

Reaching Mothers

Workbook



3 Part Training

Reaching Mothers -T1

Social Media Platform Review

Have, Need, Want (interactive online or in-person board)

Equipment (catalog)

Software guide's

Persona/character development

Audience connection

Goals & campaign strategy

Reaching Mothers - T2

Social Media101

Comments,Community, Connection {Audience listening}

Campaign examples (video)

Effective Strategies Video Series

Types Content Ideas list

Digital Media Best Practices Cheat Sheet

Social Media Platform Review

Reaching Mothers - T3

Vlog101

Story line development

Content placement

Software

Web-based editing

Equipment guide

Live stream basics video

Instagram & FB video content

Take - Aways

Measurable social media goals

Strategies to achieve goals

Increased knowledge and skills

Campaign strategies

Audience listening

Best Practices

Video editing

Content creation

Culturally Inclusive content

Story line development

Technology & software

Training-1





Trust:



Empathy:

Blogs

Vlogs

Where can we find her?

Offline

Hashtags / Social Media

What is the problem? (WHAT'S WRONG)

What do you have?

What do you need?

Your Creed or promise:

Build trust, provide a story to the problem:

Tagline or ritual:

What is she experiencing?

Emotion-What is she feeling?

What is she doing?

What is she experiencing?

What is she saying?

Goal 1 Results

Actions to
continue

Actions to stop

Actions to start

Identify goals: Developing the strategy

Goal				
Content type	Platform	What's working	What's not	Like's/comments
Milestone				
Date	Actions to take			

Life experience

Struggles, Time, Painpoints

Accomplishments

Who are we talking to?

Traits

Daily life

Audience listening

Connection

Community

Comments

Campaign S. Worksheet

Month	Goal	Strategy	Type of Content	Tools	Notes

Full Year Calendar

Q1	Q2	Q3	Q4
January	April	July	October
February	May	August	November
March	June	September	December

Social Media Management Tools

Product Name	Buffer	Hootsuite	Sprout Social	Viraltag	Planoly	Zoho
Features	Analytics Automated publishing Content management Conversion tracking Keyword filtering Multi account management Post scheduling Android/iOS apps	Analytics Automated publishing Content management Conversion tracking Keyword filtering Multi account management Post scheduling Android/iOS apps	ALL -IN -ONE SOCIAL INBOX SOCIAL CONTENT CALENDAR REVIEW MANAGEMENT PROFILES, KEY WORDS AND LOCATION MONITORING IAS/ ANDRIOS APPS	Viraltag is another visually-oriented social platform meant to bring some color to your social feeds with more to look at than giant blocks of text. Viraltag has both the ability to edit images in their built-in image editor as well as seamlessly integrate images from Canva. Viraltag manages social profiles from Facebook, Twitter, Instagram, Tumblr, LinkedIn, and Pinterest. Similar to increasing engagement with campaigns.	Plan arrange look Discover content Schedule Analyze Auto post Manage comments Drafts Stories	Summary reports Published post statistics Monitor Publish/schedule Multi account management Post scheduling Android/iOS apps
Cost of Software	Individual - Free - 1 social account per platform Awesome - \$15/month - 8 social accounts per platform Small - \$65/month - 8social accounts per platform	Individual - Free - 3 social profiles (limited features) Professional - \$29/month - 10 social profiles	\$99 MONTH -5 SOCIAL PROFILES \$249 PER USER PER MONTH 10SOCIAL PROFILES	Individual - \$24 / mo- 10 social profiles - 1user (limited features) \$79 /mo- 25 social profiles - 3 users	Free 1 user 30 post a month Solo \$9 a month unlimited post	\$15 month - 1 brans (6 channels) 2 Team members \$35 1Brand (6channels) 3 team members

Mission & Vision

Campaign examples:

See Video List



Video Desktop Software

Product Name	Loom	Zoom	YouTube	Vimeo	Wistria	Google Hangouts	Skype
Features							
Cost of software							

Graphics & Design

Product Name	Canva	Fotor	Adobe Spark	Be Funky	Wistria
Features					
Cost of software					

Video Desktop Software

Product Name	Imovie	Inshot	YouTube	Adobe	Filmora	Quick	Final Cut Pro
Features							
Cost of software							

Live Stream

Product Name	ECAMM	Be Live	Zoom	Blue Jeans
Features				
Cost of software				

Types of content

Introduction/Engagement Cold	Lead (services) Warm	Partner Hot
Blog Post Social media Content videos Podcast Quiz/survey Research White paper Case study worksheet Check list	Free or paid webinar Events Book Service Reports Templates Transcribes	Events Service High level engagement

Website

Product Name	Squarespace	Strikingly	Wordpress	Wix	Yola	Go Daddy	Carrd
Features							
Cost of software							

Training-2



Dress up your post!

Each platform has a dress code. Depending upon the environment.

If you think of your post as going to a specific location to do a specific thing with like minded individuals. You will create posts that fit the right platform. Speak the right language and fit right in with the culture of the platform.

Let's take a deeper look at the differences between platforms.

Social Media

Instagram out of all the social media platforms is the biggest Party environment. Snap chat come at a close second.

Think of instagram as.a club that never closes.

Stories, post, highlights, video images. You name it they got it. Each club is judged by it's content appearance and defined by it's community.

Birds of a feather flock together on this platform. Bring you A game to dress up your post here. Doing it for the Gram is still alive and well. No one likes you if you donut dress up in the tight attire there. Image is everything literally.



All types of clubs!

Social Media 101

When you think about Facebook imagine a small city.

Facebook groups are community centers with focused on different interest

Facebook friends are neighbors who want to stay updated on your personal life. Connect with you on a personal level and share they lives happenings with you

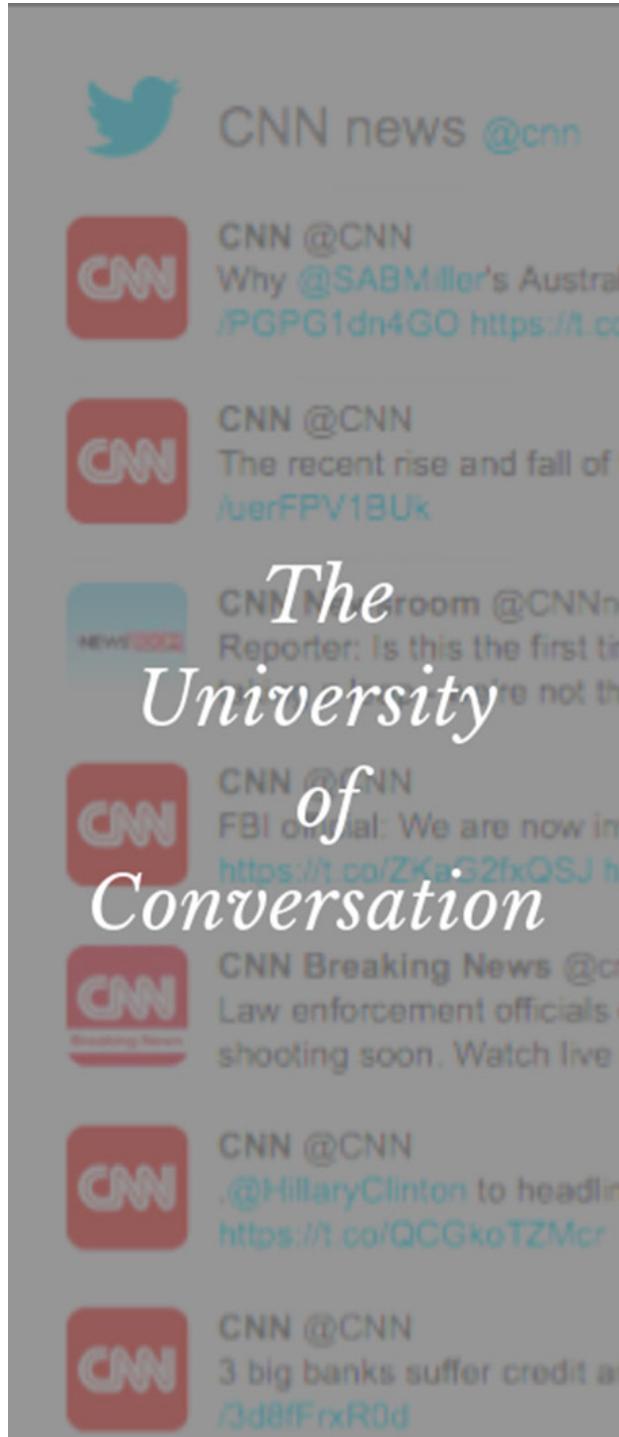
Facebook business pages are your virtual store locations (other than your website) show case your products and services and inform customers of your sales and business related events it serves as your business location for clients visiting your profile

Facebook Market Place sells rentals, cars and anything else individual wants to sell to the public. Similar to flea market. People post what they have for sale. Someone buys if they are interested



Social Media 101

Now imagine twitter as a college. Each tweet a different conversation with hashtags as the classroom that defines which class they are in. Twitter disagreements are college students losing their cool and voicing how much they are dissatisfied. The hashtag effect and tag ability makes twitter the number one place to go when some now has a customer service compliant. When pressing your post to be twitted . Research the relevant hashtags to check the dress code before you attend the first day of school.



YouTube

Youtube is the library of the internet. Aside from google which would be like the research library of the Internet.

You tube is the second most searched search engine on the world wide web. People go to youtube to learn how to do something?& What to use to do it? Also to entertain them selves. Key words are huge on youtube just like the library.

When you dress up your post. They can wear what ever they want. However, research the topic well if you want to be found in the library. Using the right words are critical to the success of your content on this platform.

Social Media 101

Think of LinkedIn as a corporate building and each profile is a business owner who leases space that building

You have some high level execs the top floor who you can't get access too.

You have some business owners who come out and eat with the regular folk.

Then you have the business pawners and operators who are there share industry news and tips. LinkedIn posts are almost always business related in nature and lend. So when you post on LinkedIn dress your post up ready to attend a business meeting.

*Business
Building with
office spaces*



Facebook Tips

sheet

- Post to a community
- Review your audience insights
- A comment is a compliment

Instagram Tips

sheet

Twitter Tips

sheet

What have you done in the past?

Create the Content



Written

Ongoing Transactional

Scheduled Blog Block

Scheduled Email Book

White Paper

Audio/Video

Ongoing Transactional

Scheduled Videos Audio Book

Scheduled Podcasts Video Training Class

Training Video Series Webinar

Service/Merch

Ongoing Transactional

Scheduled Calls Training

Scheduled Calls T-shirts

Scheduled Assessments Books

Notifications & Time



Lesson -Identify your audience

YOUR STORY (OPTIONAL - BUT CREATES AN EMOTIONAL CONNECTION TO THE AUDIENCE)

Your Frustration - Before you learned this lesson, you had a frustration. What was it.

Your Journey (lesson) - How you overcame the challenge. Make sure you talk about trying and failing here. Include your lesson here. Don't be perfect and try not to be the hero of your own story.

Your Application - How you applied the lesson learned and the results you earned.

If you have several lessons, only one should have a HOW TO. When creating your how-to make sure it is TASTY - Teachable, Actionable, Solves a currently pressing issue, Transformational, and answers the question: WHY is this important to me.

Your Transformation (lesson learned) - How you were changed after your journey.

Problem (what's wrong)

Solution (How the main problem is solved)

Creating the content

The Characters: WHO (The Persona)

Setting (What's going on)

Platform



Facebook

Instagram

Problem (what's wrong)

Solution (How the main problem is solved)

Creating the content

The Characters: WHO (The Persona)

Setting (What's going on)

4 main stories relate back to niche

Who have you helped in the past?

Plot Diagram

Hero examples: Thor, Star Wars, Cinderella, Black Panther

Introduce the character (who is he/she)

How is the characters life better because of your product for service?

Bring the story to its lowest point (how did things go bad for the character?)

Turn it around and finish with a happy ending

1. Physical Factors – These factors account for the doing behaviors.

Questions we should ask of ourselves include: What are the environmental stimuli? What activities are users doing when they access our content (working out, researching, studying, etc.)? What are their daily habits? Are they disabled or able bodied? What sensory stimuli may be affecting the environment around them? (Some of this can be grabbed from a social technographic study if it's deep enough)

2. Emotional Factors – These factors relate to behavior made through feeling.

Questions we should ask of ourselves include: Are users stressed when they access our content? Are they feeling confident? Are they tired? Are they desperate? Are they wanting to spend money with our company or does our product or service make them feel afraid, uncomfortable or uneasy? Is it easy or difficult to interact with our business or web site for the average person?

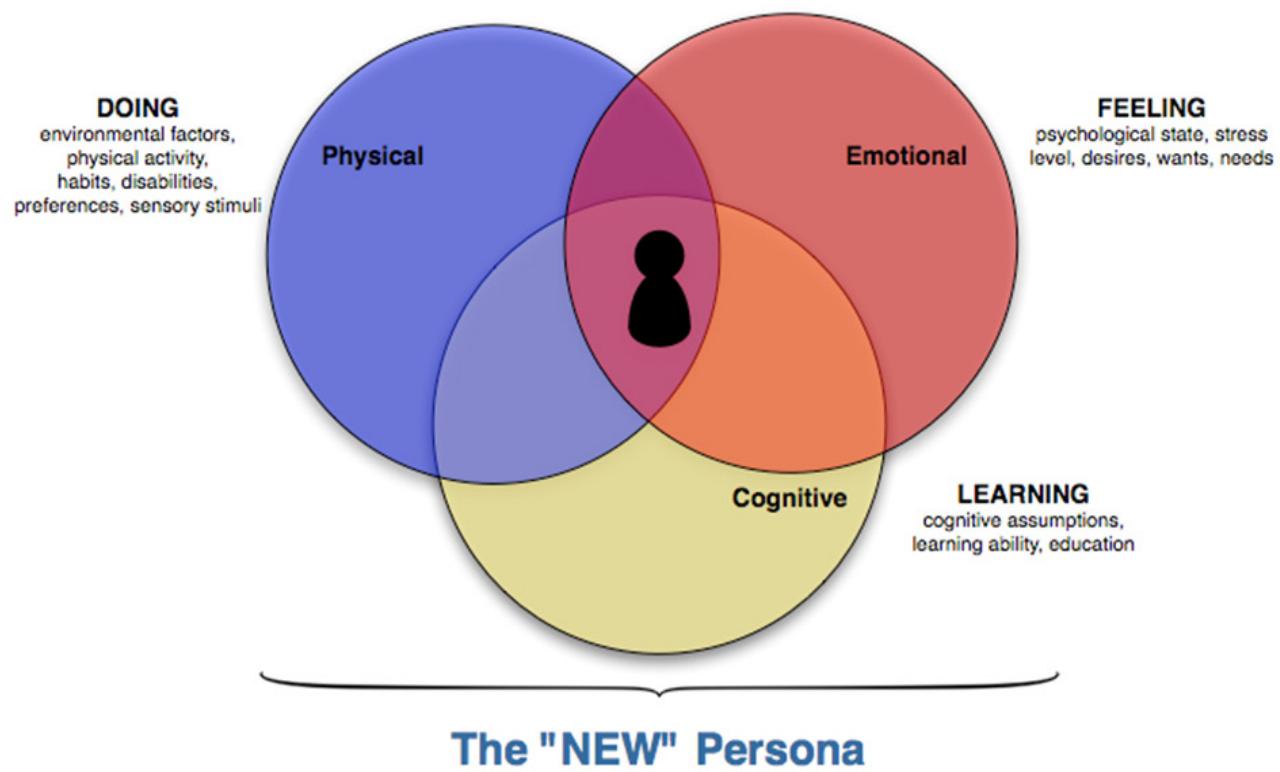
3. Cognitive Factors – These factors relate to learning behaviors.

Questions we should ask ourselves include: What are the users' cognitive assumptions when accessing our content? What are users' maximum potentials for learning? Can we make assumptions or do we have metrics that provide us knowledge about their education level?

The first place we will likely want to drift when we start asking ourselves these questions is to a feeling of hopelessness.

There's no way in hell we can account for all of these factors, right? How can we possibly tailor an experience that satisfies all of the needs of all users when such a wide array of attitudes, experiences and environmental factors can influence a user at any given time?

Personal-Behavioral Context



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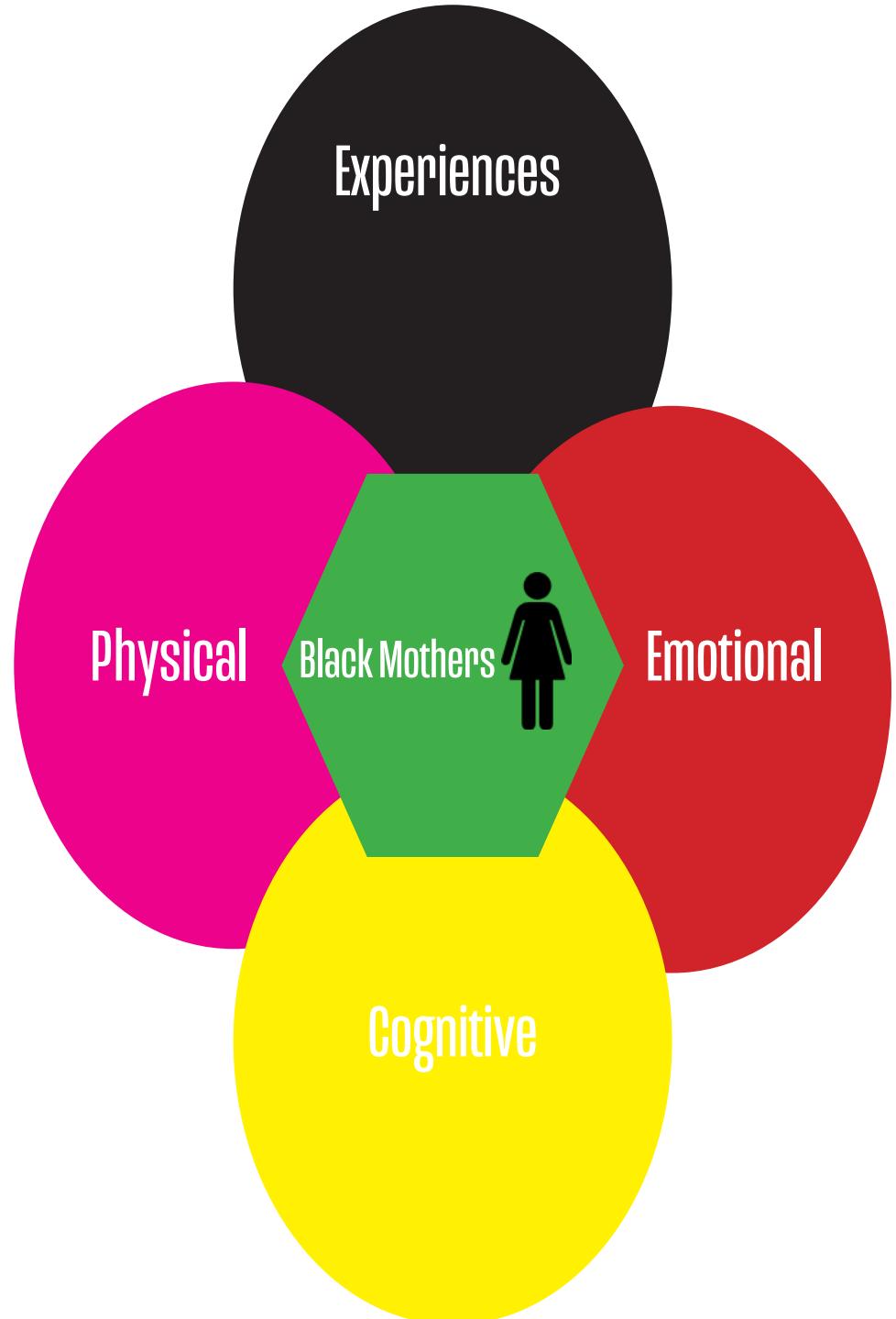
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The first place we will likely want to drift when we start



Training-3



Identify the stories

Painpoint	Resonate question	Story	CTA

3 Rules for inclusive success

Three Rules for success

Provide the right solution:

Start with the human heart in mind. Focus on providing solutions that fit her's her life. Ask the tight questions to find out how exactly what she is experiencing.

Emotional, cognitive, physical are all important pieces of the puzzle. However, I believe their is one piece of the puzzle that has been left out. Her experience - How has long term exposure to stress, hardship, racism impacted her life over all.

Example:

Don't tell a mom to take a walk if her environment is unsafe or unhealthy visuals are present.

Don't ignore what's going on in her life. Look to other diverse social media pages to stay current on social issues in her community. Stay up tp date and keep your content relevant. Speak directly to one person when you create content . Interview your current community gather data to help you understand her needs

3 Rules
for

Provide the right solution

Don't ignore what's going

Speak to her with empathy

