

Blueprint to help out Standout Hitting.

1. Ultimate goal is to reach 10k followers and in the process gain more clients.

How are we going to do that (this is a long time plan) put into a simple and effective way to achieve it.

- Since we currently only have instagram to get attention from others that puts us at a little disadvantage, but it's okay because we are going to do things to get more attention.
1. Post reels with valuable content that attracts parents, not just kids. Share tips on how proper training can open up opportunities in baseball, share success stories that you have made happen like yourself, your brother, diego, etc. (This can also be a part of your website page for credibility and trust). And share a little bit of data on how sports have a positive impact on kids development, the mental side of the game.
- Once we have gotten more attention from just instagram we can lead them to your bio, and the clients can check out more of your page and see more content that you have posted.
1. I see that other businesses use tactics like breakdowns of MLB players swings, and sharing Hitting drills (You yourself doing and explaining) to attract more customers. They also do a lot of the actual coach explaining things and giving little tips or cues on what happens in the swing. You want to give them enough to inspire curiosity so they can keep on scrolling on your page to find more answers. That as an audience builds more trust to you as the coach thinking, "ok, i like what this guy is saying and doing, it makes sense". This is what I see other businesses do and gets them the most amount of attraction, (views).

Now once they actually decide to click on your bio because we gave them so much confidence that you are the guy they can trust to train their kids. You have your landing page to actually get bookings. I think this link can use a little bit more work to build even more trust. This is the part where we convert clicks into clients. How?

- ☐ Give the clients more credibility , testimonial on kids that have taken the next step because of your training.
- ☐ Certification that validates your experience and professionalism, people want to know that they are giving money to someone they can trust.
- ☐ The page has to have a clear description of your services, (what the client will get from working 1:1 with you).
- ☐ Offer free analysis, downloadable content, such as a little more in detail Hitting drill videos etc,for the parents contact info.
- ☐ And finally an effective call to action.