



STAND OUT

BUILD AN AUDIENCE USING
SOCIAL MEDIA

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01



YOUR
MESSAGE

01

YOUR MESSAGE

Sitting on the phone in my pajamas I remember feeling so nervous that my daughter and son might wake up and start crying, or yelling, or laughing or anything that would ruin my radio interview.

I was already nervous and didn't want to mess up the opportunity because there were more than 200,000+ listeners! As soon as the host started asking questions all of my nervousness disappeared and everything just flowed.

I am convinced that this ease came only because I knew MY MESSAGE. I didn't know it because I had been practicing for this interview. I wasn't clear on my message because someone had taught me why it was important.

I was clear on my message because I had LIVED IT! I was so passionate about everything that the interviewer was asking me about that it was just a natural flow for me to go on and on and on about it with so much confidence that listeners had actually reached out to me after the interview asking for my book, offering speaking engagements etc.

If you remember nothing else when it comes to standing out and building an engaged audience , it is vital that you remember to **OWN YOUR TRUTH!**

When you get clear on your message opportunities to share and reach more people will come with much more ease.

Get 5 days FREE coaching www.ericalatrice.com/challenge

A SIMPLE QUESTION TO ASK
YOURSELF WHEN TO GET CLEAR ON
YOUR MESSAGE...

**WHAT ONE THING DO
YOU WANT EVERYONE
THAT COMES IN
CONTACT WITH YOU
(YOUR STORY, PRODUCT,
SERVICE ETC.) TO LEAVE
WITH?**

5 STRATEGIES TO GROW YOUR FACEBOOK REACH

Get 5 days FREE coaching www.ericalatrice.com/challenge

02

YOUR
DELIVERY

02

YOUR DELIVERY

We are living in a time where EVERYONE and their best friend is telling you to do things their way.

"How I made 10 million dollars in one second using this simple method!"

"How to write a book in one minute using this strategy..."

I am half joking but I'm sure you have seen something promising you a surefire way to complete a goal by copying off of the person delivering it.

I hope to shatter this "copy me" myth!

You have unique gifts that only you can

deliver in the way that they are meant to be shared.

Before you stress yourself trying to copy what everyone says is the "right way" I want you to answer these next questions.

When it comes to sharing your message...what are you **AMAZING** at?

Do you prefer speaking over writing? Do you enjoy video? Audio? Facebook over Snapchat?

I am not saying ignore all forms of delivering your message that you don't like but if you can dominate where you are gifted and most enjoy sharing you will see much better result!

03

C O N S I S T E N C Y

03

CONSISTENCY

GHOST TOWN! Have you ever seen one on social media? or online in general?

Where you connect with content somewhere, you go to follow up and mysteriously the links no longer work?

Or you are redirected to a page that has not been updated since 1786??

If you do nothing else, commit to staying consistent with your upkeep.

I know that it is tempting to say forget it no one is watching but **TRUST ME! THEY ARE!!**

There was a time when I would just walk away from doing updates because I did not

CONSISTENCY

believe that anyone was even listening. One day for whatever reason I decided to actually look at my website traffic. I realized that I had more than 30,000 visits in a month!

This was HORRIBLE news because I had done nothing to nurture those visitors. I don't want you to make that same mistake so here is what you can do to keep it simple.

CHOOSE ONE THING THAT YOU CAN COMMIT TO.. Even if it is just a monthly newsletter or a daily status update pick **ONE THING!**

This is your non-negotiable. Now if you want to 10x everything else that is

CONSISTENCY

icing on the cake!

If you can commit however to at least this one thing you know that you will remain consistent and your consistency will pay off in the long run.

(Note: I want to keep this simple and to the point BUT I would love to support you on your goals so get 5 days of FREE coaching here to make your message stand out.

[www.ericalatrice.com /challenge](http://www.ericalatrice.com/challenge)

04



04

SHARE

I remember seeing a good friend commenting and sharing another friend's post.

Being completely transparent with you I remember feeling somewhat offended.

How could she share this other person's post and never comment or share mine!?

After getting over myself, lol I realized that the post that had been shared was on this other person's page... I had spent so much time "hiding" that I had never really shared much on my own page.

How could I get upset at someone else for doing the same thing that I had done myself? If I wasn't willing to share my messages, how could I expect others to?

SHARE

Are you guilty of this? If you are not excited about your product, service, message, book, program, event etc. How can you expect others to be?

Okay Yes there is a finesse to all of this... You can't just ambush the world with your message , but I am encouraging you to step out and start sharing your message!

If you are not sure where to begin **SIGN UP NOW** for the AmplifyHer 5 day challenge!

(to find out when the next one begins go here www.ericalatrice.com/challenge)

You will receive 5 days of FREE support to get you to your goal!

INTERESTED IN
GROWING YOUR
REACH?

JOIN NOW

AMPLIFYHER CHALLENGE

5 DAYS OF

FREE

COACHING

TO BUILD

YOUR

AUDIENCE

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