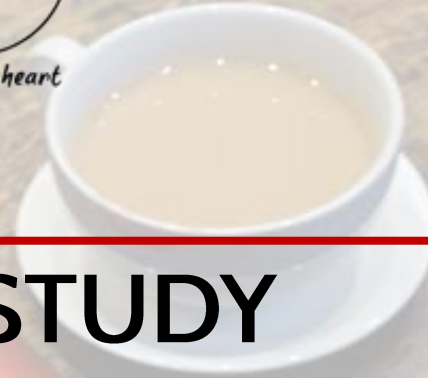




1authenticheart



SELF-STUDY

Success Suite


**Confidence at the
Grassroots**

Presentation Learning Objectives

- ✓ To recognise the importance of using social media SOCIALLY.
- ✓ To create your 'purpose-driven vision' and 'so that' statements.
- ✓ To understand the strengths, weaknesses, opportunities and threats of your business/business idea.
- ✓ To begin taking action with market research for your business.

A top-down view of a woman's hands resting on a red laptop on a wooden table. To the right is a white cup of coffee on a saucer. In the foreground is a white and black bag. The text 'SOCIAL media' is centered in a red-bordered box.

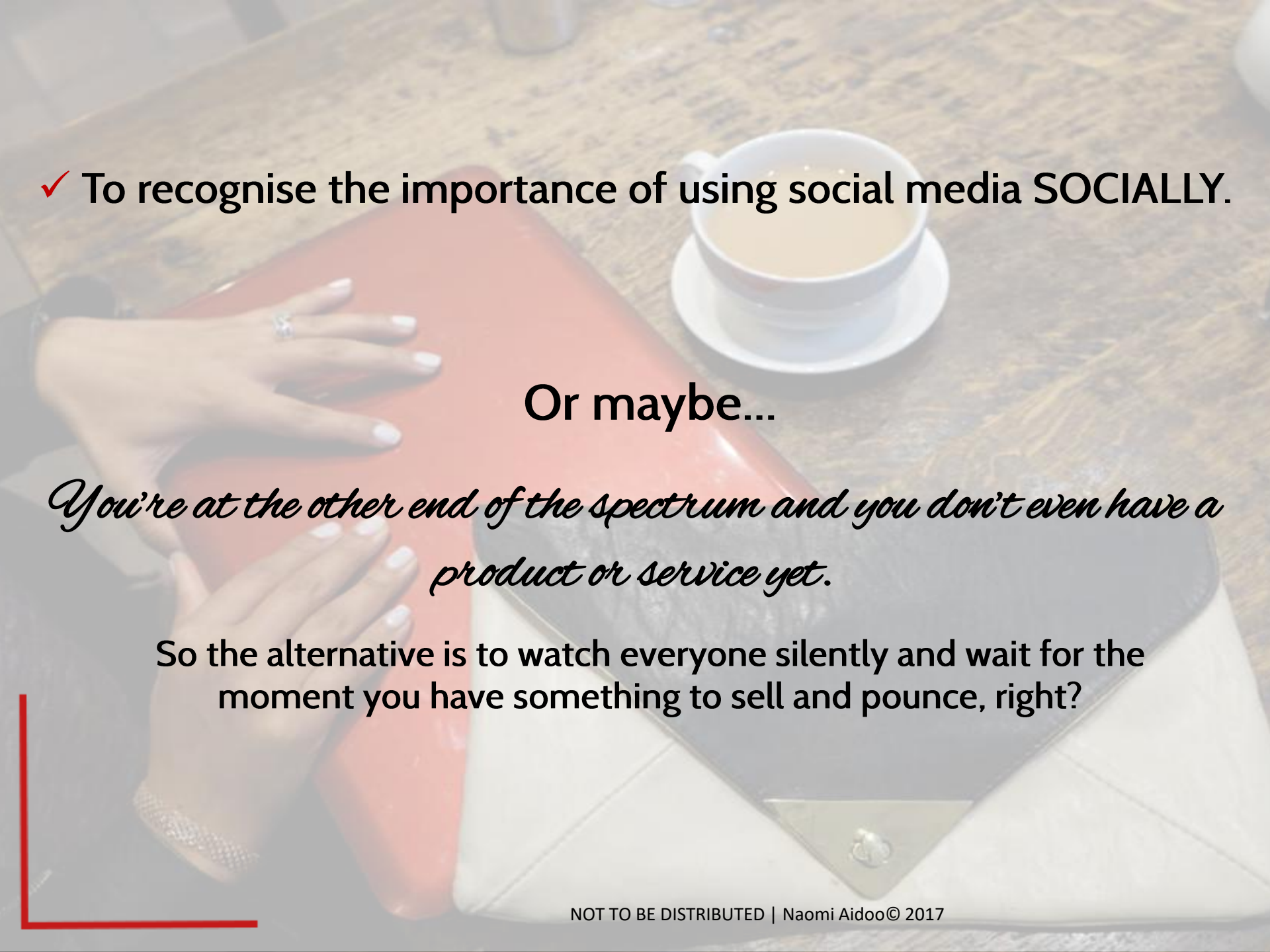
SOCIAL
media

A photograph of a woman's hands resting on a red laptop on a wooden table. A white cup of coffee on a saucer is visible in the upper right. The image is semi-transparent, serving as a background for the text.

✓ To recognise the importance of using social media SOCIALLY.

Social media has become a market place.

... and on one hand, you're tempted to join in because at the end of the day, you're a business and you've got bills to pay.

A photograph of a person's hands resting on a red laptop on a wooden table. A white cup of coffee on a saucer is also on the table. The image is semi-transparent, serving as a background for the text.

✓ To recognise the importance of using social media SOCIALLY.

Or maybe...

You're at the other end of the spectrum and you don't even have a product or service yet.

So the alternative is to watch everyone silently and wait for the moment you have something to sell and pounce, right?

✓ To recognise the importance of using social media SOCIALLY.

WRONG!

Regardless of where you're currently at in business, it's NEVER a wrong time to do things differently.

You **MUST** *actually be social...*

✓ To recognise the importance of using social media SOCIALLY.

In the member's lounge...

you'll find a video entitled 'Facebook Flow'...

You'll need it because it's time to get *social!*

And once you've given all of your amazing value, people are going to need to know where to find you.

(Check out that video [HERE](#) and set up what I suggest where possible.)

✓ To recognise the importance of using social media SOCIALLY.

How can you add value online today?

Appreciation

*Concepts taken from -
'Go-Givers Sell More'
by Bob Burg & John David Mann*


Empathy

Value

Excellence

Consistency

Attention


A photograph of a woman's hands resting on a red folder on a wooden table. A white cup of coffee is on a saucer to the right. The image is semi-transparent, serving as a background for the text.

✓ To recognise the importance of using social media **SOCIALLY**.

Value can be added no matter what stage of business you are at.

Because you're a nice person!

But it can also be *hugely helpful for your business!*

A photograph of a woman's hands resting on a red laptop on a wooden table. A white cup of coffee is on a saucer to the right. The image is semi-transparent, serving as a background for text.

✓ To recognise the importance of using social media **SOCIALLY**.

It's never too early to get into the habit of adding value.

*And to implement a **STRATEGY** for doing so.*

✓ To recognise the importance of using social media **SOCIALLY**.

Yes, **STRATEGY**.

Because not EVERYONE you add value to will be a potential client/ customer.

But some definitely should be!

(More on that in the next section, but to close here...)

✓ To recognise the importance of using social media SOCIALLY.

5 practical ways to add value on social media

1. Like and comment – Actually engage!
2. Answer people's questions when they post asking for help. If you *can* support, do!
3. On Instagram, follow likeminded people & potential clients/customers. Comment on/like at least five posts a day!
4. Personal connection with more detailed feedback via private message/free call/video.
5. Repost/Re-tweet someone else's work giving them credit.

A top-down view of a woman's hands resting on a red laptop on a wooden table. A white cup of coffee on a saucer is to the right. A white and black envelope is in the foreground. A red box highlights the text.

What's your
WHY?

✓ To create your 'purpose-driven vision' and 'so that' statements.

*"People don't buy what you do,
they buy why you do it."*

- Simon Sinek



✓ To create your 'purpose-driven vision' and 'so that' statements.

Before engaging strategically...

You must know WHY you exist as a business/ministry.

That way you'll know how to strategically engage when it's time to and you'll be able to carry out effective market research.

- ✓ To create your 'purpose-driven vision' and 'so that' statements.

Starting with WHY...

People know their *what*.

People know their *how*.

Few people know their *WHY*.

(By the way, your why can NEVER be about profit.)

✓ To create your 'purpose-driven vision' and 'so that' statements.

Your *WHY* comprises of your

Contribution

Primary action you want
to take.

and your

Impact

Difference you want to
make.

✓ To create your 'purpose-driven vision' and 'so that' statements.

Get specific. (You'll see how I've got specific with what I've circled) This will help when it comes to your messaging as you'll know who you're talking to and what you're trying to say.

Here's mine...

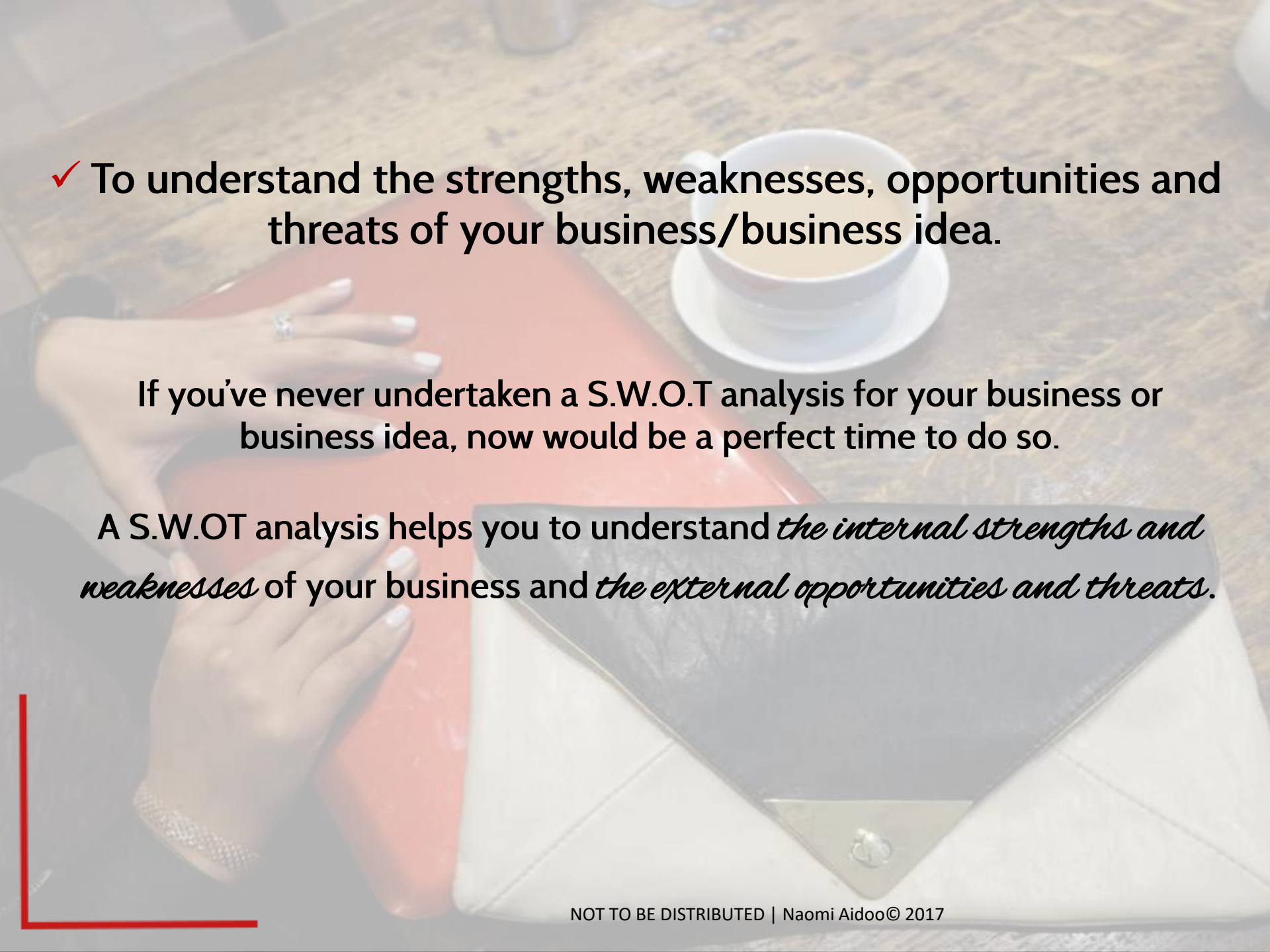
To provide faith focused female entrepreneurs with the tools and techniques they need to create and scale successful businesses using the online space as a platform...

SO THAT they can enjoy what they do, generate income from doing it and use their own God-given gifts and talents to impact the world in their sphere of influence/industry.

Create one of these for yourself!

A photograph of a woman's hands resting on a red laptop on a wooden table. A white cup of coffee sits on a saucer to the right. A white and black bag is in the foreground. The text 'S.W.O.T' is written in a black, cursive font inside a red rectangular box.

S.W.O.T

A woman's hands are resting on a red folder on a wooden table. A white cup of coffee sits on a saucer to the right. The background is a blurred wooden surface.

✓ To understand the strengths, weaknesses, opportunities and threats of your business/business idea.

If you've never undertaken a S.W.O.T analysis for your business or business idea, now would be a perfect time to do so.

A S.W.O.T analysis helps you to understand *the internal strengths and weaknesses* of your business and *the external opportunities and threats*.

- ✓ To understand the strengths, weaknesses, opportunities and threats of your business/business idea.

What is a S.W.O.T comprised of?

Internal

STRENGTHS

Characteristics which give your business or business idea a competitive edge

WEAKNESSES

Potential limitations or deficiencies of the business/business idea

(These can also be coined 'areas for improvement!')

OPPORTUNITIES

Chances available to you which may improve the performance of your business/business idea.

THREATS

External elements which have the potential to negatively affect your business/business idea.

External

- ✓ To understand the strengths, weaknesses, opportunities and threats of your business/business idea.

How can you use your S.W.O.T?

<i>Internal</i>	STRENGTHS Use your strengths to your advantage	WEAKNESSES Support your weaknesses
	OPPORTUNITIES Invest in and further explore opportunities	THREATS Identify and monitor threats

- ✓ To understand the strengths, weaknesses, opportunities and threats of your business/business idea.

MY EXAMPLE

Internal

STRENGTHS

- Predominantly aimed at Christian women
- 'High touch' & engaged with my community often
- Teacher by 'trade'

WEAKNESSES

- Not enough people yet know about 1authenticheart because I haven't got a reach of hundreds of thousands due to focussing more on organic than paid reach

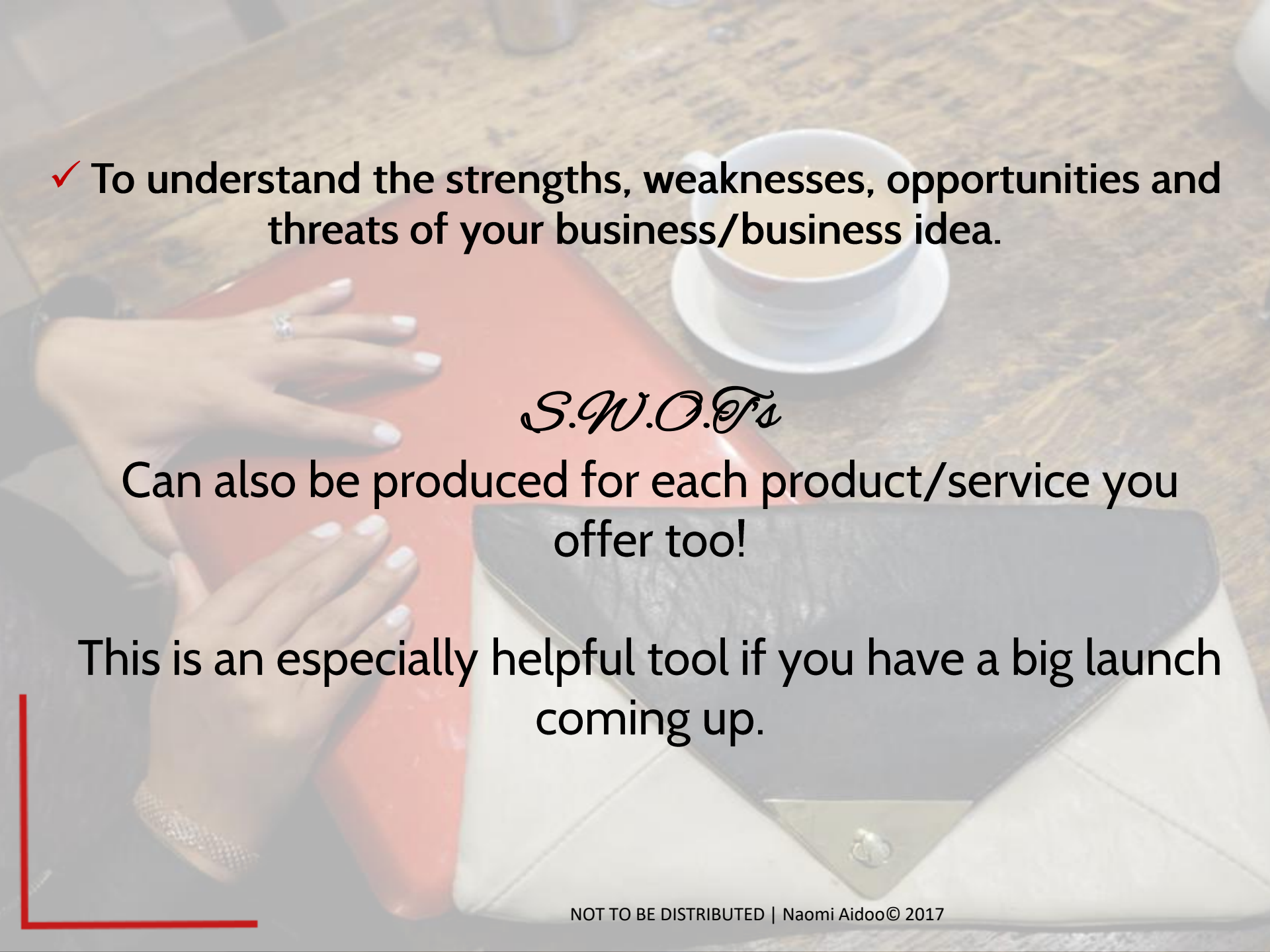
OPPORTUNITIES

- With a surge of 'Spirituality' in the online space amongst coaches, I can ensure that I am very obviously speaking about Jesus and therefore appealing to my ideal client

THREATS

- Recently, I've seen more Christian Business Coaches in the online space


External

- 
- A woman's hands are resting on a red folder on a wooden table. A white cup of coffee on a saucer is visible in the upper right. The background is a blurred wooden surface.
- ✓ To understand the strengths, weaknesses, opportunities and threats of your business/business idea.

S.W.O.T's

Can also be produced for each product/service you offer too!

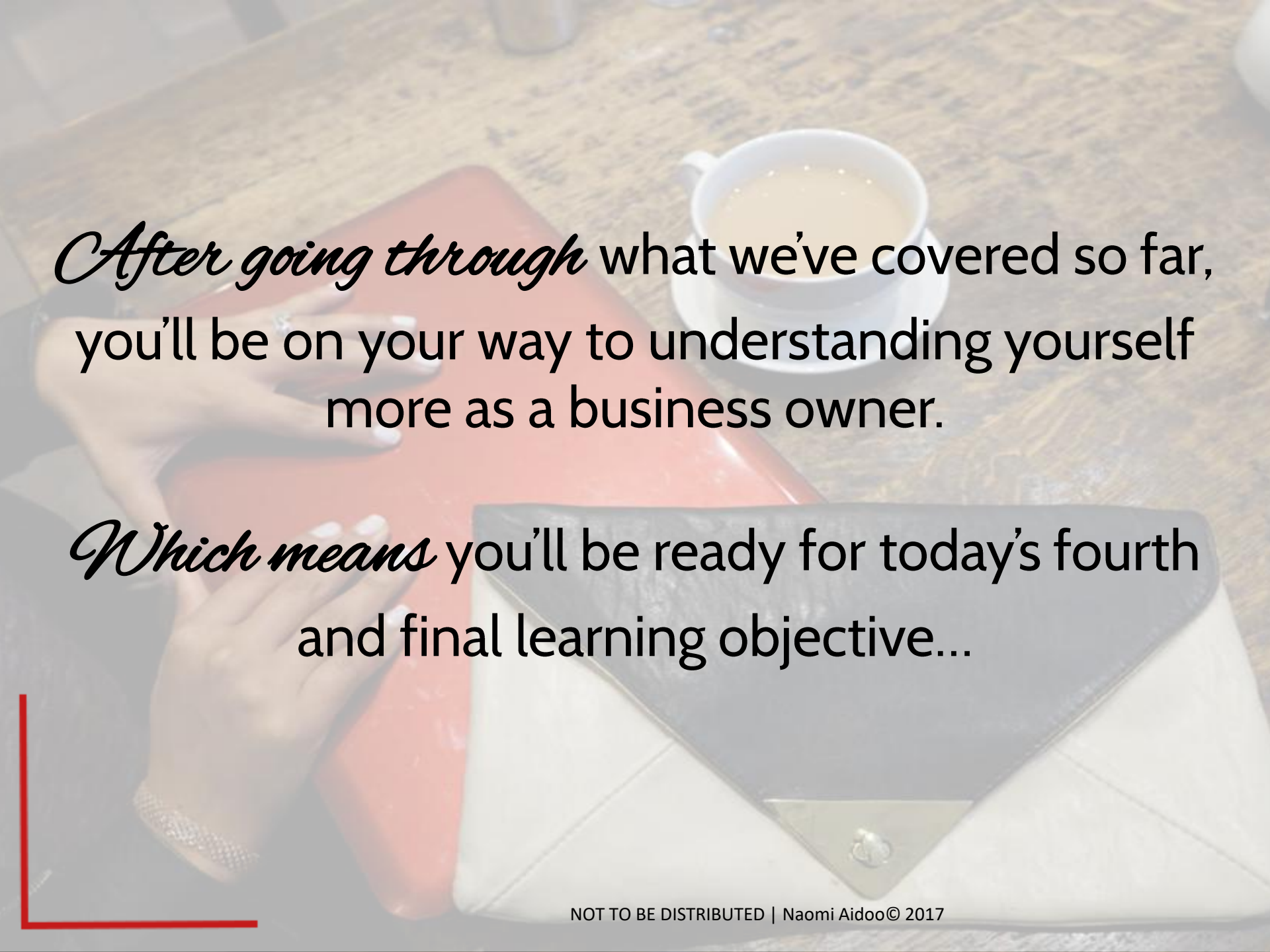
This is an especially helpful tool if you have a big launch coming up.

- 
- ✓ To understand the strengths, weaknesses, opportunities and threats of your business/business idea.

A little note on THREATS

Comparison is the thief of joy and so it's important not to get caught up in who or what your perceived 'threats' are.

YOU are *unique* which means that even if someone has a similar product/service, they are not *you!*

A woman's hands are shown holding a smartphone over a laptop on a wooden table. A cup of coffee is also visible on the table. The scene is set in a cafe or office environment.

After going through what we've covered so far, you'll be on your way to understanding yourself more as a business owner.

Which means you'll be ready for today's fourth and final learning objective...

A photograph of a woman's hands resting on a red laptop on a wooden table. A white cup of coffee on a saucer is visible in the upper right. The scene is overlaid with a semi-transparent grey rectangle containing the text 'MARKET research'.

MARKET

research

A photograph of a woman's hands resting on a laptop on a wooden table. A white cup of coffee sits on a saucer to the right. The image is semi-transparent, serving as a background for the text.

✓ To begin taking action with market research for your business.

The internet is an incredible space for you to conduct market research.

Almost half of the *entire world* is on it!

Which means that you're guaranteed to be able to be 'in front' of your ideal client/customer somewhere online and will therefore be able to see what they want and need right now.

✓ To begin taking action with market research for your business.

A key tip before conducting any market research...

Are the products/services you're offering...

Business to business (B2B)?

Or

Business to consumer (B2C)?

- 
- A cup of coffee on a saucer next to a red folder on a wooden table.
- ✓ To begin taking action with market research for your business.

If you are B2B...

Facebook groups full of entrepreneurs or aspiring entrepreneurs may well be a great space for you, but also consider other platforms.

If you are B2C...

You need to find out specifically where your type of ideal client/customer is online. Just because *you're* an entrepreneur, it doesn't mean that they all are and you could be missing out by *only* being in 'entrepreneurial' online spaces.

- ✓ To begin taking action with market research for your business.

Market Research before you've got a following ...

- Find out where your ideal client/customer is and make notes about how they talk and what they want/need right now.
- Type keywords regarding your business into Amazon and Google and look at the types of **popular** products/services which come up regarding your business/business idea.

- ✓ To begin taking action with market research for your business.

Market Research once you've got a following ...

- Use the previous tips as they will always be helpful.

However, once you have an engaged audience, you can also ...

- Send out surveys asking people what they want to hear more of from you. (I use 'surveymonkey' and 'typeform' for my surveys.)
- Poll your group if you have one. (If you don't, it's something I would highly recommend!)
- BETA testing/focus groups (these can also be done without a following with some willing volunteers!)

- ✓ To begin taking action with market research for your business.

General Market Research Questions

- What factors do you consider when purchasing this type of product or service?
- What do you like or dislike about current products or services like this which are currently on the market?
- What areas would you suggest for improvement?
- What would you expect to pay for this type of product or service?

- ✓ To begin taking action with market research for your business.

Don't forget to REVIEW and ANALYSE the results and use the data you've collected to improve your product/service!

Reviewing Our Learning Objectives

- ✓ To recognise the importance of using social media SOCIALLY.
- ✓ To create your 'purpose-driven vision' and 'so that' statements.
- ✓ To understand the strengths, weaknesses, opportunities and threats of your business/business idea.
- ✓ To begin taking action with market research for your business.

Time to get to work!