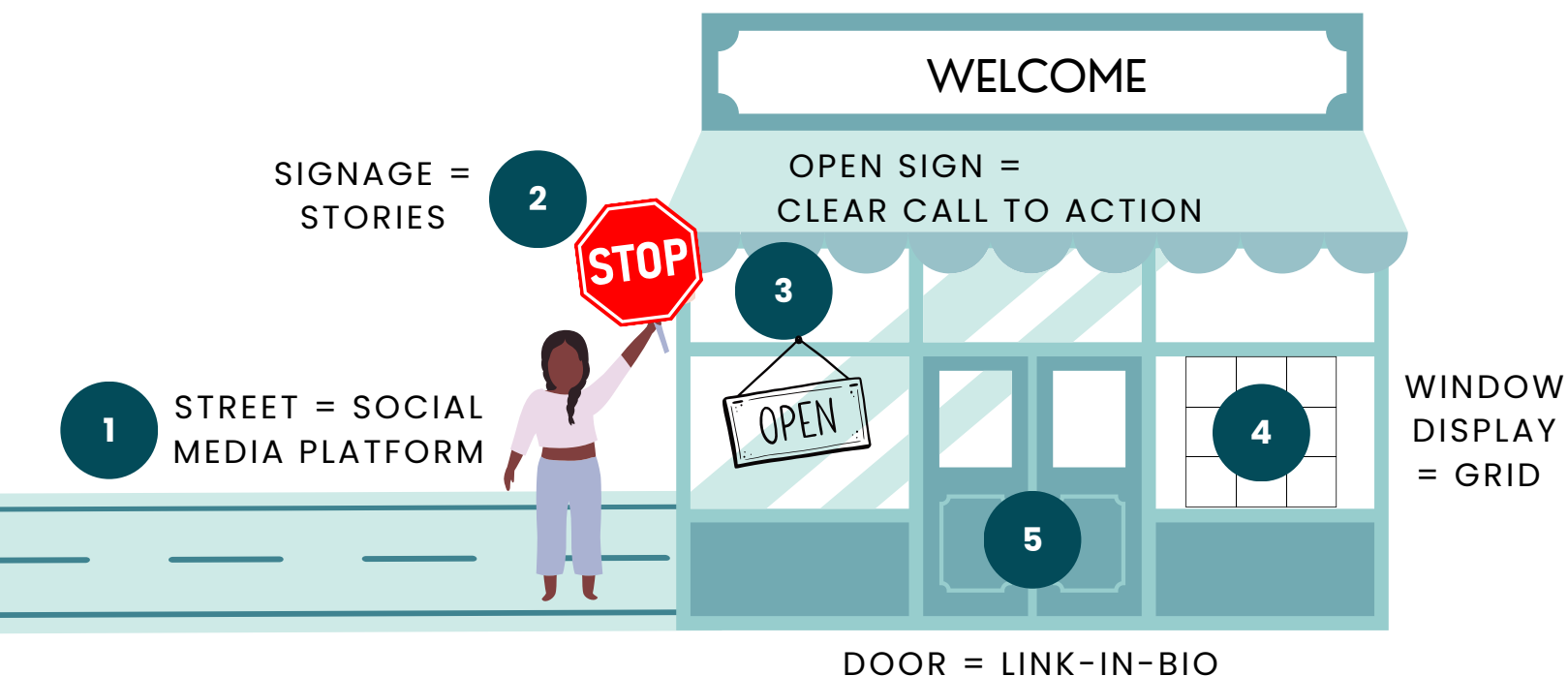




SOCIAL MEDIA CHECKUP

Think of your social media marketing as if it were a "store" on mainstreet USA.



Assess how well you're connecting these dots for your customers by rating yourself.

On a scale of 1-5 stars

1. Know your platform & use it?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2. Use stories consistently?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
3. Have clear call to action?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
4. Do you have a system?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
5. Do you have a link-in-bio?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



SOCIAL MEDIA CHECKUP

Let's set up your "store" and drive more traffic there!

- The **social media platform** is the street where people find you.
- Your **grid** is like a window display into who you are & what you offer.
- The **stories** you put out on that platform are like signs directing people to your store.
- The Call To Action prompt (or **learn more**) is the way you indicate you are open 24/7.
- **Your link-in-bio** is how they enter your virtual store.

