

THE LUCRATIVE ARTIST

Business and Leadership Coaching for Artists

5 Steps to Enhance Your Social Media Presence

1. Self-Assessment

- A. Are you consistent with your messaging across all your pages? (Personal FB page, Business page, Instagram, LinkedIn, etc.)
- B. Is everything “professional” looking from the perspective of a paying ideal client?
- C. Is it clear who you serve when looking at each of your profiles?
- D. Is it clear what challenge you specialize in supporting your clients with?
- E. Is your overarching message what leads?

Tip: Have a trustworthy friend review your profiles and give honest feedback with the above questions.

2. Keep posts focused and centered on 3-4 key topics you want to be known for.

(Talk about the same client-attracting topics in your marketing you’ll ultimately work with clients on.)

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|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |

What three or four different angles or perspectives on the above topics could you present?

3. Make Sure You’re Keeping Things Short! Keep demo/teaser videos around three minutes, make lengthy written posts no more than a few finger swipes or mouse scrolls, edit things down and include links (Linking in comments help with algorithms).

4. Show up Frequently and Consistently. When can your engaged audience count on seeing you showing up for them? Consider a regular posting schedule and setting specific times to “go live” once or twice a week.

5. Podcasts/Videos: Create your own content, host guests, and/or be a guest for others.

Tip to grow your email list: In each post consider including when possible a “call to action” or something people have to “opt in” to in receive in order to grow your contact list.