

# Mobilizing Networked Businesses

## Thecasesolution.com

Let's hear from you!

What have you found to work for you?  
Any tips & tricks you can offer the group?

Your Funnel

What does this mean?  
How do I create opportunities/new connections?  
How do I keep track of opportunities?  
Why is this effective?  
Maps out goals very simply.

Personalize it!

Resources for you!



Best Practices

- 1. Original content is GOLD! Engage your network, friends, fans... whether it is a positive message to cheer you up or a motivational message to help you keep going, your network will be there for you. You are your best asset and your best friend.
- 2. Share your success. The best way to engage is to share your success. Share your success with your network. Share your success with your network.
- 3. Timing! It's a huge "thank you" to your clients and friends! A word that everyone loves to hear is "thank you". It's a word that everyone loves to hear. It's a word that everyone loves to hear.
- 4. This might be implied, but... Use upbeat, positive language and joyful images.
- 5. Support others on Social Media. It's not just about you. It's about your network. It's about your network. It's about your network.



The Role of Social Media

Social media enhances your business. It does not build it for you. Every SOCIAL media outlet that you have, is there to help with your brand as a Stylist for KOKOON.

The most important part of social media is consistent posting with original content!

You are building a brand! A happy, positive, fun, fashionable brand!

You are not using your social media to sell a product, you are establishing a desirable aesthetic, a brand reinforcement, a positive message.

You're in the business of spreading happiness!



Your Network

- Friends
- PTA, Religious groups, activity partners
- Family members
- Health clubs
- Other dear ones, friends
- Fellow stylists
- Old beauty salons

But how do you expand your network and from that, build your business?



Expanding your Network

- Meet people! FIC / Meetup.com / Women's Business Networking / LinkedIn / Zoom / League / Chamber of Commerce /
- Joint Events Partnering up with another Stylist, jewelry or bra fittings seem to be best!
- Fundraising events Fashion shows and shopping event
- Fashion shows and shopping event
- Get Media coverage in your area? Are you putting on a great event in your area? Let your local media/community resources know!
- More ways...
  - Hair stylists, personal trainers, etc. Give them business cards or invite them to an event!
  - Find stylists in your area & invite them to purchase the line. They invite their clients & earn honest credit.
  - Country Clubs often hold annual fashion shows and/or shopping events for their members, try contacting a few in your area!



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Let's hear from you!

What have you found to work for you?  
Any tips & tricks you can offer the group?

Your Funnel

What does this mean?



How do I create opportunities/new connections?  
What processes/systems  
How do I keep track of opportunities?  
Why is this effective?  
Maps out goals very simply.

Personalize it!

Resources for you!

Podcasts

Apps!

Websites!

Your Sales Funnel!

Best Practices

Original content is GOLD! Engage your followers, friends, fans... whether it is a positive message to cheer you up, a new look photo, a fun video, your favorite song or just being your true self... you are your brand and your network.

- 1 Encourage interaction. The most successful social media profiles encourage "engagement" - which is "likes" and "retweets".
- 2 Timing! It's a huge "thank you" to your clients and friends you are in a good fun business and often support the great companies. This makes your clients feel really beautiful and special.
- 3 This might be implied, but use upbeat, positive language and joyful images.
- 4 Support others on Social Media. It's the one great feature and tool for helping the business network. Don't just post your own content, but also support others. Especially from US, you can do a lot of good and help through social media and help through your own "social" brand you are in. (see the link below)



Your Network

- Friends
- PTA, Religious groups, activity partners
- Family members
- Health clubs
- Other doctor when friends
- Fellow working parents
- Old Society groups

But how do you expand your network and from that, build your business?



Expanding your Network

- Meet people!
  - Meetup.com / Women's Business Networking / LinkedIn / Junior League / Chamber of Commerce /
- Joint Events
  - Pairing up with another stylist, jewelry or bra fittings seem to be best!
  - Fundraising event!
  - Fashion show and shopping event
  - Get media coverage in your area? Are you putting on a great event in your area? Let your local blog/community resources know!
- More ways...
  - Hair stylists, personal trainers, etc. Give them business cards or invite them to an event!
  - Find stylists in your area & invite them to provide the line. They invite their clients & earn business cards.
  - Country Clubs often hold jewelry fashion shows and/or shopping events for their members, try contacting a few in your area!

The Role of Social Media

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You're in the business of spreading happiness!



Social media is an important extension of your business.



# Your Network

- Friends
- PTA, Religious groups, activity partners
- Family members
- Health clubs
- Other direct sales friends
- Fellow sporting parents
- Old Sorority sisters

**But how do you expand your network and from that, build your business?**



# Expanding your Network

- **Meet people!**  
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- **Joint Events**  
Pairing up with another Stylist! jewelry or bra fittings seem to be best!
- **Fundraising event!**
- **Fashion show and shopping event**
- **Get Media coverage in your area?**  
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# Best Practices

**1** **Original content is GOLD!** Engage your followers, friends, fans -- whether it is a positive message to start of the week, a new look you're loving, your new favorite wine or nail polish color, a fun picture of you or loves in your life... you are your brand and your aesthetic.



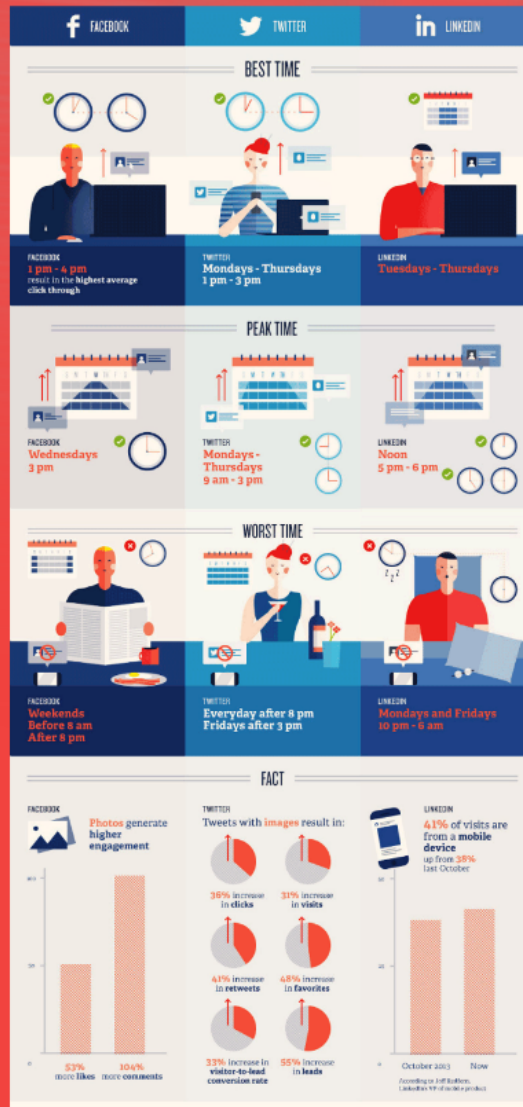
**2** **Encourage interaction!** The best way to engage is to address. Example: "Trying out this new recipe for birthday! Taking other recommendations -- what is your favorite?"

**3** **This might be implied, but:** Use upbeat, positive language and pretty images.

**4** **Timing!**

**6** **It's a huge "thank you" to your clients and friends!** A way that reinforces that you are in a super fun business and shows support for your wonderful clients. This makes your clients feel really beautiful, and special!

**5** **Support others on Social Media!** It is way two street. Follow your favorite blogs, like their posts, become familiar with them or start a dialogue. Eventually, it will be natural to engage your new URL friend through social media and then, hopefully, turn that URL friend into an IRL (In Real Life) friend.



3 No

# Setting Goals

Each month - I'm going to try to challenge myself in a new way.

## Maybe its:

- 1 Setting a dollar amount
- 2 I'm going to try 3 new networking groups  
3 different countr clubs  
3 different stylists
- 3 Creating a set content schedule for your social media

**Note:** Set goals that are achievable!

Setting out to do smaller, consistant tasks is how your business builds!