

Personal Strategy Mapping

Module 3: Developing a social plan that works for you

Step 1

What is your honest 'why' for doing social media?

People you Know

- Friends/family
- Neighbours
- Former co-workers
- Parents at your kid's school/daycare
- Social media followers

Pros you Align With

- Realtors
- Lawyers
- Divorce/family counsellors
- Insurance agents
- Accountants/bookkeepers
- Contractors/home inspectors

Tools you can Leverage

- Webinars/seminars
- Community groups (Facebook etc.)
- Charity or local events
- Google reviews
- Referrals from past or lost leads

Step 2

Put a ✓ next to the lead sources that meet these conditions:

- Feels natural for me to talk to/work on
- I already know someone in this space/I already leverage this
- I've had at least one client from this source (or can easily get one)
- I can see myself showing up consistently in this space

Step 3

Of the ones you circled and checked off, choose one lead source to focus on for the next 30 days. Write it here: _____

Now brainstorm 3 specific things you can do to show up in that space:

1. _____
2. _____
3. _____