



# Tips for your Leveraging your **Personal Social Media** for Leads

[www.rbormannconsulting.com](http://www.rbormannconsulting.com)



# What's hot

- A day in the life content that showcases positive habits
  - Coffee chats, working out, reading a new book, etc.
- Showcasing events you're attending
- Highlighting your professional affiliations and memberships
- Not overthinking it! Be yourself.
- Engaging with your audience in thoughtful ways
- Valuable Content - How-tos, resources, etc.
- Social SEO versus Hashtags
- LinkedIn - WAY more than jobs
- Social audio will get more niche
- Inviting your audience to give feedback

# What's not

- Posting overly opinionated personal beliefs that could reflect poorly on your company's missions or values
- Using foul language
- Talking bad about your clients
- Stealing other people's content without credit
  - *Make it uniquely yours!*
- Not responding to inquiries
- Grammar, spelling or punctuation mistakes
  - Even though it happens to the best of us, it's often viewed poorly



# Let's talk Content.

- What are industry standards?
- What platforms are relevant?
- 3 types of Content
  - Shareable: Type of content that'll put you in front of an audience
    - High relatable, quotes, entertaining, etc.
    - Events you're attending
    - Spotlights
    - Collabs
  - Educational: Content that builds trust
    - How to's
    - Resources
    - Anything that positions you as an industry leader
  - Promotional: Highlights of products/services
    - How are you going to sell without talking about your offer?
    - Discover a fair balance - no one wants to be "sold" to



# How can they get in touch with you?

- Let's Chat / Connect with Me via \_\_\_\_\_.
- Schedule a Consultation
- Learn More
- Sign Up Now, etc.

**INCLUDE A  
CALL TO  
ACTION!**





# Find a flow that works for you.

Stay consistent with your messaging and frequency!

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# Stay connected with us for



**Useful Tips for**

**Biz Development**

