



WHY YOU SHOULD SHOW UP ON YOUR SOCIAL MEDIA AND HOW IT CAN IMPACT YOUR SALES

So, you've got the knockout business plan, your team is gold, and the products and services you're providing clients are far and away the best out there.

But, for some reason, your badassery doesn't seem to be translating on your social media platforms.

Are your followers not seeing how hard you hustle? Do they not understand all that your business can offer them through your posts?

Well, the reason your social strategy isn't moving your ROI may not be because of them -- it might be YOU.

Don't fret -- I'm not saying that your boss babe juju has run dry and you should pack it in now. I mean, you may not be seeing as much engagement because YOU aren't showing up in your own social feed. (I know, I know it feels uncomfortable, but stay with me!)

As entrepreneurs, we pour so much of ourselves into our businesses, so whatever we are offering people is worth the hard earned cash our clients are spending. But sometimes what you're offering clients isn't the only factor in their decision to invest in what you're selling -- that's where photos of yourself and your team can not only help attract more attention to your social media but bring in more sales!

Customers are wanting to see the blood, sweat, and tears behind the perfection you're giving them. They want to know the woman that dreamt up this business; they want to feel like they are part of your success; they want to root for you and your team every step of the way. They want to know your why, the heart and soul behind what you do.

So let's set up a girl boss plan of three ways YOU can show up in your social media!



SHARE YOUR WHY

For many of the boss babes I work with (myself included), building their business is one of the main reasons they get up in the morning. Their passion, their ambition, their vision for what they can do for their clients and customers fuels their work -- and it's damn inspiring.

Give the people who follow you a taste of that fire and a deeper glimpse into the heart of your business through a heartfelt caption and beautifully styled photo of yourself. Through sharing your why, you allow them to connect with you! Show them you are worth their follow, and better yet, their hard-earned money.

And don't just do this once or twice a year -- find a cadence of sharing your "why" when you see a spike in followers, or when you want to acquaint your audience with what moves you. Let it be a reminder for them why you do what you do, but also a reminder to yourself.

#fridayintroductions is a great hashtag to follow for examples of this!



POST BEHIND THE SCENES PHOTOS

Your followers want to know how you're making your dreams a reality. They want to understand what their experience is going to be like before their first consultation or visit to your business.



Share high quality, brand-centric behind the scenes photos of cool projects, events, or other work you're doing on your page to give a tiny peek into how your business magic is made. You want the photos to show an authentic side to your work while also maintaining the excellently curated content that you're creating on your social media platforms.

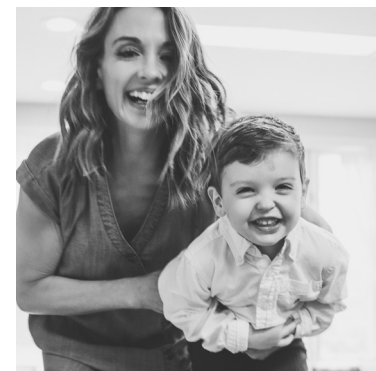
GET PERSONAL



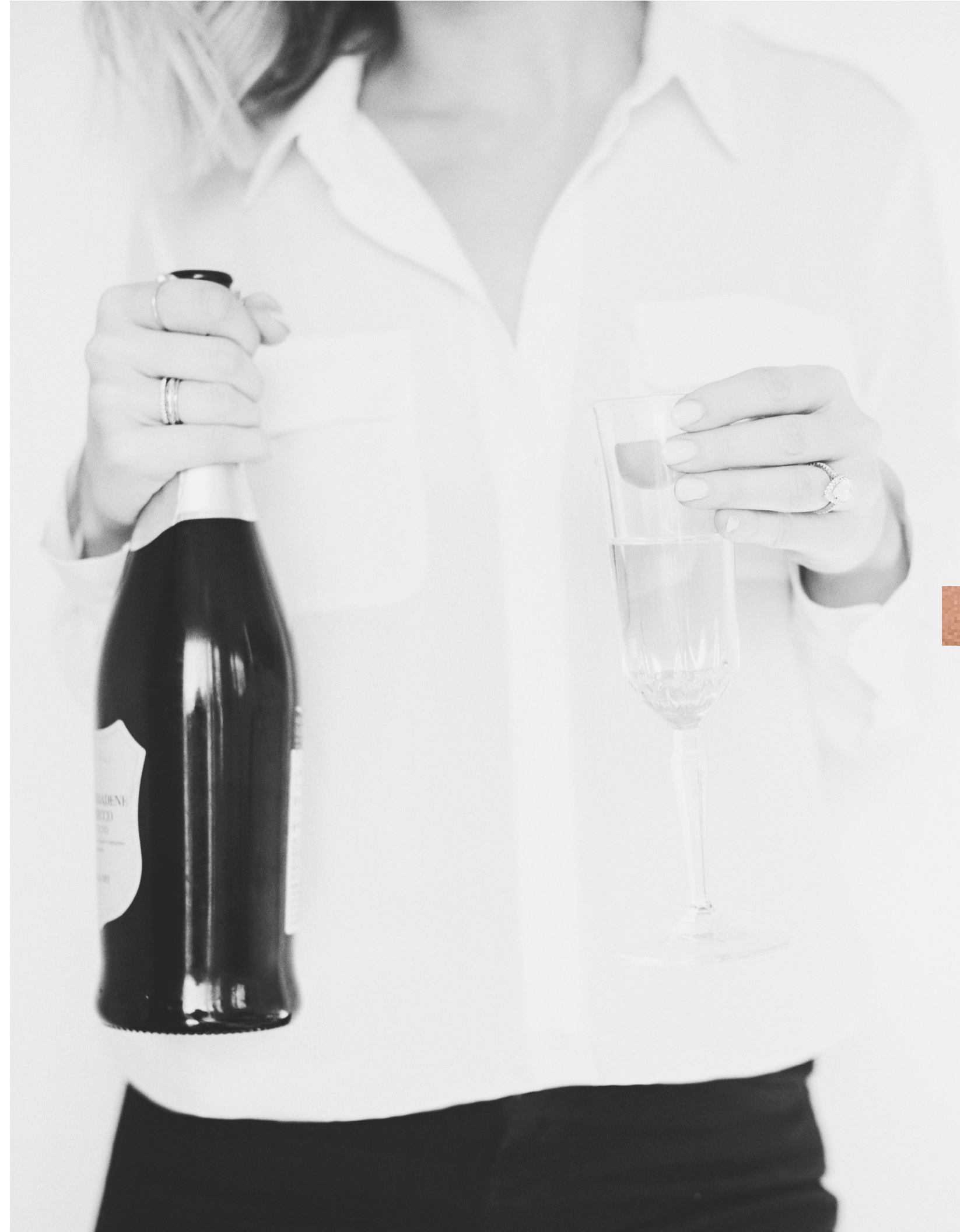
Building trust with your customers is critical in running your one-woman show or small business. Giving followers a glimpse into other aspects of your life through posts about your life outside of your business can help create that bond, which brings clients back for more.



Share posts about your family, friends, or other ways you're connected to the community your business is in. Make sure these posts align with your brand and the kind of audience you're trying to connect with. People want to cheer you on as you experience life, overcome hardships and celebrate big wins.



Followers want to relate to what a business is offering them AND the woman behind it. Whether you're a busy mom, world traveler, wine lover, coffee fanatic, etc., our tribe wants the opportunity to connect with you.



Sharing photos of yourself regularly on your feed is an opportunity to tell a different side of your business's story to your potential customers.

I know it can be uncomfortable to get in front of the camera, but trust me... it's necessary for your brand! Whether it's a styled headshot or a behind the scenes photo of you in the trenches of your work, showing your face is giving your customers even more than an amazing product -- it's giving them a chance to get to know YOU.

Still need more convincing? I've seen the power sharing photos of myself has had on my business and businesses I work with closely. Listen to these powerful statistics:



462%

462% - That's the average increase Sara, owner of JOELLE + CO, gets in engagement when she's in the image, and she sees even more of a boost when speaking transparently about her business and sharing details of her personal life.

181%

Kelsea, owner of KSlade Made, gets around 181% more engagement when it's an image of her lovely face, and even more increased engagement when it's personal about why she does what she loves and her experiences as a woman and business owner.



116%

I personally see a 116% increase on Alisha White Photography when it's an image of me and a 138% increase on Fearlessly Feminine when it's an image of me. I have even more engagement when I'm speaking from my heart about what I'm passionate about.

One of the best ways you can show up on social media is through styled headshots -- and I've got you covered there. Check out alishawhite.photography to learn more about how I can help you look and feel your best in headshots that'll help boost your social game (and, in turn, your revenue) for your business.

Want to go more in-depth on what you can do? Hit me up and let's see how I can help you show up for your brand!

