



Community based support to help grow your business.

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NETWORK: Join our HIGHLY active online community.

LEARN: Going LIVE every week to tell you everything we know about growing a business.

GROW: Our ELITE networks are designed to offer the peer (and expert) support you need to expand like never before.

www.jericsorrell.com/connection

20 Steps to Get Free Leads on Social Media

1. Create a detailed customer avatar.
2. Give your avatar a name, a job, a family story, fears, dreams, etc.
3. Determine a couple primary problems your avatar faces, which you can help them solve.
4. Choose your primary platform (I recommend Instagram) and make it appealing to your avatar.
5. Choose colors that capture the energy you'd like to create in your content.
6. Create an "I help" statement for your headline that speaks directly to your avatar.
7. Add a link to your headline. I recommend LinkTree so you can feature multiple pages.
8. Add a simple PDF freebie to your LinkTree that helps your avatar solve a problem.
9. Set the freebie up so you can collect their email when they download it.
10. Start building up your email list on an Excel spreadsheet.
11. Add those emails to MailChimp.
12. Be sure to "tag" your subscribers based on their needs, where you found them, etc.
13. Create daily content for your socials that answers your avatars questions.
14. Create monthly content for your newsletter that solves their problems little-by-little.
15. Determine what pages, businesses, and influencers your avatar follows.
16. Follow the same pages as your avatar and engage with the audience there.
17. Message every new follower you get right away with a simple "thank you" message.
18. Message your follower list regularly just to check in with them.
19. Qualify them as a lead by asking curiosity questions.
20. If they're qualified, offer an if/would scenario to get them in an appointment.

NEVER message somebody a pitch.

NEVER message somebody a link that they don't explicitly ask for.

NEVER copy and paste your messages.

NEVER talk about price in your messages.

We offer a ton of community-based support over at The Professional Connection.

- Tap into our [FREE network](#) and get around people who want to help you!
- Join the "[Classroom](#)," and get access to 60+ minutes a week of money-making education.
- In our [ELITE program](#) we train you as a group and partner you with an accountability buddy.