

# WERK.

YOUR SOCIAL MEDIA



THE ART OF ENGAGING  
YOUR AUDIENCE AND  
SELLING SOCIALLY

WERKYOURWORDS.CO



# WERKWEEK #2 – FACEBOOK COINS



WERKWEEK #1 5-MINUTE RECAP

FACEBOOK COINS

MAKE A GREAT IMPRESSION IN THE RIGHT FB GROUPS

POST WITH A PURPOSE AND PERSONALITY

HUMANIZE YOUR BRAND

PROMOTE YOUR BRAND

STRAIGHT UP SELL YOUR STUFF

FACEBOOK POST SCRIPTS

WERKWEEK #2 WRAP UP

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# WERKWEEK #1 RECAP

WIN TASKS + FEEDBACK PERIOD  
REPLAYS AND COURSE CONTENT



# FACEBOOK COINS

USE THE W.E.R.K. ETHICS FORMULA  
TALK TO THE RIGHT PEOPLE  
MAKE “NEW FRIENDS”



# MAKE A GREAT IMPRESSION IN THE RIGHT FB GROUPS

CHOOSE YOUR GROUPS WISELY

WIN TASK #3

DON'T BE A DRIVE-BY ARTIST

PERFECT YOUR P.I.T.C.H.

SHOW UP AND SHOW OUT CONSISTENTLY



# POST WITH A PURPOSE AND PERSONALITY

ARE YOU TOO SOCIAL OR NOT SOCIAL ENOUGH?

WIN TASK #4

THREE CORE GOALS OF POSTING WITH A PURPOSE



# HUMANIZE YOUR BRAND

HUMAN STORY  
“WERK ETHICS” STORY  
BIZ LIFE STORY  
POWER OF HASHTAGS



# PROMOTE YOUR BRAND

USE STORIES TO TELL PEOPLE WHAT YOU DO

USE STORIES TO LET FOLKS KNOW ABOUT YOUR OFFERINGS





# STRAIGHT UP SELL YOUR STUFF

BEWARE OF FACEBOOK TERMS OF SERVICE

CHANGE YOUR MINDSET ABOUT SELLING

THE INSIDE SCOOP ON POST LINKS

WIN TASK #5



# WERKWEEK #2

## WRAP UP

Q&A

WIN TASKS RECAP



# QUESTION TIME ...