

# FENG SHUI MAMA'S



## SELF PROMOTION

### CHECKLIST FOR SUCCESS



ACCORDING TO CURRENT FENG SHUI AND ASTROLOGICAL REPORTS, 2017 HAS THE PROMISE OF OFFERING THE GREATEST SUCCESS EVER FOR ENTREPRENEURS. BUT, STARS ALONE CANNOT FULFILL YOUR DREAMS NOR ASSIST YOU IN SERVING HUMANITY. USE THIS CHART AS A SPRINGBOARD FOR SELF-PROMOTION AND YOU WILL BE ON YOUR WAY TO SHARING YOUR GIFTS AND TELLING YOUR STORY TO THE WORLD. - WWW.DANACROY.COM

#### 1. Identify Your Tribe

Who is your audience? People in need, seekers, visionaries, students, other healers and teachers? Begin to think about who makes up your tribe and then begin the process of finding them.

#### 3. Step Out of Fear

Otherwise known as Shameless Self-Promotion. You have a gift and there are people waiting to receive it. Promote yourself so that those seeking what you have to offer have a clear path to follow. **You do not have to utilize all of these.** Using Step 2, identify where your peeps are and then choose your pathway(s) to self-promotion.

- Facebook
- Instagram
- Meet-Up
- Twitter
- SnapChat
- Linked In
- Website
- Newsletter

#### 2. Go and Find Them

- Look at your current social media accounts. Where do you have engagement?
- When students attend your classes, ask them how they heard about you.
- When clients hire you for services, identify the path in which they found you.
- Use online surveys or add this question to your class sign-in sheet or client intake form.

#### 4. Narrow It Down

You have identified your tribe, seen where they hang out, looked at other online resources for promotion. Now, narrow it down. You may be a type-A go-getter and use all avenues. Great! But, you may not. You may find all of this overwhelming. Pick two avenues and get started. Recommended launch-point: **Facebook and Meet-Up (CONT.)**

## • Fun Facts from Hoot Suite

Over 150 million people now use Snapchat to watch 10 billion videos every day. For a savvy social media marketer, that should read as 10 billion daily opportunities to build awareness of your brand.

Instagram users have shared over 40 billion photos to date and share an average of 95 million photos and videos per day. What? ***Tip: Ask your students/clients if you can take a selfie and share on social media. People love a call out and just may say yes. You don't have to disclose anything but always ask if you can tag them. You could say something like, "Suzi and I are hanging out talking about healing today!"***

Top brands now post 4.9 times per week on Instagram, an increase of more than 50 percent over 2015. Have you wondered how frequently you should be posting on Instagram? If you want to become a top brand, about five times per week is your answer.

## FACEBOOK

Not sure how to utilize FB? Here are some tips.

1. Utilize your personal page. Tell your personal friends what you are offering.
2. Create a business page OR a group (groups are trending right now!)
3. Create an event page for every event you offer, regardless of where it is and invite everyone you know. Be sure to make it public.
4. Consider diving into FB Live!
5. Post in local groups that allow promos.

## MEET UP

Meet Up is an excellent online source for your events. Here are some local groups to consider:

- Nashville Psychic Meet-Up
- Spiritual Psychology and Consciousness

Creating a Meet Up on one of these pages is easy and stress free. Just fill in the blanks and you are on your way.

## CONTACT

DANA CROY  
615-300-2057  
DANACROY.COM

ARE YOU A HEART-CENTERED ENTREPRENEUR STRUGGLING WITH SHARING YOUR STORY? DO YOU FIND IT DIFFICULT TO SHARE YOUR GIFTS WITH OTHERS DUE TO LACK OF CONFIDENCE OR FEAR OF REJECTION? THEN MY STEP OUT OF FEAR AND INTO YOUR STORY COURSE IS JUST FOR YOU. .

<http://www.danacroy.com/stepoutoffearcourse.html>