

Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

SOCIAL PRESENCE

In this vast sea of options, it's essential to embrace your uniqueness. You see, when your brand radiates your Soul Design exquisite brilliance and embodies your Archetypes, something magical happens. You naturally show up as your authentic self, and effortlessly become the irresistible FIRST choice for your clients.

Now, let's talk about your social media profiles. They're not just platforms for personal use when you're running a personality-based business. No, no, they are your very own **virtual hubs**, your powerful **websites for marketing your unique expertise** (and your offers with it).

Imagine this: someone lands on your profile, guided by the energetics of destiny, from a FB group, your captivating IG posts, or through a heartfelt LinkedIn recommendation. And what do they find? If they stumble upon something personal that doesn't align with your branding (endless "raising money" posts, suffering animals or humans, political stuff, too many family pics, etc.) they will immediately become disoriented and disinterested (they were following your Soul-aligned post to get there and now they see the "human you" they didn't care about). They won't perceive you as the expert you truly are. It's simply human nature!

Our brains are wired to conserve energy, seeking clarity, safety, and someone who can lead the way to the solution for us, without any unnecessary struggle or effort. Naturally, people gravitate towards those who provide them with a sense of security, guidance, and make their journey smoother – by being **consistent and clear**. Prospects crave a trustworthy and reliable partner in their pursuit of transformation.

That's why your profile must exude an aura of simple **clarity, dependability**, and the **version of power** that is aligned to your Archetypes (Nurturer or Romantic power looks and feels different than Ruler's or Maverick's).

It should make them feel like they can truly rely on you to be who you present yourself to be. Consistency becomes your superpower.

When they land on your profile, they must effortlessly (subconsciously) see you as the go-to authority who:

- ❖ **understands their pain** and specific struggles they are going through without judging them;
- ❖ has **insights and solutions, answers**, and makes them feel a deep sense of trust and safety;
- ❖ can help them **overcome their challenges**, and **fulfill their desires**.

Remember, gorgeous Soul, the power lies in aligning your personal brand with your Soul Design and Archetypes. Let your authentic self shine through every aspect of your online presence.

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SOCIAL MEDIA PRESENCE AUDIT

Below are **25 journal prompts** for you to explore. After completing them, you should have a clear picture of what needs to be adjusted. Answering these questions will help you elevate your online presence and magnetize your ideal audience. But it only works if you APPLY it!

1. When people land on your social profile, what captivating essence do they encounter? (Analyze each active profile you plan to utilize for your business - Facebook, LinkedIn, IG, etc.)
2. What social presence factors do you believe are hindering your ability to attract premium clients at this moment?
3. How do individuals perceive your online presence? (Evaluate each profile - Facebook, LinkedIn, IG, etc.) Are they witnessing your expertise, challenges, power, or perhaps even your beautiful mess? Or no business at all and only seeing the smiley faces of your children, or your pets? If someone looked at each of your profiles right now, what would they think of you?
4. Reflect on your activities over the past three months on your profile. (Scroll through your posts and absorb the overall impression they convey to others.)
5. Have you been sharing content that breathes life into your profile, making it alive and captivating?
6. Does your profile entice people to stay and engage with comments? (Take a trip down memory lane and examine posts from the past three months. Do you notice an abundance of comments or is it mostly just your voice?)
7. Do you rely heavily on the "share" button to populate your profile with content from other profiles/pages? (TIP: Minimizing this practice is crucial for building a successful business! It's time to elevate yourself above the average and avoid clutter.)
8. Have you set your profile/page settings to disallow tagging and posting without approval? (Being covered by other people's unrelated posts or MLM invitations creates an unprofessional appearance.)
9. What emotions are you currently experiencing?

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10. Remember, this is not about you exposing your bare soul and private details of your personal life online, but a strategic opportunity to attract clients online. How do you feel now, knowing this distinction?
11. Are you consistently embodying the role of a confident leader on your social profiles? (that is aligned with your Soul Design and Archetypes)
12. What is your profile tagline? (Ensure it remains consistent across all your social profiles!)
13. Does your tagline succinctly reflect the essence of your service and the value you bring to the world?

Remember, clarity trumps cleverness. While the tagline may not be the sole deciding factor for clients, it should clearly communicate what you do and who it's for. For example:

- *"I empower lightworkers to release generational karma and amplify impact"*
- *"I help corporate execs shed 20 lb of body weight and emotional baggage in 6 weeks"*
- *"I help women break free from toxic relationships and own their worth like a boss"*
- *"Transform emotional overwhelm into enchanting simplicity with hypnosis"*
- *"I help CEOs diagnose team problems without having to rehire in 90 days"*
- *"Seal the leaks in your financial bucket and secure your wealth"*

14. How frequently do you engage with your audience through comments and direct messages on your social profiles?
15. Are you utilizing the power of storytelling in your posts to create a deeper connection with your audience?
16. Do your profile visuals (cover photos, profile pictures) accurately represent your brand and convey a compelling message?
17. Are you leveraging the potential of video content on your social profiles to capture attention and deliver your message effectively?
18. Have you defined a consistent color palette and visual theme that reflects your brand across all your social profiles?
19. Are you actively building and nurturing a community by responding to comments, initiating conversations, and fostering engagement?

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- 20.** Conducted a thorough review of your bio/about section. Does it clearly communicate your expertise, values, and the benefits you offer?
- 21.** Are you incorporating relevant hashtags in your posts to increase discoverability and attract your target audience?
- 22.** Have you explored collaborations with complementary brands or influencers to expand your reach and tap into new audiences?
- 23.** Are you analyzing the performance of your social media posts (e.g., reach, engagement, conversions) to identify what content resonates best with your audience?
- 24.** Have you considered incorporating user-generated content (such as testimonials, reviews, or customer showcases) to enhance social proof and credibility?
- 25.** Are you leveraging the power of social media analytics on the business pages (FB, IG, LI) and insights to inform your content strategy and optimize your efforts?

Journal on these questions. You can type your answer below, or under each question, or just hand write in your notebook. You should have a huge revelation about your social media! I've heard many times responses like *"What the hell was I doing all these years!?"* Good, now you are aware of where changes must be made.

If you do not know yet HOW to make them – no problem, we will hit that spot somewhere down the road in the program. For now, change what you can, and keep a clear list of what you know needs to be addressed.

Remember, my dear magical Leader, the journey to creating impactful social media profiles is an ongoing process of experimentation, adaptation, and authentic connection.

You've got this!