

# **READY. SET. WEEKLY PLAN!**

CONSISTENTLY COMMUNICATING WITH YOUR FOLLOWERS



**Karen R. Power**

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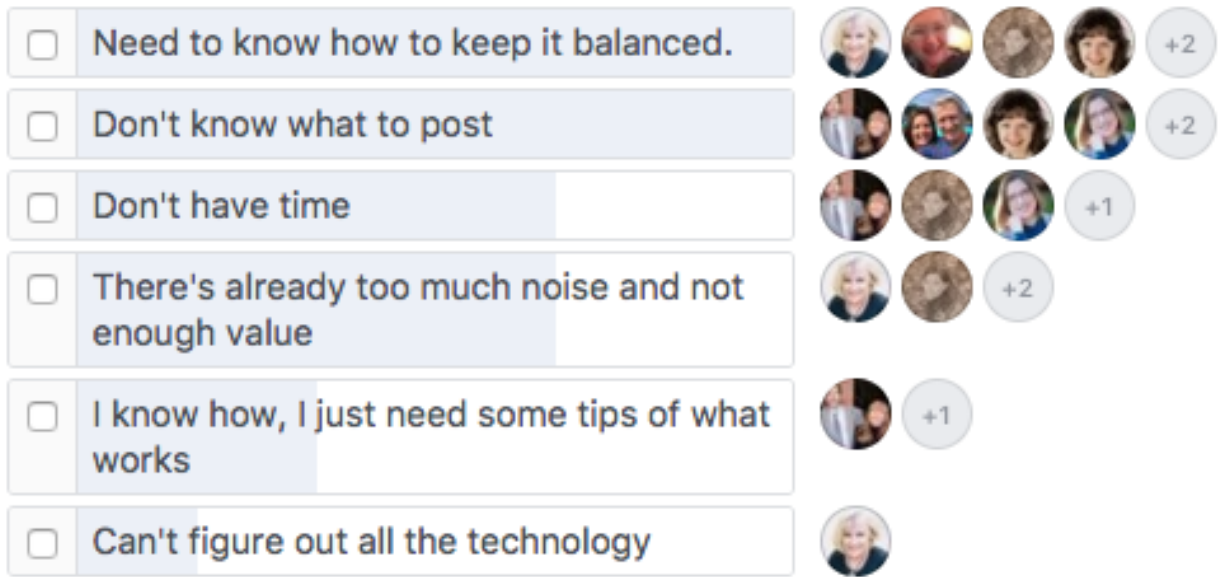
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## A Quick Poll

“What are some of the challenges or issues you have when it comes to consistently posting to the various social media platforms?” \*

Here's the response:



**Please check each item above that applies to you.**

\* Actual survey from The Communicator's Chat group. Find out more information on joining this group at STORE at [KarenPower.com](http://KarenPower.com).

## **Conversation 1**

*This really happened. Maybe you have said or thought what this speaker did.*

I was catching up with a speaker. She was telling me about all the things she was doing with her ministry/business. Then she switched and started complaining about not being able to grow her followers. I asked if she was posting consistently to social media, blogging, etc.

Speaker: "I don't know what to post. I don't want to post about what I'm eating, shopping, or other mundane daily things."

Me: "You don't have to."

Speaker: "But that's what everyone else is doing."

Me: "Don't be like everyone else. Rise above the noise and post something of interest and value."

Speaker: "Like what then?"

Me: "You just shared a list of about 20 things that you are currently doing that are directly related to your ministry/business and that your followers would be interested in knowing. Can you post those?"

Speaker: "I can do that!"

## **You Need a Plan to Get Results**



It's that simple. Posting to social media that gets results works best when it's not just something you do randomly.

**CONSISTENCY** is **KEY!** Posting random things at random times will yield random results. If you're wanting to grow your follower base, think regular posts, small bits or sound bites, and use a theme or topics.

## **Make It Easy ... Automate!**

Create a weekly posting schedule that includes at least one post per day on the various social media platforms. Map it out a month in advance so you have plenty of content. Create a consistent campaign that's relatively worry-free.

1. Schedule the posts for the week at one setting using the schedule feature built-in on WordPress and Facebook Fan pages or a third-party scheduler, such as: HootSuite, or Buffer (there's other similar services available).
2. Be sure to have the SHARE buttons functional on your blog posts to allow the reader to share to their favorite social media page with the click of a button.
3. Make sure your blog and other platforms with this function are set to send out an announcement to those who have subscribed when a new post is done.
4. Use the schedule or autoresponder function for your email announcement. You can segment to send an announcement of what's happening on your blog and social media to a specific group or your entire list.





## **Conversation 2**

*Again, this really happened.*

I have a client who has some challenges with technology. Not the typical, “I don't want to learn it” attitude, but physical issues that make using some technology prohibitive or a least challenging enough to need to hire someone to help.

This client was on the first few days of an extended tour following the famous explorers, Lewis and Clark. She would be visiting historical sites, stopping at interesting places, and going to places many her audience, single moms, may only dream of seeing one day. Just because she was on vacation, didn't mean connecting with her audience had to stop. Quite the opposite! There were great places along the way where she could connect with pictures, stories, or experiences that related to her followers. She just needed to share with them.

In a recent conversation about what she was capable of doing and how to grow her followers, here's what we discussed.

Client: "I feel isolated. I don't know what to post on social media. If someone would just give me a strategic plan, I'll do it."

Me: "Can you possibly take pictures (she was already doing this) and/or do a Facebook Live post when Wi-Fi permits to have your followers join you on this adventure? Can you connect your core message, values, tips, etc. to these places to make them relevant to your specific audience?"

Client: "I believe I can!"

We further discussed the places she would visit and the photo opportunities along the way. As we were walking out of the restaurant where we had been meeting, I showed her how easy it was to do a Facebook Live post.

She started posting photos and doing Facebook Live posts daily on her professional Facebook page the next day. The result ... increased engagement. Not just people clicking the Like button, more importantly they were posting comments and asking questions. Her followers felt as if they are on this journey heading west across the USA with her as their guide.



## **What To Post**



Be sure to have a good mix of content that's appropriate for each platform.

Each week, select one thought, topic, or main theme from your book, program, product, or event.

- Write a 150-300 word article for your blog.
- Create an infographic for Instagram, Pinterest, and it can be used on the other platforms. Be sure to include either your name or your website at the bottom. Also, if you have a logo include it too for stronger branding.
- Do live or recorded video for Facebook Live (now Instagram Live, YouTube Live).
- Post excerpts or sound bites from your main content throughout the week.

## Why The Weekly Plan Works

Consistency is the key to successfully generating social media traffic. Users will want to hear from you, but usually not in long articles. This is an instant society ... quick, fast, easy to digest. Social network algorithms also reward users who post with frequency and with somewhat predicable patterns. A weekly plan combined with the scheduling function of the various platforms will help you remember to post, keep you organized, and keep you posting with regularity.

<b>MONDAY</b>	
<b>TUESDAY</b>	 
<b>WEDNESDAY</b>	 
<b>THURSDAY</b>	
<b>FRIDAY</b>	 
<b>SATURDAY</b>	
<b>SUNDAY</b>	Schedule posts for next week

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## **Sowing and Reaping**

Did you know the daily activities you do as a speaker (or writer) directly affects the harvest in speaking inquiries (or book sales)? As a Speaker (this applies to Writers too), every activity you do to build your business/ministry, connect with your audience, and develop products, programs, and promotional materials is the same as sowing seeds for the result of getting booked speaking events.

There's an old saying that goes something like this, *if you want apples plant apple seeds. If you want oranges, plant orange seeds.*

The point being, you get the crop for which you've sown. Many speakers are planting the wrong seeds, or not planting anything, and then expecting a harvest beyond their wildest dreams. They are doing activities that do not yield speaking engagements (or book sales) and then wonder and complain why.

They are focused on the result ... standing on a stage speaking ... instead of focusing on what leads to that result. Standing on a stage in front of a group of people delivering your message is THE FRUIT from the seeds sown.

The Internet and social media make our lives vary transparent to those who are watching. Remember, as a speaker or public figure, event planners are searching the Internet and what what is posted or not posted. They are watching what you show them.

As a speaker agency owner, I watch speakers and what they do too. Often I'm various speakers at different levels to see what works or doesn't work. I also talk with event planners daily. Many times they tell me they've searched for a specific speaker on the Internet and social media to see what they offer before contacting the agency to learn more about booking them for their event.

Here's what I see from many speakers who think (or tell me) they are a professional speaker. By saying they are a "professional speaker," there are some activities, or seeds, that are intrinsic to getting the results wanted.

Please read through the following list of activities that I see posted over and over by speakers on social media. I'll let you decide if you think these will cause an event planner to be interested in inquiring about the speaker for their event.

- Posting of their shopping trips
- Posting of their vacations (plural) and playing with their friends, family, and/or grandchildren

- Posting about the food they've cooked, or restaurants where they are eating

There's nothing wrong with posting any of the above on their personal pages. When there is nothing posted about them out speaking somewhere, working on new projects, writing their next book, or discussing topics that center around their core message, they are planting orange seeds and expecting apples.

## **What Are Good Seeds for a Speaker to Sow?**

Doing the following with consistency, garners further interest, grows the speaker's followers/platform, and gets results of event planners inquiry about them for events:

- Posting with consistency on social media platforms about your message, your audience, what solution you have for their problem, your books, programs, events, new things coming down the pike.
- Sending out emails to people who have attended your past events to keep them abreast of what you're doing.
- Sending out emails to past and new event planners to let them know what you do.
- Mailing out post cards to targeted event planners.
- Writing a blog.
- Writing their next book.
- Creating promotional materials including a killer demo video.
- Taking ongoing training on various aspects of being a speaker to sharpen your skills, and your ability to run your ministry/business effectively.
- Reaching out and actually connecting with your audience using the Internet.
- And, much more!

## **What You Sow, You Reap**

I was at a writers conference several years ago when the keynote speaker read the *Parable of the Three Servants* in Matthew 25:14-30. He asked this question (and it's stuck with me all these years later), "As it applies to your writing, [in our case, speaking] which servant are you?"

Verses 16-18 describe the three servants:

1. "The servant who received the five bags of silver began to invest the money and earned five more.

2. The servant with two bags of silver also went to work and earned two more.
3. But the servant who received the one bag of silver dug a hole in the ground and hid the master's money."

## **Which One Are You?**

If you are daily and with consistency planting good seeds, then you are number 1 or 2. You'll yield results beyond just getting booked events. If you are not planting good seeds, then you're probably number 3 and among the speakers who ask me why they aren't getting booked.

## **What Do You Do?**

Consistency is the key to planting good seeds. It's daily throughout the year. With so many things to do, the wise farmer finds ways to automate and put processes in place so that each year they know when and what to do. It's the same with speakers.

I've heard several speakers say, "I just need someone to give me a plan to follow." After years of sharing with speakers at conferences and individual coaching, I've put together the tips and activities that focus on a week at a time ... repeated each week of the year. When it's followed consistency ... it works!

## **Wrap Up**

As you've seen, using a Weekly Plan does not have to be complicated. It just needs to be planned and implemented with consistency. When you do, you will get results!

Take a few minutes to map out the next month, quarter, or year. Then, you'll know where you're going, what your goals are, and if you actually accomplished them. Otherwise, if you aim at nothing, you'll hit something ... it won't be the targeted results you wanted. You'll also lose those trying to follow you as you aimlessly roam about the Internet.

## What's Next?



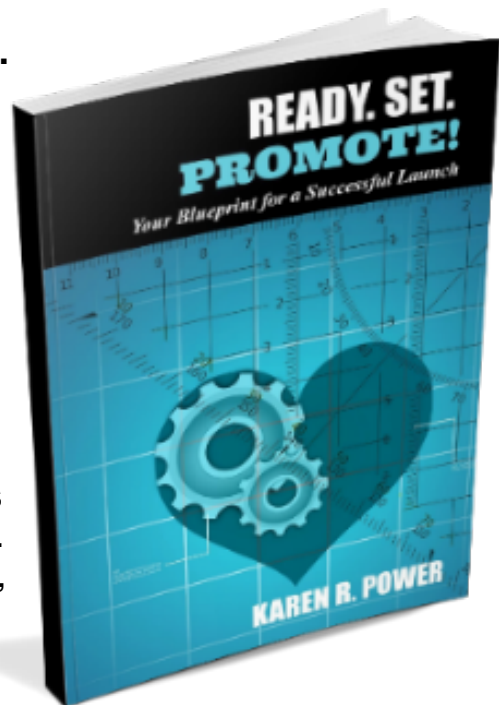
The **Speak & Get Paid** program helps you get all of your promotional materials ready to share with event planners from your head shot, bio, speaking presentation topic descriptions, and other promotional items, to where to find those elusive speaking opportunities.

You've been promoting your book, speaking presentations, program, or other product but you're not getting the results you expected. What should you do?

### **R e a d y .**

**Set. PROMOTE!** leads anyone with something to promote step-by-step through the maze of opportunities; grows their audience into a loyal tribe through relationship marketing; shares real-world case studies and examples that work; and develops strategies to generate multiple income streams from their books, products, programs, or events by harnessing the power of the Internet and social media.

With the information and activities in this program, you can promote anything ... products, programs, speaking presentations, business/ministry, or events.



Visit **STORE** at [karenpower.com](http://karenpower.com)



## **About the Author**

“Karen Power is a gifted coach and speaker advocate. Her services have led to a significant increase in the number of speaking engagements I secure yearly. Her speaker training has covered everything from platform building to building better talks, audience engagement, and how to make meeting planners love you. I highly recommend her services to anyone serious about expanding their ministry reach.” ~ Dr. Sandra Dalton-Smith, Physician, Speaker, and Author

**Speaker Business Training. Support Services. Promotional Strategist. Speaker Booking Agent.**

Karen's passion and purpose are to help Christ-centered communicators and business owners share their messages and products of hope and healing to change the world by creating innovative solutions. She has helped them connect with their audience, grow their platform base, find new speaking opportunities, raise the bar, and increase their customers, paid enrollees, products and book sales by using various delivery methods and strategies.



Karen started booking speakers for Classservices, Inc., Albuquerque, NM, in November 2004. Then started her own agency, Christian Speakers Services, in January 2007.

Karen has 40+ years experience in the Christian communication industry. She started at the age of 11 as a drummer and later served as a bass guitar player for Christian music bands and church praise teams. She has been on virtually every side of events and the stage as a musician, songwriter, speaker, author, event planner, concert promoter, coach, book tour manager, speaker bureau owner, and booking agent. Her marketing, technology, and curriculum development experience has helped her develop and launch a national support group, develop and produce hundreds on live webinars, develop websites, and design promotional and other support materials for internationally-known Christian speakers, authors, and teachers.

While Karen has been focused on helping speakers and authors take their messages to the world, she has also written several stories that appear in the

following books: ***Your Spiritual Personality*** by Marita Littauer, ***Making the Blue Plate Special*** by Florence Littauer, Marita Littauer, and Lauren Littauer Briggs, and ***The Authentic You*** by Anita C. Lee. She has also managed virtual book promotion tours for New York Times best-selling authors such as Francine Rivers and Cecil Murphey and for other top authors in the CBA market such as Carol Kent, Thelma Wells, Kathi Macias and more.

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