

THE **MARKET DOMINATION** BLUEPRINT



of Table Contents

Welcome	4
Meet Lethia Owens	4
Your Social Media Accounts	5
Account Setup.....	6
WordPress Blog	6
Facebook Business Page	7
Twitter	8
LinkedIn Personal Profile.....	10
Pinterest	10
YouTube Channel	12
Google+ Page.....	14
Instagram	14
Libsyn	16
SoundCloud.....	20
Buffer.....	21
Pablo	22
Create Weekly Messages.....	24
Weekly Magnetic Message Example.....	26
Repurpose Weekly	29
Publish Weekly.....	36
Posting Your Social Graphics Using Buffer	36
12-Month Strategy.....	39

Appendix A: Content Creation 45

- Time Sensitive..... 45
- Tips and Strategies 45
- Inspirational/Funny..... 46
- Questions 46
- Promotional 46
- Proven Viral Content 46
- Affiliate Links & Resources 46
- Curated Content 47
- Follow Friday 47
- Social Graphic 47

Appendix B: Keeping Your Buffer Full 48

Appendix C: Our Favorite Royalty Free Graphic Resources 49



WELCOME

Welcome

Meet Lethia Owens

Known for her unparalleled ability to educate and inspire people from every walk of life Lethia Owens is a branding expert, market domination strategist and transformational keynote speaker. Having once been a high school dropout and now a successful “serialpreneur,” Lethia knows how far hard work, determination, and a “never quit” attitude can take you.



Lethia Owens
Branding & Market
Domination Strategist

Lethia’s a little geeky, magnetically motivating, and oozing with brilliant business strategies. She is the founder of Next Level Branding & Marketing, Inc., where she and her team help companies accelerate their branding and marketing results by using influence and value as their competitive advantage. She is the creator of the Market Domination Mastery program and the Market Domination Strategist Certification Program. Lethia is ranked #8 among the top 30 brand gurus in the world and she has completed a 6-country tour for her best selling book *Your Brand Influence: The Art and Science of Building an Influential Personal Brand*.



LETHIA OWENS
MARKET DOMINATION STRATEGIST

MARKET DOMINATION **BLUEPRINT**

Weekly Plan to Explode Your Visibility and Generate Massive Traffic
www.MarketDominationMastery.com

Your Social Media Accounts

Use this form to make sure you have all of your social media accounts documented for quick access.

Account	Username	Password
Website		
Facebook		
YouTube		
Twitter		
LinkedIn		
Pinterest		
Google+ Page		
Instagram		
Libsyn		
SoundCloud		
Buffer		

Account Setup

WordPress Blog

The Benefits of Using a WordPress Website:

1. Easy to optimize for search engines
2. Easy to use
3. Scalable (Plugins)

3 Things Your Website Should Do For You

1. Clearly communicate what you do
2. Attract more leads
3. Provide a means for selling your products/services

Your Accounts Should Have the Following:

1. Profile and Cover Photos
2. Short BIO/Description that uses Keywords
3. Your Primary URL



Facebook Business Page

Your Facebook Business Page makes your business:

- **Discoverable:** When people search for you on Facebook, they'll be able to find you.
- **Connected:** Have one-on-one conversations with your customers who can like your page, read your posts and share them with friends, and check in when they visit.
- **Timely:** Your page can help you reach large groups of people frequently, with messages tailored to their needs and interests.
- **Insightful:** Analytics on your page will give you a deeper understanding of your customers and your marketing activities.

When you set up your Facebook Business Page, you can request a web address like "Facebook.com/yourgreatcompany," which makes it easy to find. To maximize the impact, include this address on your business card, website, and other marketing materials.

Remember: your page is an extension of your business. It's an easy way to share updates and more with the people who matter most. It's ready to help you engage your customers on desktop and on mobile.

Configure your Facebook Page as follows:

1. Select a cover image. We recommend using <http://Canva.com> if you would like to do it yourself or <http://Fiverr.com> if you want to hire a freelancer to create one for you.
2. Upload your profile photo.
3. Complete the about section of your FB Business Page (including your BIO/Description.)

About Lethia Owens - Market Domination Strategist

Page Info	PAGE INFO
Page Owners	Category: People : Business Person
	Name: Lethia Owens - Market Domination Strategist
	Topics: Choose three words to describe your Page
	Facebook Web Address: www.facebook.com/PersonalBrandingStrategist
	Start Date: Founded on January 28, 2005

Twitter

Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about. Twitter is an excellent way to communicate with your audience by Live Tweeting event updates and interacting using a specific hashtag related to your event or business.

Configure Your Twitter Account

- 1 Click on the "Edit Profile" button.
- 2 Update your profile picture, short bio/description and website address.

Need help building your **Magnetic Brand** or **Maximizing the Power of Marketing and Sales?**
FreeOffer.LethiaOwens.com
Lethia Owens
Personal Branding Strategist
Ranked #8 Among the Top 30 Brand Gurus In the World

TWEETS 7,981 FOLLOWING 10.1K FOLLOWERS 20.8K LIKES 28 LISTS 18

Edit profile

Lethia Owens
@LethiaOwens

Personal Branding and Social Media Strategist, Measure Your Brand Attraction and Raise Your Irresistible factor for Greater Career Success and Business Profits.

St. Louis, MO, USA
lethiaowens.com
Joined July 2008

152 Photos and videos

Tweets Tweets & replies Photos & videos

View 1 new Tweet

Lethia Owens @LethiaOwens · 8s
Join the live broadcast.

BREAKING NEWS ABOUT PERISCOPE
What We've All Been Waiting For...
You Can Now Stream Videos in Landscape Mode!
Search @LethiaOwens to Follow Me!
Watch the replay at <http://Katch.me/LethiaOwens>
PERISCOPE.TV | LETHIAOWENS.COM

BREAK FREE
*Be Unstoppable*TM
LIVE GOD'S BEST FOR YOUR LIFE

ASHLEY WINSTON
Breakthrough Strategist

Tweets 285 Following 110 Followers 247 Likes 10

Follow

Ashley Winston
@AshleySaysGo

Ashley Winston is an entrepreneur, life and business strategist. She empowers people through her books, inspirational messages, training, coaching and programs.

Chicago, IL
breakfreeunstoppable.com
Joined May 2010

Tweets Tweets & replies Media

Ashley Winston @AshleySaysGo · Nov 6
If you don't serve well, you can't lead well. Selfishness will keep you stuck, but being unselfish will make you unstoppable. #leadership

Mindset Monday

Who to follow · Refresh · View all

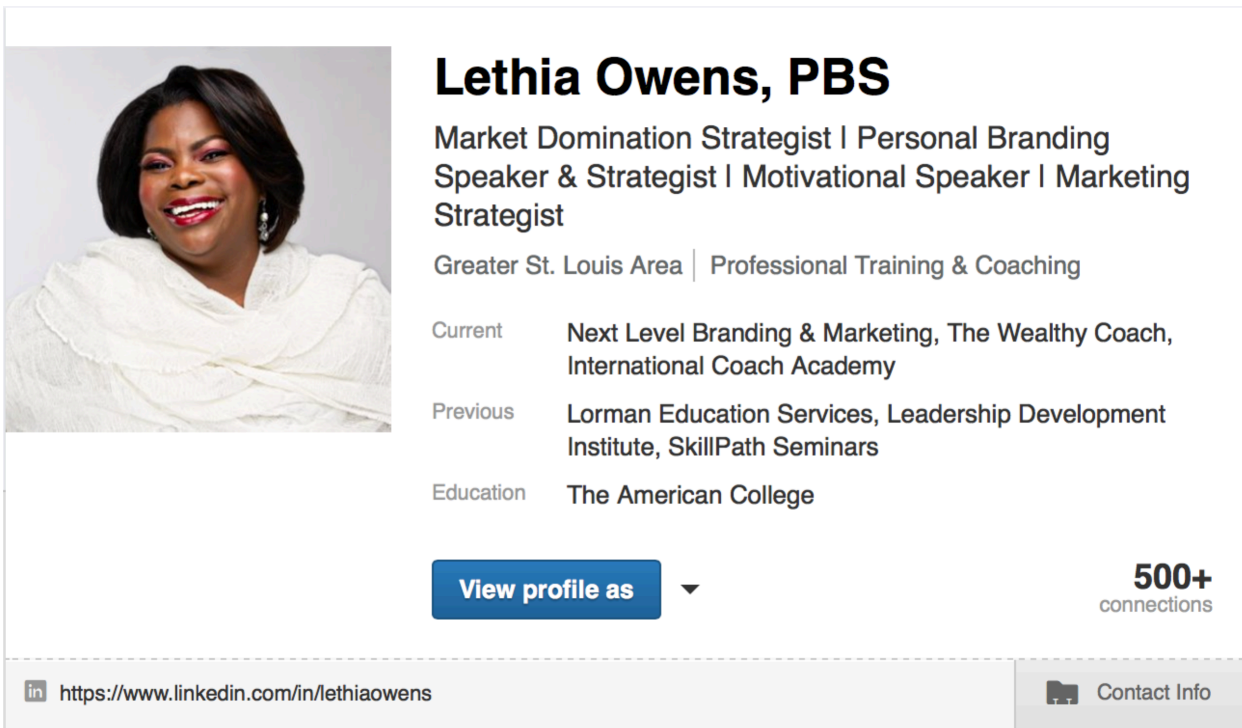
- Followed by Matt C. Hernandez and others
- John Legere** @JohnLe...
Follow Promoted
- Shon Roka** @ShonRoka
Follow
- Blog Writing Secrets** @BL...
Follow

LinkedIn Personal Profile

LinkedIn is the world's largest professional network with hundreds of millions of members, and growing rapidly.

Configure Your LinkedIn Account

- 1 Click on the Profile -> Edit Profile from the menu.
- 2 Upload your profile pic.
- 3 Enter your title.
- 4 Complete your professional summary.
- 5 Add your current and previous work experiences.



Lethia Owens, PBS
 Market Domination Strategist | Personal Branding
 Speaker & Strategist | Motivational Speaker | Marketing
 Strategist

Greater St. Louis Area | Professional Training & Coaching

Current Next Level Branding & Marketing, The Wealthy Coach,
 International Coach Academy

Previous Lorman Education Services, Leadership Development
 Institute, SkillPath Seminars

Education The American College

[View profile as](#) ▼

500+
connections

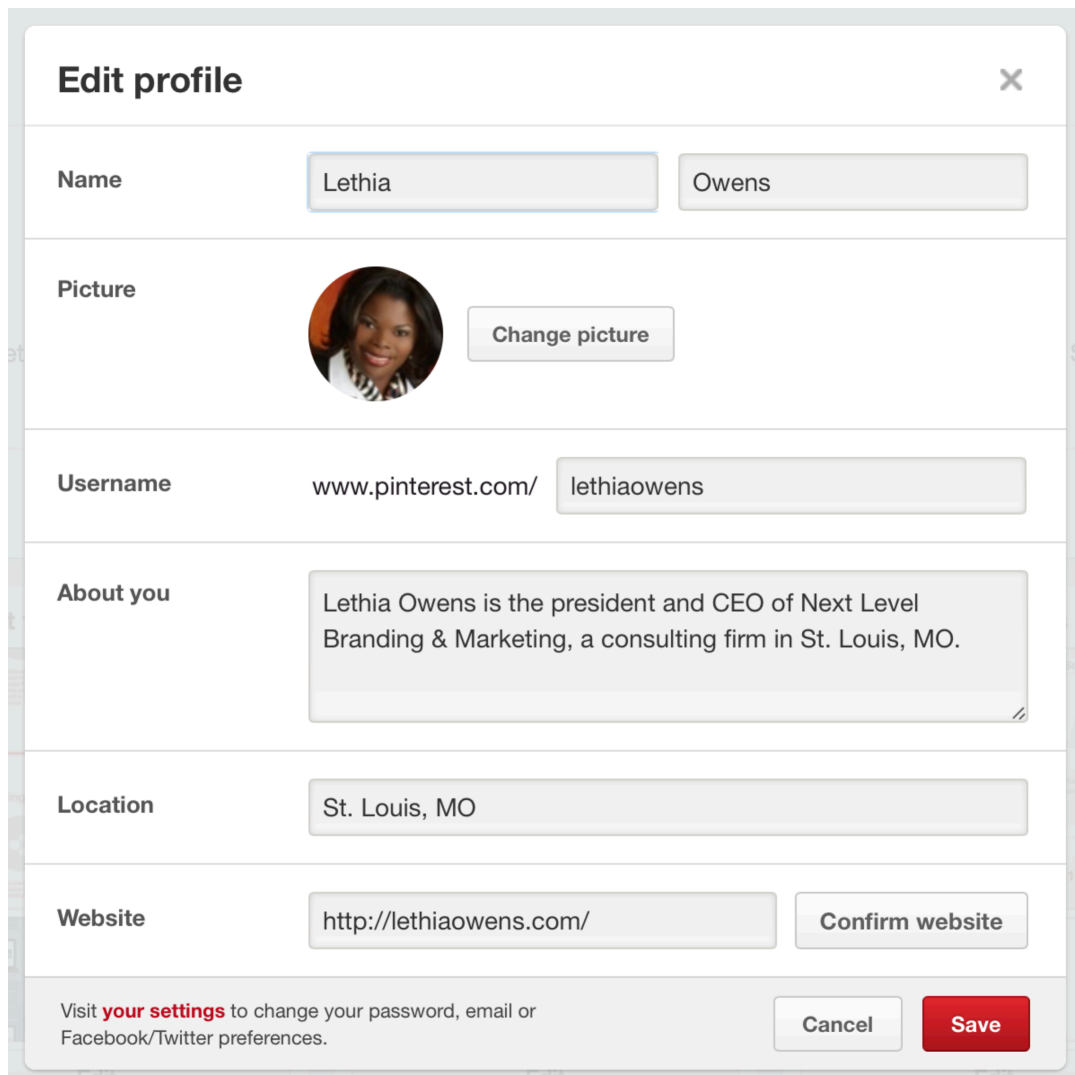
<https://www.linkedin.com/in/lethiaowens> Contact Info

Pinterest

This social network allows users to visually share, and discover new interests by posting (known as 'pinning' on **Pinterest**) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned.

Configure Your Pinterest Account

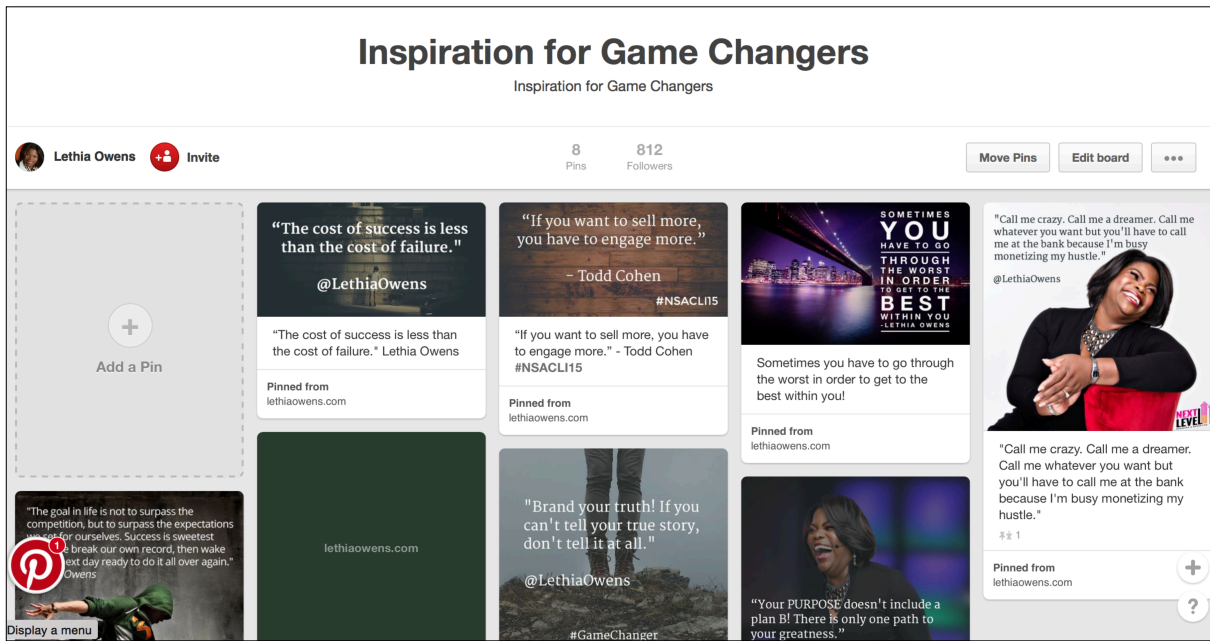
- 1 Click on the “Edit Profile” button.
- 2 Upload your profile picture.
- 3 Add a short Bio/Description (160 Character limit).
- 4 Enter your website address.
- 5 Create at least 1 board with a keyword-rich name.
- 6 Post a few images or videos to your new board.



The screenshot shows the 'Edit profile' form on Pinterest. The form is titled 'Edit profile' and has a close button (X) in the top right corner. It is divided into several sections:

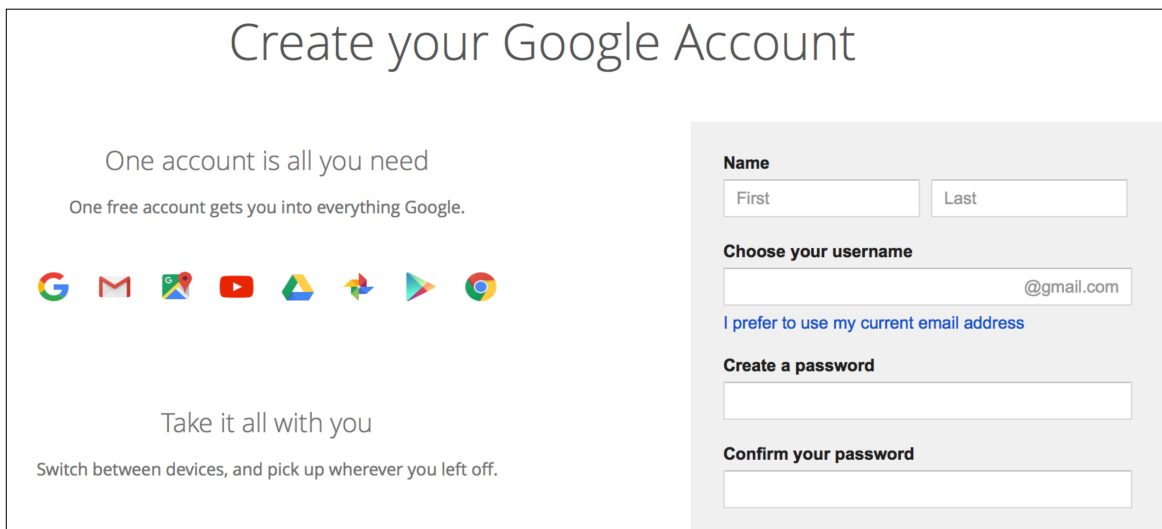
- Name:** Two input fields containing 'Lethia' and 'Owens'.
- Picture:** A circular profile picture of a woman and a 'Change picture' button.
- Username:** A text field containing 'www.pinterest.com/ lethiaowens'.
- About you:** A text area containing the bio: 'Lethia Owens is the president and CEO of Next Level Branding & Marketing, a consulting firm in St. Louis, MO.'
- Location:** A text field containing 'St. Louis, MO'.
- Website:** A text field containing 'http://lethiaowens.com/' and a 'Confirm website' button.

At the bottom of the form, there is a note: 'Visit **your settings** to change your password, email or Facebook/Twitter preferences.' and two buttons: 'Cancel' and 'Save'.



YouTube Channel

YouTube, owned by Google, allows billions of people to discover, watch, and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content from creators and advertisers large and small.



Once you create your Google account, you will automatically have a YouTube account.

Create a new channel

With a Google Account, you can watch, like, and subscribe. Google Accounts don't come with a YouTube channel by default; without a channel, you have no public presence on YouTube.

To upload, comment, or make playlists, you must create a public YouTube channel.

Create a personal channel with your name

- 1 Make sure you're signed in to YouTube.
- 2 Try any action that requires a channel: e.g. upload, post a comment, or create a playlist.
- 3 If you don't yet have a channel, you'll see a prompt to create a channel.
- 4 Check the details (with your Google account name and photo,) and confirm to create your new channel.

Create a channel with a business or other name

- 1 On a computer or in a mobile browser, make sure you're signed in to YouTube.
- 2 Go to **All my channels**.
- 3 If you want to make a YouTube channel for a Google+ page that you manage, you can choose it here. Otherwise, choose **Create a new channel** to set up a channel with a different name than your Google account name.
- 4 Fill out the details to create your new channel.

Configure Your Channel

- 1 Upload your channel cover image.
- 2 Add a short Bio/Description under the About section.

The screenshot shows a YouTube channel page for 'Connie Podesta'. The banner features a purple and pink background with the text 'EXPERIENCE CONNIE' in white. Below the banner, the channel name 'Connie Podesta' is displayed, along with a 'Subscribe' button and a subscriber count of 1,860. The navigation menu includes 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The 'About' section shows '1,860 subscribers • 169,245 views' and 'Joined Aug 7, 2008'. A 'Send message' button is visible. The description states: 'Connie views each audience as an exciting opportunity to create a presentation specific to their industry, goals, and needs. To do that she listens closely to each meeting planner to learn exactly what will work best for them. Connie has the expertise, credentials, and talent to focus, not only on the message, but also on the delivery style that works best for you and your audience. But first she needs your help in answering a very important question'. A link to watch a demo video is provided at the bottom: '*** Watch my Demo Video at www.ConniePodesta.com'. A 'Related channels' section on the right shows 'DragOnFlyZ Truthful...' with a 'Subscribe' button.

Google+ Page

Step 1: Start with a personal Gmail account.

You must have a personal Google profile (a.k.a. Gmail account) to create a business page. Sign in to your Gmail account and visit <http://business.google.com/create> to get started.

Step 2: Pick the kind of page you want to create.

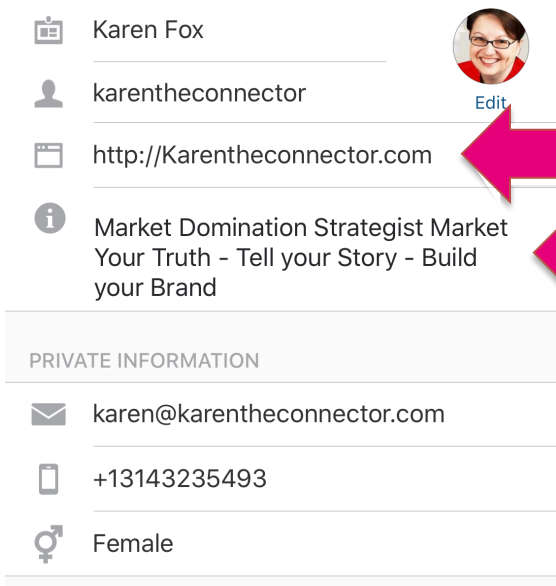
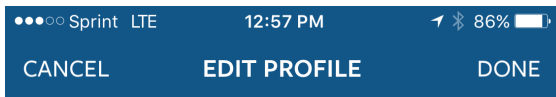
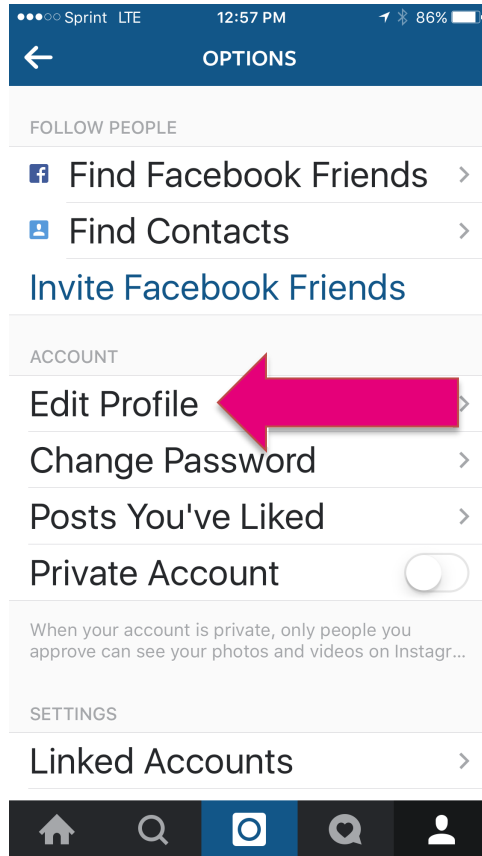
Select the 3x3 block icon in the upper right corner of the screen then select the G+ icon.

Then, at the upper left of your personal Google Plus homepage, click on the "Home" drop-down menu and select "Pages."

From there, you will be able to **select "Get Your Page" to create a new one.**

Instagram

Instagram is a photo and video social media platform. Add your bio and website link to your profile.



Libsyn

Libsyn is a one-stop solution for everything you need to start podcasting, get your podcast in iTunes and even turn your show into an App.

Configure Your Libsyn Account

- Sign up for a new account

account information	credit card information
first name* <input type="text" value="Krystal"/>	card holder's name* <input type="text" value="Krystal OConnor"/>
last name* <input type="text" value="OConnor"/>	card number* <input type="text" value="4111111111111111"/>
email* <input type="text" value="krystal+1@gmail.com"/>	expiration <input type="text" value="January"/> <input type="text" value="2014"/>
password* ? <input type="password" value="....."/>	cvv number* ? <input type="text" value="321"/>
retype password* <input type="password" value="....."/>	zip/postal code* <input type="text"/>
show slug* http:// <input type="text" value="myshow"/> .libsyn.com Your RSS feed and web pages will be located at this domain.	Libsyn is compliant with PCI Security Standards pcisecuritystandards.org Have questions concerning billing? billing@libsynsupport.com
subscription options	

- Log in and configure the show – Click on Settings in the menu.
- Your artwork has to meet the following criteria:
 - 1400x1400px (minimum)
 - 3000x3000px (maximum)
 - Under 500kb
 - Use rGB color space
 - Be a JPG, JPEG, or a PNG file
- You can use Canva to create a custom image for your iTunes podast.

Required Information

Show Title*

Show Slug

Show Description*

Ranked #8 among the top 30 brand gurus in the world, Market Domination Strategist Lethia Owens will share next level branding and marketing strategies to help you develop the mindset of a game changer and take your business to the next level.

*This description may be used in several places including the [Libsyn directory](#) and possibly your show's web page. **This description will not appear in iTunes.** iTunes will use the "summary" field from your feed destination.*

Website Address*

- Configure the RSS feed – These are known as your destinations.

Libsyn Classic Feed REMOVE

Destination Name ?

Required Information

Feed Extension* ?

iTunes Categories ?

Category 1* v

Category 2 v

Category 3 v

Recommended Additional Information

iTunes Store Basics

Subtitle

Summary

Author ?

Improve iTunes Searchability and Visibility

Language Code ?

Content Rating*

Not Set

Clean

Explicit

Keywords

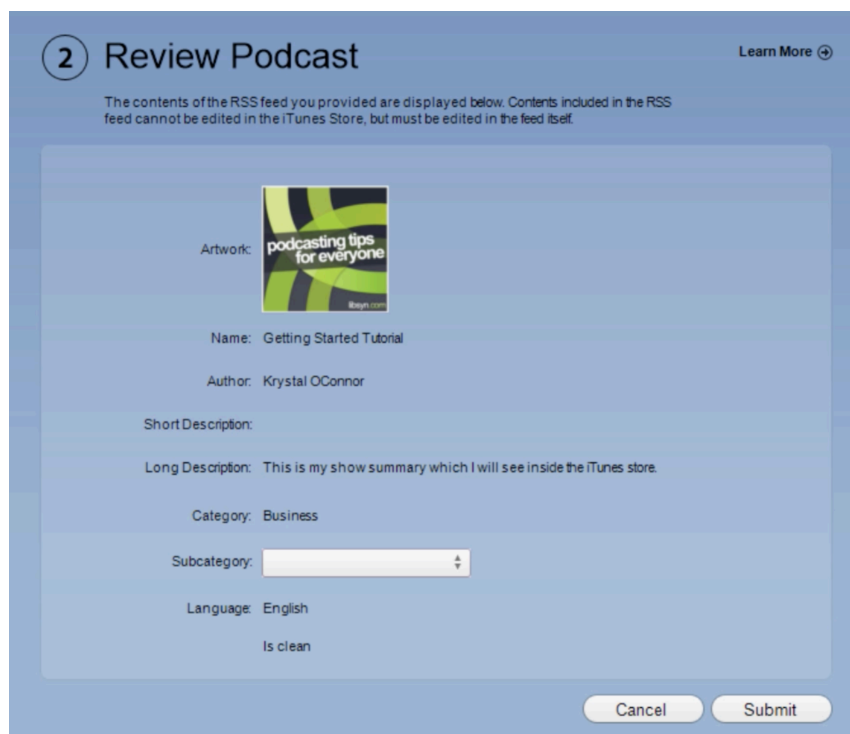
iTunes has recently dropped support for keywords. This field will be removed from Libsyn in the near future.

iTunes Contact Info

Owner Name ?

Owner Email ?

- Publish your first episode
- Validate and test your feed using <http://feedvalidator.org/>.
- Subscribe to your own show in iTunes
- Submit your podcast to the iTunes Directory. Go to the iTunes store -> Click on Podcast in the menu, then look for “Submit a Podcast” on the right sidebar menu.

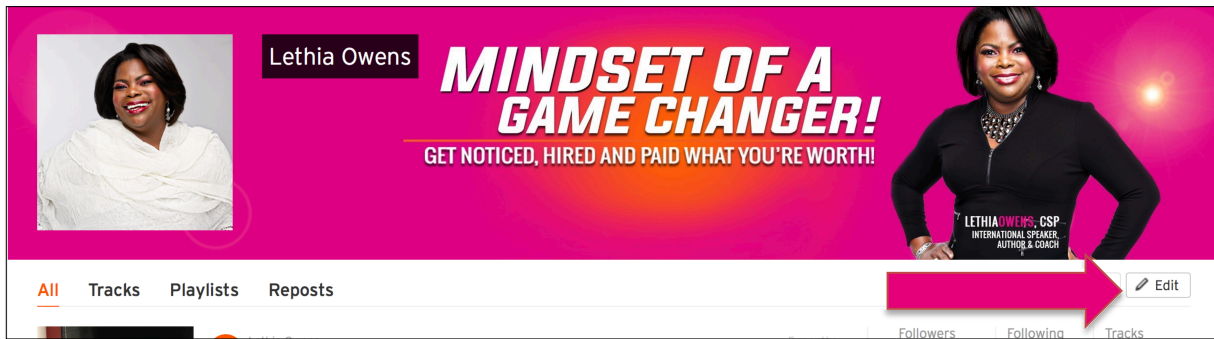


SoundCloud


SoundCloud is the world's leading social sound platform where anyone can create sounds and share them everywhere.

Configure Your SoundCloud Account

- 1 Set your display name and profile URL.
- 2 Add your profile image and description.
- 3 Add a link to your website.



Edit your Profile



Update image

Display name *

Profile URL

First name Last name

City Country

Bio

As the nation's leading expert on building brand influence, Lethia Owens is the president and CEO of Lethia Owens International, Inc., a consulting firm focusing on personal and leadership branding for enterprising

Your links ?

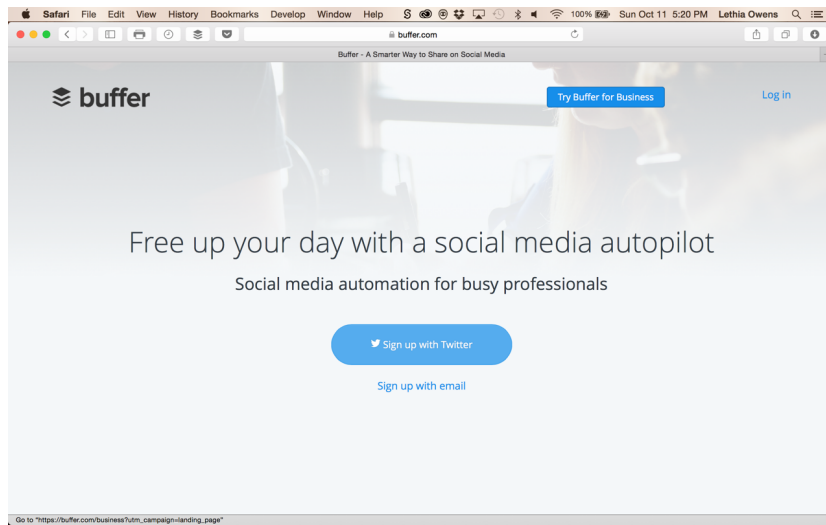
Add link

Cancel Save changes

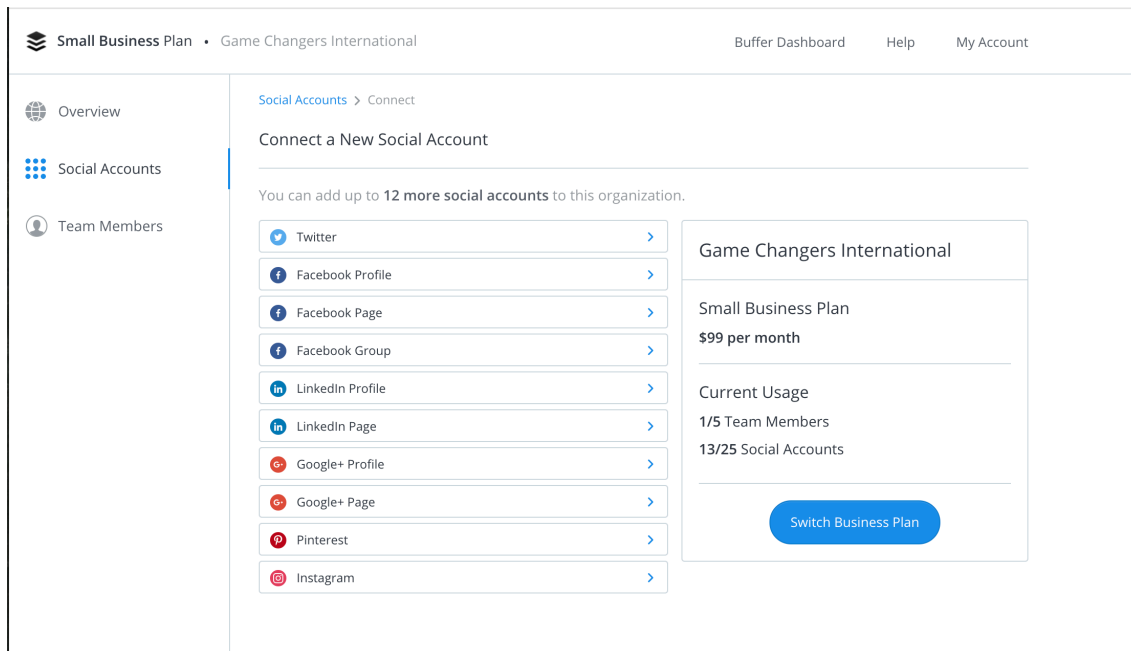
Buffer

Buffer is the tool we recommend for managing your social media posting. We used to use Hootsuite.com but now we prefer Buffer because of how easy it is to use. The analytics it provides and the concept of using a queue that you can fill with messages that will be automatically scheduled for you. You can set up your entire weeks' worth of social media posts all at once! To setup your account, follow these steps:

Step 1: Sign up with either Twitter or your email address.



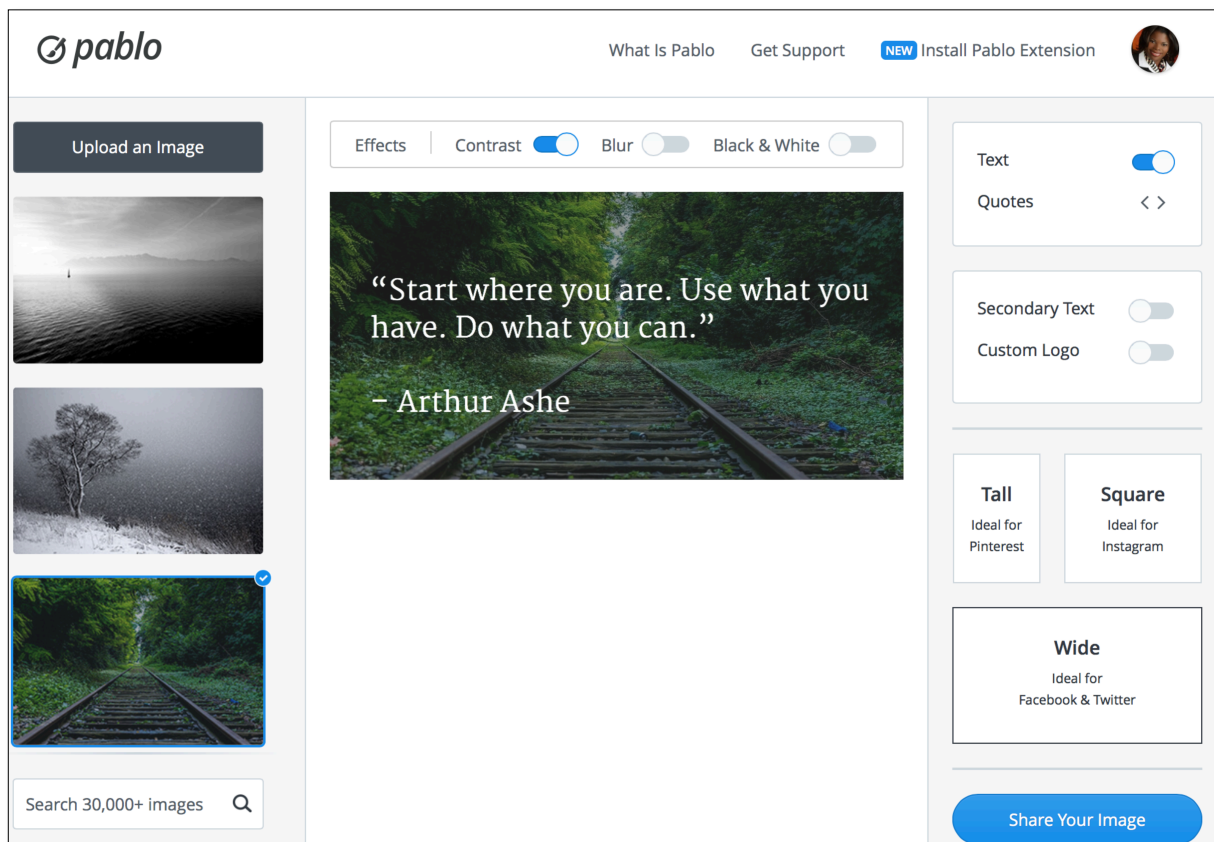
Step 2: Add your social networks



Pablo

You've probably seen people on social media sharing inspirational quotes or great one-liners on a beautiful background. Want to create your own? Buffer has an app that makes it easy to do this in just 30 seconds. Meet Pablo.

You can upload your own images, or simply search for a stock image they already provide. Pablo is an excellent resource for generating quick content.





LETHIA OWENS
MARKET DOMINATION STRATEGIST

MARKET DOMINATION BLUEPRINT

Weekly Plan to Explode Your Visibility and Generate Massive Traffic

www.MarketDominationMastery.com

WEEKLY MAGNETIC MESSAGE CHECKLIST

Use the following checklist to create a **Weekly Magnetic Message** to help promote your Brand.

Create a Magnetic Title

*Shoot for a **30+ EMV Score** using the **Headline Analyzer** - <http://www.aminstitute.com/headline/>.*

Point, Story, Application (PSA)

*The most powerful messages are the ones people remember and share. To make your message memorable, be sure to include a **Point, Story** and **Application** within your message. Not only will the reader be able to more readily remember your message, it will be anchored in their mind with a powerful story and add value to their life because of the encouragement to apply what they have learned.*

Call-to-Action (CTA)

*When writing your message, include a CTA so the reader knows the next step they should take. This could be a CTA with instructions to **Like, Comment, Repost, Retweet, Share** or visit a **Squeeze Page, Sales Page, Website** or **Complete a Form, etc.** Your CTA may even be something practical like asking the reader to share a goal, identify an action step, or share their experience.*

Use Headlines, Bullets and Pictures

*Your message will be **easier to read and remember** if you use headlines, write your message in chunks (short paragraphs) and use bullets and pictures. Headlines, bullets and pictures makes it easier for readers to quickly grasp your message and file the information away for future recall. In short it **makes your message more memorable.***

2% Keyword Density

*Writing with a keyword in mind will pay off big time when your content is posted online. Using keywords in your title, headlines and body text will **boost your search engine optimization** and make your content more **findable and search engine friendly**. A 2% keyword density means that for every 100 words of text you write, your keyword should appear twice. So if you write a 300-word message, use your keyword 6 times.*

Brand Language

*Include **signature phrases and language** for which you are known to help build awareness for your brand. By infusing your brand language into your message, you are including **your unique imprint** in the mind of the reader.*

Write Spirit-to-Spirit

*Most people write to share information, which only creates awareness. When writing your message, seek to create a powerful emotional connection by writing to transform the reader. When you write **spirit-to-spirit**, your message connects with the reader's highest ambitions, aspirations, needs and goals.*

7 Sound Bytes for Social Graphics (SG)

While writing your message, identify 7 statements that can be used as quotes for social graphics that will be created and posted on your social media accounts. These graphics will be shared each day of the week to keep your message fresh and top of mind with your audience.

Write 300 - 900 Words

Readers respond to short and powerful messages they can consume and use quickly. Therefore keep your messages to a reasonable length.

Create Weekly Messages

Resources:

- <http://www.AMInstitute.com/headline/> (FREE)
- <http://Buffer.com> (\$10/Month)
- <http://Buffer.com/Pablo> (FREE)
- <http://GraphicStock.com> (\$199 per year)
- Google Search for "HD Wallpaper" (FREE)

Free Headline Analysis Results

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"Be Seen Everywhere Market Domination Strategies to Get You Noticed"

Your Headline's **EMV Score:**

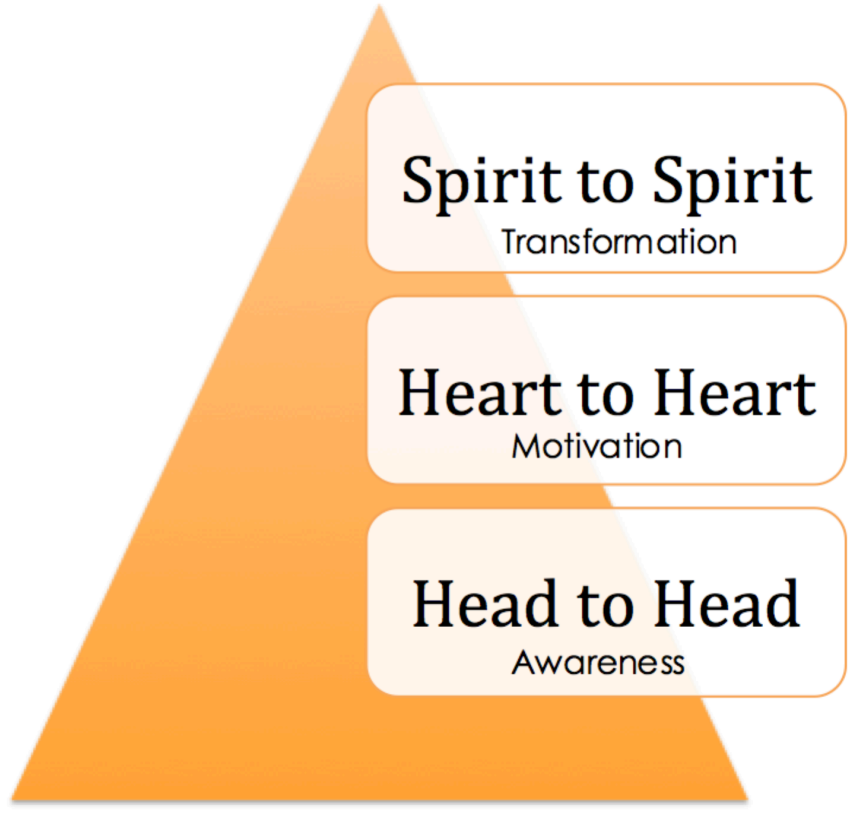
80.00%

This score indicates that your headline has a total of 80.00% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75%** EMV words in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 80.00%, your headline also has the following predominant emotion classification:



Notes:

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Weekly Magnetic Message Example

(Word Count: 904)

Create The Life You Want

When you look at your life today, is it the life you wanted to create for yourself?

I think for many people, life may not be a well-thought-out and crafted masterpiece. Mine certainly wasn't... not in the beginning.

Rather it was influenced by my past, stories, and my doubts, perceived failures, and fears. Most certainly it was influenced by not knowing my worth or value not to mention poor money management and feeling like a victim.

How about you? What prevented you from creating the life you wanted? Not knowing the steps or what the possibilities were?

We've all had our share of challenges and have walked through life's fire. And we're still here. You're still here! No matter what you took stumbling blocks and turned them into stepping-stones on your journey.

So how *do* you start to create the life *you* want out of the life you're living?

First let share that what I have found is that there are internal shifts that have the greatest impact on your joy, fulfillment, success and peace of mind; shifts that you may not have been taught growing up.

I understand that the language of "creating the life you want" may not be that familiar, specifically the "creating" part. But - that's the great part—because you can.

From this moment on, know that it's you... you have the answers, you have the power and you have the ability to create the life you want. It all lies within you.

I use to think that life was about finding yourself, finding your dreams. No, it's not- instead life is about creating – creating your life, joy, success and wealth.

Here's three ways how...

- **Learn to align your thoughts & feelings.** Simply put, thoughts are things. Yes, they really are. You just need to learn to think thoughts that align with what you want to create in your life – until it shows up.
- **Understand the power of your spoken words in your life.** Words are by far the most powerful force that we have. You can use your words positively or destructively but whichever way your words are creating in your life. Words have an energy and power to heal, soothe, hurt, harm and ultimately create.
- **Step into the possibilities with action.** Simply put, you must take action. Creating the life you want out of the life you are currently living is about taking action. It's also about grabbing a glimpse of what's possible for your life and business.

From your business ideas, product line, harnessing your motivation, facing your fears, being a successful entrepreneur – it's all about taking action. You will have to take bold, radical actions for the results you desire. Trust and believe that these actions will move you out of your comfort zone and into a greater capacity for what you want to create in your life. There's no way around it.

You will create the life you want – your breathtaking, amazing, fulfilled life of abundance – when you take action rather than avoiding it. Be mindful, however: you don't want to take just any action. You want your actions to be inspired from within. Remember a time when you had a nudge to do something, but you ignored it. Later you realized that it was in perfect alignment with your goal. That's the inspired action I'm talking about.

In spite of what you may think, you don't stumble into your future. You are the creator of your life whether you believe it or not. Life isn't happening "to" you. Instead, life is creating "through" your thoughts and feelings.

Whether you're conscious of it or not, or even believe it, you are a creator and you are the force that is creating your own future—with every thought, feeling, spoken word and action you take today.

Think about, what you see in your life now is the evidence of your past thinking, speaking, and actions taken or not taken. It's just that you may not have been as conscious of these internal mechanism as the factors behind the scene in creating your experiences.

Now that you are, you get to use these consciously to literally create the life you want. Remember that you are the thinker who thinks the thoughts that create the things in your life!

When you're ready to take action to create the life you want grab your inspirational audio at www.jenennemacklin.com. You can also schedule your complimentary consultation with marla@spiritandriches.com.

7 Sound Bytes to Use to Create Social Graphics

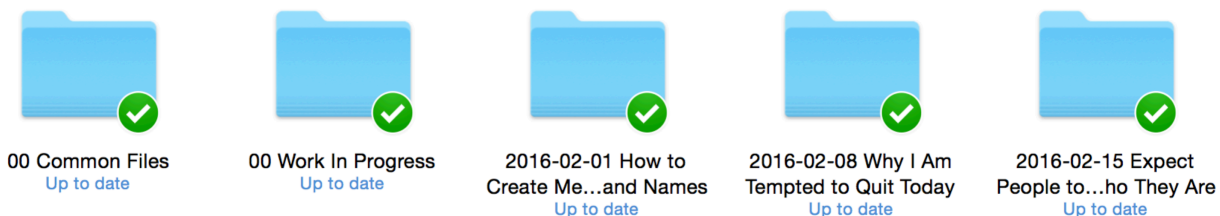
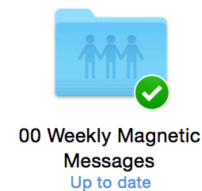
- No matter what - you took stumbling blocks and turned them into stepping-stones on your journey.
- I have found that there are internal shifts that have the greatest impact on your joy, fulfillment, success and peace of mind; shifts that you may not have been taught growing up.
- I use to think that life was about finding yourself, finding your dreams. No, it's not- instead life is about creating – creating your life, joy, success and wealth.
- The better you are at aligning your thinking and feeling for the results you desire, the better you create your reality.
- You can use your words positively or destructively but whichever way your words are creating in your life.
- From your business ideas, product line, harnessing your motivation, facing your fears, being a successful entrepreneur – it's all about taking action.
- Life isn't happening "to" you. Instead, life is creating "through" your thoughts and feelings.

Repurpose Weekly

Now that you have created your magnetic message, it's time to take your marketing to the next level. The Repurpose step allows you to use one message to generate content each day throughout the week. This will help you explode your visibility and generate massive traffic.

Prepare for the next step:

- Create a **main folder** named “Weekly Magnetic Messages”. All of your Weekly Magnetic Messages will have their own folder within this **main folder**.
- Create a weekly magnetic message folder for each message you create. To accomplish this, you will create a **sub folder** and name it “YYYY-MM-DD Title of the Weekly Magnetic Message”. For example, “2016-1-09 Why I Am Tempted to Quit Today.” Here is what the **sub folders** might look like within your **main folder**.



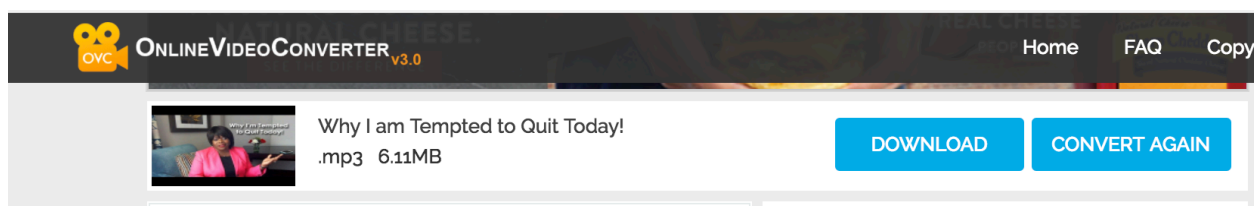
- Save the Word doc that contains your weekly magnetic message and 7 Sound Bytes. I recommend that you name the Word doc using this naming convention “YYYY-MM-DD Title of the Weekly Magnetic Message”. For example “2016-1-09 Why I Am Tempted to Quit Today.” YES the **sub folder AND the Word doc** have the exact same name. Be sure to save the Word doc into the **sub folder** of the same name.

Video - Now it's time to get comfortable creating videos!!! 😊

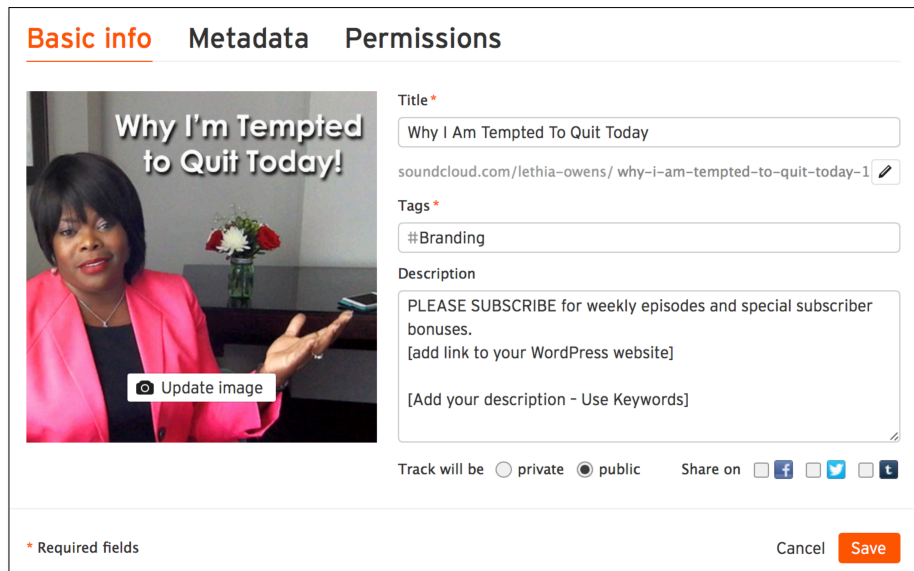
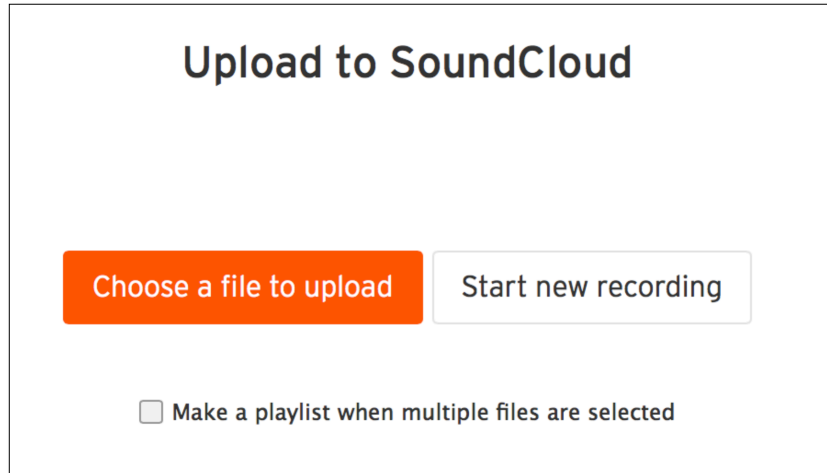
- Copy the message from your Word doc and paste it into the browser-based teleprompter called <http://cueprompter.com>. Use this tool to help you quickly create videos. **The key to creating great videos with a teleprompter is to position the teleprompter at least 4-6 feet away from you.** If it is any closer, the viewer will be able to tell that you are reading and this isn't a good look 😊.
- Use your webcam to create a new video. When saving the video, make the name the same as your message name. For example "2016-1-09 Why I Am Tempted to Quit Today.mp4". This will save you time when uploading your file to Youtube.
- Upload your video to YouTube.
 - Use the title of your Weekly Magnetic Message. Remember take off the date at the beginning and the ".mp4" at the end so your YouTube title becomes, for example, "Why I Am Tempted to Quit Today."
 - Add your description including the following points:
 - PLEASE SUBSCRIBE for weekly episodes and special subscriber bonuses.
 - [Add link to your WordPress website]
 - [Add your description – Use Keywords if possible]
 - Add your keywords as tags.

Podcast

- Create an audio from your video – Use either <https://www.onlinevideoconverter.com/mp3-converter> or <http://Convert2mp3.net>
- Click on the "Download" button to save the MP3. Be sure to use the same name as your message when saving. For example, "2016-1-09 Why I Am Tempted to Quit Today.mp3"



- **Upload to SoundCloud**



- **Upload to Libsyn (Advanced Level)**

- Click on Content -> Add New Episode in the menu.
- Click on the “Add Media File” button.
- Enter the title of the message and the same description you used for SoundCloud.
- Upload Social Graphic #1 as the thumbnail.
- Select your category and add your keywords as tags.
- Set the permalink to point to your website address.
- Set the iTunes Style Rating as “Clean”.

- o Click "Publish".

Details - Edit Title, Description, and Info about this Content

Title*

Subtitle


FILE ▾ EDIT ▾ INSERT ▾ VIEW ▾ FORMAT ▾ TOOLS ▾

FONT SIZES ▾ A ▾ A ▾

PLEASE SUBSCRIBE for weekly episodes and special subscriber bonuses.
 [add link to your WordPress website]
 [Add your description here - Use Keywords]

Description

Thumbnail ?



SG1.jpg

Blog Thumbnail ?

Do not use thumbnail on blog
 Use normal thumbnail (set above)
 Use different thumbnail for blog (custom)

Category ? *Select a previously used category or type in a new one*

Branding and Marketing ▼

Tags/Keywords

Tags are individual words that should be separated by commas or spaces and should contain only letters and numbers.

NOTE: iTunes no longer recognizes episode tags/keywords, so we recommend weaving your tags/keywords into your episode title, subtitle, and description.

Permalink Points to ⌵

Custom Permalink Url

Enable Comments

iTunes Style Rating

Not Set
 Explicit
 Clean

Blog Post

- Use the message name as the title for your blog post.
- Add Social Graphic #1 as the image for the blog post.
- Embed your YouTube video at the top of the post.
- Add the link to your SoundCloud podcast below the video.
- Paste your weekly magnetic message into the editor and format the text to make it easy to read using bullets and short paragraphs.
- Publish.

How to Develop a Powerful and Influential Personal Brand Like Share

Personal Branding Tips - Today's Magnetic Moment
IRRESISTIBLE
 Create a Powerful, Profitable, Promotable Brand
 When you create an authentic brand, you attract people who want the promise of your value...
 LethiaOwens.com :: 800.670.0712 :: Twitter @LethiaOwens

You can listen to this episode and download its mp3 from my podcast for free: [insert link to SoundCloud]

Summary:

Building an influential personal brand is a journey and you have to respect it as an iterative process that must be monitored and regularly evaluated. Once defined, it should be expected that you will forever make tweaks to your personal brand as you grow and also as your role shifts within your organization. You don't change who you are so much as you tweak how you decide to position who you are and what you can offer based on the role you are currently filling.

Email Message

- Send out an email blast with the first few paragraphs of your message.
- Find a great place to end on a cliffhanger then provide a link back to your blog where they can continue reading the rest of the message.

LinkedIn Post

- Add Social Graphic #1 as the image for the blog post.
- Embed your YouTube video at the top of the post.
- Add the link to your SoundCloud podcast below the video.
- Paste your weekly magnetic message into the editor and format the text to make it easy to read using bullets and short paragraphs.
- Publish.

7 Sound Bytes for Social Graphics

- Use Pablo (<https://pablo.buffer.com>) to create a social graphic for each of your Sound Bytes.
- **Save the social graphics to your hard drive** inside of your weekly magnetic message project folder for the project you are currently working on. **Do not publish directly to Buffer.** When saving your social graphics, use the following naming convention “YYYY-MM-DD Title of the Weekly Magnetic Message-SG1.jpg”.
- You will use your 7 social graphics in step 4 when you schedule your content for publishing.

Notes:

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Publish Weekly

Posting Your Social Graphics Using Buffer

Please Note that Buffer offers a 7-Day free trial and after that you will want to subscribe to the \$15/month Pro plan.

Each day, you will post one of your 7 social graphics via Buffer.

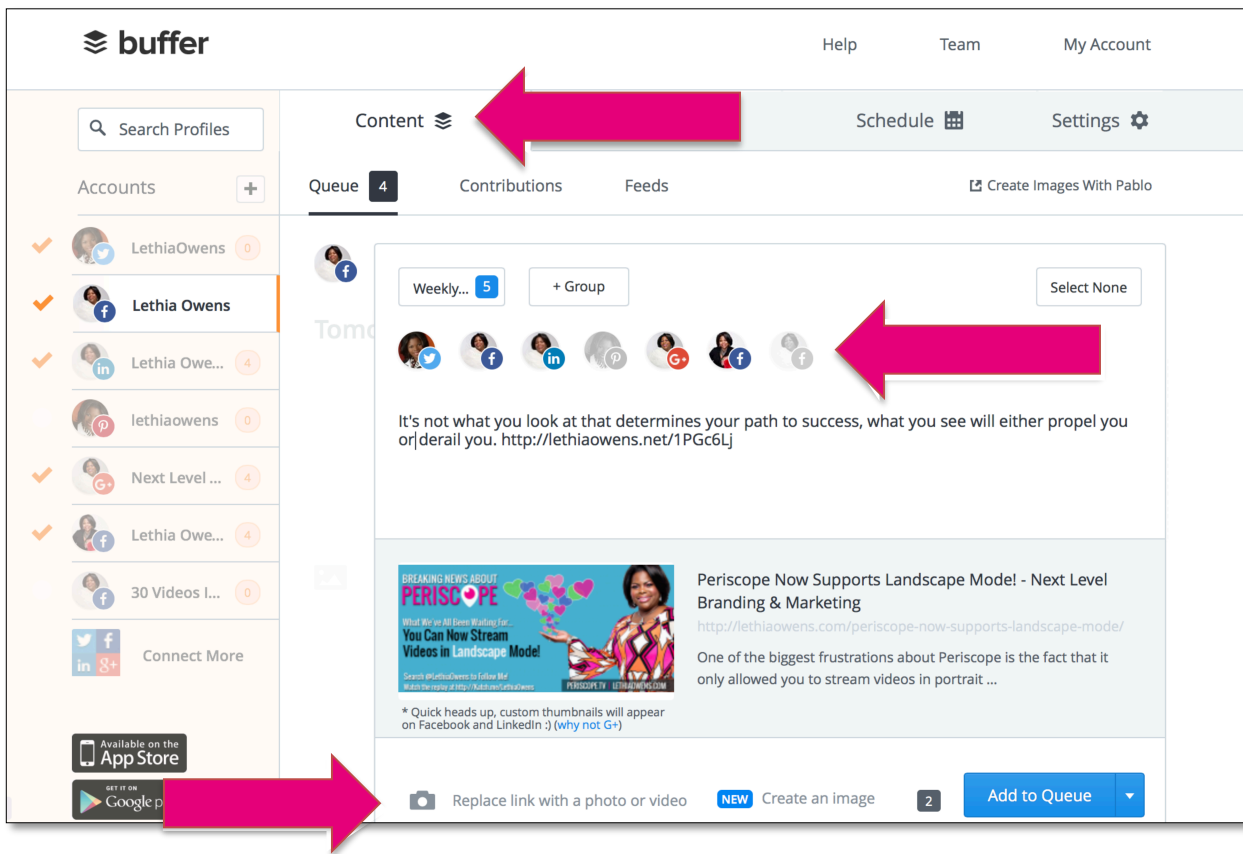
Simply follow these steps:

1. Copy one of the following links:
 - a. Your Blog Post Link (Monday and Friday)
 - b. Your YouTube Video Link (Tuesday and Saturday)
 - c. Your SoundCloud Podcast Link (Wednesday and Sunday)
 - d. Your LinkedIn Post Link (Thursday)
2. Go to <http://Buffer.com>
3. Click on any of your social media accounts on the left then click on the CONTENT tab.
4. Select each social media account to which you want to post.
5. Type a short message to accompany the social graphic.

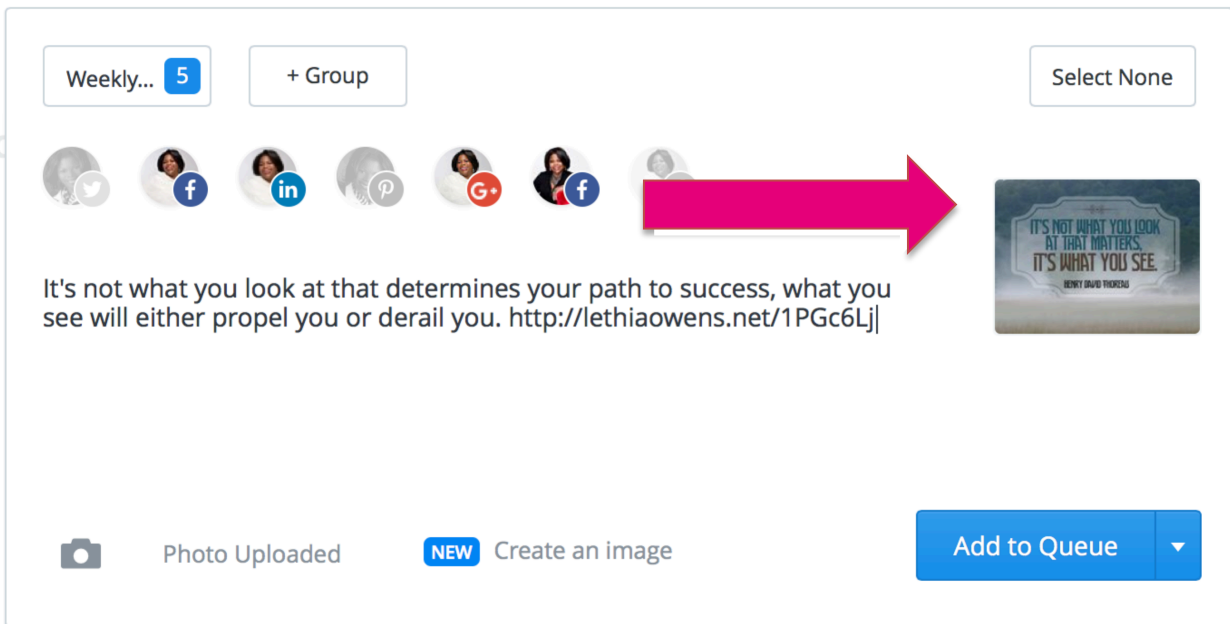
Here are some examples:

- “Check Out My Latest Blog Post – Your Title & Link”
- “Check Out My Latest Video– Your Title & Link”
- “Check Out My Latest Podcast – Your Title & Link”
- “Check Out My Latest LinkedIn Pulse – Your Title & Link”

These are just a few examples. You can get creative and this is the perfect time to demonstrate your personality. You can even use the Sound Byte from the social graphic if you wish.



- Once the link is added to your message, Buffer will auto generate a preview image and the description from the social network from which the content is pulled. **Replace the preview image with your Social Graphic.**



7. Click the **down arrow** next to “Add to Queue” button to schedule your post to go out on a specific day in the AM. **DO NOT use the “Add to Queue” option** when scheduling your brand assets in step 4.
8. Use the chart below to track your posts. I recommend scheduling all of your posts for the week at once so you know they are ready to go for the week.

Day of the Week	Successfully Posted?
Monday – Blog Post Link	
Tuesday – YouTube Link	
Wednesday – SoundCloud Link	
Thursday – LinkedIn Post Link	
Friday – Blog Post Link	
Saturday – YouTube Link	
Sunday – SoundCloud Link	



12-Month Strategy

Identify The Top Products and Services You Want to Promote as part of your Market Domination Blueprint?

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What Are the Lead Magnets you can promote as part of your Market Domination Blueprint?

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12 MONTH STRATEGY

Weekly Magnetic Message Topics for the Next 12-Months

Month: _____

1.

2.

3.

4.

Month: _____

1.

2.

3.

4.

Month: _____

1.

2.

3.

4.



Weekly Magnetic Message Topics for the Next 12-Months (Cont.)

Month: _____

1.

2.

3.

4.

Month: _____

1.

2.

3.

4.

Month: _____

1.

2.

3.

4.



12 MONTH STRATEGY

Weekly Magnetic Message Topics for the Next 12-Months (Cont.)

Month: _____

1.

2.

3.

4.

Month: _____

1.

2.

3.

4.

Month: _____

1.

2.

3.

4.



12 MONTH STRATEGY

Weekly Magnetic Message Topics for the Next 12-Months (Cont.)

Month: _____

1. _____
2. _____
3. _____
4. _____

Month: _____

1. _____
2. _____
3. _____
4. _____

Month: _____

1. _____
2. _____
3. _____
4. _____



Appendix A: Content Creation

Here are the types of content you could create and share with your audience:

- Time Sensitive
- Tips and Strategies
- Inspirational/Funny
- Questions
- Promotional
- Proven Viral Content
- Affiliate Links & Resources
- Curated Content
- Follow Friday
- Social Graphic or Memes

Detailed examples:

Time Sensitive

Used for information that you only want to post for a specific event or situation.

Example: "I'm answering your branding and marketing questions live on Friday at 2:00 pm CST – Join me <http://LethiaOwens.com>"

Tips and Strategies

These are short but powerful tips and strategies that will add value to your target audience.

Example: "Want more followers on Instagram? Grow your following with these three simple tips <http://LethiaOwens.com/3-Instagram-Tips>"



Gain More Followers on Instagram

- 1) Use popular #hashtags.
- 2) Write a complete and compelling profile.
- 3) Engage with and follow others.



Inspirational/Funny

Used for inspiring and funny content to add personality to your posts.

Example: “This Friends Furever video had me ROFL. You’ve got to see it - <https://youtu.be/vnVuqfXohxc>”

Questions

Ask your target audience questions that will get them engaged. It is wise to occasionally ask questions that bring their aspirations/ambitions or pain/needs to the surface so you can respond with a solution that will further draw them in and strengthen your relationship.

Example: “One of my best productivity tips is to join the 5’Oclock club which means you get up and start your day at 5 am. What is your best productivity tip?”

Promotional

Don’t be shy about promoting your services, programs, and products. If you share valuable content, people won’t mind at all when you tell them how they can get more of you or how you can help them even more 😊.

Example: “If you are ready to take your business and life to the next level, grab a copy of my latest book *The Mindset of a Game Changer* – <http://LethiaOwens.com><https://youtu.be/5LYAEz777AU>.”

Proven Viral Content

Review your analytics to discover which posts delivers the highest engagement and resonates most strongly with your audience. Schedule this content to be reposted on a periodic basis. You’ll be surprised how much engagement it will get each time you repost.

Affiliate Links & Resources

Used to promote products and programs for which you are an affiliate or when promoting products or services you really believe in.



Example: “I’m excited to be one of the featured speakers for Black Women Millionaires. Register to hear the stories of some amazing women entrepreneurs – <http://bit.ly/17xKFy9>.”

Curated Content

Used to repost content by other non-competing thought-leaders whose content will add value to your target audience.

Example: “Check this out. Learn how to tie a scarf 25 different ways in less than 4.5 minutes – <https://youtu.be/5LYAEz777AU>.”

Follow Friday

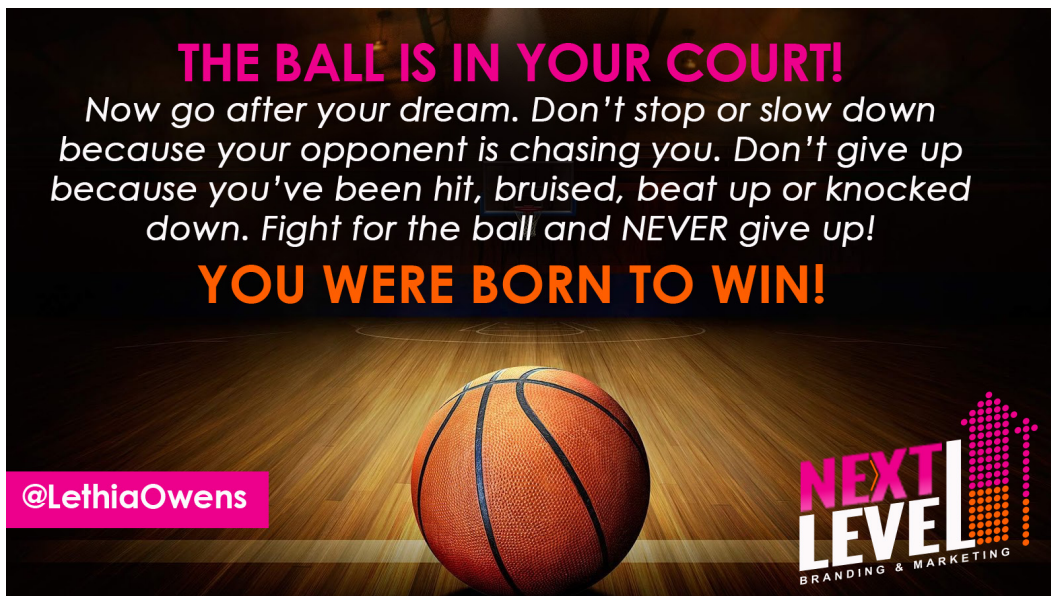
Recommend someone you think your tribe should follow.

Example: “I recommend you follow Lisa Paden of The Personal Gift Basket because she shares great tips to stay top of mind with clients #FollowFriday”

Social Graphic

A branded image that includes a message for your tribe.

Example:





Appendix B: Keeping Your Buffer Full

Keeping your buffer full will be easier than you think now that you have the browser extension installed. You can quickly add to your buffer by hitting the Buffer button at the top of your browser window. If you want to buffer the whole page, simply hit the buffer button while viewing the page. If you want to buffer specific information, select the content you want to buffer then hit the buffer button.

Here are more ideas for keeping your Buffer topped off:

- Book excerpts – Find your favorite book on Amazon.com and buffer it to share what you are reading with your followers.
- Videos – Find funny, inspirational or tutorial based videos that relate to your niche.
- Quotes, Social Graphics and Memes – Use <http://QuoteLady.com> to find great quotes. Consider using Pablo by Buffer (<http://Buffer.com/Pablo>) to turn these quotes into beautiful social graphics.
- Blog posts – Write and Buffer your own blog posts or Buffer blog posts by your favorite bloggers.
- Articles – Find great articles within your niche to share with your followers. Alltop.com has great articles you can curate.
- Look for interesting presentations and docs on SlideShare.com and Scribd.com.

