

15 minutes



Best Advice from Best Creators

<https://www.youtube.com/watch?v=X2huNCHDwMQ>

15 minutes



Get In A Serious Youtube Relationship

<https://www.youtube.com/watch?v=T2M9hSswlls>

13 minutes





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How To Shoot & Edit Video (click for video)

How to Shoot Video with Smartphone

<https://www.youtube.com/watch?v=QICqk4W047M>

18 minutes



Editing Video

<https://www.youtube.com/watch?v=UemTKpCZDEw>

15 minutes



Video Editing for Beginners: WeVideo

<https://www.youtube.com/watch?v=3LDvOhp2Ej8>

26 minutes





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How to Make Your Video Searchable (click for video)

How to be more Searchable 1

<https://www.youtube.com/watch?v=JioMn74mgRk>

7 minutes



How to be more Searchable 2

https://www.youtube.com/watch?v=TjyqaRRLx_g

21 minutes



How to be more Searchable 3

<https://www.youtube.com/watch?v=aJFK9k5i1e>

11 minutes





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Other YouTube Strategies (click for video)

How to Quickly Grow Subscribers

<https://www.youtube.com/watch?v=c5-3gotpgz8>

10 minutes



Craziness Makes Growth

<https://www.youtube.com/watch?v=WYXEJ7rDSM0>

10 minutes



Strategies from Experts

<https://www.youtube.com/watch?v=xizMwwpzqM>

45 minutes





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Mr BEAST is the Best!

The #1 YouTuber in the World with nearly 140,000,000 Subscribers
And 24,000,000,000 viewed videos

Mr BEAST on Joe Rogan

<https://www.youtube.com/watch?v=JioMn74mqRk>

5 minutes

Mr BEAST Interview (start at 6 minutes)

<https://www.youtube.com/watch?v=6pMhBaG81MI>

20 minutes

Mr BEAST + YouTube Interview (priceless)

<https://www.youtube.com/watch?v=fQPUH2Ylb88>

60 minutes





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MODULE 2 of 5: What Social Media IS vs IS NOT



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How to Use Module 2

The idea of this Social Media Workbook is to help Business Leaders successfully navigate Social Media in a manner that is understandable, effective, and doesn't suck. THERE IS SO MUCH INFORMATION! This is the condensed version.

The GOAL is - Instead of spending \$5000 to send staff out of town for a big Social Media seminar, your team can learn AT LEAST as much for \$0 price.

MODULE 2 is more of a brief discussion on the “pros and cons” of Social Media and what we should and should not expect from using it. The most important point is, “Social Media marketing should NEVER be any business’ end-all-be-all of marketing” and “should be part of a multi-channel marketing strategy.”



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MODULE 2 of 5: What Social Media IS vs What It Is Not



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MODULE 2: Contents

What Social Media IS NOT
What About Making Money?
What Social Media IS
Breakdown of Platforms
FACT: Algorithms
Social Media Hacks



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A. What Social Media *IS NOT*

Social Media is good at some things, and pretty bad at other things.

Therefore, Social Media marketing should **NEVER** be any business's end-all-be-all of marketing (if anyone tells you differently, they simply don't understand marketing).



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A. What Social Media *IS NOT*

While it is certainly a compelling and dynamic component of the modern marketing mix, Social Media should be part of an overall marketing strategy that includes:

1. Multiple communication channels DESIGNED TO funnel to an audience of prospective clients, followed by -
2. Consistent conversations with paying clients DESIGNED TO fence off competition with ever-deepening relationships, followed by -
3. Amazing post-sale customer service DESIGNED TO generate consistent and trackable referrals



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“But What About Making Money?”

Let's be honest ... for most small- to medium-sized businesses, Social Media is not very good at converting to sales. If your combined Social Media audience is in the hundreds to low thousands, you're simply not going to generate the critical mass (100,000+) of eyeballs needed to move the needle.

Therefore, business owners have to choose one of two social media strategies:
Either -

1. Include Social Media as a support to their overall marketing mix with a few posts per week, or
2. Go all-in on launching “Media Business” with a dozen posts every week to build an audience of thousands that can be leveraged into trackable sales.



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What Social Media *IS NOT*

Do you know another thing that Social Media IS NOT?
It's not fun. Not really. Especially, not at first.

Have you heard the term, "Embrace the Suck?"
Well that idea certainly applies to anything new. No matter the situation, if we want to grow then we must first get passed the discomfort and fear that paralyzes us until the Suck evolves into habit ... and until the habit becomes skill.

Marketing has dramatically changed over the last 20 years. "Digital Marketing" has completely taken over, and Social Media is one of its components. If we want our business to succeed, we cannot escape Social Media. All we can do is improve our skill until it shines like a neon sign on a midnight street.



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What Social Media *IS*

Around 80% of your target audience spends at least a couple hours a day on Social Media.

It makes good strategic sense to stay in front of your audience.

And it's free with very little - if any - downside, so why not?



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What Social Media *IS*

“Social Media” includes:

- Google & Yelp Reviews
- Facebook & Instagram
- Twitter & TikTok
- LinkedIn
- Youtube
- Podcasts

produced as both Long Form Media and Short Form Media.



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Here is breakdown of Social Media platforms and their usefulness to marketing strategy:

Media Platform

Google Reviews

Facebook

Twitter

Instagram

SnapChat

TikTok

Youtube

LinkedIn

Podcasts

Audience*

Age 30+

Older Housewives

42% = 18-29

71% = 18-29

65% = 18-29

50% = 18-29

80% all ages

High Income & Ed

Age 30+

Usefulness

Influence decisions, SEO

Household decisions

Young professionals

Influencer advertising

Connect with young audience

Fast adaptation of videos

The only SEARCHABLE Social Media

Connection with pro community

Fast growth, long form production

* % of US population who say they ever use the platform

<https://www.pewresearch.org/internet/fact-sheet/social-media/>



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The Bottom Line #1: Bet on the Best Algorithm

Let's face it ... all the Social Media choices are daunting.
Due to your limited budget, you simply can't "Go For It" on every platform.

Social Media platforms are not run by people.

Platforms are run by algorithms (computer programs) that determine which posts get promoted; therefore, "strategies" are actually ways to manipulate the algorithms.

So part of your decision process has to include figuring out which platform's AI you can work with most effectively.



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About the Algorithms

Essentially, each platform has the same intention:

Keep Viewers Viewing.

This requires that the platform promotes content that :

1. Looks interesting so it gets viewed
2. Is high quality so viewers don't bail once they start viewing

This means that in order to succeed in Social Media, your content needs to be frequent enough to be noticed, with quality that is at least not embarrassing, that features a satisfying payoff for the audience.



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Here are a few hard and fast rules ... “hacks” ...
that are helpful with the algorithms:

1-3

- **Audience is King**
 - Figure out - DEFINE - your target audience or you're wasting your time
- **Stories Create Interest**
 - The more compelling your story is to your target audience, the more people will watch and the more likely you'll find traction
- **Video-Video-Video**
 - Video works best. This is where to place your bets and hire a videographer and editor



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Here are a few hard and fast rules ... “hacks” ...
that are helpful with the algorithms:

4-5

- **Volume Creates Momentum**
 - The more posts you consistently make, the more likely you are to get noticed, and the more relevant you become. The experts encourage a MINIMUM of 12 posts per week amongst all platforms ...and even more frequently if you want faster growth.
 - And ... the more you create, the better you'll get at it.
- **It Is “SOCIAL” Media, So Be Social**
 - The more interactions you initiate - comments, direct messages, reposts - the more you are seen as an engaged user to the algorithms, and the more priority you'll get.



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A Great HACK

Here is a great hack offered by Codie Sanchez, a Social Media Influencer and “Boring Business” advocate about how to quickly build and audience that translates into sales.

1 minute:

<https://youtube.com/shorts/oYMPMbTYW4o?feature=share>

Can you implement similar ideas for your business?



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The Bottom Line #2: Bet on the Content Library

Another important component to assess is Social Media platforms are “**Content Feeds.**” This means that the platform’s AI picks content it has evidence that you’ll like and sends it to you throughout the day. It’s a lot of stimulating content fed quickly.

The outlier in a space all its own is Youtube because it’s a “**Content Library.**”

And that uniqueness makes it the superior choice for businesses. While the other platforms are content “feeds,” Youtube is a search engine of usable and entertaining content that makes it most viable option for businesses.

For me and my businesses, we are betting on YouTube.



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Bonus Education (1.5 hours)

Alex Hormozi - Content Strategy 55 minutes

<https://www.youtube.com/watch?v=91D5hjMEADg&t=800s>

Leila Hormozi - Dealing with the Emotions 22 minutes

<https://www.youtube.com/watch?v=2TFmlmEoZl4>

Implementing Mr. Beast Strategies 8 minutes

<https://www.youtube.com/watch?v=EV3ybIVvTyg>

How to Start a Youtube Channel 6 minutes

<https://www.youtube.com/watch?v=xebasQEUBPY>

SHORTS are the Hack? 2 minutes

<https://www.youtube.com/watch?v=N0QWYrbh5kM>



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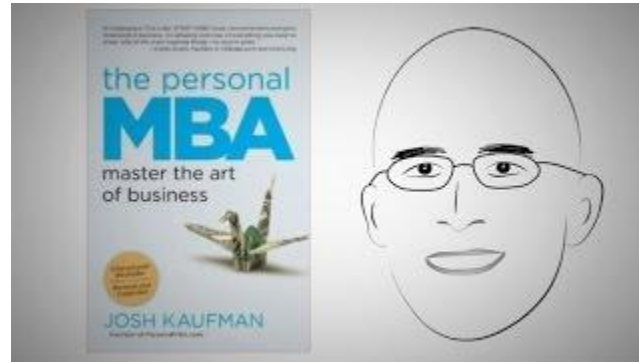
**MODULE 3 of 5:
The 4 Ps of WINNING in Business**



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"5 PART FRAMEWORK"

Before you continue, please watch this 5 minute video that sets the table for the balance of this presentation. If you're interested in growing your business, you'll love it ...



https://www.youtube.com/watch?v=74B3suAcW_o



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How to Use Module 3

The idea of this Social Media Series is to help my fellow small business owners successfully navigate Social Media in a manner that is understandable, effective, and doesn't suck. THERE IS SO MUCH INFORMATION! This is the condensed version.

The GOAL is - Instead of spending \$5000 to send staff out of town for a big Social Media seminar, your team can learn AT LEAST as much for \$0.00.

MODULE 3 is a HUGE step in succeeding with Social Media. In this phase, you'll better understand your value, your message, and your audience ... crucial steps in developing the foundation for your prosperity and success in business in general, and specifically for your Social Media efforts.



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MODULE 3:

The 4 Ps of Not Sucking in Business

The First P: **PROBLEM**

- You must know the pain points of your customer before you can offer a viable solution

The Second P: **POSITION**

- What is Positioning?
- One Problem for One Group
- *YOU* Are the Right Answer
- You vs. Them



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MODULE 3:

The 4 Ps of Not Sucking in Business

The Third P: **PARCEL**

- Why Parcel Your Market?

The Fourth P: **PROMOTE**

- Develop Your Story
- Volume is the Answer



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Here's the Bottom Line of Module 3:

**Without exception, every experienced Social Media expert says,
“If you don't have a firm grasp on who your target audience is,
you're wasting your time.”**

**In Module 3, you'll find your first assessments ... questionnaires
to help you gain a confident understanding of your Market Niche
and how you can uniquely thrive within that niche.**

**It's likely you've never spent time thinking deeply about your business
and developing a STRATEGY on who you can dominate your market.
It's hard work, but the amazing growth that will happen after you finish
will be worth every minute. We're going to
put work into doing the “Audience” part really well ...**



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The First P: **PROBLEM** One Problem for One Group

Taken from this perspective, the **PROBLEM** is the Holy Grail.

The **PROBLEM** is the pain they are desperate to get rid of, and spend money to solve.

When you can be the go-to-person to solve “X” problem in the minds of your target audience, you’re on your way to next-level success.

Said another way, become the “X Solver.” Don’t brag about your solution. At least not yet. Insead, lean into the problem by becoming the champion of the problem in your audience’s perception. Then when “X” problem arises, your name will be the one they recall.



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Position: Choose One PROBLEM

Start by solving “ONE PROBLEM” for “ONE GROUP.”

How did Amazon break through? They sold only books to book enthusiasts. Then, after they mastered that problem, they found another problem for another group.

Know your audience. Ask them questions. Survey them every month. Never stop tuning in to their changing and nuanced needs.

Then become ONE THING to that ONE GROUP as only you can.



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Customers' Problem = Rocket Fuel

If your business was a spaceship waiting for lift off,
Then knowing the *TRUTH* about customer problems is rocket fuel.

It is **CRUCIAL** to survey a fresh group of customers at least quarterly.
Or, if you really want to accelerate your growth, **DO MONTHLY SURVEYS.**

Develop a Feedback Loop



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Why Develop a Feedback Loop?

Because Great Customer Service is the Great Differentiator. And ... how do you know if you're delivering a great experience if you never ask?

Here are the facts:

- Consumers are 2.6x as likely to re-purchase from a company after a 5-star experience.
- For 94% of consumers, a good customer service experience heavily impacts positive recommendations.
- Increasing customer retention rates by just 5% can increase profits by between 25% and 95%.

Source: <https://www.hubspot.com/customer-feedback>



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Why Develop a Feedback Loop?

Here are some other customer feedback benefits:

- Customer feedback helps you understand what you're doing right. What do your customers love and appreciate that keeps them coming back? Well, only your customers can tell you.
- Customer feedback also helps you understand what you're doing wrong. This information can benefit your sales team, service and support agents, your customer success specialists — even your product design team. Have you been seeing lots of product returns or service refund requests? Are you struggling with churn or overall growth? Your customers can tell you why.

Source: <https://www.hubspot.com/customer-feedback>



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Why Develop a Feedback Loop?

By developing a customer feedback loop, you are:

1. Uncovering customer problems and/or trends before they impact market share.
2. Checking to see how they're really feeling about your company
3. Giving your company an unequaled opportunity to overcome competitive pressures and succeed for the long-term.





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ASK

ALWAYS ask customers questions. This is your best strategy to ensure long-term viability.

To ensure you never run out of questions, here are a few approaches:

1. Customer Loyalty Metrics
2. Customer Satisfaction Feedback
3. Sales Feedback
4. Customer Service or Support Feedback
5. Customer Preference Feedback





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ADJUST

Have you heard the term, “ADAPT OR DIE.”

Well, that’s the right kind of paranoia, especially in our rapidly changing world that embraces technology.

When you’re asking questions, you’re learning as diligently as possible. This discipline puts your company in the enviable position to LEAD your industry with confident boldness.





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ACT

BE BOLD.

When actions are based on evidence and truth, rarely is a mistake made.

As you build a culture of curiosity, you power your customers to help build support systems that **THEY PREFER**. This results in your customers' increased loyalty ... and referrals.





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REPEAT



**This is Feedback LOOP.
And a “loop” never ends.**

**Don't get comfortable.
Keep Asking.
Keep Adjusting.
Keep Acting.**

If you'd like help designing and executing your Feedback Loop,
Please give me a call. Frank Turner, 559.210.4333



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You are one of our most valued customers, a critical component of our success.

In order for our business to continue to successfully serve your needs, we need to continue to **TUNE IN** to your needs and thoughts, challenges and insights.

Thank you for investing a couple minutes with us by sharing your thoughts.

Please think back to when you began working with our company. What was the problem you were trying to fix?

Why did you pick our company to solve that problem?

Sample Customer Survey

How did we do? How was your experience?

How can we make that experience even better?

These days, what issues are keeping you up at night?

How do those issues complicate your job?

Why did you pick our company to solve that problem?

If you could make this job the best job you've ever had, what aspects of your role do you wish you could change or improve?



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How do those issues complicate your job?

If you were the CEO, what things would you do differently, or what would you change?

What would you like to see us add to our product that would help you out?

Sample Customer Survey

What percentage of time and resources are spent on your most pressing issues?

Please detail some of those issues.

Which one is the most pressing issue?

How immediate is your need to resolve that most pressing issue?

In your opinion, why do you think our company has been among the best at solving some of these issues for you?



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The Second P: **POSITION**

What is Positioning?

The Marketing 101 definition of Positioning is:

“Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors.”

The real life definition of Positioning is:

1. Uncovering the Problem - the **ONLY** thing the customer gives a sh*t about
2. Defining Your Audience - who, specifically, feels the pain
3. Figuring Out How You Uniquely Cure Their Pain



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Position:

People don't care about your credentials.

They don't care about whether or not you're the latest guru or expert.

And they don't care about your social media image or other "branding" nonsense.

The only thing people care about is HELP.

- "Who is going to help me" is their cry in the middle of their frustration.
- "Who can guide me through this confusion and stress, and help me solve my problem as fast as possible."

Once you've figured out their problem, and how you **UNIQUELY** solve it, you've won.



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Position: **YOU Are the Right Answer**

“You are most qualified to help the person you used to be.”

- Rory Vaden, CEO Brand Builders Group

Isn't that a great quote!

It means that your pedigree or college degree doesn't matter.

It means that you're **ALREADY QUALIFIED** to dig into your market with an amazingly helpful solution.

With the problems you previously uncovered, let's define how you are uniquely qualified to be the right answer for your prospects and customers.



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Define Your Position

How do you fit in the market?

**Answer these question to better understand
Who you are ... and why you're doing what you do.**

[Click here to Define Your Position](#)



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What have you done in view of your customers that no one else has done before, or is currently doing?

What do clients get from you they can't get from anyone else?

What things have your company done that generated testimonials?

Define Your Position

In your personal life, what problems have you overcome?

In your professional life, what problems have you overcome?

Personally, what kinds of things make you mad, or breaks your heart?



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Professionally, thinking of customers and employees, what kinds of things make you mad, or compel you to intervene and improve?

If you find yourself with some extra time, like a free Saturday, what kinds of subjects do you read, research or watch?

Define Your Position

List the areas in which you've experienced results through which you can help others with the same issues.

What is it about your business that you LOVE (or used to love)? What about the industry are you passionate about?



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Take a look at the answers above. Then write down any words or themes that are repeated.

(this narrows down your value in the marketplace ... your remarkability)

Define Your Position



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Position: You vs. Them

Consider that your market niche is a box.

Within that box you offer a unique solution to the buyers within that box.

But also in that box are hundreds of other unique and equally ambitious competitors who are investing all their money, time and resources in order to take your customers.

Your goal, therefore, is to try to develop a position in the market in which your competitors are on one side of the box, and you - alone - occupy your own corner of the box.

Let's take a look at your competition ...



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Position: Identify Your Competition

Now you have a better understanding of your Position.
And as you have accurately identified your Market Niche,
Let's look at your competition and see how you stack up.

[Click here to Identify Your Competition](#)



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Below are questions designed to help you contemplate your competitive position by arriving at a better understanding of who your competitors are, and how you're positioned against them in the same marketplace.

- If you'd like some help brainstorming, please give me a call: Frank Turner @ 559.210.4333

List your Top 5 competitors in your same market niche. Then next to each name write what they uniquely offer to their clients that has proven difficult to compete with:

Identify Your Competition

Looking at that list of competitors, how do you feel RIGHT NOW about your ability to compete against them.

How would you define the "Position" of each of these 5 competitors?



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How are these competitors effectively communicating to the prospective buyers in your market niche?

Your competitors are spending all their time and as much money as they can to get YOUR customers to buy from them. What are you doing to KEEP your customers from leaving?

Identify Your Competition

Why should anyone bother buying from you and not your many competitors? What do you do better than anyone else in the industry? What sets you apart from the pack?

Summarize Your Competitive Position:



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The Third P: **PARCEL**

Benefits of a Niche Market

Whether you're starting or scaling a business, reducing your target audience into "PARCELS" is an effective way to establish your Market Position.

Here are some benefits that niche market entrepreneurs enjoy.

1. Stretch Resources
2. Raving Fans
3. Less Competition



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Why “Parcel” Your Market:

1. Stretch Resources

By focusing on a small audience, you can use your resources to find customers who align with your product. These people need your product the most and are most likely to convert.

Niche marketing also helps you save on your marketing and advertising budget. That's because a highly targeted audience means you'll have fewer types of buyers. You can spend efficiently, targeting the specific type of prospect in that specific parcel of the market.



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Why “Parcel” Your Market:

2. RAVING FANS

(see the last page for a cool idea)

Aligning your products or services with a small group of customers is an excellent way to encourage word-of-mouth marketing and positive reviews. This form of social proof is powerful. Recommendations and testimonials can carry your business into a larger, potentially more profitable market.

If the first most important step is to champion one problem for one group, the second most important step is to be so “remark-able” in your delivery that people cannot resist talking about you.

Do everything you can to develop Raving Fans.



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Why “Parcel” Your Market:

3. Less Competition

Operating in a niche market means you'll deal with less or no competition. Many companies or individuals like to serve many customers. However, by going narrow, you'll offer a specific product that'll eliminate many companies from your customers' radar.

That said, your newly parceled market may also feature fewer customers looking for your product or service. So you'll need to enter a niche market that has an adequate audience.



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Parcel Your Market

To “Parcel” is to “divide into or distribute in parcels or portions.”

Now that you have a good grasp on what problem you're uniquely solving, let's look at the market you serve and narrow it down as precisely as we can.

[Click here to Parcel Your Market](#)



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Below are questions designed to help you more accurately define your audience so you can more easily reach them, compete for their attention, and keep them for years to come.

- If you'd like some help brainstorming, please give me a call: Frank Turner @ 559.210.4333

Think back to Define Your Position. Restate the main problems that you've solved in the past, both personally and professionally.

Parcel Your Market

1: Based on the problem(s) you solve, describe the industry and geography of the people who are looking to cure that problem.

2: Based on the problem(s) you solve, describe the kinds of people who are looking to cure that problem.



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3: Based on the 2 answers above, how would you describe the "tribe" of person ... their demographics, the types of people they hang out with, their professions, and any other details you can think of.

Summarize:

Look over your answers to #s 1, 2, 3 above and summarize the attributes of the people that you're trying to get to notice you so they'll eventually buy from you.

Parcel Your Market

Identify Your Market Niche:

Based on what you've uncovered about the people you sell to, what is the "Market Niche" that you're in?



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Position: **Developing Your Story**

If you're going to succeed with Social Media Marketing, you need to coordinate all your messages so they rally around a singular "competitive differentiator" ... your Value Proposition.

Your Value Proposition is both a marketing message for potential customers and a rallying cry for employees.

A good Value Proposition is a single sentence that paints a comprehensive picture of what your business is good at and what it hopes to accomplish, and encapsulates your intentions and goals into a simple statement that is easily communicated.

Let's look at an example ...



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Developing Your Story: Example

Let's work through a simple example for a Real Estate Agency that will tie everything together for us:

The First P: Problem

I surveyed 100 of my customers and found out that people are reluctant to sell their homes because of volatility in the market, which I was expecting. But a pretty big percentage of them also said they wish they knew more about the complexities of selling a house. "We'd feel more comfortable," they said during the survey, which I was not expecting.



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Developing Your Story: Example

The Second P: Position

My customer survey clued me in on a potential market nuance I wasn't expecting - home sellers want more education before they list their house.

This is a positioning opportunity to position my agency as something like the "Smart Agency" or "The Teaching Realtor" ... something like that.

If I can pivot my company to add selling education to my services I think I'll be onto something special. Maybe I can do the training in person at the office, but I certainly can offer free training through YouTube with cross promotion through the other Social Media platforms.

Hmmm ...



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Developing Your Story: Example

The Third P: Parcel

I now know that the idea of “Smart Agency” has some potential. I know there is a segment (aka “Parcel”) of home sellers that would appreciate not going into a major life event blind. And I know there are 7000 home sales per year in my market that are fought over by 4000 realtors.

If I can trim off a part of that market - sellers who want more education - I'll be able to thrive a market niche with few competitors..

I'm going to place that bet ... that I can move the needle by catering to the sellers who want to be educated.



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Developing Your Story: Example

The Value Proposition

Problem: Sellers feel stupid when selling their homes.

Position: My agency can solve that problem by being the “Educator.”

Parcel: Home sellers who want to feel smarter

Value Proposition:

“We are the Smart Agency for Home Sellers Who Want to Be Smarter.”

The next step is to promote this idea as aggressively as I can afford to.



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Value Proposition

Make One Simple Statement That Tie Into Your Formula:

“We are the only _____ that solves _____ for _____.”

[Click Here To Work On Your Value Proposition](#)

Another Perspective (3 minute video):

<https://www.youtube.com/watch?v=ReM1uqmVfP0>



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Your value proposition is **ABSOLUTELY CRITICAL** to the success of your organization and what you want that organization to accomplish. Stick with it until you've constructed a statement that gives you goosebumps, even if it takes a couple of days to get it right.

- If you'd like some help brainstorming, please give me a call: Frank Turner @ 559.210.4333

Precisely explain the **NEED / PROBLEM** of your customer that you would like to satisfy, and what you offer that uniquely meets that need:

Value Proposition

Describe your ideal **TARGET AUDIENCE** as concisely as possible:

HOW DO YOU SOLVE THAT PROBLEM FOR THAT AUDIENCE LIKE NO ONE ELSE DOES?

Make the Claim: We solve (that problem) for (that audience) by (our totally unique way).



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Congratulations ...

**You have just completed a very important step.
It is hard work, which is why 99% of Business Owners never do it.**

**Going forward, speak your Value Proposition to friends, colleagues and mentors
(out loud with your mouth, not through text or email)
and see how it lands. How does it roll off the tongue?
Do they like it? Does it need tweaking?**

Then, once you've nailed it, PROMOTE it from the rooftops.



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The Fourth P: **PROMOTE**

When you have a viable Value Proposition in a monetizable market that nobody else owns, and when you have the wording right that resonates in tests with employees and customers, then:

“Promote Like Crazy”

JUMP IN THE WATER!

Spend all the resources you can muster to buy that niche. Of course do all the Social Media promotion you have time for. But also consider buying ads on YouTube and Facebook to accelerate the momentum. Don't hold back.

Keep your foot on the gas for the next several years so you can give the market the necessary time to absorb your company as the “X.”



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Promotion

Businesses that win know how to **UNIQUELY** solve the **UNIQUE** problem of their **UNIQUE** audience.

This is also known as “Product-Market Fit.” When established, this is the spark that ignites the rocket fuel.

Now you need to **INCREASE THE VOLUME** of your promotion by posting a long-form video to YouTube and 1-minute shorts to the other platforms. And do this every week for the next several years.

That’s how you’ll break through the “Wall of Noise” and win this game.



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Bonus Education (2.25 hours)

Think Media + Peter Voogd on Branding 30 Minutes
<https://www.youtube.com/watch?v=8u8z6TBSLAq&t=1653>

Value Proposition from HARVARD U 90 minutes
<https://www.youtube.com/watch?v=q8d9uuO1Cf4&t=798s>

Different Kinds of Value You Can Offer 14 minutes
<https://www.youtube.com/watch?v=kUrLAp9AJ6w>



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BONUS: Here is my idea for Surveying Customers:

Take the Survey Seriously, because if done right it will lead to referrals and increased sales.

1. Call AT LEAST 100 customers per quarter; 100 per month is optimal
 - a. Use the survey herein as your template, but customize your own
2. Compile findings and insights into a company-wide report so every person, from the warehouse worker to the VP of Product Develop, acutely understands that the customer and his/her issues are everybody's first priority.
3. **TREAT THE RESPONDENTS LIKE ROYALTY!**
 - a. In a low ticket model, as a "thank you" give the customer a \$20 Starbucks card
 - b. In a high ticket or B2B model, as a "thank you" give the customer a \$50 gift card to a fine dining restaurant. Find out their favorite beverage, then make the reservation yourself to ensure that the manager knows they're a VIP and treats them accordingly.
 - c. *If you did this with 100s of clients, you'd receive 1000s of referrals*



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MODULE 4 of 5: WIN at Video Production



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How to WIN at Video Production

The idea of this Social Media Series is to help my fellow small business owners successfully navigate Social Media in a manner that is understandable, effective, and doesn't suck. THERE IS SO MUCH INFORMATION! This is the condensed version.

The GOAL is - Instead of spending \$5000 to send staff out of town for a big Social Media seminar, your team can learn AT LEAST as much for \$0.00.

MODULE 4 outlines the reasons why video is where you need to place your bet. We talk about how to build a video production operation. And then we'll help you make important decisions to move you from idea to action.

When you've finished MODULE 3, please let me know what you think:
Frank Turner 559.210.4333



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MODULE 3: Contents

Why Invest in Video
3 Video Production Options
Launch!
Needs Assessment
Script Your Story
Schedule Your Story



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Why You Should Invest in Video

The reasons to be 100% committed to video in your Social Media are simple:

1. Video is more engaging for scrollers, therefore algorithms prioritize video content over everything else.
2. Video is more engaging for your audience, so if you want to gather an audience then you need to prioritize video content.
3. Social Media platforms prioritize video content because video is viewed more than text-based articles or graphic-based banner ads.



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Why You Should NOT Invest in Video

The reason to NOT DO VIDEO is equally simple:

1. Video Production requires a lot of expertise, which costs a lot of money:
 - a. **Investment in Production**
 - i. (scripting, acting, filming)
 - b. **Investment in Post Production**
 - i. (editing into formats that are optimized for each platform)
 - c. **Investment Posting** to multiple platforms
 - i. (uploading optimized content to each platform takes time)



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“Can't We Just Go Viral Without the Investment?”

No matter which of the above choices you make, creating an audience through Social Media requires an investment of time and money. There is no way around it.

I've watched people try to nickel and dime their way to Social Media success. And I have NEVER seen it work. From your initial investment in equipment to acquiring editing help, success with Social Media - and with anything else - has a price to pay.



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3 VIDEO PRODUCTION OPTIONS

This means that IF you want to leverage Social Media into an audience, you can either:

1. OPTION 1: Do It Yourself

- A lot can be done with a smartphone and online Social Media services such as:
 - www.hootsuite.com
 - www.sproutsocial.com
 - www.wevideo.com

2. OPTION 2: Contract A Producer

3. OPTION 3: Find a “Hybrid”



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PRODUCTION OPTION 1: Do It Yourself

- **Hiring an In-House Producer** who can film, edit and post will cost between \$40,000 to \$60,000 per year, depending on the region. This does not include the \$1000s in costs for video infrastructure, such as cameras, a powerful laptop, editing software, microphones for podcasts, to name a few of the purchases.
 - Good and inexpensive Social Media self-management software I recommend are www.hootsuite.com and www.sproutsocial.com
- **Train Yourself** to film, edit and post. While this is certainly the cheapest financial route, it is by far the most expensive in terms of your time. It is certainly your prerogative to learn these skills, but I'd advocate investing in growing your company and hiring help to perform video tasks.



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PRODUCTION OPTION 2: **Contract a Producer**

- **Hiring a Producer** to manage the shooting + editing + posting your weekly videos is the most professional way to handle any kind of social media volume. But it is also the most expensive option at \$3000 to \$5000 per month on the low end.
- **Hiring a Video “Job Shop”** can save a lot of money, although these studios are accustomed to working on a specific video for a trade show or promotion. Each video project (1 @ 10 minute video + 2 @ short spin offs) will cost \$1500 to \$2500, depending on experience and quality.
- **Hiring Fiverr Contractors** to help with editing is the cheapest production option, but it is risky if the quality is poor, and it is lonely because you have to be the director + producer + manager, meaning the price is cheaper but your workload is increased.



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PRODUCTION OPTION 3: Find a Hybrid

What if there was a group you could join that provided:

- **Complete Social Media Management**, including production and posting. The only thing you'd have to do is the filming.
- **Shared Expenses** by keeping an editor on retainer for the least possible expense.
- **Group Dynamic** that both encourages AND critiques your content to maximize learning

What do you think?

Is a "HYBRID" a Good or Bad Idea?

If you're interested in the Hybrid idea,
please look at the last page of Module 4 for my thoughts.



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LAUNCH

According to virtually EVERY “guru,” the best way to get started is to ...
Just press play. Just get it posted.

“START!”

The truth is your videos will suck and nobody is going to watch them.
And you won't figure things out and get into a rhythm until sometime after your
100th video. So the key is to get to that 100th video as soon as possible.

So ... press play!

Make Social Media *suck* Less

A Great HACK

Here is a great hack offered by Vinh Glang, a Social Media Influencer and “How To Give Great Presentations” expert about how to quickly build and audience that translates into sales.

1 minute:

<https://www.youtube.com/shorts/b0MyTOcfDsE>

Before you can succeed at video, you have to learn how to do it well.
DO NOT SHORT ANY PART OF THIS PROCESS. It sucks, and it works.



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Launch

Here is the Launch Strategy I am using for my own launch without any fancy equipment, experience, or anything else to make things easy. Maybe it will give you some ideas.

Beginning Step 1:

- **Film With My iPhone.** Smartphones are adequate and will be what the vast majority of us start with. I just have to start with what I have ... and I have a Smartphone.
 - Armed with the knowledge that my first 100 videos will suck, and that those 100 videos stand between me and success, so I want to get those first 100 over as soon as possible.



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Launch

Beginning Step 2:

- **Do My Own Editing.** Before I hire an editor, I'm editing with iMovie, a very simple editing tool free in the App store. With it I can splice the video, delete sections, add music, etc. I film in clips so I don't have to memorize long scripts, and I can splice together clips with iMovie.
 - Armed with the knowledge that my first 100 videos will suck, I know I can become increasingly better at editing and know that I'll grow out of iMovie and into a more capable editing software or hire an editor.



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Launch

Beginning Step 3:

- **Publish.** My media platform of choice is YouTube, which I believe is the best option for business who sell things because it is searchable. I'll do a couple 5 minute videos per week, and cut them into 1 minute shorts. Then I'll use Twitter to promote those videos and to do some interactive commentary with various targeted audiences.
- Secondly, I'll use Instagram to promote the videos, particularly because IG users are very good at forwarding interesting videos to each other.

Armed with the knowledge that my first 100 videos will suck, I just want to begin posting, no matter how bad they are. Fortunately, I know that my skills will improve as my audience grows.



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Launch

Beginning Bonus Step:

- **Promote Through Email.** I am committed to calling 200-250 potential clients per week, trying to maintain 1000 businesses per week. Through this process, I'll accumulate email addresses with permission to send weekly Social Media insights. Over time, I'll be able to parlay these email addresses into a Newsletter.
 - Keep in mind that with Social Media, we don't own the platform and or the audience. This means vulnerability. Email address are my property, and those who permit me to send them specific information are my audience that no one can take from me. This means sustainability.



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Launch

But before you get started ... let's get a few questions answered.

This following assessment is based on the assumption that you're not hiring a full-time producer and are going to do at least some of the content development yourself, either independent or through some kind of hybrid solution.

[Video Production Assessment](#)

**These questions can be difficult to think through.
If you'd like some help, please connect, 559.210.4333.**



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Which Social Media Platform do you choose as the main focus of your content?

YouTube

Facebook

Twitter

Instagram

LinkedIn

TikTok

Which Video Production Option do you think is the best option for you?

Do It Myself

Hire A Production Manager

Work with a Hybrid Model

You'll need a couple hours in a morning or afternoon to shoot your videos. What is the best day of the week to shoot your videos?

Video Production Assessment

Name the date you'll start your production schedule:

Equipment: Will you shoot your videos on your phone or on another camera? List the camera.

Equipment: What is the wireless microphone you'll be using? If you don't own it, what is the Amazon link?

Equipment: What is the on desk / podcast microphone you'll be using? If you don't own it, what is the Amazon link?



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Equipment: What is the holder / stabilizer you'll be using. If you don't own it, what is the Amazon link?

Equipment: What is the video lighting you'll be using? If you don't own it, what is the Amazon link?

What other equipment can you foresee needing?

Video Production Assessment

People: Who is going to help you shoot the videos, such as help sets up or hold the camera, etc.

People: Who is going to help you choose the content and outline / write the script?

People: Who is going to help you edit the videos?

People: Who is going to help you post you content to all the Social Media platforms - long form to Youtube, short form to Youtube shorts, Facebook, Instagram, Tik Tok?



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Scripting Your Story

“Businesses that win are those who proclaim their value proposition to the most potential customers they possibly can, then back up the message by over-delivering the value.”

Below are questions designed to generate ideas that can help you increase the frequency with which you tell your story. Use them to enhance your story and grow your messaging strategy.

[Click Here to Script Your Story](#)

**These questions can be difficult to think through.
If you'd like some help, please connect, 559.210.4333.**



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When writing these questions, imagine that you'll give your answers to a professional Hollywood screenwriter to develop a script that will sell to Netflix. Yes, your story is that interesting. And yes, that story is what you need to express to your audience through Social Media.

If you'd like help exploring these questions, please give me a ring, Frank Turner 559.210.4333

In 3 words or less, restate the main problem you solve for your customer:

Scripting Your Story

Restate Your Position:

Restate Your Market Niche:

Restate Your Value Proposition:



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Consider the above answers and picture customers buying from you with them stating, "I want more (X)." What is the (X) they want more of, which you provide?

Picture yourself telling a **stranger** about the UNIQUENESS of your business. What would you say to them?

Scripting Your Story

Picture yourself telling a **good friend** about the UNIQUENESS of your business. What would you say to them?

Picture yourself telling an **existing customer** about the UNIQUENESS of your business. What would you say to them?



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If everything works out perfectly in your business, what would you love to see as you look back on your accomplishments?

Who were the main characters of your story when you started the business? Who were those people who believed in you? Who convinced you to start? Who mentored you? Who helped you with initial funding?

Scripting Your Story

Who are the main characters of your story today? Who has been a consistent support? Who has proven to be a lynch pin of your success? Who are key employees?

When you started, what were the 3 main places that your story took place as you worked the business, such as home, office, golf course, Starbucks, etc. How about today, what are the main places you do work?



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What is the main circumstance or event that moved you into this business?

What were the first few months to 12 months of this journey like? Can you recall a couple stories that stand out?

What are some of the major obstacles or setbacks you've encountered while on this journey?

Scripting Your Story

Describe a time when you just couldn't go any further and felt like you needed to give up. What caused it? What were you thinking while going through it? What did it feel like?

How / when did you know you were going to overcome and be successful. What circumstance or person was instrumental in moving you forward?

Is there anything else about your story that is weird, unique, unusual,



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Scheduling Your Story

Now let's put your ideas to a calendar.
Please click below to begin scheduling your story.

[Click Here to Schedule Your Story](#)

These questions can be difficult to think through.
If you'd like some help, please connect, 559.210.4333.



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What is the anniversary date of the start of your business?

What are the next 5 holidays on the calendar?
How will you tie your messaging into each one of them?

What are the next 2 seasons on the calendar?
How will you tie your messaging into each of them?

Scheduling Your Story

In one month, what long form content will you post on YouTube, and short form content on your other Social Media platforms?

In 2 months, what long form content will you post on YouTube, and short form content on your other Social Media platforms?

In 3 months, what long form content will you post on YouTube, and short form content on your other Social Media platforms?



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In 4 months, what long form content will you post on YouTube, and short form content on your other Social Media platforms?

In 5 months, what long form content will you post on YouTube, and short form content on your other Social Media platforms?

In 6 months, what long form content will you post on YouTube, and short form content on your other Social Media platforms?

Scripting Your Story

By the end of the year, what would you like to have accomplished with your Social Media efforts?

Summary of Production Schedule

Months Out:

Idea:

1 month

2 months

3 months

4 months

5 months

6 months

1 year

Thoughts:



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Bonus Education (1.5 hours)

Paddy Galloway - Editing Strategy 30 minutes

<https://www.youtube.com/watch?v=Q0zRBsYQnA0>

Editing Secrets 48 minutes

<https://www.youtube.com/watch?v=eboQ7R34Ums>

Implementing Mr. Beast Strategies 8 minutes

<https://www.youtube.com/watch?v=EV3ybIVvTyg>

How to Start a Youtube Channel 6 minutes

<https://www.youtube.com/watch?v=xebasQEUbPY>

SHORTS are the Hack? 2 minutes

<https://www.youtube.com/watch?v=N0QWYrbh5kM>



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But Wait ...

Here is my Idea for a Video Production Hybrid.

My guess is everyone who reads **the WINNER'S SOCIAL MEDIA WORKBOOK** and invests the time to perform the assessments is serious about moving their business to the next level through Digital Marketing.

These are my kind of people ...

Here's my thought:

Maybe we can put together a group of 4 non-competing businesses in the same city who can help each other out with the group dynamic of encouraging progress, critiquing content, and sharing expenses. I think it's a great idea and I'm forming my own group. Let me know if you'd like to join in as we learn together.



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**MODULE 5 of 5:
Bottom Line: Giving = WINNING**



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Choose the Right Platform

Which Platform Should You Choose? All Social Media platforms can be effective marketing channels for businesses. But one stands out above the others.

Social Media platforms are “**Content Feeds.**” This means that the platform’s AI picks content it has evidence that a viewer likes and sends it to her throughout the day. It’s a lot of stimulating content, fed quickly.

The outlier in a space all its own in Youtube. And that uniqueness makes it the superior choice for businesses. While the other platforms are content feeds, Youtube is a “**Content Library.**” Unlike the other platforms, Youtube empowers the viewer to find exactly what she’s looking for.

“**Bet on Youtube**”



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“Bet on Youtube”

Here are some Youtube Facts:

1. Youtube has **2.3 BILLION users**, and is the 2nd largest search engine
 - a. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
2. Youtube enjoys **70 BILLION monthly visits**, with 70% of its users looking for a specific solution
 - a. <https://www.statista.com/statistics/1201880/most-visited-websites-world-wide/>
3. Your content never disappears, and gets more valuable (known by the search algorithm) with age.



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Giving = Winning

Here is the bottom line of all the reading, opinions, videos and assessments in this book. And it's the point that 100s of hours of researching the best of the best Social Media expert:

In order to succeed you must:

- 1. Find Your Audience**
- 2. Give Amazing VALUE**
- 3. Give in Volume**

If you don't do these 3 things - Audience + Value + Volume - you are simply wasting your time.



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Giving = Winning:

1. FIND YOUR AUDIENCE

Most marketing is backwards. People tell you to find the right audience for your idea. This approach in “you centric” will typically fail because your idea may not have any value. How do you know if anybody will even notice you? And if they somehow dig through the waterfall of noise, how will your product be different and superior to the hundreds of others?

The customer-centric approach is to listen. Survey. Ask industry sales people and consult with your competitors. Indulge your curiosity. Find patterns of pain. Find what specifically nags a specific group of people.

“Solve That.”



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Giving = Winning:

2. GIVE AMAZING VALUE

If they want to solve their pain, give them the answers they need.

- Give them expert opinions.
- Give them shortcuts you've learned.
- Give them your secrets.

You'll argue, "but I can't give all my value, I won't have anything left to sell."

I know that's how it looks on the surface. But the reality is people don't have time to do all the work themselves. It's by giving them the answers that you accomplish some very important things ...



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Giving = Winning:

2. GIVE AMAZING VALUE

By Giving an Abundance of Value,

1. You get noticed! You penetrate their “attention bubble,” a nearly impossible task for an audience that is bombarded with thousands of marketing images every day.
2. You establish yourself as the defacto expert in the field, thereby earning their trust.
3. And because you have their trust, you're able to help them solve nagging problems by supporting their efforts with the services you offer.



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Giving = Winning:

3. GIVE IN VOLUME

Consistency in your Social Media presence is the key.

The OGs like Gary V and Alex Hormozi advocate - and practice - Social Media in Volume.

“At Least 12 posts per week,” is Gary V’s advice.



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How to Get It Done

Here's how to meet that volume goal as inexpensively as possible.

1. Suggested Weekly Rhythm
 - a. On Monday each week, produce one 10 minute "long form" video that is searchable on Youtube
 - b. Then edit the long form video into 3 @ 1-minute videos
 - c. On Wednesdays and Fridays, post those shorts on Youtube Shorts, Facebook Reels, Instagram Reels, TikTok.
 - i. Cross promote on Twitter and LinkedIn

This technique gives you 1 @ long form video and 12 @ short form videos.
Volume. Done.



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CONCLUSION

This Social Media Series was constructed after 100s of hours of research, giving you and your team the benefit of a \$5000 Social Media Seminar for \$0.00.

Please be sure to invest time in all 5 Modules of this Social Media Series, and complete each of the assessments. Your business and your pocketbook will be happy you did.

If at any time you have questions or would like help with the assessments - particularly with monthly Client Surveys or Developing a Hybrid Production Solution - I'd love to connect with you.

Frank Turner, 559.210.4333