



## MY FIRST SOCIAL MEDIA PLATFORM

Welcome to Day 3 of the 10K Email Subscribers Challenge!

Yesterday, you put your detective hat on and did some research to find out where your Ideal Customers hang out.

What did you find? Did you learn something new?

Was there a specific platform (like Facebook or Pinterest) where your Ideal Clients seem to prefer over another?

Today, I'm going to have you pick one social media platform to focus on. It can be where your Ideal Customer hangs out or it can be where you already have the strongest following.

Start with one, then once you're really great at it, move to the next one!

The Social Media Platform I will start with is:

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Ok, once you've narrowed it down, it's time to start doing some research on that specific platform.

First, look to see if there are similar businesses to yours that advertise on there. Look to see what types of Freebies they are offering? What is a Freebie that seems to do really well? Which ads have a lot of likes? Which Freebies do best in groups where you're allowed to advertise?

For example, I've found that offering Free PDFs to people on Facebook works really great to build my email list.

For you, maybe it's offering a small Freebie Product, or a Free video, or a webinar.

A few of the Freebies that seem to do really well in my type of business:

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(On Friday, we'll create our Freebie, so start to look and see what works best for your type of business, so it's important to do the research now).

Next, do some research on how you can advertise on your chosen platform. If you have a marketing budget, start to check on prices. Also, get a general snapshot on what type of ad does best. A video ad? A photo ad? An ad for a webinar?

Here is what I found about the ads that do the best:

Was there a catchy Headline?

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Was there a lot of text in the body of the ad?

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What was the Visual? A photo? A video?

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What made the ad stand out?

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Then, I want you to brainstorm what to do to start building YOUR platform on your chosen Social Media Platform.

Here are a few options:

1. A PDF with free content.
2. A discount Code for a product or service, a coupon for free shipping.
3. A template
4. A fun quiz
5. A webinar
6. A short video or Presentation
7. A meditation

If you've created anything in the past, whether it's a video or a PDF or an ebook or if you use anything in your business, you can share those. Repurposing content is 100% acceptable!

Also, read through 33 FREEBIE HACKS GUARANTEED TO BRING AN AVALANCHE OF NEW SUBSCRIBERS that was provided today to get more ideas!

Ok, that's it for today!

So to recap, select your #1 Social Media Platform ad research it. Then, start to brainstorm what type of Freebie you want to offer.

I'll see you tomorrow for the Secret That Dramatically Increases Sales!