

Business Building  
Toolkit

*inspired*  
to serve

# BUSINESS BUILDING TOOLKIT

SOCIAL MEDIA, WEBSITE, PAYMENT  
PLATFORMS + EMAIL LIST

TALIA'S STRATEGY FOR USING FACEBOOK  
TO GROW YOUR BUSINESS AUTHENTICALLY



## THE STAPLES

These are the starting points for any online business. As always, feel into what feels right for you.

**A Business Social Media Account.** It needs to be in your business name because it needs to be clear, consistent and streamlined. You don't want potential clients needing to scroll through images you've shared, birthday posts and lunch pictures.

**A Website.** In my opinion, a website is an essential element. First off, it will be brought up easily in Google searches which makes you easier to find. Also, it is a central place where someone can read and learn all about you (or at least the basic information about your services). This is a must do and it can be simple.

**An Email List.** An email list is a powerful thing to have because if social media ever crashes, your account is hacked or closed down - you still have a direct link to your people! It also allows you to send them personal, incredible content that has them know, like and trust you over time, I highly suggest starting an email list (even if it seems advanced right now) and I will be taking you through the process to start adding emails to it!

**A Payment Platform.** To accept money for your services, offerings and/or products. You can accept donations, recurring payments, invoices etc. This is also a very easy way to keep your finances organized and to know clearly how much income is coming into your business.

## SOCIAL MEDIA

I highly recommend setting up your social media accounts before you know what you are going to do with them. This is you moving forward and allowing the Universe to support you.

Social media is most likely going to be the place where you find a lot of your clients and connect to them. In order for someone to buy from you, they need to feel like they KNOW, LIKE + TRUST you. This is a huge part of selling and can't be overlooked.

I want you to pick one (or two if you're really passionate) platform where you would like to have your content centralized.

There are a few key things to think about when choosing social media platforms to use:

1 - **What type of service/offerings do you have?** Do you make longer videos such as a cooking show or piano lessons? Do you post pictures? Do you post small clips?

2 - **Where are your ideal clients?** Where are they hanging out? This is important because you cannot find your clients on Twitter if they only are using Instagram.

3 - **Which platforms do you enjoy using?** You will never have to use platforms you hate. The Universe puts in you the tools to be all you can be so naturally the ones you gravitate to personally will probably be what you end up using.

THE MAIN SOCIAL MEDIA PLATFORMS TO CONSIDER:

Instagram

Facebook

Youtube

Twitter

Pinterest (mostly for blogs + podcasts)

Tik Tok

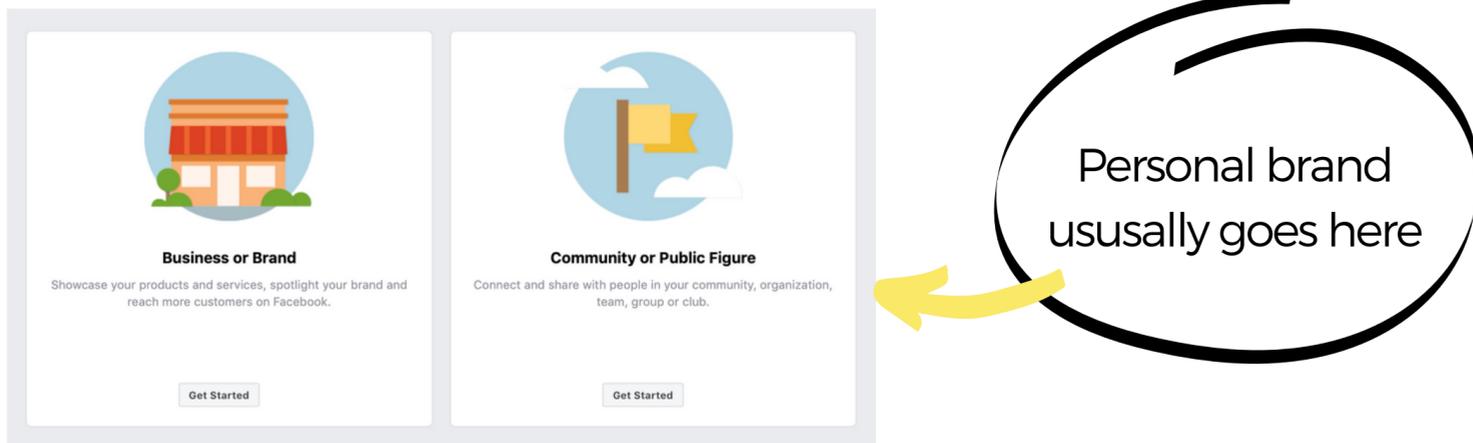


## SETTING UP SOCIAL MEDIA

Each platform has a slightly different sign up process but they are really easy.

If you have chosen **Facebook** as one of your platforms, you'll need to Create A Page.

1 - Go to [facebook.com/pages/create](https://facebook.com/pages/create) and select the type of page



2 - Enter the page name, category and a few other basic questions.

3- Next, get the basic images set up such as cover photo + profile picture.

### Good to know:

You can change your page name gradually up until you have 200 Likes and then you can only change it once.

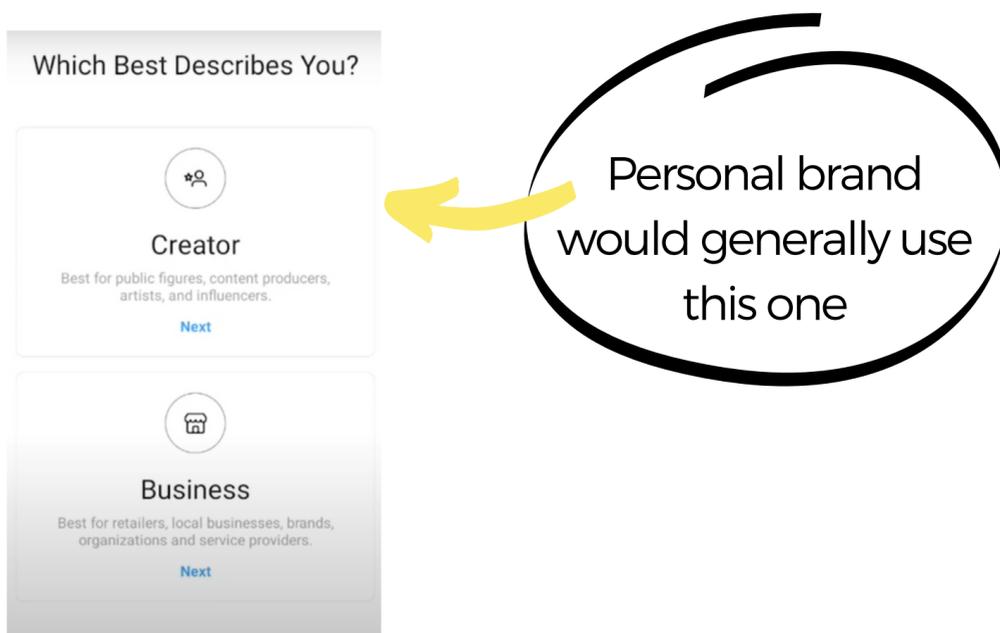


## SETTING UP SOCIAL MEDIA

Each platform has a slightly different Sign Up process but they are really easy.

If you have chosen **Instagram** as one of your platforms, you'll need to go to the app and create a new business account.

### 1 - Select the type of account



2 - Enter the account name and a few other basic questions.

3- Next, get your profile picture up. If you have another social media accounts, use the same photo across the platforms.

4 - Edit your info in the app, give a sentence (your mission) for your account home page and leave how they can contact you.

### Good to know:

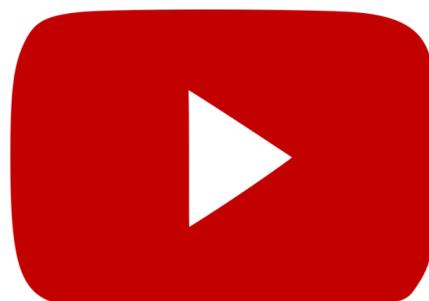
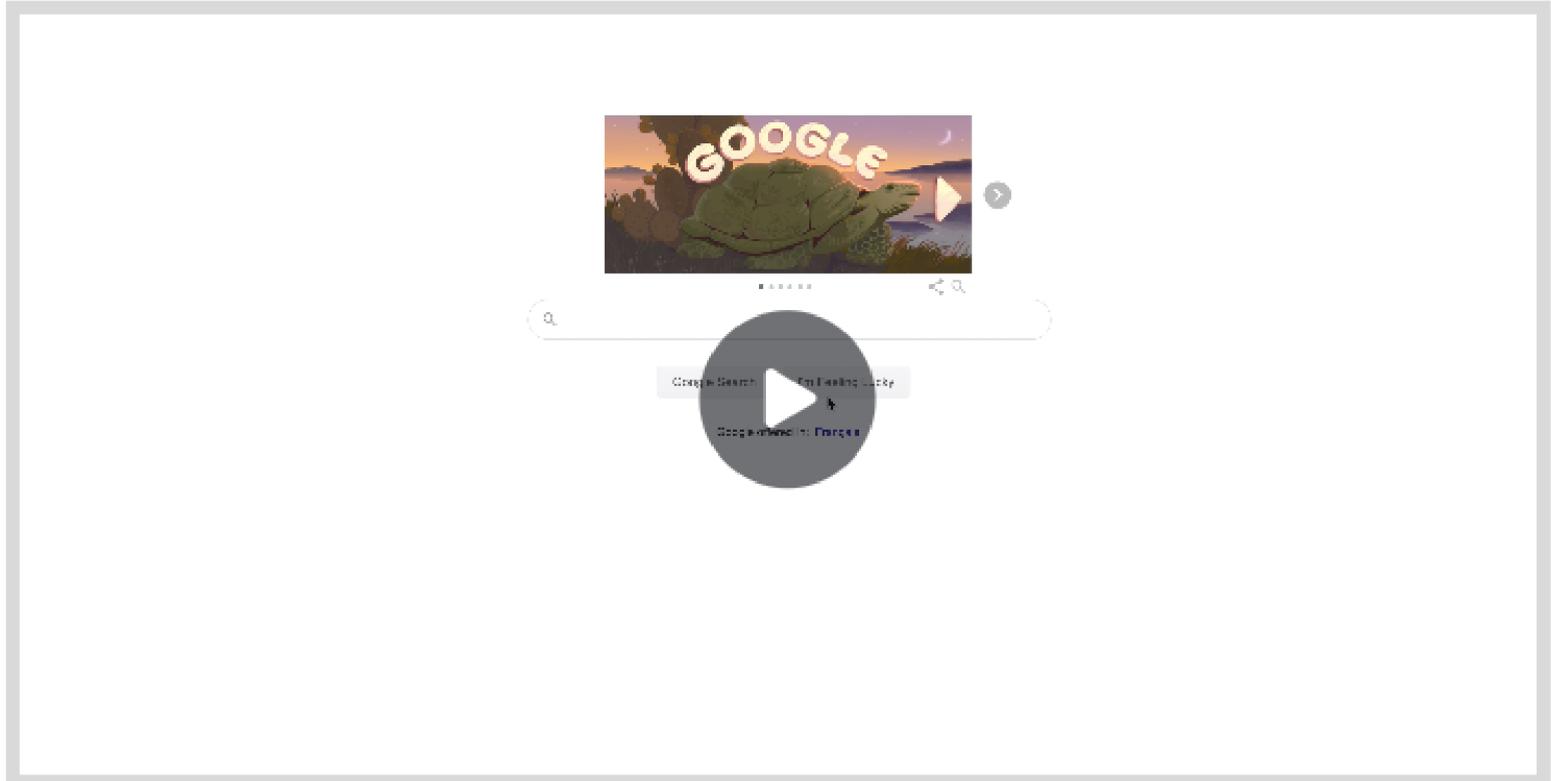
You can change your IG account + username name as often as you like. Once you start promoting it though, don't change it.

## SETTING UP SOCIAL MEDIA

If you have chosen **YouTube** as one of your platforms, you'll need to create a new gmail account first.

1 - **Create a new gmail account using your professional handle.** If you do'nt have a business name yet, make it your name if available. Don't worry - the gmail address attached to your Youtube account isn't seen easily so even if you have yourname13@gmail.com - its fine.

2 - **Follow along with the video below**

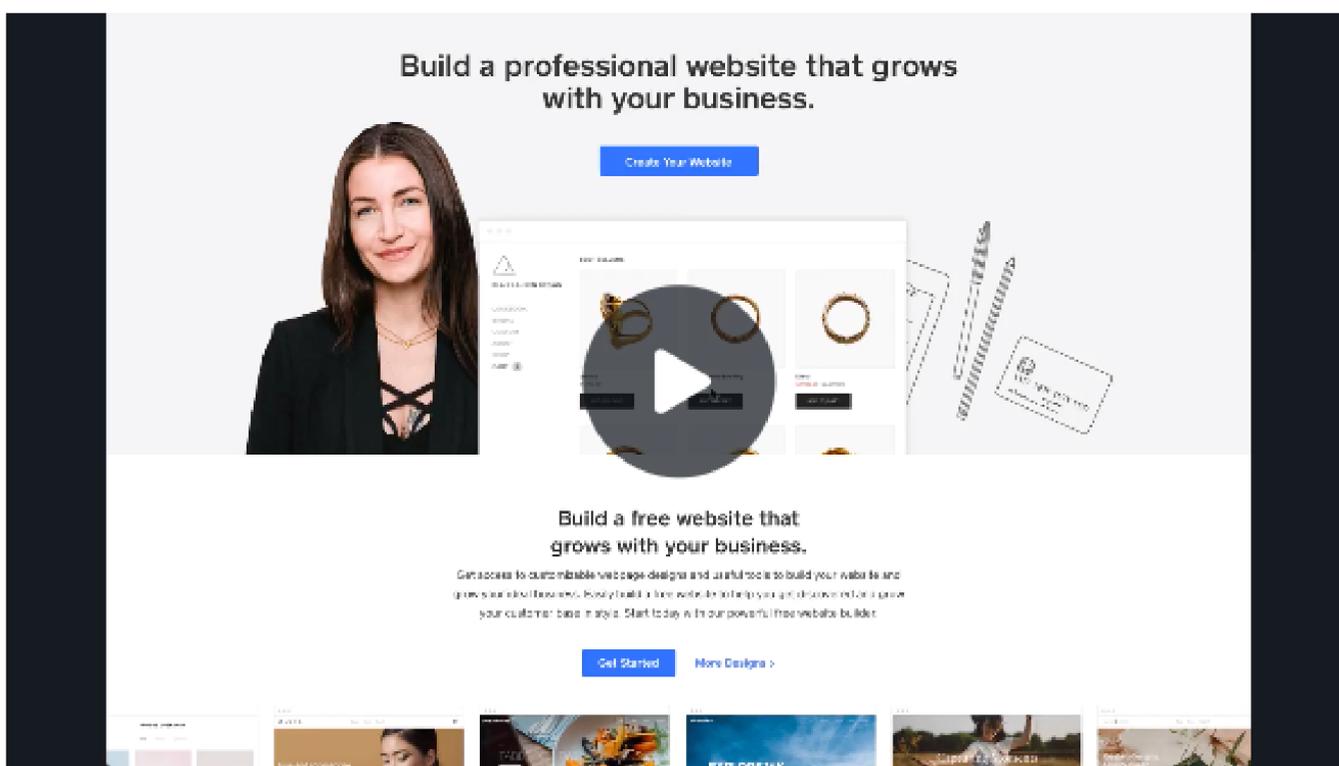


## WEBSITE

Grab a website domain in your name [www.yourname.com](http://www.yourname.com) if possible. It's best to start with a website in your name and secure it (its about \$25 or less for a year). If you develop a brand name later you can always snag that too and forward them to the same page.

I always buy and design my websites through Weebly. It works well for me. If you'd like to do the same, check out the videos below taking you through buying your domain and setting up your site!

There are many easy website building platforms available if Weebly doesn't do it for you.



### Getting Your Domain

## WEBSITE



### Setting Up Your Website

At first I would focus on creating 3 simple pages:

#### Home

Welcome, personality, images, mission and why. I would add social icons to the bottom of your home page with the links of your new social media pages. Even if you only chose one social media platform, make sure to put it on the website! You'll be adding your email signup to the home page eventually so if you feel confident doing that, go ahead!

#### About

More in depth who you are, where you're from, more on your mission and why. At the bottom have a sentence like *"want more? sign up for my email list to get..."* or *"follow me on Instagram"*

#### Services.

Basic, clean outline of what you offer. Put your freebies and/or services here. You can just write "coming soon" for now or "reach out to me to start" and leave your email address/facebook page link.

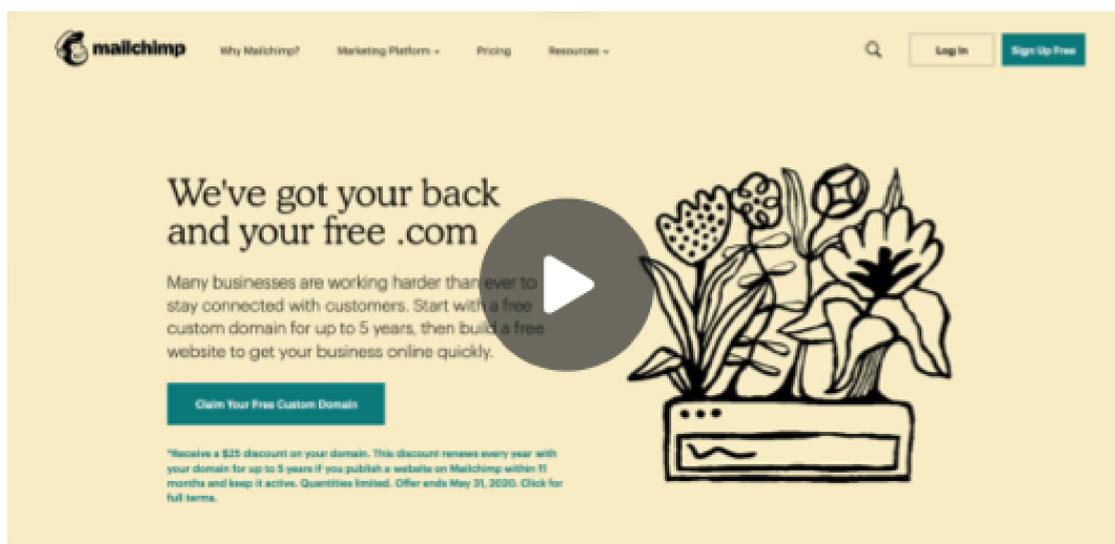
## EMAIL LIST

I highly recommend using email management software. This is much more than a google account - this is where you can create an email list and grow a close community of fans and clients.

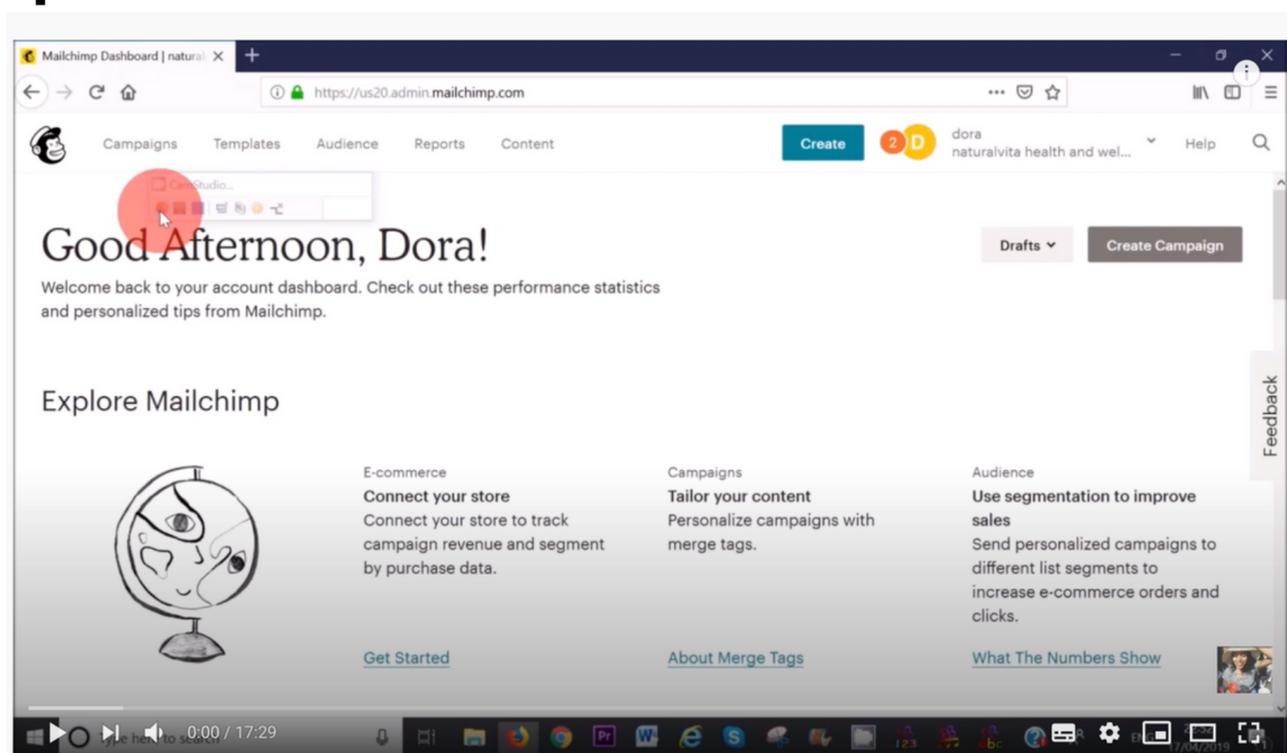
I have only ever used Mailchimp - it's what I currently use but there are many out there to explore such as ActiveCampaign.

If you'd like to start with Mailchimp, sign up for a free account by following the video below.

### Get A MailChimp Account



### Mailchimp Basics in 16min



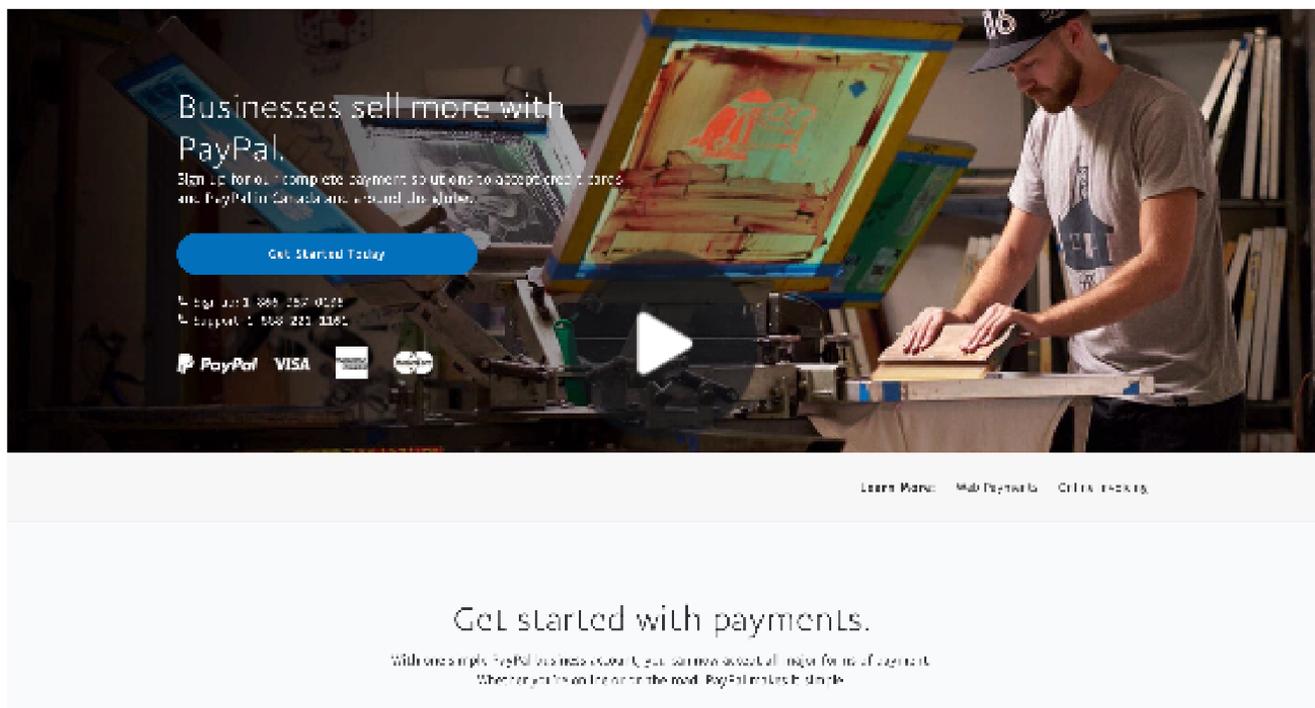
# BUSINESS BUILDING TOOLKIT

## PAYMENT PLATFORM

TIME TO GET PAID!!!

The videos below show you how to set up a PayPal account (its free!)

### Registering For PayPal



Businesses sell more with PayPal.

Sign up for a complete payment solution to accept credit cards and PayPal in Canada and around the globe.

[Get Started Today](#)

1-800-833-8377  
1-800-221-1161

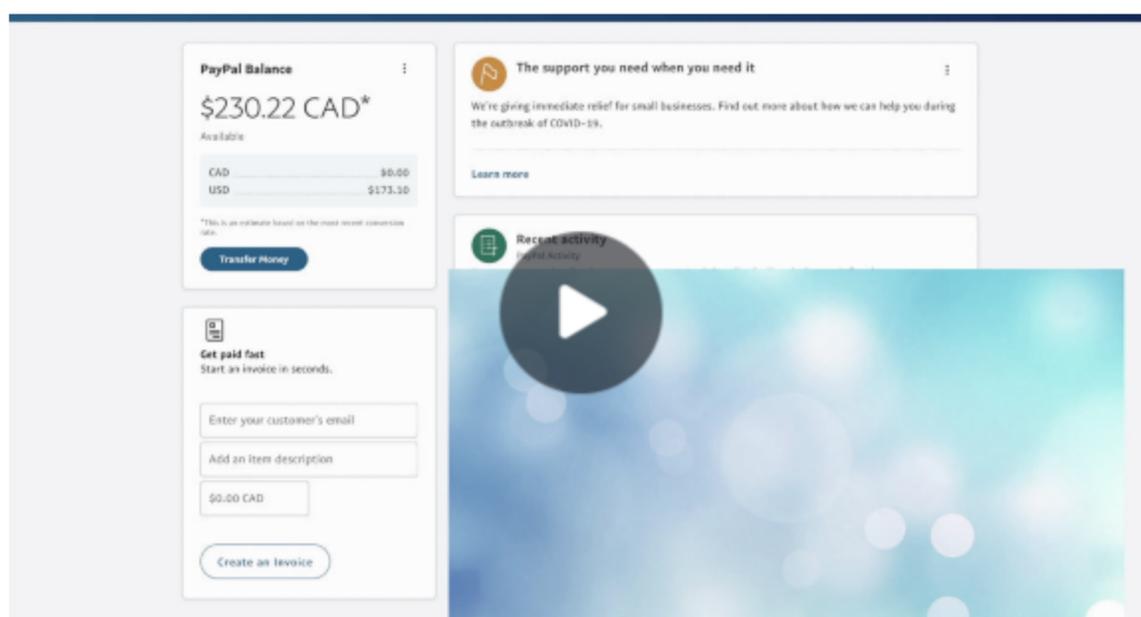
PayPal VISA Mastercard American Express

[Learn More](#) [Web Payments](#) [Gifts 1-8-19](#)

Get started with payments.

With one simple PayPal business account, you can now accept all major forms of payment. When you're on the ground, PayPal makes it simple.

### Adding Your Bank To PayPal



PayPal Balance

\$230.22 CAD\*

Available

CAD	\$0.00
USD	\$173.30

\*This is an estimate based on the most recent conversion rate.

[Transfer Money](#)

[The support you need when you need it](#)

We're giving immediate relief for small businesses. Find out more about how we can help you during the outbreak of COVID-19.

[Learn more](#)

[Recent activity](#)

Get paid fast  
Start an invoice in seconds.

Enter your customer's email

Add an item description

\$0.00 CAD

[Create an invoice](#)

## SOCIAL MEDIA STRATEGY FOR ORGANIC GROWTH

Once you have your new page up and going it's time to start posting and attracting people! Facebook has a whole system to determine if your page is "worth" sending out to people. Facebook likes your content to be feel-good, positive, helpful and engaging and if it sees that your page is engaging it will send your posts out to more people so that you can grow organically.

There are 3 main types of posts.

### **Photos**

When you post photos, I want you to ask yourself if they are "on-brand". Are they authentic? Are they in line with the image, message and feel of your brand? Photos of yourself don't have to be from photoshoots or anything (actually, it's better if they aren't in most cases) - you just want the photo and caption to be in line with your message and most importantly - will speak to your ideal client. Included in the photo category is any image that is a photo, even if it has a quote on it.

Example: If you are a money manifestation coach it will be confusing if you keep posting constant pictures of your lunch. Or if you are a self-love mentor always posting photos of your new Cannon camera, it can dilute your message and be unclear on who you are trying to attract.

### **Videos**

Videos are GREAT for engagement! This can be you going live, prerecorded or even a video you share from another page. Videos are the favourite thing right now so I encourage you to post them if it resonates. You can go live offering value and service or share a video that fits with your mission/message.

Facebook likes your content to be feel-good, positive, inclusive, helpful + engaging and if it sees that your page is engaging it will send your posts out to more people so that you can grow organically.

## FACEBOOK STRATEGY FOR ORGANIC GROWTH

### Engagement Posts

These are posts that call people to engage. This is when you see "Drop me an emoji if you..." or asking an engaging question such as "chocolate or vanilla?". More examples below. People love these, Facebook loves these and they are super fun. I encourage using these posts often as you get into a rhythm with creating content. This is also a good way to get to know your audience and see what they respond to.

You have \$10,000,000  
but you can only buy  
things that start with  
the first letter of your name.  
What do you buy?



Spell your name using emojis

Smart Mouth Network

A- 🍎	J- 🍷	S- 🕷️
B- 🏀	K- 🗑️	T- 🦎
C- 🦋	L- 🗑️	U- 🌸
D- 🐼	M- 🗑️	V- 🦋
E- 🥚	N- 🗑️	W- 🦎
F- 🌸	O- 🗑️	X- 🎵
G- 🌱	P- 🗑️	Y- 🧡
H- 🗑️	Q- 🗑️	Z- 🐎
I- 🌱	R- 🗑️	

what's the  
strangest  
thing in your  
purse right  
now?



## GROUPS + PAGES

You absolutely don't have to have a group, it's totally an individual choice that is up to you as the creator!

### **Pages**

A page is like a business card with advertising. It gives all of the information on what you are, how to work with you and also you get to see more about you with videos, posts etc.

You can go live from a page and the algorithm will show your posts to other people who may enjoy it. Organic, unpaid growth is slow but it will reach new people over time. Videos spread farther than images and images spread farther than posts.

### **Groups**

Above all you need to go with what lights you up. If you dream of having a Facebook group with 30,000 raving fans then go for it! If the thought of it makes you nauseous or doesn't resonate then don't do it. You can always do it later.

Usually Facebook groups are used for a more "up close and personal" experience with the mentor. Some people give away freebies when they join or only going live in the group to draw people in. You've been in many Facebook groups I am guess so you can decide if they resonate with you.

One thing to consider is content - some people know that in a group their community will be more vulnerable and share together because a group can be private vs a public page.

A group encourages community and as it grows it really takes on a life of its own!

## FEEDING FACEBOOK STRATEGY FOR GROWTH

Feel free to use this strategy for organic growth or use it to help you decide when to post. This is not something you have to do - this is just about when Facebook likes you posting. This is based on their data about when people engage with certain types of posts.

### Posting Schedule

8-9am: Photo

2-3pm: Video

6-10pm: Engagement Post

\*you don't have to do all 3 of these everyday of course.

### Create Your Own Images

Again, do this only if it calls to you. Consider creating your own memes, quotes and other images. If you are creative like me, this is a great way to boost credibility, get your message out into the world AND create original content.

I do this with the memes you have seen me post everyday at 9am for over a year! I have also started creating quotes that have been doing really well for engagement.

I use Canva for mine but there are mobile apps like Typorama, WordSwag, Instaquote and Piclab.



## FEEDING FACEBOOK STRATEGY FOR GROWTH

### **Give Tons Of Value**

Give people a reason to hang around! I strongly believe in your content doing two things - serving + solving. If you can have posts that either serve or solve, or both - you will attract the right people and will make the impact you are here to make.

Think about what your person is struggling with as they read your post. What are they unhappy with, what keeps them up at night, what do they NEED?

Try to give them that! This has them trust you.

### **20% CTA**

People dont want to be sold to all day. I try to always keep my CTA (call to action) posts 20% and under. A CTA post is one where you are asking them to do something. - click here, register there, sign up, buy etc.

For every 10 posts, make only 2 or less about sales or signing up. When you are in promo-mode then that percentage will go up but after the promotion is over, go back to simple solve + serve posts.

### **Be Consistent**

Post as consistently as you can - people need to see you consistently to start to know, like and trust you. I would say post 1-3 times per day when possible. You dont have to do this right away and you certainly dont have to write all of those posts - it can be shares, memes, photos etc.

# TIPS

When you are posting any content, bring your ideal client to the front of your mind and speak **DIRECTLY** to them. This takes practice but will be the most important thing to remember as you build your business and attract your community!

think of your  
ideal client!



Keep your website About page basic by writing who you are, where you are from and a story that related to **WHY** you are doing what you are doing in your business. Include some fun neat facts about you ion you wish.

If you have a few social media accounts, try to use the same profile photo across the platforms.