

THE PROGRAM:

1. Prior to booking your session, answer the questions below and email them to tom@reynoldsgroupweb.com
2. One-on-One Session (approx 2.5 hours)
3. After Session, Work Plan Devised in Session for 10 Days
4. Schedule Follow-up Call (approx .5 hours) to Review 10 Day Efforts and Future Process

PRE SESSION QUESTIONNAIRE *(Necessary to determine best plan for your social media efforts)*

1. **About your Business** - What is your product/service? How long have you been in business? What are your goals? What are your challenges?
2. **About your Customer** - What is your customer like? What do your customers have in common? What do they say about you? Who else would you like to be your customer? How much repeat business do you have?
3. **Your Marketing Efforts** - What are you doing now to attract new business? How is working for you? What has not worked for you?

WHAT IS COVERED IN TRAINING:

Social Media 101

What is Social Media, Marketing and Networking?
Why Does it Exist?
How is it Different from Traditional Forms of Marketing?
How Do You Use It to Market Your Business Online?

Social Media Language

What works and What Does Not
Making Sure Potential Customers Become Long Term Clients

Social Media Strategy Specifics for Your Goals

Time Allowance vs. Results
Homework Assignment (Focusing your Efforts)
What Social Networks You Should Belong to and How to Use Them

Three Things You Can Start Doing Now

1. Pump your Profile (website and personal)
2. Join Groups
3. Start Conversations (website and other forums)



WARNING: *You are three hours away from understanding the social media phenomena and how to use your newly found expertise to benefit your business and increase your exposure.*

***One-on-One Three Hour Intensive \$300**

**Ask for Quote for Group Trainings and Company Seminars.*

Contact the Reynolds Group

for more details **818.371.5311**