

A couple of things

- 1) create a business page
- 2) invite friends and relatives first
- 3) Content is king, make it entertaining, fun
- 4) Posts especially video does not need to be perfect, you are human
- 5) when selling a car, take a picture with the customers phone, post it to their social media (Facebook, Instagram, etc.) and have them tag you in it, you are now in their feed, seen by their sphere of influence!

