

21 Day Ultimate Social Media Boot Camp!

The photographers Workbook

Originally created By:

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Before you get started in this 21 day boot camp, you might notice some updates along the way. Some things have changed since 2014, but most things have not. The information in this workbook is advice only and you need to also do your own research into your own area of interest.

OMG! There are so many choices and stuff to learn about being online. I cannot believe how crazy this subject is when you start to look at it all, and it becomes so overwhelming so quickly.

Stop, breath, no need for a panic attack. We are going to help you create the perfect strategy for your business.

This 21 day guide will help you to get your head around all the things you need to do to make your online journey a successful one. We will take it in easy to do, bite size pieces and work our way up to being social media savvy.

It's not as hard as it looks, but it is hard to know how to get started.

Put some time aside to get the work done. The work is not going to do itself.

Remember you might have heard some of this information before but don't think "I know this already" think "what can I learn from this"

Week 1: Preparation.

“By failing to prepare, you are preparing to fail.” ~Benjamin Franklin

In our first week we will prepare all the things we need to brand our business and us as business people online. Like all great projects, preparation will make the job so much easier once we get into the real crux of things. Don't skip over this. Just get the job done. Trust us, it will save you hours of looking for stuff later!!

Day 1: The preparation begins.

Today we are going to determine what our online brand identity will be. You need to establish your online identity and ensure that you are consistent with how you use it. If you constantly change the way you interact online people can get confused so today we are going to determine and in some cases set up our identity.

It sounds simple but until you start to make decisions and put them in writing you tend not to even notice that you might be using multiple names, domains and email addresses for the same purpose.

So here is today's questions:

What is your professional email address?

What is your professional username?

What is your domain name?

Day 2: Files for branding.

I want you to create a folder on your desktop or in Dropbox if you use it (this is a great way of having your online info available for easy access and it backs it up to the cloud). Call it something like business branding or social media branding or the like. We will be saving all of our files into this folder so we know where it is when we need it and we can back it up easily.

Today you are going to prepare your logo for the online environment. It must be saved as a .jpg or .png file and should be no longer than 800 pixels on its longest side. Easy!! So go do it now!!

The logo digital file/s are named: _____

And can be found in _____ folder.

Day 3: Preparation for your portfolio.

Choose 12 images that will act as a simple portfolio of your work. This group of images must be the type of work that you do every day for your clients and sums up what your business is and does. Make high res files of each (2000 px on the long side, 240dpi) Add them to the folder we created yesterday in a folder called HighResPortfolio.

What 12 images did you choose?

What do those images say about your business?

Day 4: images web ready Preparation.

Firstly, today you must create a watermark if you don't already have one. Watermarks will protect your images online and when shared lets everyone know who shot the image. Try and make the logo big enough to read and please make sure the copyright symbol is included. Once you have this ready or if you have one already move on to the next step.

Using yesterday's 12 images, prepare those images for the web. Web Resolution (800 px on its longest side 72dpi). Web resolution files MUST BE WATERMARKED with a copyright symbol.

Add them to the folder we created on day 2 in a folder called WebReadyPortfolio

Make sure they include copyright metadata 😊

Day 5: Your headshot Preparation.

Today you need to choose or create a headshot of yourself for online purposes. You're a photographer, demonstrate that you value photography by having a professional headshot out there in the world. If you can't take one yourself, network with some other photographers and do a swap or find out who does great headshots and go and hire that person to take a great headshot of you. I would love you all to go and pay someone that you admire and don't know as a photographer and see what it's like to be on the other side of the camera!! But that is getting off topic.

Your headshot needs to be able to be cropped square. It needs to have the look and feel of your business. Happy and fun, professional and serious, casual and creative, whatever you feel will best show your fans who you are. And please do not put a camera in front of your face. People want to see who they are dealing with and connect with that person. When you name the file make sure that you use your full name in the file and also add web or print to the file name to make it easy to see what files are what.

NOTE: This naming convention will make it easier if you are asked for a headshot at any time and your name and the file purpose is in it. My web shot for many years was called me.jpg but it was pointed out to me when I had to send it for an article that I wrote that they lost the file because there was not easy way of recognising it.

You need your image to be Web resolution of 800px on its longest side and 72dpi. Also prepare one High res file (2000 px on the long side), 240dpi in case you ever need it for publications etc. Put these into the folder we created on day 2.

Day 6: Bio part 1.

It's time to talk about you. This is a bigger job than the rest so it's going to take 2 sessions of our time.

A great bio is a wonderful thing. It's probably the hardest thing you will ever do. It's not easy to tell the world about you!!

It is also very valuable to have when you are online because every area of the internet can host your bio. It can be your LinkedIn summary, your Facebook description, a "guest blogger" about you component, or your bio on twitter.

Write it as if you are writing about someone else – in the third person. This is not always easy but if you can think of yourself as someone that you know that you are writing a bio for it is much easier.

We are going to create 3 versions – the long, short and elevator pitch versions. There are different reasons for using each. The elevator pitch is a quick one sentence. The short version one is a paragraph long and cover all the basics, then the longer one can be up to a page in length.

This is an introduction so don't forget to use your name in the opening line.

Read and rewrite as much as you need to and pass it by a few friends to see what they think. Pick friends that will give you honest feedback and not just say "that's great".

And remember to also include your contact details.

Ok, so let's get started:

Today I want you to do the following:

We will start off by adding bullet points to the following questions:

- *What do I want to be known for and what do I do.*
- *What have I done in the past that backs up and reinforces that first statement.*
- *You don't have to list everything that you have ever done.*
- *What makes you special?*

End with something that will make people want to get to know you better, warms them to you, gives them a little more info about what it will be like to work with you.

Preparation Day 7: Bio part 2

Today will be taking what we did on Day 6 and creating an elevator pitch, a short bio and a long bio.

Remember that there are different reasons for using each. The elevator pitch is a quick one sentence. The short version one paragraph long and cover all the basics, then the longer one can be up to one page in length.

This is an introduction so don't forget to use your name in the opening line.

Read and rewrite as much as you need to and pass it by a few friends to see what they think. Pick friends that will give you honest feedback and not just say "that's great".

And remember to also include your contact details.

Think about who will be reading this. What will they find interesting and what might connect you to them.

Here is an example of mine. I change them regularly and this one is for use with my photography business. For my online websites I have a separate set of bios.

Elevator pitch:

Multi awarded photographer Melissa Neumann creates portraits that capture the personality and natural beauty of her subjects in an authentic relaxed way. You can see her work at www.melneumann.com .

Short bio:

Portrait photographer Melissa Neumann is also known as an educator, entrepreneur, small business owner, wife, mum and crazy cat lady. She works from her home studio in the inner southern suburbs of Adelaide. She has won many awards for her photography over her 25+ years in the industry and is known for portraits that capture the personality and beauty of her subjects. Her calling is to create photographs that will exist long after she is gone that will be cherished and handed down through generations. By making photography sessions fun and relaxed she captures authentic expressions that are genuine and beautiful. You can see her work at www.melneumann.com.

Long bio

Accredited Portrait Photographer Melissa Neumann is also known as an educator, entrepreneur, small business owner, wife, mum and crazy cat lady. She works from her home studio in the inner southern suburbs of Adelaide. She has won many awards for her photography over her 25+ years in the industry including South Australian Portrait Photographer of the Year(2009) and South Australian Family Photographer of the Year(2010). She is known for portraits that capture the personality and beauty of her subjects.

She taught photography for many years at TAFESA and still does one on one mentoring sessions with photographers. She is a speaker at State and National photography events. She has even been known to give photography tips to her clients who have a passion for photography. She strongly believes that photography is so important in capturing moments and history that she freely helps anyone that asks for it. She has a strong following on her YouTube channel that teaches the basics of Photoshop.

Her calling is to create photographs that will exist long after she is gone that will be cherished and handed down through generations. By making photography sessions fun and relaxed she captures authentic expressions that are genuine and beautiful.

She believes that every person, particularly every woman, should have at least one great photograph taken of them to celebrate the different times in their lives. She enjoys regularly photographing her clients, who come back again and again to see her,

You can see her work at www.melneumann.com.

Your elevator pitch

Your short bio

Your long bio

NOTE: These examples were from 2014. Life has changed quite a lot since then so my current ones look very different to this. But the concept is still the same and while updating this workbook I realised I really need to do these again properly as they have organically changed over time but now are not as powerful as they once were. 😊

Week 2: The Who, What, Where questions.

Risk comes from not knowing what you're doing. ~Warren Buffett

This week we look at who we want to get our message, what that message is and where we will find those people. It's like anything in business. You need to know your target market. But once you know who they are what message do you want them to hear loud and clear? What Social Media options can we use and why do we want to go to all the bother of this social media stuff anyway. You signed up for bootcamp for a reason! What is that reason!!

Day 8: Who is your target market?

Today I want you to create your "ideal client" persona (Your IC). I want you to give as much detail about this person as you can. Age, gender, where do they live, single, engaged, married, with kids, without kids, with dogs, without dogs, own their own home, etc etc. I want you to think about all the clients that you have worked with up until now and add a little of each of them into this character. I want you to spend 15 minutes writing up exactly who this potential client is and get as specific as you can. The more specific, the more it will help with tomorrows exercise.

MY IDEAL CLIENT (IC) IS:

Day 9: what is your key message?

What 5 words do you want to associate with your brand? Looking at those 5 words I want you to write a "Key Message Statement". What is the message that you want your brand to send?

Your key message will communicate directly to your audience. Key messages should get you audience curious about what you have to say and curiosity is the first step into participation. Social media is different to traditional forms of marketing because it's about putting personality and voice to who you are and what you do. Your key messages will communicate that time and time again. It's at the core of your services and it reflects your entire reason for having a business at all.

A key message should be the one thing that you want to tell people about your business. It should explain why they should care about what you do.

What a key message:

- **IS NOT** A product description
- **IS NOT** A tag line
- **IS NOT** A mission or vision statement.

This key message statement can be revised at the end of this course. You are not locked into what you write now. Some key messages created by brand strategist and big advertising companies can take months and megabucks to develop so don't over think it.

Here are some examples.

Family Portrait Sessions are fun and remind you of what is really important in life.

Reminding you of how beautiful your children are at all the important milestones.

Preserving the important things in life that money just can't buy!

FIVE WORDS THAT I WANT ASSOCIATED WITH MY BRAND:

- 1.
- 2.
- 3.
- 4.
- 5.

MY KEY MESSAGE STATEMENT

Day 10: Where will we find our ideal clients?

Revisit what you wrote for day 8 about your target market and IC: we know who our ideal client (IC) is and now we need to look at where they will be found. Think about where someone like your ideal client might be found. List 7 online places that they might hang out. Or online forums they might get involved in. you can revisit this as we learn more about the different online environments.

Tomorrow we will revisit this list and make sure that we have the knowledge of where our IC might be found.

MY IC WILL BE FOUND USING:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Day 11 Getting a feel for the environment.

Let's see how far we have come so far. We have prepared our logo, our bio, our headshot and our portfolio. We know who our target audience is, what we want them to know about us and a rough idea of where they might hang out. So we will now have a good look at those places that they might be.

I have listed them in alphabetical order as there is not one that is more important than the other. It depends on your IC and what is important to them. This is a brief overview of what each social media vehicle is. We don't like to reinvent the wheel and we found this great pdf online that will give you fantastic in-depth info - way more info than we have here. Please go and check it out at http://d2eeiprcrdle6.cloudfront.net/guides/beginners_guide_to_social_media.pdf

This is the perfect time to go back and revisit our thoughts from Day 10 and ensure that we know where we can best find our IC's. consider you IC while you are looking at all the options.

There is so many options and we need to look at what is going to work for us best in our business.

Let's start by getting an understanding and overview of each of the current major players. This link: <http://www.statisticbrain.com/social-networking-statistics/> will give you the current statistics about who is using what. It's a great way to also investigate your options. **UPDATE NOTE: [Social Media Statistics & Facts | Statista](#) is a link that will help. The previous link needs log in to see information.**

Blogs: Your website is the store window but the blog is our virtual shop. The blog gives your potential clients a virtual door to walk through, wander around, and browse your place of business. They get to know the style and feel of your business. It is just one more cog that we can use in our social media strategy. It gives us content that we can also share on other social media that we might use like Facebook, Pinterest or Twitter.

Facebook: Facebook is currently the largest of the social media networks. But remember that myspace once was, and before that instant messaging like ICQ

Facebook is great. You get to keep up with what your friends and family are up to. You get to share what your business is up to. You can message via facebook, you can share pictures and videos, and best off all you get to decide who stays as your friends, who you accept as your friends, who you see regular posts of, and who you can block.

Facebook has changed the way businesses work on their platform since December 2013, making it harder to reach your intended audience if you don't already have great engagement with them. There are some tricks to what works and what doesn't but ultimately Facebook is a business and want you to pay to get your business message out there. That is why they have made the changes that they have.

Google +: Google is the big gun when it comes to searching so it makes sense to ensure you have your profile well and truly built here. Whether you choose to have a page for your business on Google + or not, you must without question have a google profile and make sure it connects to all the social media in your strategy. This is a no brainer must have part of your online strategy.

Instagram: This is a great platform for visual content. It's in sequential order and you see everything. Anyone can follow you and you can follow anyone. You can use still images and video.

LinkedIn: Business to business. If your business is geared to selling to businesses then this is a great place to get to know and understand. If you want to work with other business's you can search your contacts to see if you have a path to someone through someone you might know to get a contact that way. You can set up a business profile, have people recommend your services and so on.

Pinterest: This is the new kid on the block but becoming more and more useful as its networks grow. It is like the idea behind vision boards. A vision board is a collection of images, pictures, affirmation of whatever the vision is for. Pinterest allows you to create a pinboard for a topic then pin images and video from the internet on to this board. If someone else likes your pin they can go directly to the site that you pinned it from. You can repin on here as well. And search for pins and pinboards via a search facility. It is an amazing tool for business when used well but you can spend hours wandering around looking at all the pretty things!!

Twitter: Twitter was initially created as a micro blogging site. A way to quickly tell your followers what you had been up to, how your day was going, the little successes that came along, and keep in touch with the world. It is still good for that.

It's for quick communications, small blurbs of information, and is mostly used as a public platform. Although you can make your settings private, most don't.

You can retweet something that someone else has said and you can search for what others have said on a particular topic by the use of hashtags (which we will cover fully later on).

YouTube: Video is the new black. Video online is getting more plays, shares and views than any other content. You don't have to read it, you just sit back and watch it. You can YouTube how to fix your car, how to braid your hair, how to curl your eyelashes!!

If you have the skills to create video content then it will really help your online presence and we will cover some easy options later on.

NEW AND NOTEWORTHY: *TicTok cannot be ignored and is very powerful. It is currently the fastest growing platform and worth investigating.*

NOW THAT I HAVE INVESTIGATED ALL THE CHOICES I WILL CONCENTRATE ON THE FOLLOWING AS A PRIORITY:

- 1.
- 2.
- 3.

Day 12: Knowing what you are capable of.

Let's get serious here. How much time each week can you dedicate to your business social media? Are you already feeling overwhelmed? Do you really want this but don't think you can pull it off?

If you are going to be serious about this then you need to dedicate time each week or each month to make it happen. But how much time do you need? Well that's the magic question. It depends on what you do online. So let's turn this around and decide how much time we can give it and then work our strategy around that.

NOTE: DO NOT SPEND MORE THAN 1 HR EACH DAY ON SOCIAL MEDIA.

Can we dedicate 10 minutes each day, 1 hour each week, 1 half day each week, 1 day each month? Let's take baby steps and try not to overwhelm ourselves or the job just wont get done.

Perhaps we can start by doing small jobs and build up our strategy over time.

So this is your task for today. How much time each week are you going to dedicate to getting this job done? And when. The WHEN is so important. Make a commitment and put this time into your diary to be done. If it's not in your diary it won't get done. If it's scheduled then it MUST get done. Put a timer reminder on your phone if you don't use a diary if you have to, but get it into your schedule. And commit to it.

Change starts with the smallest of steps. If you make this small change of scheduling this task and stick to it then it WILL happen.

I am going to dedicate _____ each week to my social media strategy.

I will remind myself that it needs to be done by _____.

Day 13: The Why.

Yesterday we made a commitment to schedule time to create a web presence. Today we will decide why this is so important for your business.

So why is it so important? Why do we need an online presence?

What is the first thing that you do when you start to research purchasing something, anything? You Google it right? Or if you are looking at purchasing from a particular business you check out their web site or Google them.

What happens when you can't find any good information about the business that you are Googling? Do you still trust them to do whatever it is you are hiring them for? Do you trust someone who has a website, Facebook page, blog etc more than someone who just has a listing in the local business guide or the yellow pages web site?

So if you agree that it is important to have a great online presence then we want a way to remind you of that every day. And remind you of how important to your business that is.

Here are some examples of some statements that you can use. Feel free to use one of these, adapt it for yourself or make up one that suits you better.

- “I will attract the right clients for my business by showing the world who I am and what I stand for.”
- “I love what I do and I want to share that with the world”
- “I feel great doing things that will increase my bottom line”
- “My wealth will increase as the world sees the wonderful things I have to offer”
- “I courageously sell my ideas.”
- “I am inspired and have the power to accomplish everything I need to do today.”
- “I focus on what is truly essential.”

Once you have your statement created I want you to put it somewhere you can see it every day. On the desktop of your computer, print it out and stick it to the wall, create an alarm on your phone that goes off and tells you the statement the same time each day. Humans can easily be distracted and we want to make sure that you are successful so this is an important step in making sure that you are ready for this challenge.

MY STRATEGY STATEMENT IS:

MY STATEMENT WILL BE PUT:

Day 14: looking at what you already have

Today we are going to do a stock take of what you already have. We want to know this so we can see how much of the work is already done. You might find that you have done a much better job than you think you have.

Lets make a list:

WHAT	BLOG	FACEBOOK BUSINESS PAGE	INSTAGRAM	GOOGLE +	LINKED IN	PINTEREST	TWITTER	T ictok	YOUTUBE
Do I HAVE AN ACCOUNT									
Do I USE IT									
Do I REMEMBER MY PASSWORD?									
IS MY INFORMATION UP TO DATE ON THAT PLATFORM.									
IF I USE IT, OVER WHAT TIME SPAN WERE THE LAST 4 POSTINGS									
CAN I SEE ANY BENEFIT IN USING IT FOR MY BUSINESS?									

Websites are an entirely different creature to the social network side of things and need to be worked on differently. This is because your website is your virtual store window. It's a great place for people to find you, find out about you, for you to showcase who you are and what you do. Your website should be the central area that all your social networks radiate out from.

There are some things that you could think about with your website. Do you have a single web site for your business or do you have multiple sites depending on the genre that you are showcasing? Are you happy with how your website looks and feels? Websites are an entire course just on their own so we won't go too much into them here but you need to make sure that you have some basics online. Does your website say where you are located and where you are willing to take clients from if you travel to them? Can you be contacted EASILY from your contact info? Do you have all your social media links on your website? There is nothing more frustrating than finding someone that I want to hire and the finding out that they are not in my area, or not being able to find a contact phone number. Remember that anything that makes it difficult to contact you will put up a block and stop work coming your way.

Here is a great link and so much more can be Googled about websites and what they must have.
<http://fuguay-varina.com/05/marketing/10-small-business-website-must-haves-2014/>

UPDATED LINK: [22 Must Haves For Your Website In 2022 | WebBox®](#)

If your website is not up to scratch but you have one, then you can revisit your website design after you have completed this challenge. Don't panic about it for now. If you don't have one at all then you need to ask yourself why?

A great resource to see what others think of your site is <http://peek.usertesting.com>

Peek sends a real person to go and look at your site and give you feedback as to their experience of visiting your site. They then send you a video capture of the session so you can hear and see what the person was doing and saying about your site. A great place to start.

Week 3 time to get the work online.

*Thinking too long about doing something is often the reason it never gets done.
~unknown*

Up until now we have been working offline. This week we really start getting this stuff done by going online. All the work for the last 2 weeks have been leading up to this. And because we have done the work, this week will be easier than we think because the preparation has been done and we know why, where and how we are going to tackle this social media stuff.

Day 15: Starting with the must haves.

Now that we have a basic understanding of what is out there, where do we start? There are some things that are “must haves” and should be the first thing that you tackle.

Consistency is the key: on your current social media platform/s I want you to go and use the files we created in the first week and update as many of these vehicles as possible.

MAKE SURE YOUR GOOGLE PROFILE IS UP TO DATE: BECAUSE GOOGLE IS SUCH A BIG PLAYER MAKE SURE YOU HAVE A GOOGLE PROFILE, IT CAN JUST BE A PERSONAL PROFILE BUT MAKE SURE ALL YOUR WEB INFO AND SOCIAL MEDIA PAGES ARE UP TO DATE. AND A REMINDER THAT YOUR PROFILE PICTURE IS THE SAME ACROSS ALL SOCIAL MEDIA.

GO TO ALL THE PLACES YOU HAVE ONLINE AND MAKE SURE THE INFORMATION FOR ALL OF THEM IS THE SAME. PAY SPECIAL ATTENTION TO THE PLACES THAT YOUR IC IS A REGULAR VISITOR OF.

WATCH THE “TALKING TO” SESSION THAT WE RECORDED WITH DAVID WATSON IN JULY 2014. THIS TALKS A HEAP ABOUT SOCIAL MEDIA AND EXPLAINS A BIT MORE ABOUT THE MUST HAVES.

Day 16: Keywords

Remember back on day 9 when I asked you to write out 5 keywords about your business. Today I want you to expand on that so you have a group of key words that you can use in your online environment.

I WANT YOU TO THINK ABOUT THE DIFFERENT PRODUCTS OR SERVICES THAT YOU HAVE AND LIST THEM. THEN I WANT YOU TO THINK OF 5 KEYWORDS THAT YOU WANT TO ASSOCIATE WITH THOSE PRODUCTS OR SERVICES. KEEP THIS LIST HANDY SO THAT YOU CAN LOOK AT IT AND USE THESE WORDS WHEN CREATING CONTENT FOR YOUR SITE AND SOCIAL MEDIA.

Day 17: Content is King Part 1

It doesn't really matter what platforms we decide to use on our social media, but we do need good content so the next few days is going to be about generating that content.

We are going to do this in 2 steps. First we are going to brainstorm ideas, then we are going to take those ideas and work out how we can use them.

If you are struggling for ideas spend 15 mins Googling blog ideas and Facebook post ideas.

The main thing is to dump down as many ideas as we can no matter how crazy or strange they might sound. Now is the time to start getting those ideas down on paper.

Take out a blank piece of paper and write down everything you can think of that you could post or create content about. Any ideas you have for posts, any ideas you have for showing off your client work, any ideas you have for showing off your personal work. Old work, inspirations, using quotes to talk about something. Just anything that you can think of that might make good content.

Some of your ideas will be on the fly, types of things like "sneak peeks" or "this just happened" types of things. Some will be things you could do regularly.

Give yourself 15 mins to do this. Turn off all distractions and just concentrate on this one task.

Now take your list and work out which ones you can do each week, each fortnight, occasionally, whenever something special happens!

The ones you can do each week or each fortnight are going to make up your prewritten content. The occasionally, whenever something special happens will be written on the fly.

Get a good night's sleep for tomorrow we begin.

BRAINSTORM IDEAS

Day 18: 4 Content pieces / blog posts Part 1

Today we are going to look back on that list we wrote on Day 17, pick 4 topics, and write 4 blog posts. Even if you are not going to use blogs as part of your strategy do this exercise to help you to start to create content. If you are thinking of using video instead of blogs draft up a video scenario. If you are planning to use Instagram think about what you can photograph that would fit the 4 topics then think of text to add to them.

YOU ARE TO GIVE YOURSELF 15 MINUTES TO WRITE EACH ONE. DON'T THINK ABOUT WHAT YOU'RE WRITING, JUST WRITE IT. DON'T EDIT THE FIRST ONE AFTER YOU HAVE WRITTEN IT, JUST GO ON TO THE NEXT ONE.

Here is an article written by our resident social media guru David Watson which explains it perfectly. <http://strategypoint.com.au/blog/2014/3/8/social-media-challenge-15> and I couldn't find any way to write it more succinctly or better than David has put it in this blog post.

Now you have the basics for your first blog posts. Save them and put them away until tomorrow. Baby steps my friend.

Day 19: Scrubbing up the draft part 2

When you first write a blog post its best just to sit and let it flow. You need to go back and write 4 blog posts. Now you have your first months' worth of blog posts ready to go.

And of course I have already written a blog post about this so check out <http://thesegirlsmeanbusiness.com.au/writing-perfect-blog-post-thing/> - no longer online. See Appendix A

TODAY I WANT YOU TO POLISH YOUR 4 BLOG POSTS. ONLY SPEND 15 MINUTESS ON A QUICK CLEAN UP AND REWRITE BITS AS YOU NEED TO. IT'S NOT ONLINE YET SO YOU CAN'T STUFF IT UP!! BE BRAVE AND ONCE YOU HAVE FINISHED GO BACK TO WHAT DAVID WATSONS ADVICE WAS AND ASK YOURSELF THESE QUESTIONS:

WHAT IS YOUR KEY POINT? DO YOU WANT YOUR READER TO TAKE ACTION? IF SO WHAT IS THAT ACTION? AND DO YOU HAVE SOME IMAGES THAT YOU CAN USE TO HELP TELL THE STORY?

Congratulations, you have 4 blog posts ready to go. If you post one a week that is an entire months ready to roll.

Once you have finished this process you are ready to get started on Content is King part 2

Day 20: Content is King Part 2

Let's go back to our brainstorming from a few days ago and look at breaking up all that great info that we dumped into bite size chunks.

GRAB A PIECE OF PAPER AND DIVIDE IT UP INTO 4 PARTS. PUT THE HEADINGS WEEKLY, MONTHLY, OCCASIONALLY AND WHENEVER ON TO THE PAGE LIKE THIS.

WEEKLY	MONTHLY
OCCASIONALLY	WHENEVER

NOW WORK THROUGH YOUR LIST AND WORK OUT WHAT SHOULD GO WHERE. WHAT CAN YOU DO EVERY WEEK? WHAT CAN YOU DO EVERY MONTH, WHAT WILL BECOME OCCASIONAL SNIPPETS AND WHAT WILL YOU DO WHENEVER THE OPPORTUNITY PROVIDES.

WEEKLY COULD BE A QUOTE OF THE WEEK, SHOT OF THE WEEK, SMILE OF THE WEEK, REMEMBER WHEN (LOOK BACK AT SOME SHOTS THAT YOU HAVE DONE IN THE PAST AND HIGHLIGHT THEM). ALL SORT OF IDEAS THAT YOU COULD DO AS A WEEKLY THING.

MONTHLY COULD BE A MONTHLY SPECIAL, A MONTHLY THEME, A PRODUCT OF THE MONTH ETC.

OCCASIONALLY COULD BE AWARDS THAT YOU WIN, BRAGGING RIGHTS, A NICE THANK YOU CARD YOU RECEIVE AND SO ON.

WHENEVER COULD BE CLIENT WORK READY TO WALK OUT THE DOOR, SNEAK PEEKS OF CLIENT WORK, ANYTHING THAT WILL HAPPEN REGULARLY BUT THAT YOU CAN'T PREDICT WHEN IT WILL HAPPEN?

Need more ideas? How about a photograph of that client work that you have ready to collect, put up some old images that you love or want to talk about, share you blog post or an idea for a shoot you might have!

If you do sneak peeks how do you do them? I love to create a Facebook cover image and have my clients tag themselves in them. They go viral!!! My clients can't print them to any decent size because they are in templates and the image quality is too low but it keeps the excitement up surrounding our photo shoot and makes them excited to see more via their gallery (I currently sell

*21 Day Ultimate Social Media Bootcamp! The photographers Workbook
by These Girls Mean Business ©2014 Melissa Neumann and Carol Lange*

from an online gallery). Their friends see it and if their friend's comment then their friend's friends see it. And yes there is already a blog post written about that at <http://thesegirlsmeanbusiness.com.au/marketing-ideas-the-facebook-cover-strategy/>

Do you do video? How about investing in Amimoto to create really lovely snippets of shoots – featured shoot of the week perhaps. Great advertising. Make them short and sweet, no one likes to watch for too long.

What about taking inspirational words and adding them to an image of your own. Images that are not necessarily your everyday work but some of the images that you create outside of your everyday shoots. This is a great creative outlet as well as a great idea for Facebook posts.

You can try doing something once a week – like “Friday flashbacks” and find photographs from your past to share with your new followers. Or “Magic Monday”, your favourite shot of the week. Consistent things like that will keep your followers looking for them.

Day 21: Time to decide the where!!

We now have a table of great ideas that we can call on to create all sorts of great social media content. From this point onwards it's all about where we are going to put this content. And how to make the most out of each little juicy chunk of content that we will create.

Some of the content can be shared across our social media networks. We can post about our blog post, or tweet it. We can use the same content on Facebook and Google+. We can create a content piece on YouTube and blog it and Facebook it, and tweet it, and blog it, and even Pinterest it if we want to.

We have looked very briefly at the different current players in the social media world but we now have to make the decision as to what we are going to use. Remember that each and every medium will take that little bit of extra time, but we also don't want to put all of our eggs in the one basket.

But we do need to start somewhere. We need to start with what we already have up and running. If you have not done anything in the social media arena then you can choose one to get started with.

I would suggest that everyone can use a Facebook page. It's the biggest of the social media players currently so that is probably a great place to start. You can replicate the content on your Facebook page on to Google+ as well if you like, this will grow two trees from one seed.

Don't worry if you don't have many people on your Facebook business page. It will take time to nurture but you need to keep at it and in the next few days we are going to look at how to do this without having to spend hours every day getting the posts just right.

In Conclusion:

Congratulation. You survived Bootcamp!

You made it and now you know all the reasons why social media is important to you. You know where you are going to be. You have a heap of ideas as to what you are going to put out there, and you have a solid key message to deliver.

FROM HERE ON MY FRIEND IT IS ALL UP TO YOU.

But we don't want you to be completely on your own. We have included the BonusMaterials.zip (**this has not been updated but still useful.**) file that comes with your weekly social media planner to help you flesh out the content and plan your time. There are some other bonuses in there to that you can go and check out if you want to continue working on your strategy.

It is now up to you to come up with a plan that will suit your business.

Remember that YOU are the only one that can now move your social media strategy forward.

We have given you the tools now go and make it happen. You survived bootcamp. You are ready to take on your social media and make that impact that you know a great strategy can make.

Appendix A: Writing the perfect blog post – is there such a thing?

If you are going to blog you need to work out how regularly you are going to blog, what you are going to blog and how you're going to blog. But one of the biggest hurdles to getting into blogging is actually writing the blogs. Blogging strategy is an entirely separate post but what I want to talk today about is the sitting down and actually writing the content.

I have many business people that find writing blog posts really difficult to do. And it is for most of us!! That is because we expect that as we write, the perfect blog post is going to appear. That rarely happens.

Here is how I like to work, it might help you work out how you could work. I think about the main point of my blog post. A summary of what I want to message to be. Then I just let it flow. Write down all the sentences and paragraphs that will explain this message. Just get it all out and down on paper. You might have double ups of what you're saying, you might have part sentence's, you might have single words or bullet points. But all that you need will be there.

Then you can go back over what you have written and start to make sense of it. You can edit, then edit, then edit again until it is shaped into something that you're happy with. If you want to go one step further you can get someone to look at it as another editor and ask them what they think the message is and see if it matches up with what you wanted it to say.

Remember that you should not spend a week getting your blog post perfect. You need to limit how much time you spend with each post – time is money after all. But Blogging can become a major part of your business if used in a blogging strategy plan. If you blog off and on it can actually do more harm than good to your business. So if you decide to blog, make a commitment and a plan.