

Daily Task Overview

The following are some of the things I do *personally*. No matter how you choose to market your business, the utmost KEY to making a success of your business is NONE other than **CONSISTENCY!**

By following a formula using the [4 Core Basics](#), while also incorporating consistency, you can begin to yield you results. Once you've achieved results, you can then scale up anything you are doing.

Once again, these are *my* personal daily tasks as well as other marketing techniques I implement. I NEVER stop testing out new methods of marketing, but at this current time, these methods have proven very effective for me.

If you've read the 4 Core Basics above, then hopefully you understand the importance of having a capture page.

I cannot stress to you how ESSENTIAL having a capture page and an autoresponder system is.

Without it, you may as well just be throwing your time and money away.

If you are serious about any of the follow:

- Earning additional income
- Making a career out of Internet Marketing
- Eventually quitting your job
- Having plenty of money to live comfortably

Then you **MUST** have a capture page **and** an autoresponder.

Here's How I Handle ALL My Marketing

1. Facebook Profile:

Personally I love social media. It's free and it allows you to showcase your personality while reaching a large number of people who are in your targeted industry.

(If you don't want to use your personal Facebook profile, just open another account, making sure to use your real name.)

A Facebook profile should be optimized with marketing your business in mind.

Think about your target prospect (the people you want to attract). Then put your profile together as though that target prospect was reading it.

That means, *every* aspect of **all** parts of your profile that you fill out should reflect you are a person that your prospect would want to join.

Categories of your Facebook profile to optimize are:

- **Your Timeline pic**
- **Your Profile pic**
- **About Section**
- **Photos**
- **Books**
- **Instagram**

I need to stress that that using the right pictures in your timeline and profile section is very important.

Take a look at your profile and timeline picture right now. Is it a reflection of attracting people to you? Profile picture should be of YOU! Not your animals or children or spouse. (This is my professional opinion, so do what you like 😊).

The timeline photo however, can be a great pic of you and your family though.. This shows lifestyle and personality, so choose your favorite, vacation pics work really well!

Go through your profile and clean up any pictures that are not relevant or do not “serve” in presenting the best YOU.

Add more content in the “About” section and other categories.

Be sure to post daily.

Some great ideas for content to post and a good rule of thumb to follow, is 3 posts a day.

- 1. Motivational**
- 2. A TEAM post/Results post**
- 3. A personality post**

Personally I NEVER post the name of my business on my Facebook profile or on any other social media outlet.

WHY?

I want my post to create curiosity.

If I lay all my cards on the table and someone “thinks” they already know what my business is all about, then they won’t ask me to see more information.

The goal is to create a post that “attracts” people to it so that they ask you for more info, NOT to create a salesy type “Ad.”

Your Facebook profile is not for advertising.

It’s for sharing.

I use it to “share” my results, or my team’s results, or some news about my business WITHOUT saying what the business is.

This is called **Attraction Marketing**, and it works.

If you really want to start seeing results on Facebook, don't mention the name of any companies or business that you are working on.

Then create a post regarding the "happenings" of what you are working on, or your results, or your team results, etc.

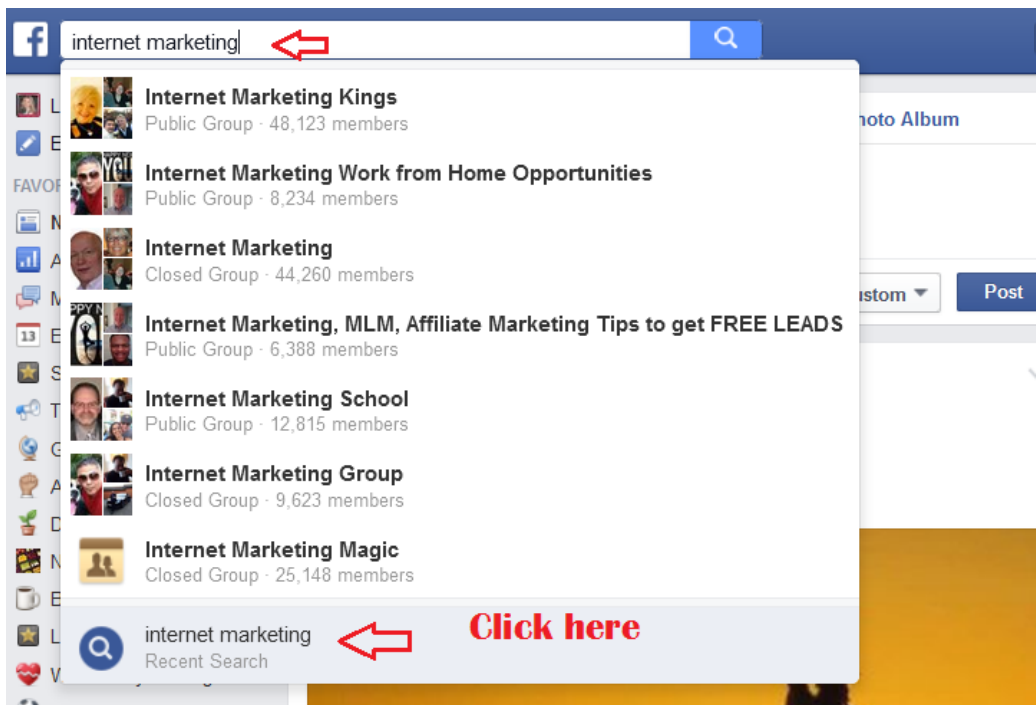
2. Facebook Groups:

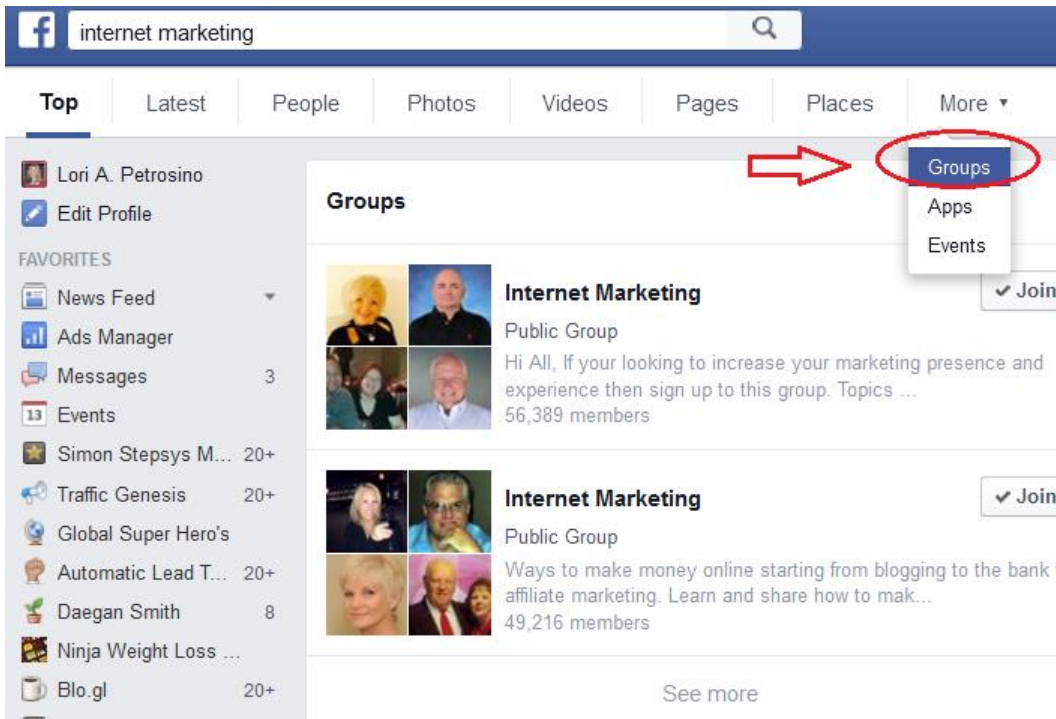
Take the post you created on your profile and either copy it or recreate it and post it in Facebook groups related to your target market. **Making one MAJOR change though:**

Add your capture page to the end of your post and ALWAYS use an image.

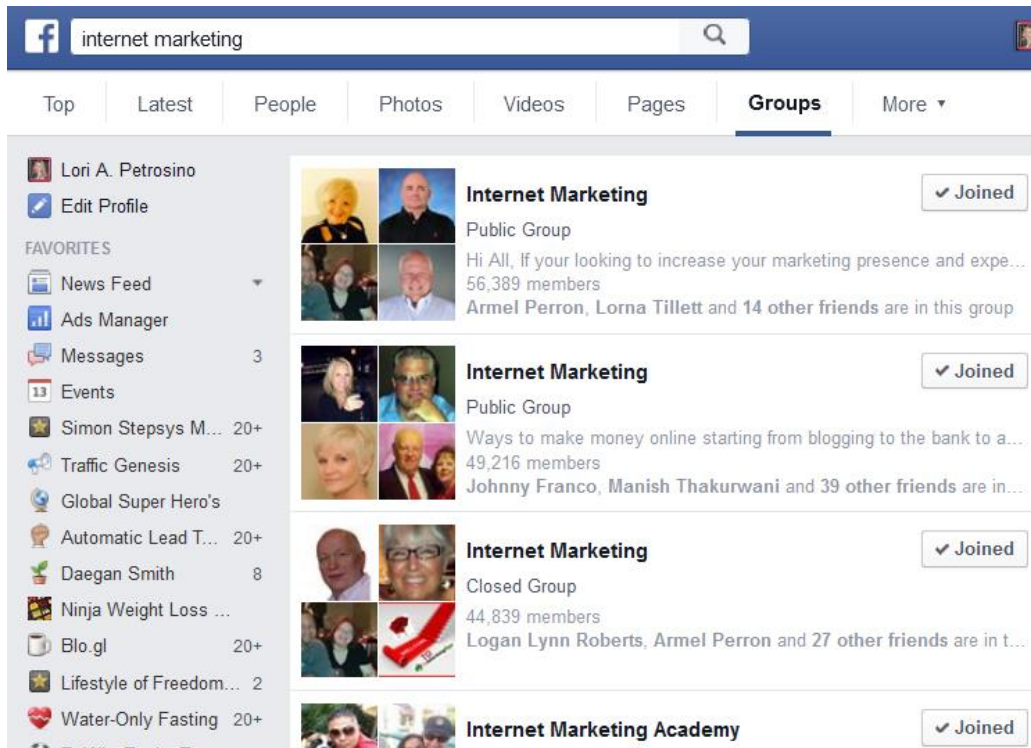
Firstly though, in order to post in Facebook groups, you need to join some.

Here's how:





Click where it says “Join” and wait for approval, once you are approved, you can post in that group.



Examples of other groups you can look up are:

- Affiliate Marketing
- Entrepreneurs
- Make money Online
- Work from Home
- Work at home moms
- Make money from home
- Etc. Be Creative

Join as many as you can. If you ever get a message from Facebook telling you that you are adding too many, stop immediately and resume the next day.

Many people opt to use a Facebook auto poster; however I find that they do not work very well. I choose to post manually. Posting in about 100 groups takes about an hour.

Start posting EVERYDAY consistently! You can use the same message, but change it up once in a while.

A great suggestion of an image to use is a pic of yourself or income proof, whether it's yours or from someone on your team.

You'll know if your post is working, because you'll be getting optins on your capture page. It may not be a lot, but even a few per day can add up... *AND* these are highly targeted prospects, because they are looking to make money online.

Obviously if your niche is in another category like weight loss, choose your groups accordingly.

3. Using Pic Redirect:

I get killer results when I use this. It's a cheap little tool that gets big results and can be used throughout social media... LinkedIn, Facebook, Twitter, etc.

This is what I personally use for great results; you can see a video I did about it a little while back: → <https://youtu.be/cUB9mvQO3JI>

4. Using Facebook's Audio Smartphone Feature

If you have a smartphone, the Facebook app has a feature where you can send someone an audio message. Go to the area on your phone where you would message someone. If your phone has this feature, you will see a Microphone icon, tap it and a “**RECORD**” button will come up.

Press and hold the record button to leave a 1 minute message to someone. Release the record button and your message will go through. Although you can leave as many 1 minute messages as you like.

This is a stellar way to connect with someone that is entirely *under* used!

Use this to say hello to a new connection you've made, to stay in contact with team members, to answer questions, etc.

Reaching out this way works!

It's a great way to put a voice to your face, and many times to begin a conversation as the person responds back with a voice message as well.

In a world where many people sort of hide behind their computer; the audio voice feature is a welcome measure of trust. Use this for better connections and for more results. **Hardly anyone is doing this!**

5. Add [Screencastomatic.com](https://www.screencastomatic.com)

This is a tool I can't live without. Making videos can seem terrifying, especially if you'd rather not be behind the camera... but the ability to take screencast videos means you don't have to be seen, yet you can still get your message or content across.

If you think you having nothing to make a video about, **think again!**

Let's say you are starting a brand new business. You can use [screencastomatic](https://www.screencastomatic.com) to document your sign up process and explain what attracted you to the business. Let people know that you'll do a 1 week or 1 month review about how it working for you. **Just be real.**

Go ahead and try your 1st one, no one has to see it. It took 15 "takes" with my 1st one before I finally said "screw it I'm just putting it up!" The more you do, the more comfortable you'll get.

Once you are comfortable with Facebook and have tested a few different types of posts that are working for, as well tested a few different capture pages that are also working for you, you are ready for my **secret weapon...**

... and that's a killer paid marketing source.

Don't just go straight to this unless you have an autoresponder and capture page that has proven to work for you by getting you sign ups.

6. [Trafficforme.com](https://www.trafficforme.com)

I have no affiliation with them; this company just delivers in a big way and I wanted to share it with you. Whenever I want to test something, or get incredible results, this is my "go to" traffic source.

If you plan on being in this business for a while and you want results, you need to add all forms of social media to your business repertoire. HOWEVER focus on just one until you master it. Facebook is easy for me that's why I've shared with you how I use it.

I recommend the following:

- Facebook
- Twitter
- Youtube
- LinkedIn
- Instagram
- Google Plus

I hope this helps you immensely, please let me know your results. You can get in touch with on [Facebook](#).

Embrace Opportunity,

Lori P.



