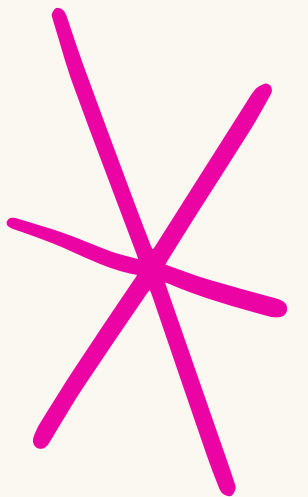
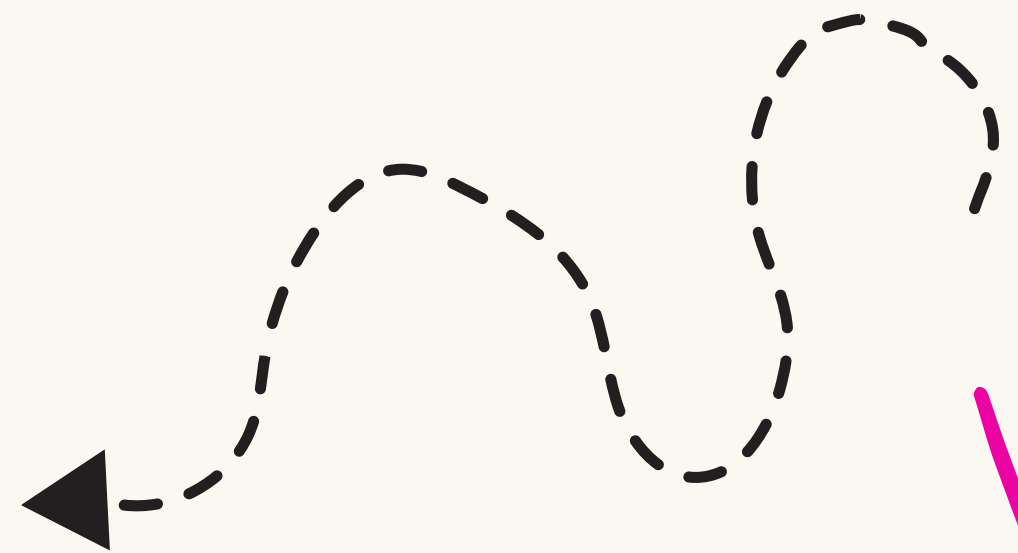


week 1

Rachel Holmes

BUSINESS
BASICS



HOW TO START WITH NO FOLLOWING AND NO ££££ AND NO WEBSITE.....YET



Who are you?



Personal Brand v Business Brand



What resources do you have?



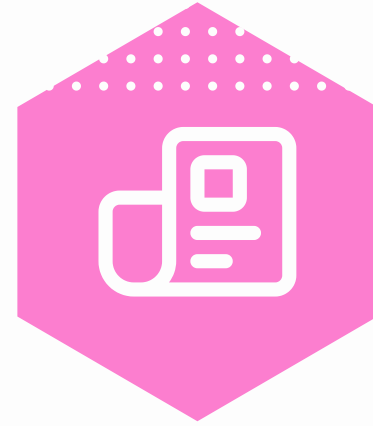
Intro POST on all platforms



ASK PEOPLE

ASK people what do they need help with in fitness - what do we need in the area?

IDEA AND START UP



WRITE POSTS

POST FOR 3 DAYS

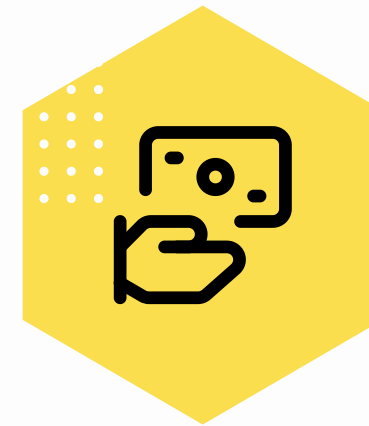


RESEARCH

COST, PRICE, TECH,
AUDIENCE



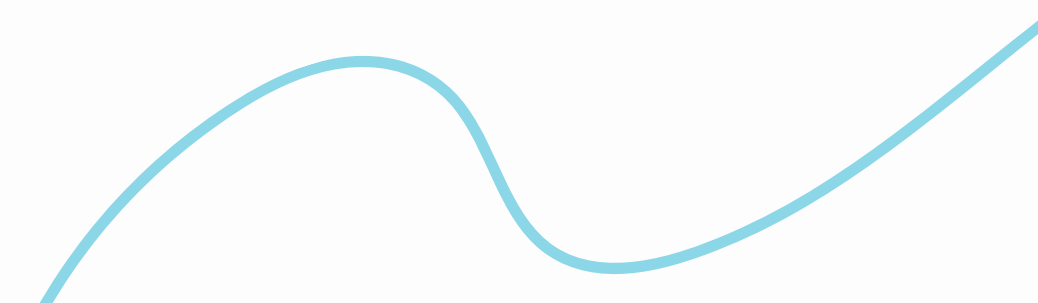
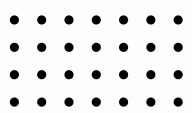
CREATE A WAIT LIST



CREATE A DOC

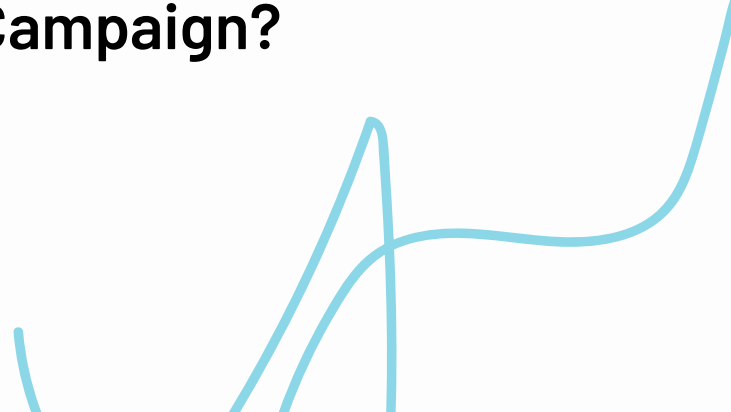
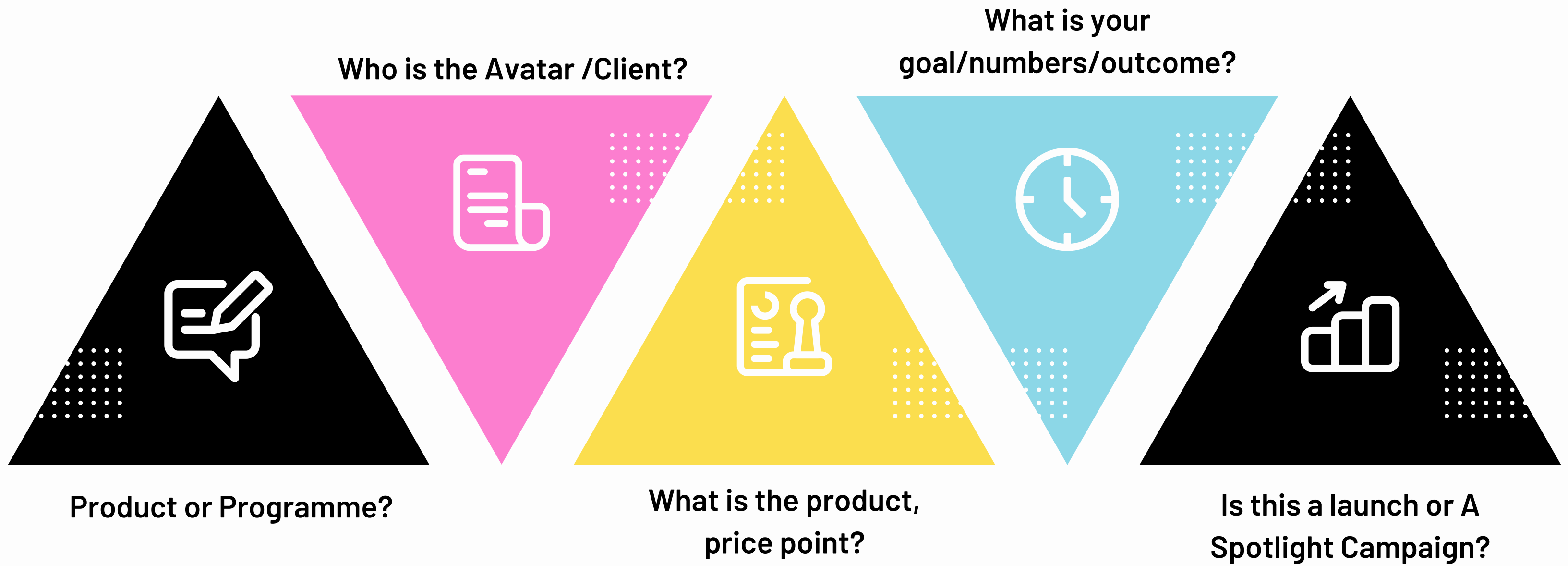
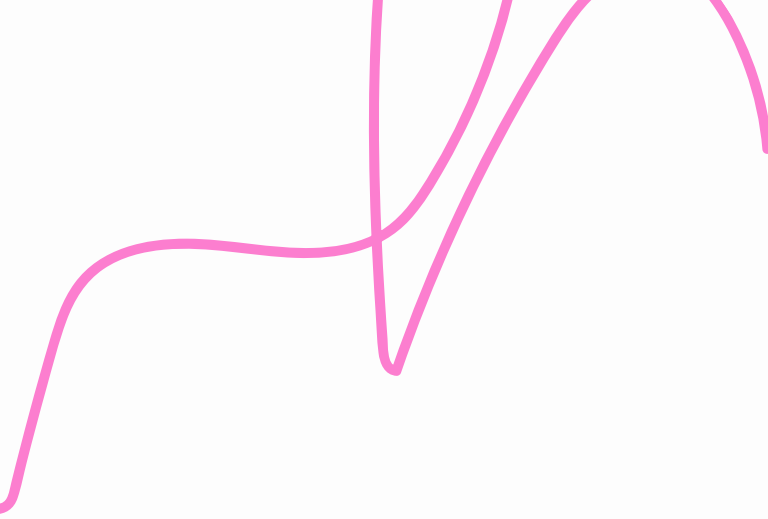


DECIDE





**SOCIAL MEDIA
PLANNING
WHERE ARE YOUR
PEOPLE?**



Tech

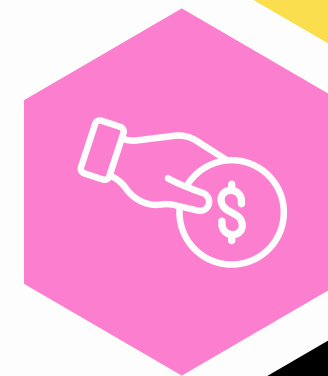
If you are NEW to this - Low Friction and The Quickest Way



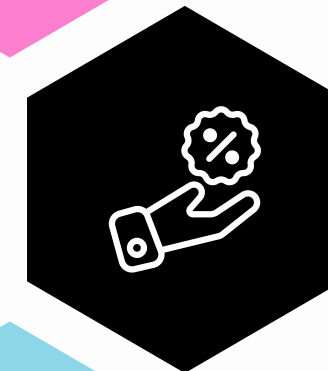
Deliver mechanism



Tech - Live pre recorded



Membership area

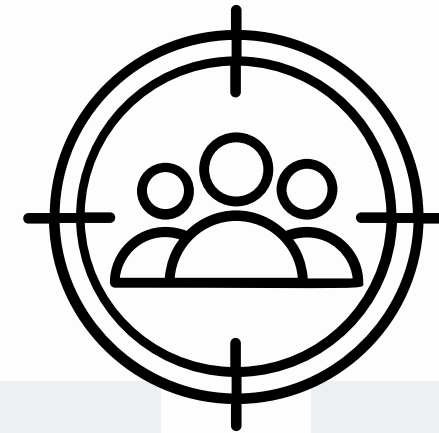


Facebook group V Membership area



Mic Mixer Sound Quality and Video - future aspiration.

BUILD YOUR AUDIENCE



Free groups

Free whats app
discussion groups

Write weekly
newsletter

Do Free ZOOM
Classes

Email List

Which platform

Pillar content

Whats app groups
and Facebook
groups

DAILY/WEEKLY CONTENT

- Daily content
- Origin Content
- Written Content
- Video Content
-

No website?

- Build groups
- Build numbers
- Get your email list - Do the research
- Build a Buzz About who you are.



BUILD A BUZZ

1

Intro videos

2

Talk about how you can help



3

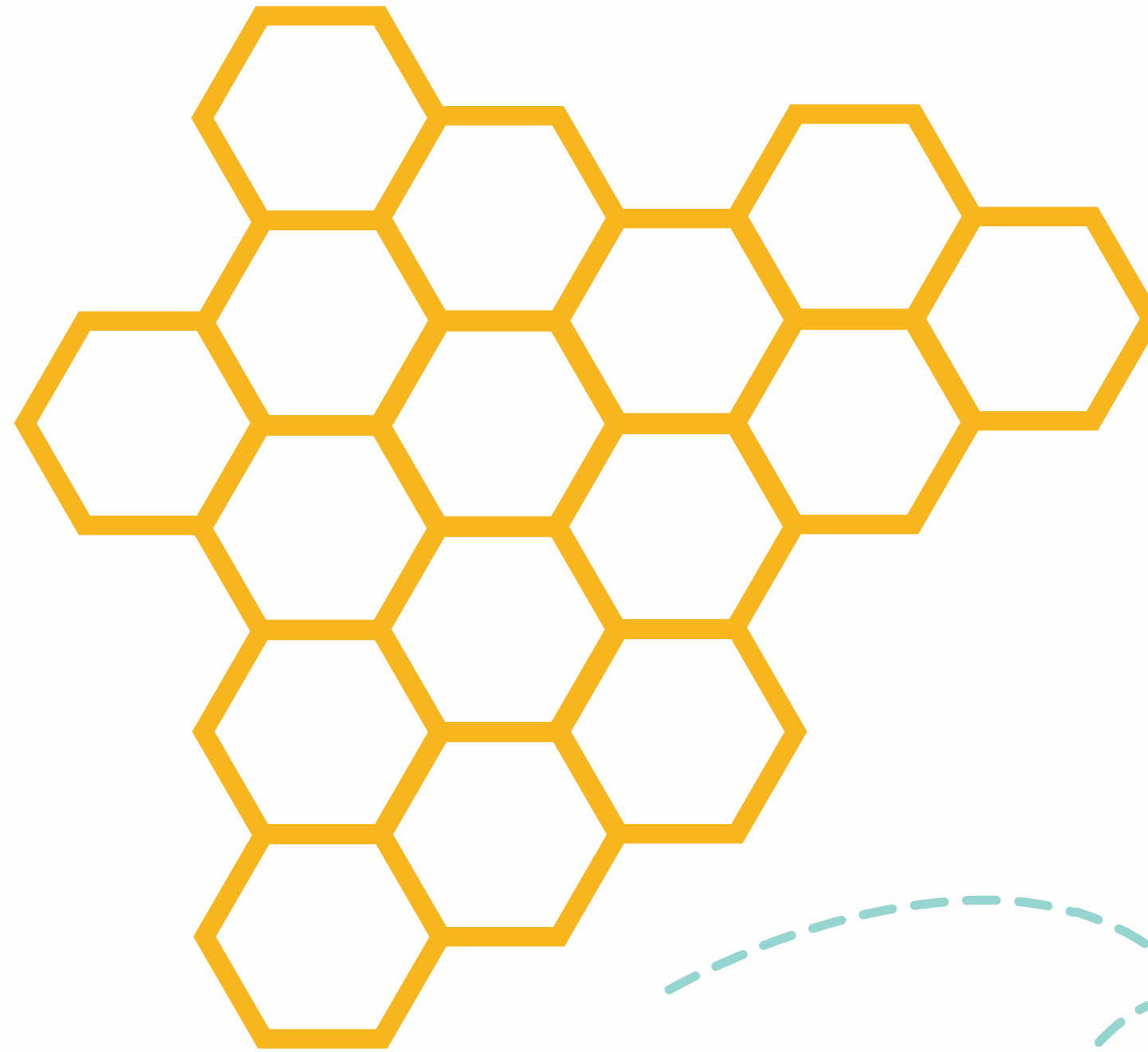
Talk about who you serve

4

Talk about your offerings

CREATE AN OFFERING

ONLINE BUZZ



LOCAL BUZZ





ACTION STEPS FOR TODAY

SOCIAL PLAN
BUSINESS PLAN

LOOK AT THE OTHER PILLARS

