



INSTITUTE of
PEDIATRIC SLEEP & PARENTINGTM



SOCIAL MEDIA
SALES & MARKETING
STRATEGY

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**WHAT YOU
WILL LEARN
TODAY:**



Agenda

1 – Going over 6 key sales & marketing action steps that are proven to generate between 2k-10k+ months in your coaching business ***all through using social media ORGANICALLY***

2 – Q & A

Hi, I'm Allison Henderson

Life and Business Coach for Coaches

2 kids – Mabel (8) and Margo (3)

Husband, Sam

Crown Point, Indiana

Background is in Sales & Marketing - Worked in
Chicago radio & event sales

My passion: traveling and living life to my fullest

How did I get started with coaching...



HOW TO USE SOCIAL MEDIA TO GET MORE CLIENTS!



1 - Show up & give value to your ideal clients

- People need to know you exist (& remember you)
- How can you stand out through all the social media noise?
- Posts, reels, lives & stories (mini-trainings, tips, quotes, sharing testimonials)
- Content builds your know, like, and trust factor
- Content does the “convincing” for your audience
- Consistency is key
- Be known as the go-to expert – be top of mind



Who's in your audience?

There are 4 types of people in your audience right now >>>

COLD, WARM, & HOT leads - - Family & Friends (they don't matter!)

Cold – New follower. They do not know you yet. They may be experiencing a symptom of pain, but don't quite understand that they have a problem.

Warm – Liking a post or commenting. You are starting to see them pop up in your stories or interacting with your polls. They understand they have a problem, but don't know how to change it exactly.

Hot – You know their handle & name. They are asking questions in the DM's. You see them viewing your stories every day. They always pop up to watch your lives. They know they have a problem. They are ready to take action. They just need to trust that you have the solution.



WHAT IS A COLD, WARM & HOT LEAD Cont.

Each type of lead will spend a different amount of time watching your stories, reading your posts, and staying on your profile.

Commitment level/time spent with you is:

Cold – less than 3 minutes

Warm – 5-15 minutes

Hot – 15 – 90+ minutes



2 – Fill your feed with ideal clients >> Audience Growth!

- People aren't usually screaming from the rooftops that they are struggling or need help
- Get curious...Where can you find them?
 - Hashtags & Profiles that you know are filled w/ your ideal client
 - FB Groups
- When they follow you – it's a subscribe button!



3 – Pay attention to who is paying attention to you

- This is why creating relevant content is so important!
- Who is viewing your stories or liking your posts?
- Check out their stories & profiles – Engage!
- Stories give you an easy way to transition into a conversation



4 - Connections & Conversations

- Intention: Offer help and support! Be a resource for them
- Gift them a freebie (PDF, masterclass, live training)
- Set up Collaborations
- **DM-ing >> Ask questions**

Imagine meeting a mom at a coffee shop or the park... what would you say?

Instagram:

Hey there _____, thank you so much for the follow. I appreciate you being a part of my mommy tribe. How old are your kids? Where are you all from?

Facebook group:

Hello _____, I saw you had a great question inside the _____ Facebook group about _____, do you still need some clarity around that?



5 - Unapologetically sell & promote your transformation

- Your profiles aren't about you.... They are about how you can help your ideal clients
- If you don't share what you do, you are doing a disservice to the people that need you most
- When your friends or followers come to your profile, they should be 100% clear about who you help and how you can help them
 - Bios/Headers: Who do you help? What do you help them achieve?
- **Sell the transformation not the features**



6 – Invite people to get on calls (or apply to work w/ you)

- You are in charge of creating your own clients
- If you don't ask for money.... You won't make money
- If you want to help and make that big impact, you gotta get people on calls



Connections turn into conversations
and conversations turn into contracts!

You are one conversation away from
getting your next client!

**THE WORK YOU'RE
AVOIDING IS THE
MAGIC
YOU'RE SEEKING!**



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Q&A

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