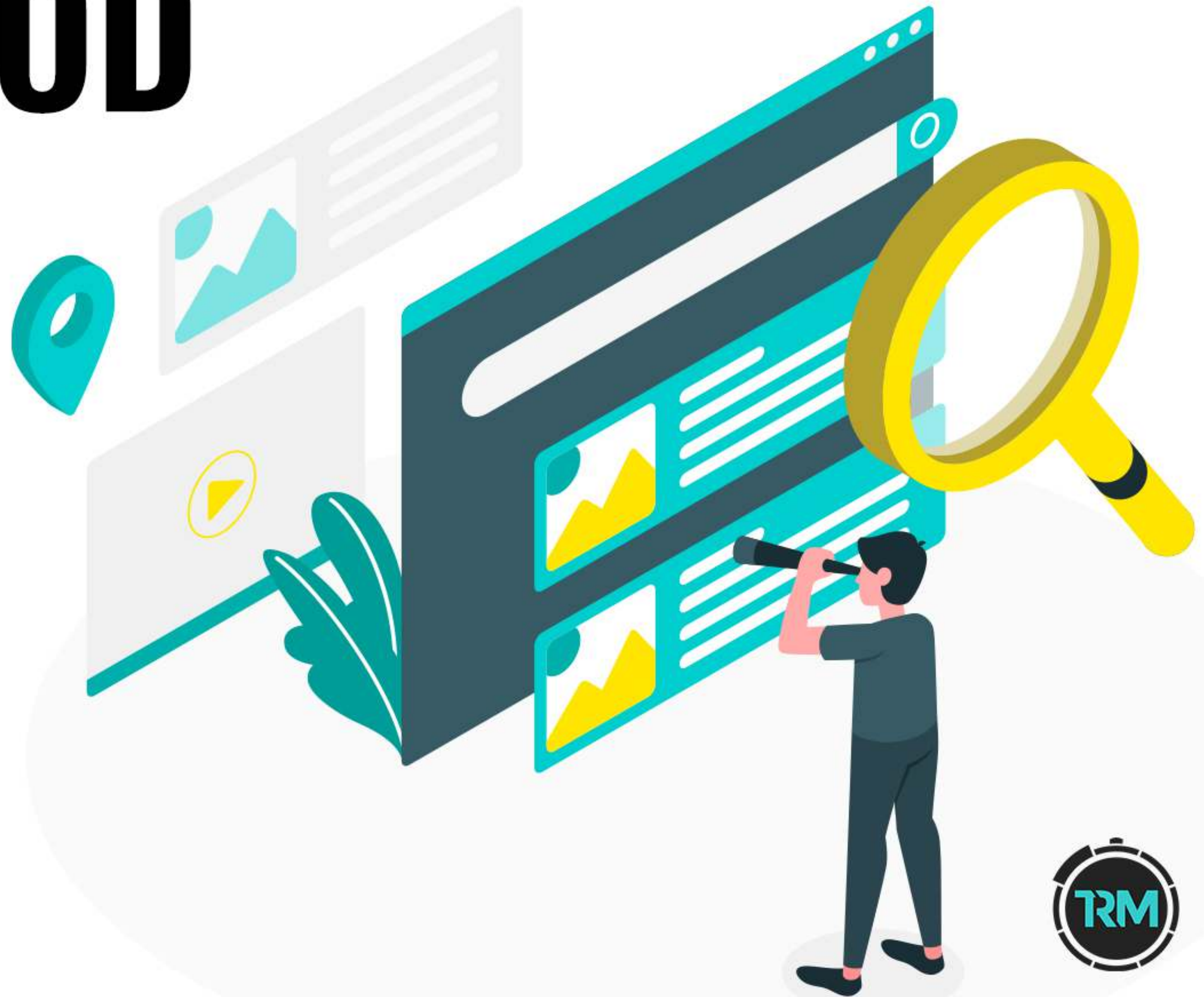


# Optimize Post Engage Nurture METHOD



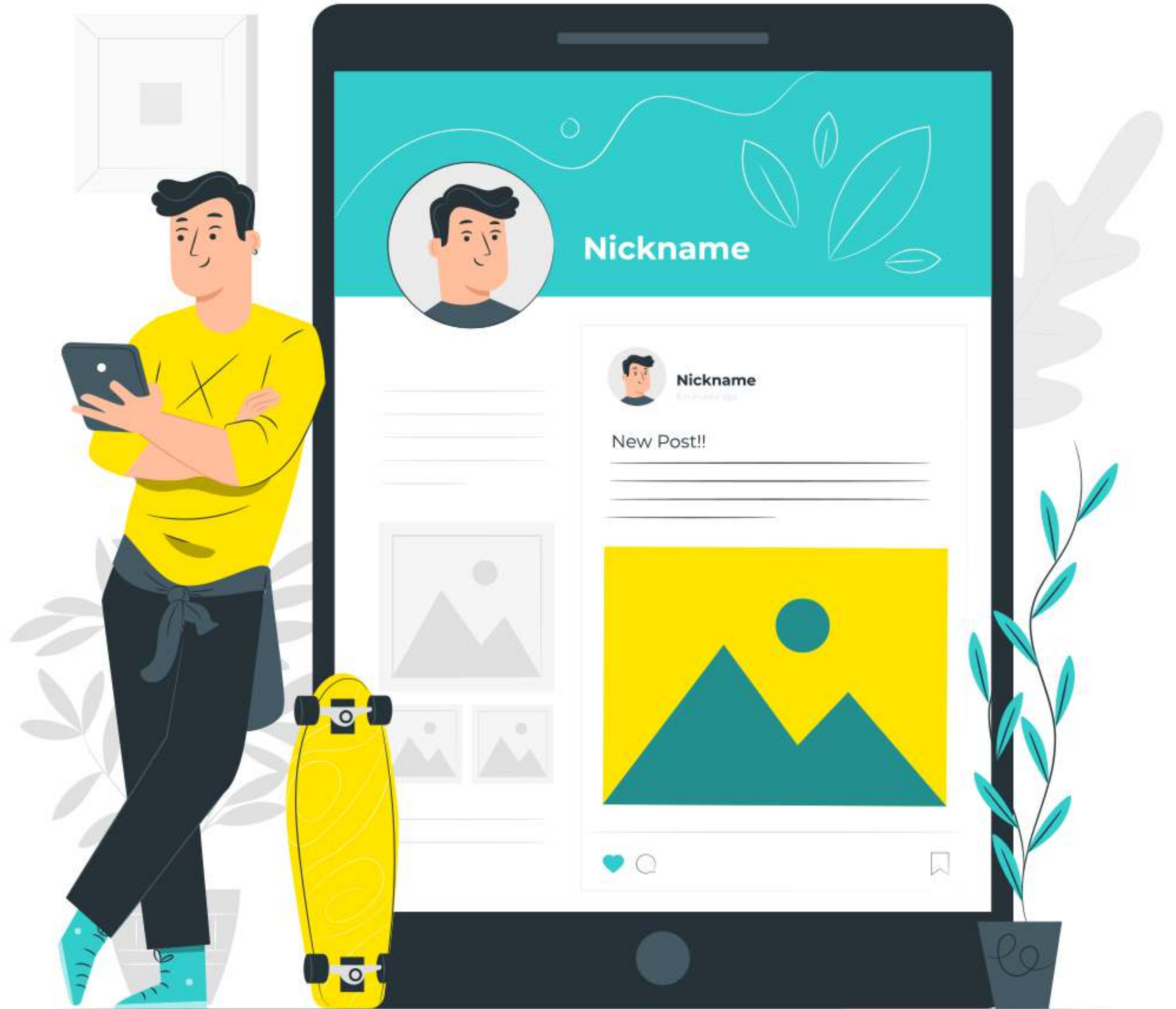
# OPEN METHOD

The OPEN Method highlights 4 important components of staying visible to your target audience.



# OPTIMIZE

**Build a polished profile across all your platforms that clearly communicates who you are, what you do, and who you serve.**



# THINGS YOU NEED TO LOOK PRO

## MUST HAVE

- ✓ Business Email
- ✓ At least 1 Social Media Platform
- ✓ Professional Quality Photo
- ✓ Appointment Scheduler
- ✓ Network and Connections
- ✓ Optimized Profile



# THINGS YOU NEED TO LOOK PRO

## HIGHLY RECOMMENDED

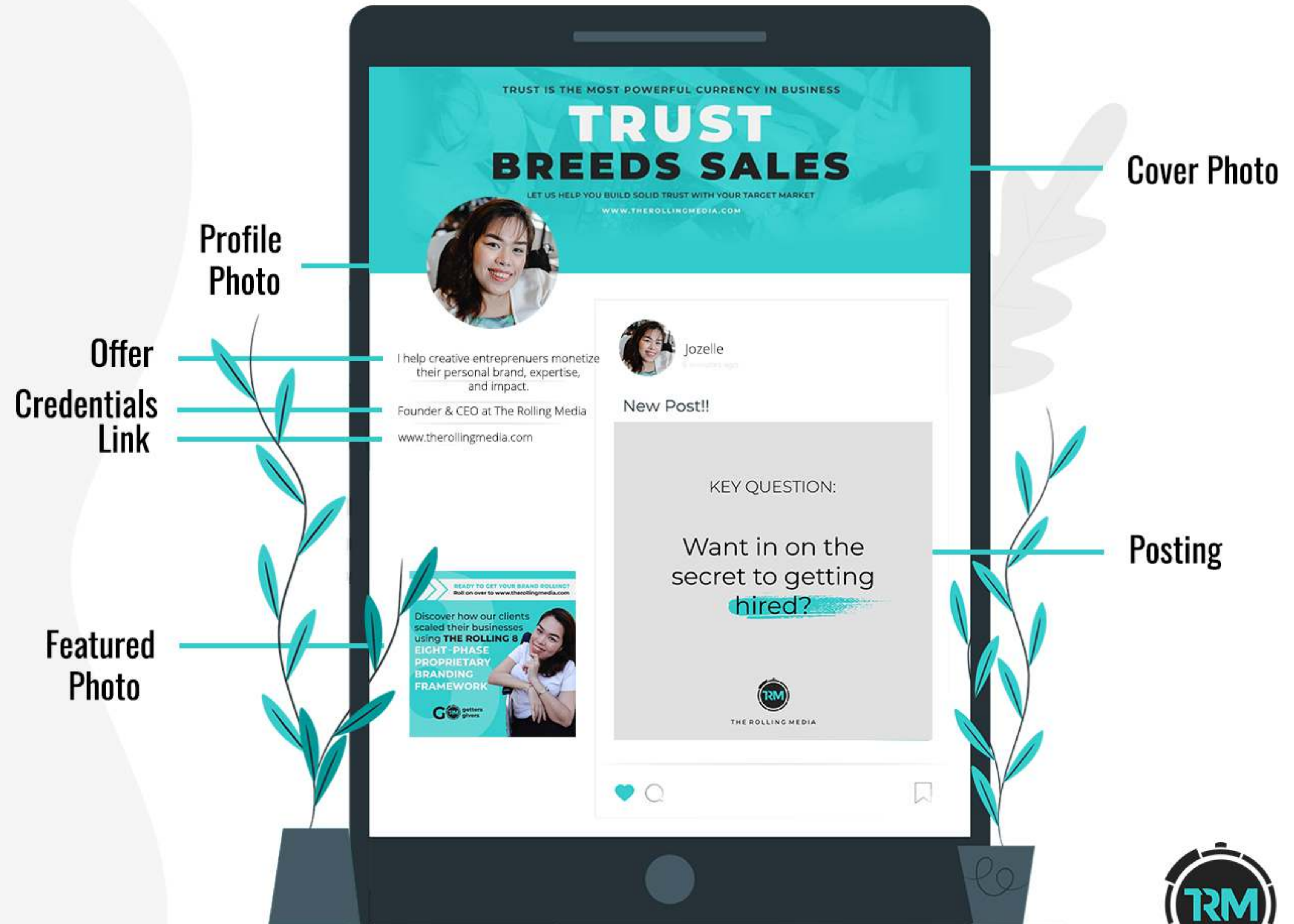
- ✓ English Proficiency
- ✓ Website
- ✓ Portfolio
- ✓ Testimonials
- ✓ Niche Specialty



# PROFILE OPTIMIZATION CHECKLIST

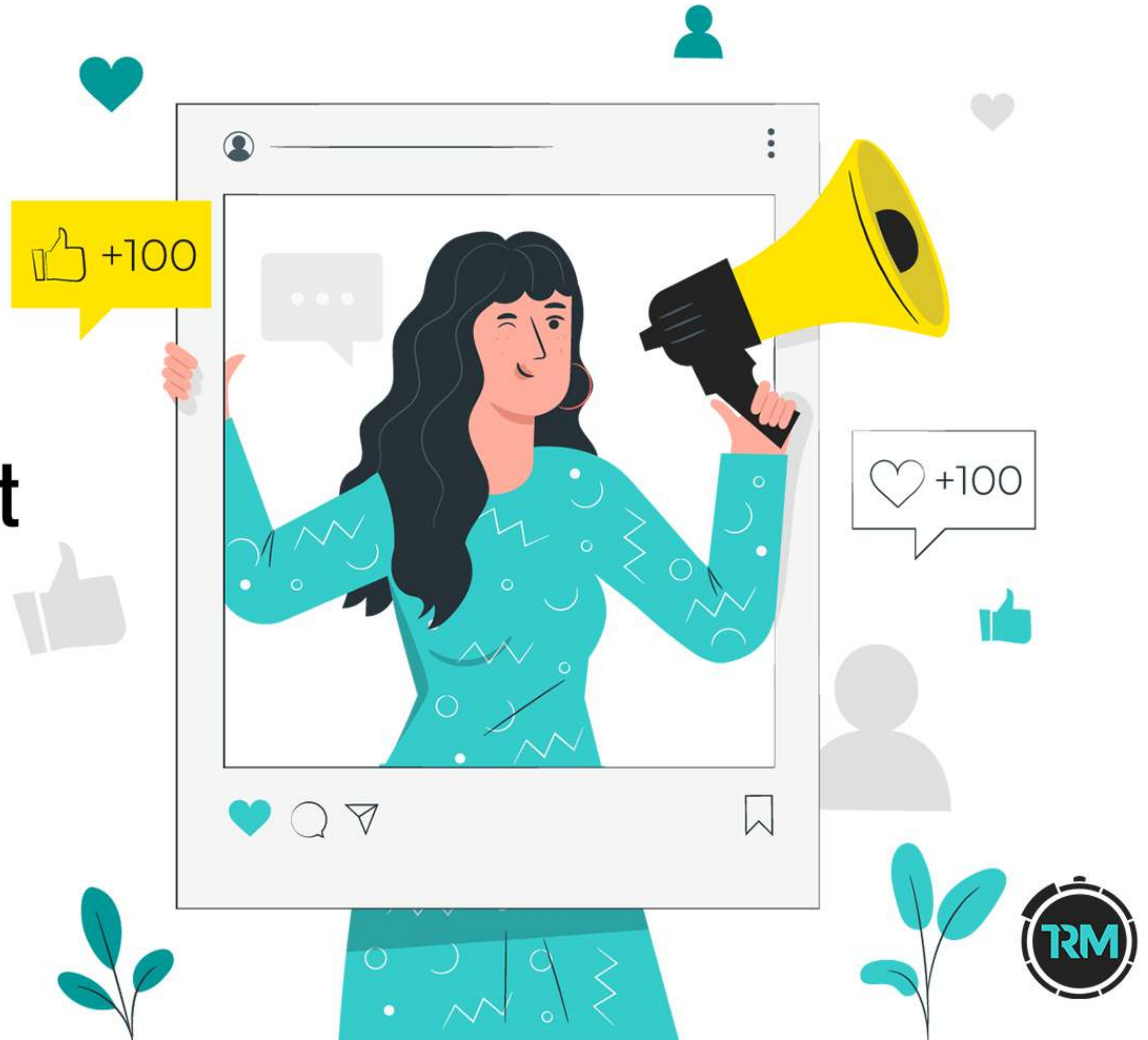
Maximize every square inch of your profile to highlight your best assets.

An optimized profile is armed with helpful information about the value you offer, supporting collaterals like sample work, and important links to your website or digital portfolio.



# POST

Find out where your audience is active and regularly put out content there so you become visible today and top-of-mind tomorrow.



# FIND YOUR TARGET MARKET

## 3 Questions to Ask Yourself:

- ✓ Where do my clients gather their information?
- ✓ What type of medium do they use to consume knowledge?
- ✓ Where are they most active?





# 5 Es OF POSTINGS

## **ENRICHMENT**

Become a source of information, resources, and education.

## **EMPOWERMENT**

Portray the role of a supportive friend and become an inspiration.

## **EXCITEMENT**

Share slices of your life to your market and share what goes on behind the scenes.

## **ENGAGEMENT**

Promote active participation and keep them interested.

## **ENTERTAINMENT**

Display the fun and humorous side of your brand and personality.



## TYPE OF POSTINGS

STORIES

PERSONALITY

NETWORK

PORTFOLIO

TESTIMONIALS

TRENDS

PROCESSES

DEMOS

PLANS

MEMES

## FORM OF POSTINGS

PHOTO

GIF

AUDIO

VIDEO

BLOG

STATUS

INFOGRAPHIC

SCREENSHARE



# ENGAGE

Practice efficient prospecting by reaching out to those who engage your posts and then take them through the conversion funnel from awareness to a sale.



# SAMPLE INTRO SCRIPTS

“Hey \_\_\_\_, I saw your guesting on \_\_\_\_.  
I learned a lot, it was really awesome  
I loved it when you talked about \_\_\_\_.”

“Good day \_\_\_\_, I've done a bit of an audit  
on your \_\_\_\_ and I have a couple of ideas  
that I think can really help your business”

“Hello \_\_\_\_, thank you for engaging on  
my post about \_\_\_\_.  
What are your thoughts on it?  
I'd love to hear from you.”

“Hi \_\_\_\_, I saw you inside \_\_\_\_.  
It looks like you have some impressive work,  
so I was compelled to and connect with you.”



# NURTURE

Take on the role of an opinion leader so that you become the go-to person for your chosen niche and never stop giving value even after making a sale.







Apply this method to your

# PERSONAL BRAND

and watch it OPEN up new opportunities for your business to get known and even CLOSE your next sale.

For more actionable tips like this that's sure to scale your brand, subscribe to my YouTube channel: <https://bit.ly/jozelletech-yt>  
New video up every week!

