

Hate Social Media?

**Here's the Bare Minimum Strategy
for New Solopreneurs!**



**No daily posting.
No trends.
Just what actually works.**

Virtually Debbie

The Problem

Social media can feel like a black hole. You spend time crafting posts... and crickets. 🌀

Meanwhile, experts tell you to post daily, go live, and engage 24/7.

Who has time for that?

 **You don't need to do it all to get results.**

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The Good News

You don't have to be
EVERYWHERE.

A minimalist strategy
can still grow your business,
without the burnout.

 Pick one platform and start small.

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Step 1: Choose ONE Platform

 **Where are your clients?**

Choose wisely:



Instagram

Creatives, coaches, wellness pros



LinkedIn

B2B, consultants, OBMs, VAs



Facebook

Local businesses, community-driven brands



TikTok

Personality-driven brands, educators



Pinterest

Bloggers, e-commerce, evergreen content

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Step 2: The Bare Minimum Posting Plan

Posting daily? Nope.
Start with this instead:

Bare Minimum Strategy

1 post/week

Make it count (tips, BTS, client Q&A)

2 posts/week

Alternate value & connection

3 posts/week

Teach, connect, sell

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Step 3: Setup Social Proof

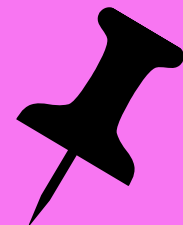
Even if you barely post, make sure your profile is STRONG!

Clear bio

LINK IN BIO

(Who you are & what you do)

Pinned posts



(Intro, testimonials, services)

Call to action

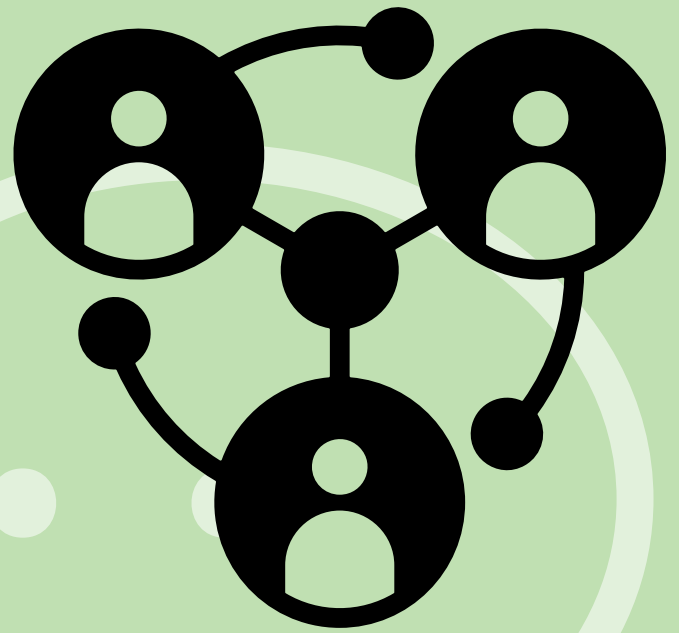


(Tell them what to do next!)

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Step 4: Engagement Matters More Than Posting

**You don't have to
post daily,
BUT engagement
is KEY!**



If you have 5-10 mins, do this:

- ✓ **Comment on 3 posts from ideal clients**
- ✓ **Reply to comments on your own posts**
- ✓ **DM new followers with a friendly intro
(not salesy!)**

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Step 5: When to Level Up (or Outsource)

When you're ready,
you can...

- ✓ Increase posting frequency
- ✓ Experiment with stories & video
- ✓ Repurpose content across platforms
- ✓ Hire a VA to help with engagement



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Social Media Doesn't Have to Rule Your Life

**Start small.
Be consistent.
Engage a little.
That's it.**

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Final Thoughts

You don't have to **LOVE** social media
but you **CAN** make it work for you!



👉 Save this for later!

👉 Follow for more solopreneur tips!

👉 DM me if you need a simple strategy!

Virtually Debbie