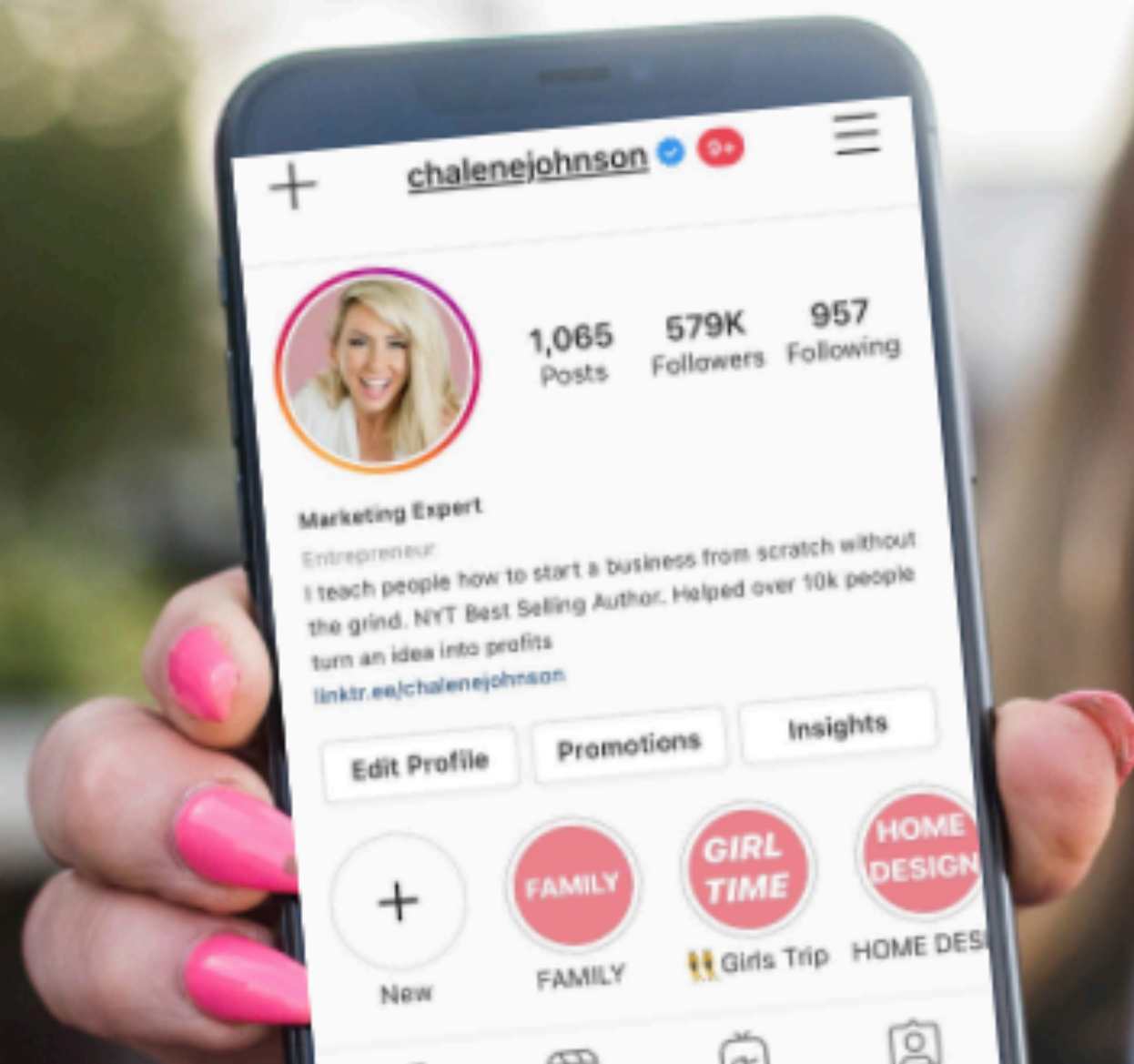


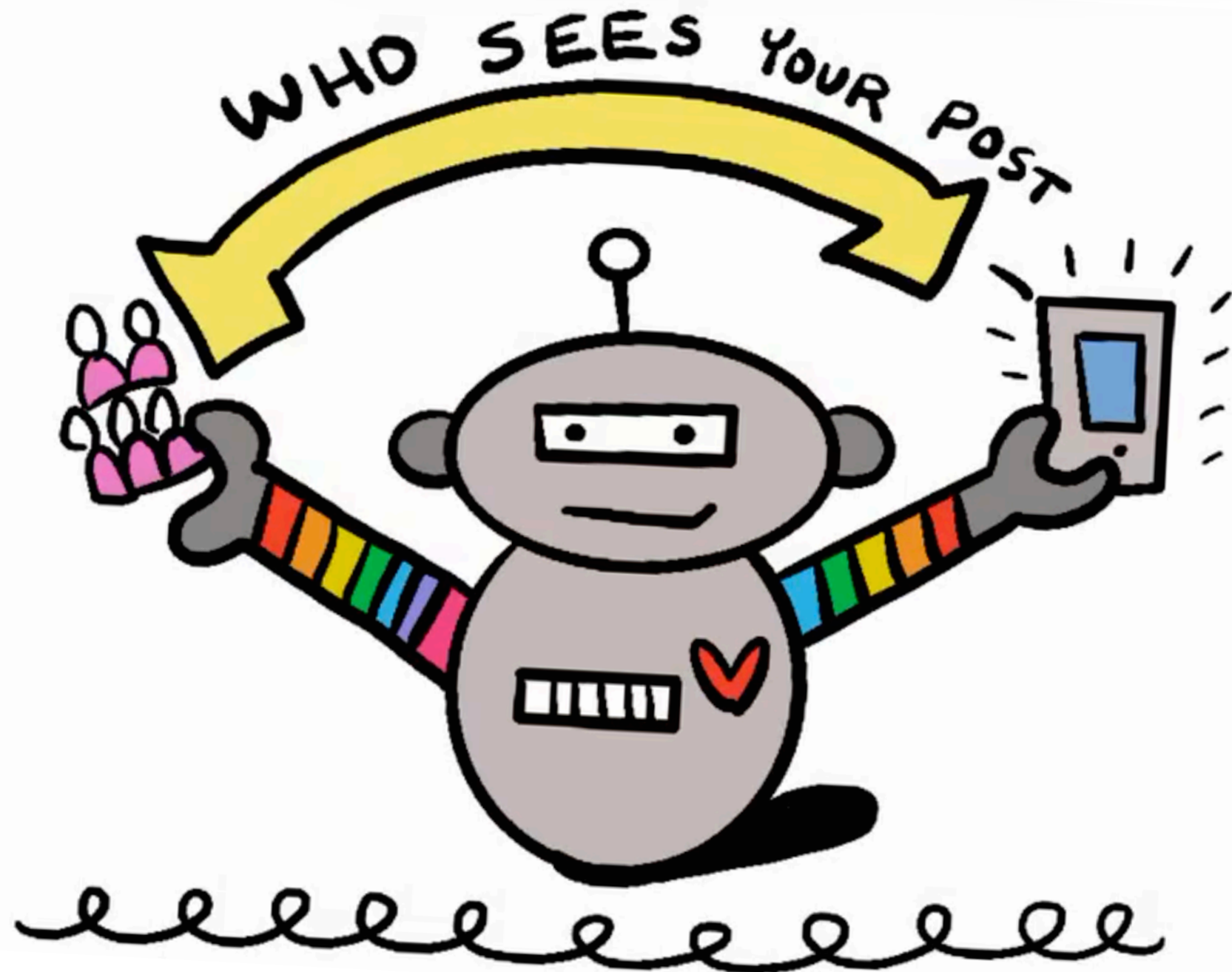
What you can expect

- **How social media has changed**
- **Techniques that increase sales**
- **What it takes today to attract targeted followers**
- **The updated Social sales process**
- **Case studies and real life examples**
- **Fast paced**

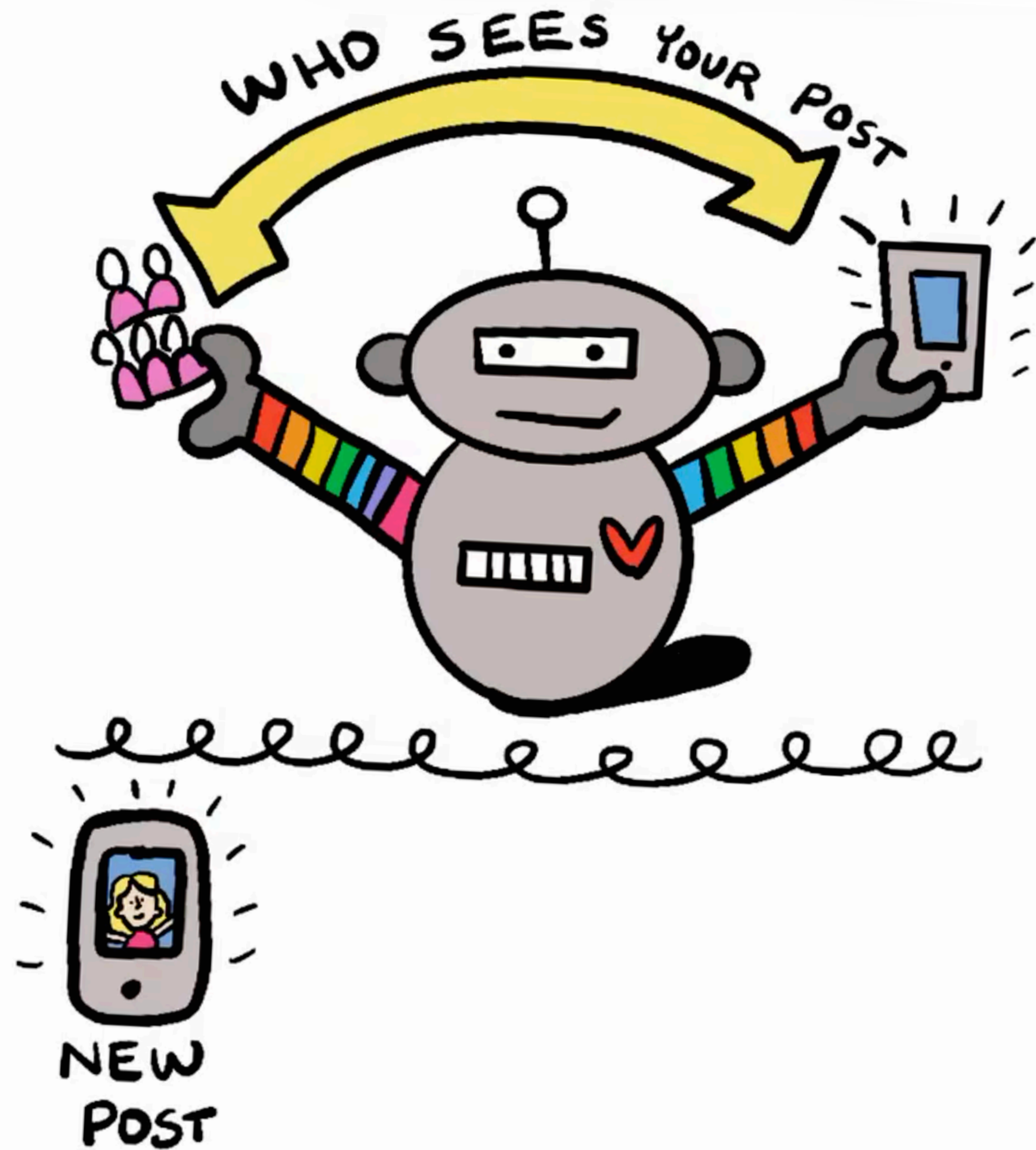


@CHALENEJOHNSON

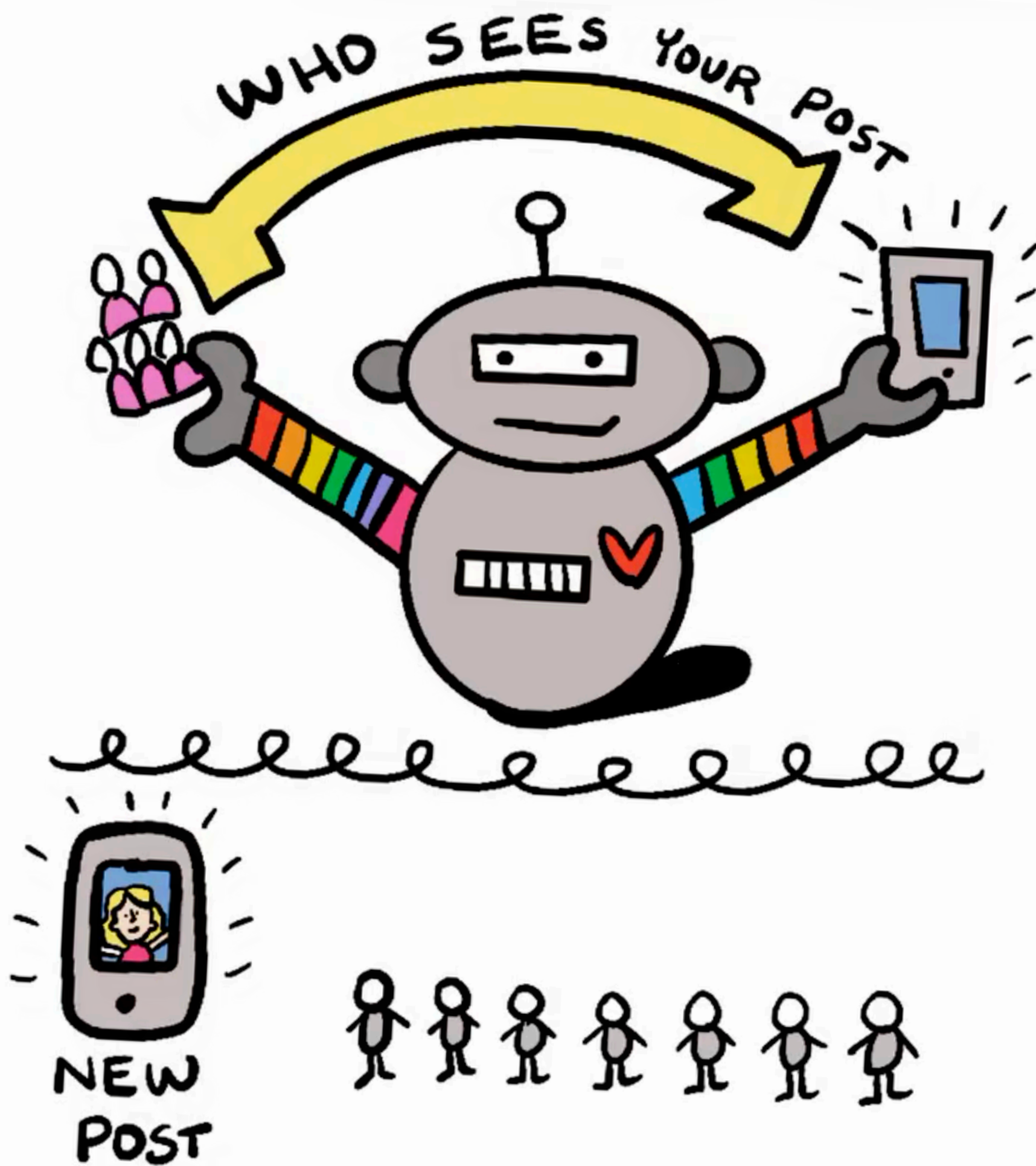
How the algorithm works



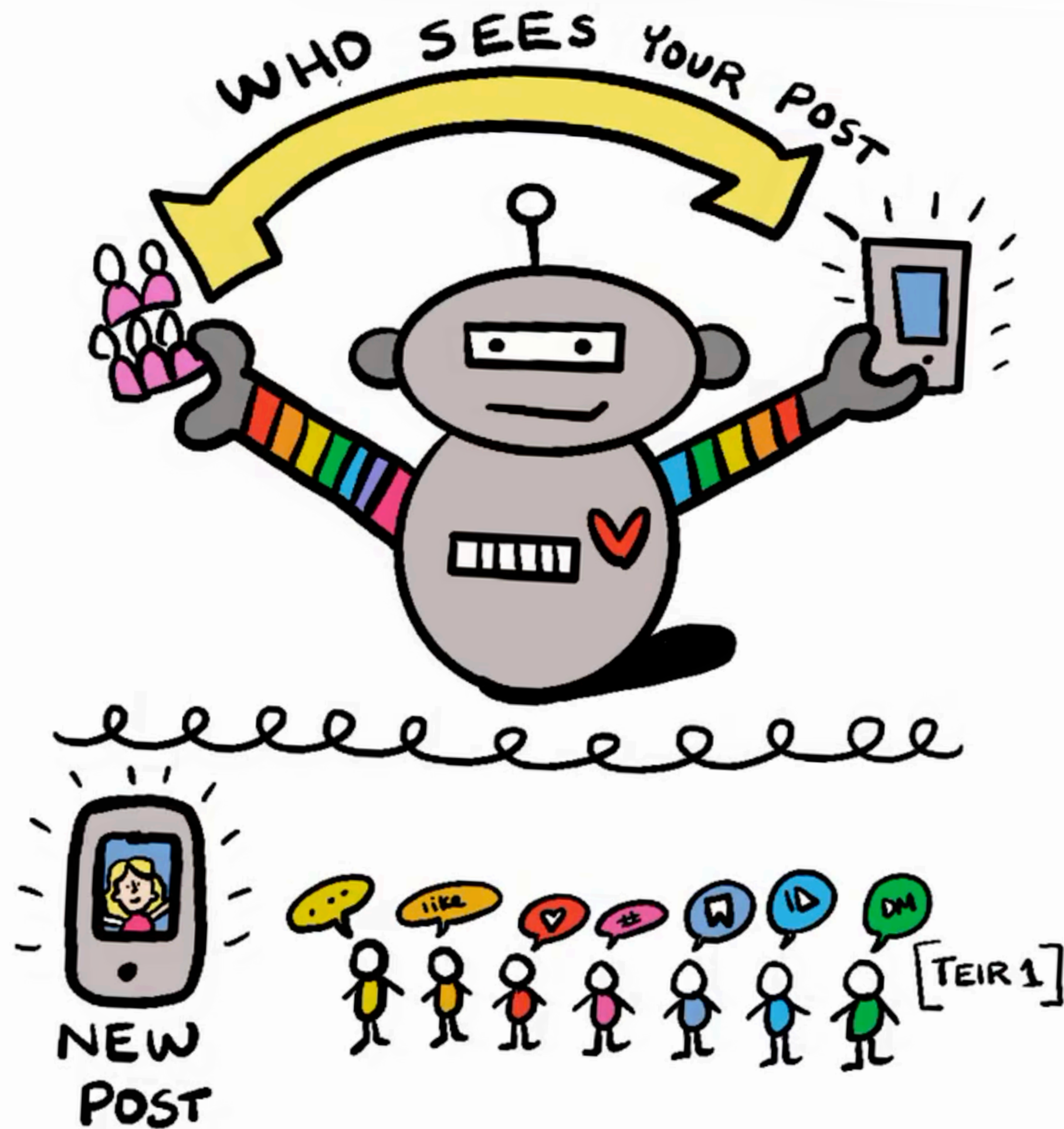
How the algorithm works



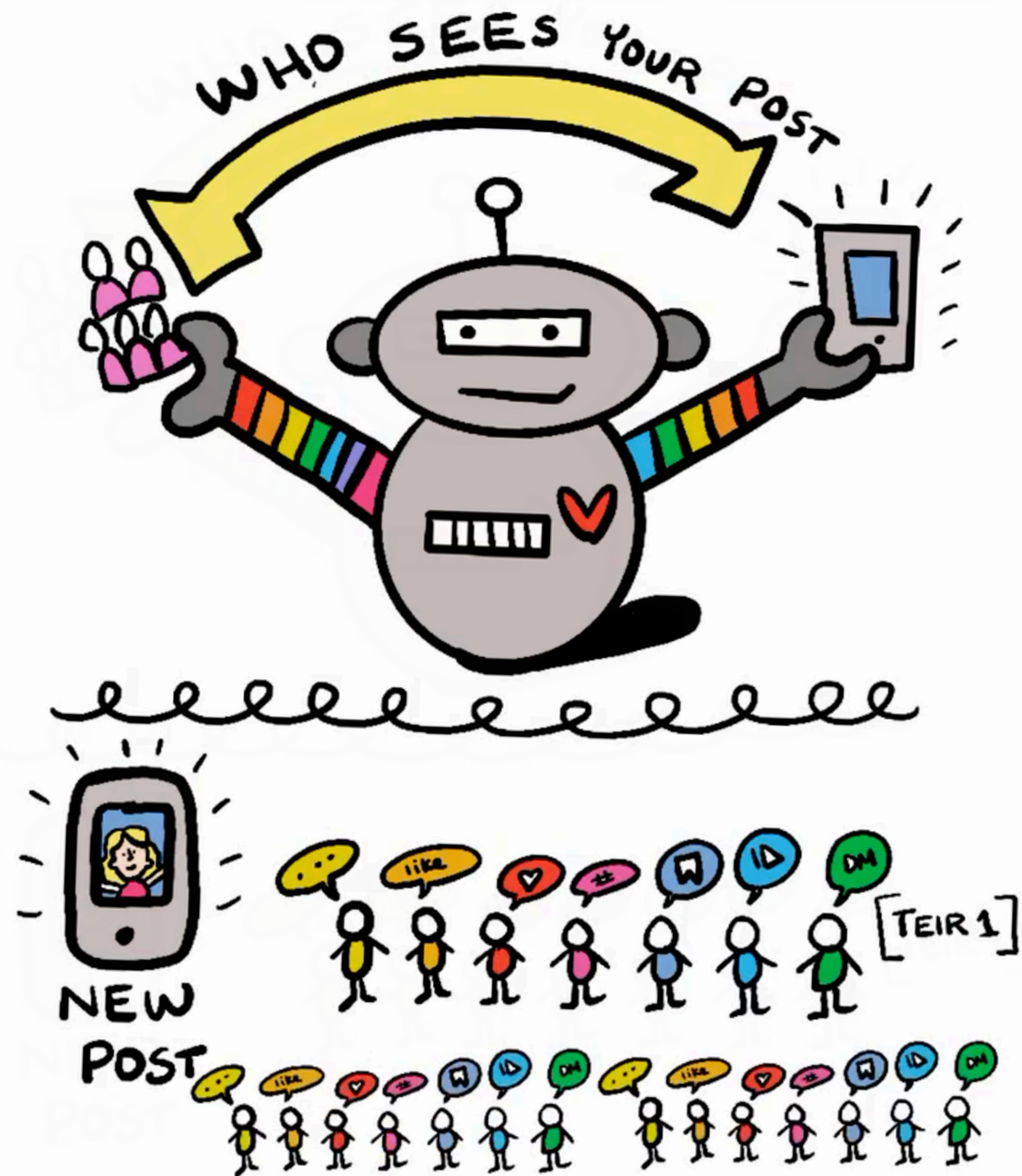
How the algorithm works



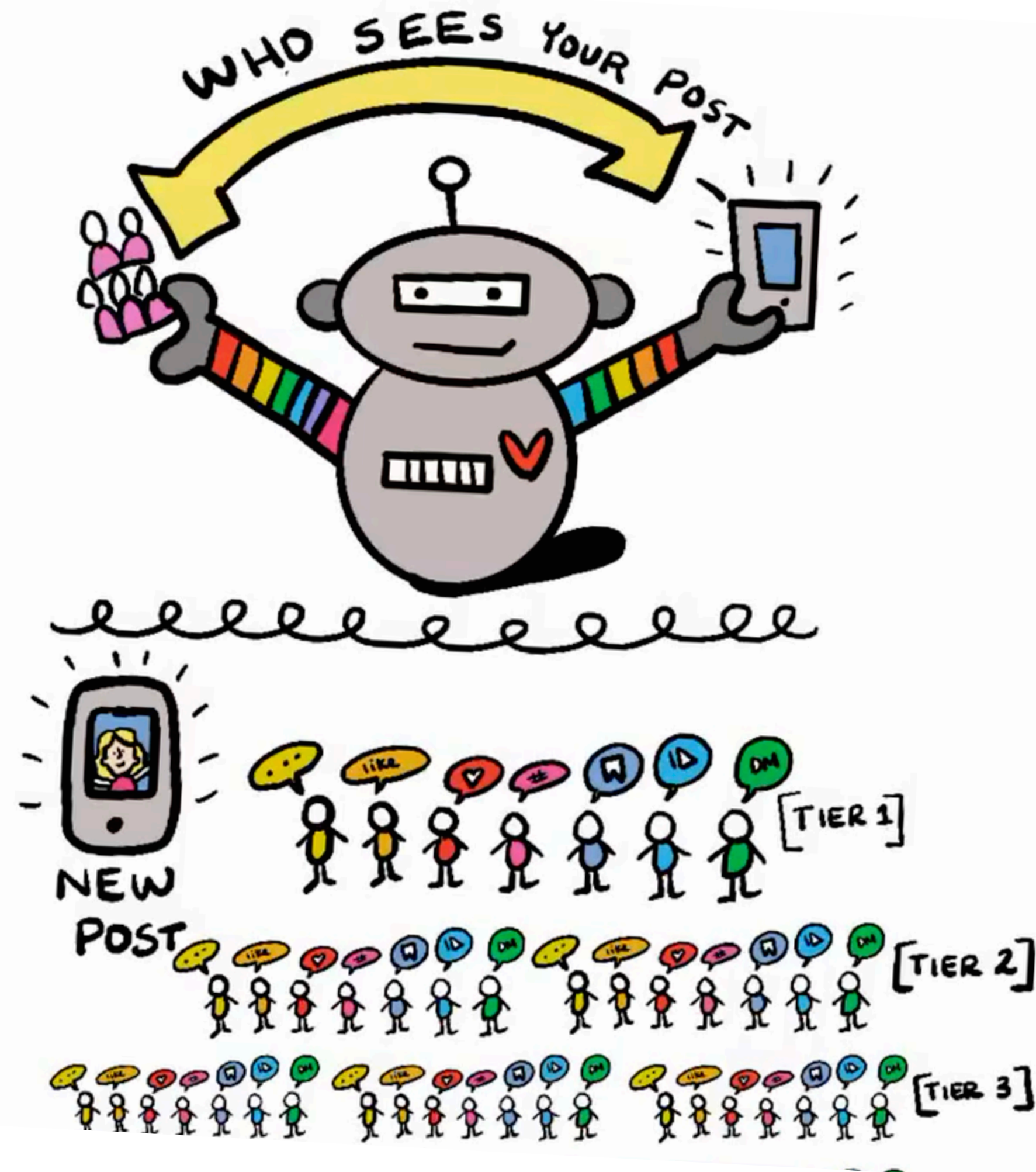
How the algorithm works



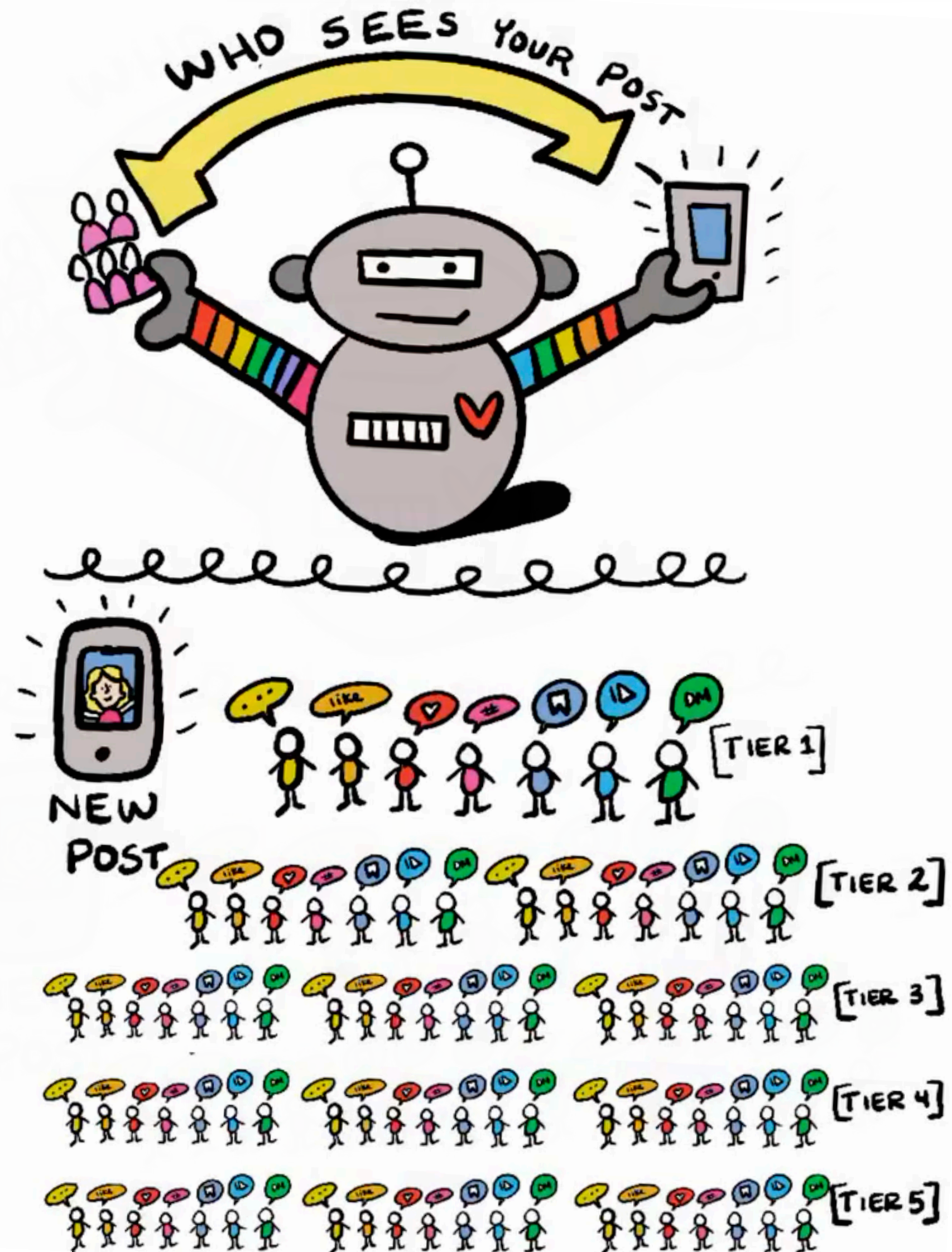
How the algorithm works



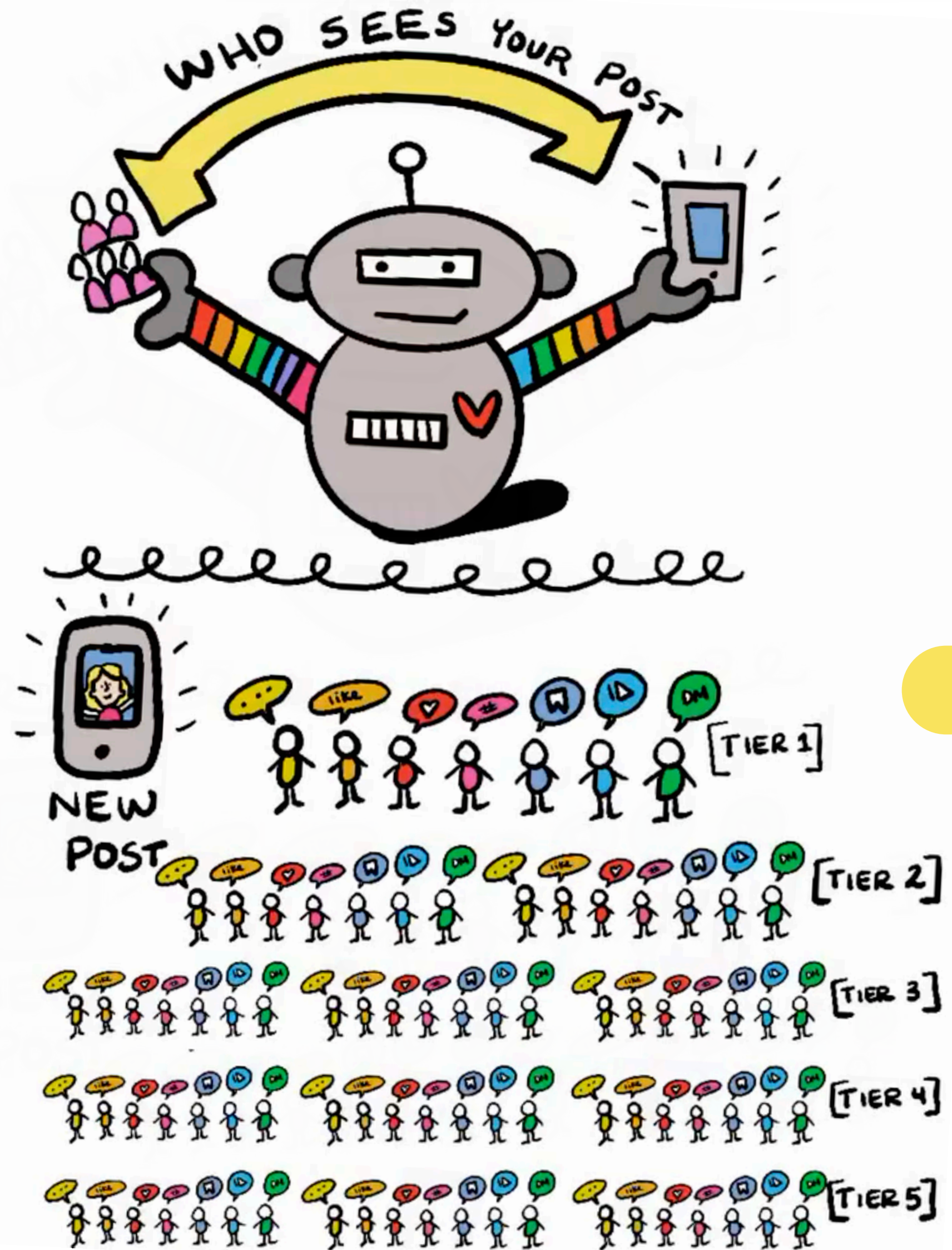
How the algorithm works



How the algorithm works



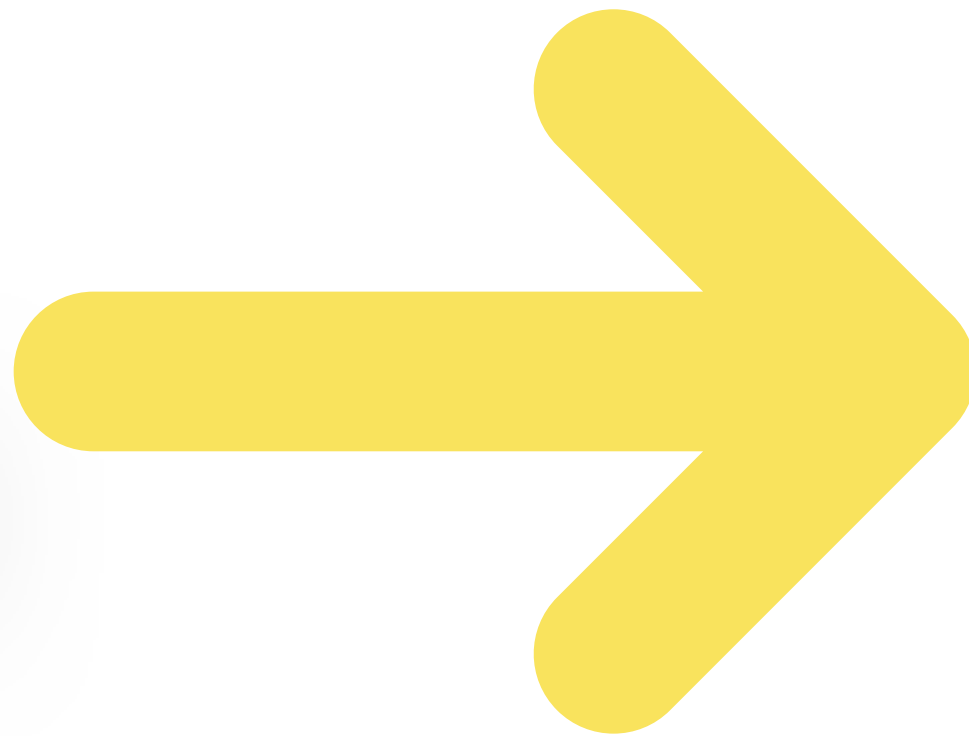
How the algorithm works



Explore page
Suggested For You

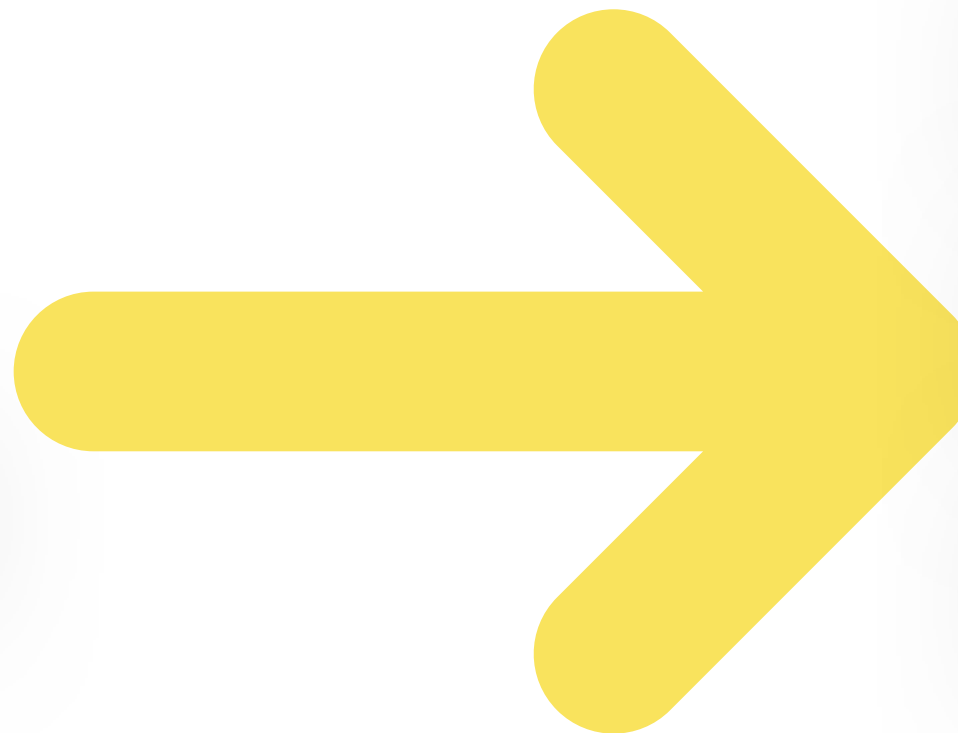
How the algorithm works

Explore Page
Suggested For You



How the algorithm works

**Explore Page
Suggested For You**



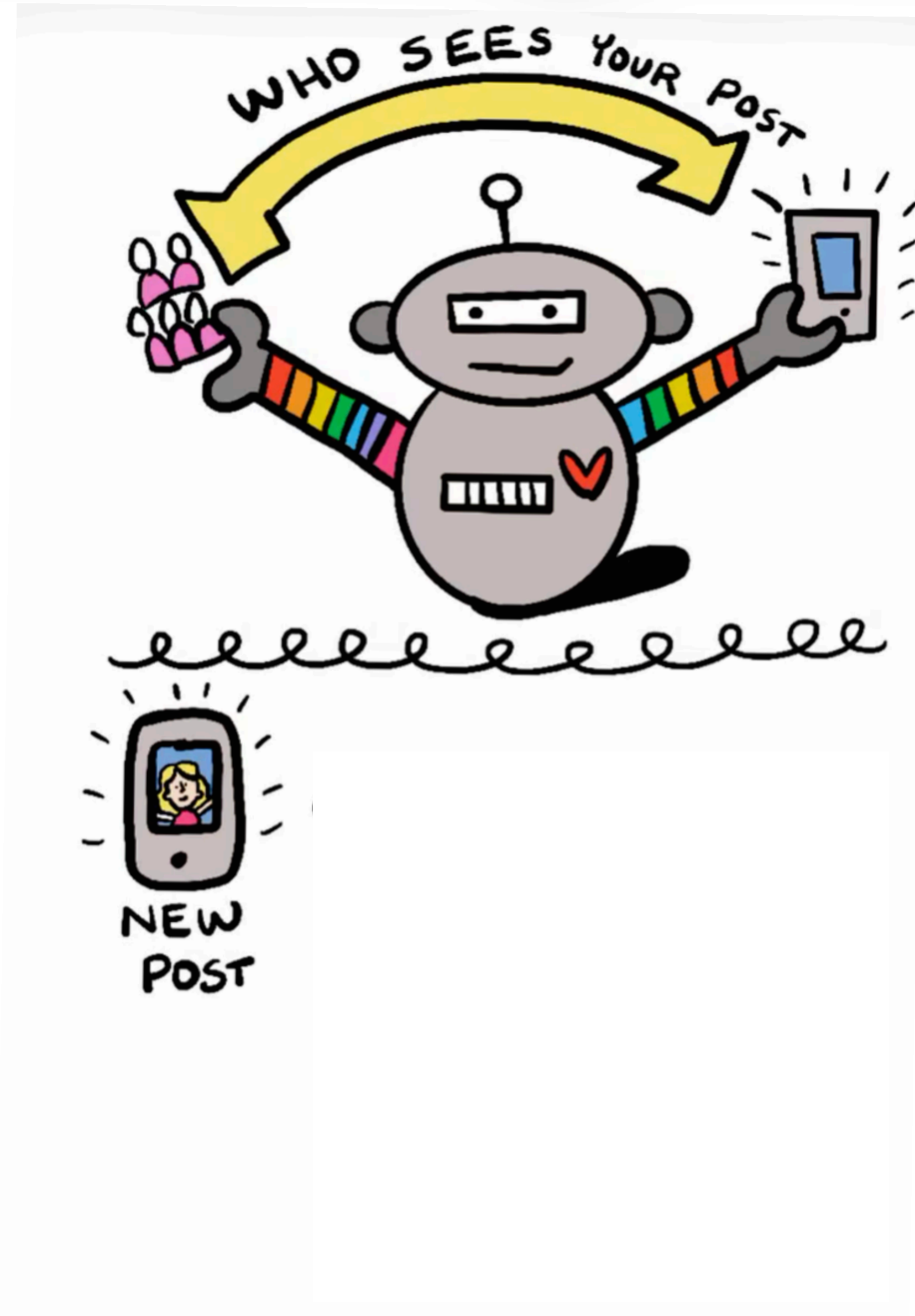
**Potential New Followers
Potential New Customers
Potential New Leaders**



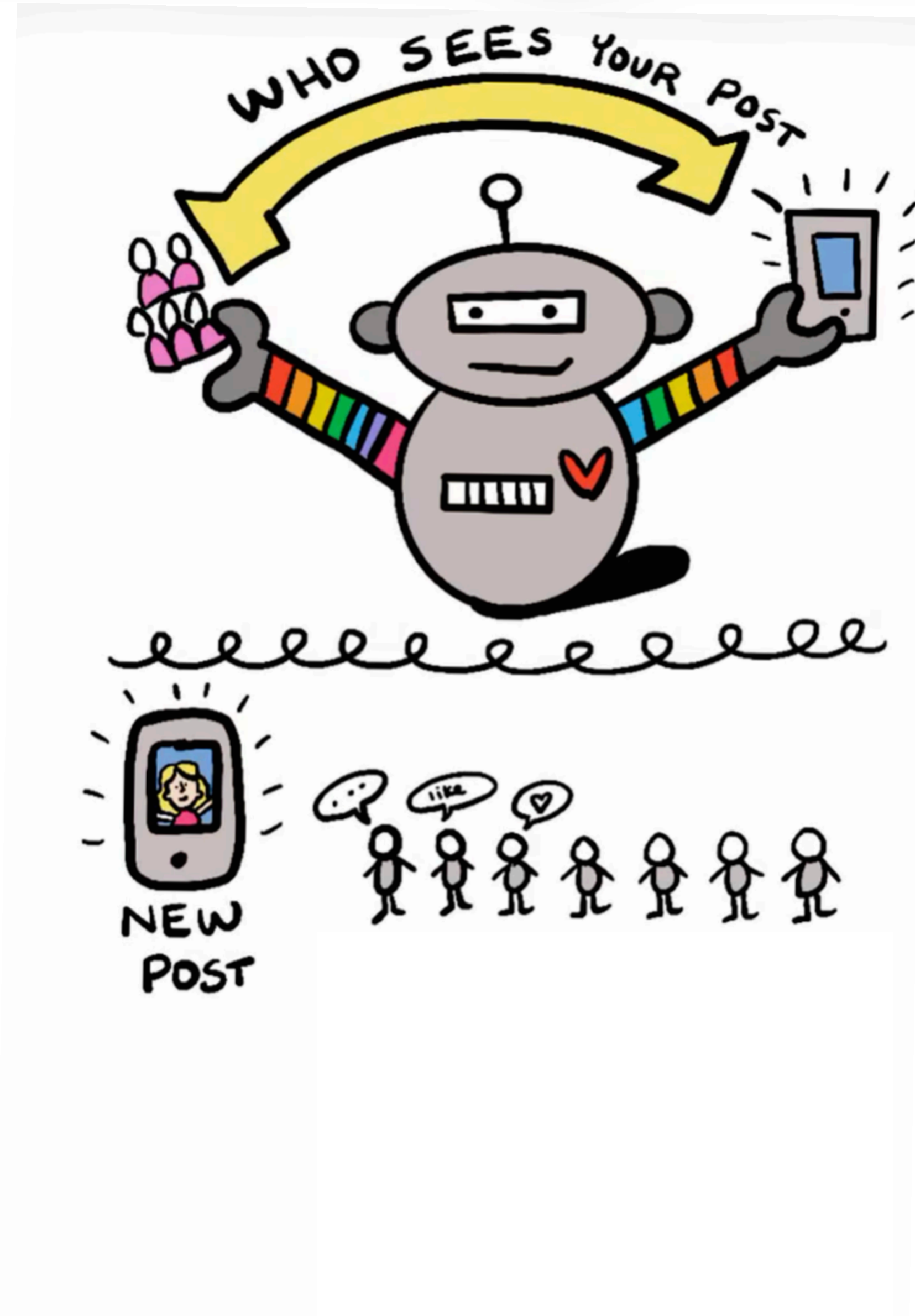
@chaleneJohnson

More commonly, this is what happens . . .

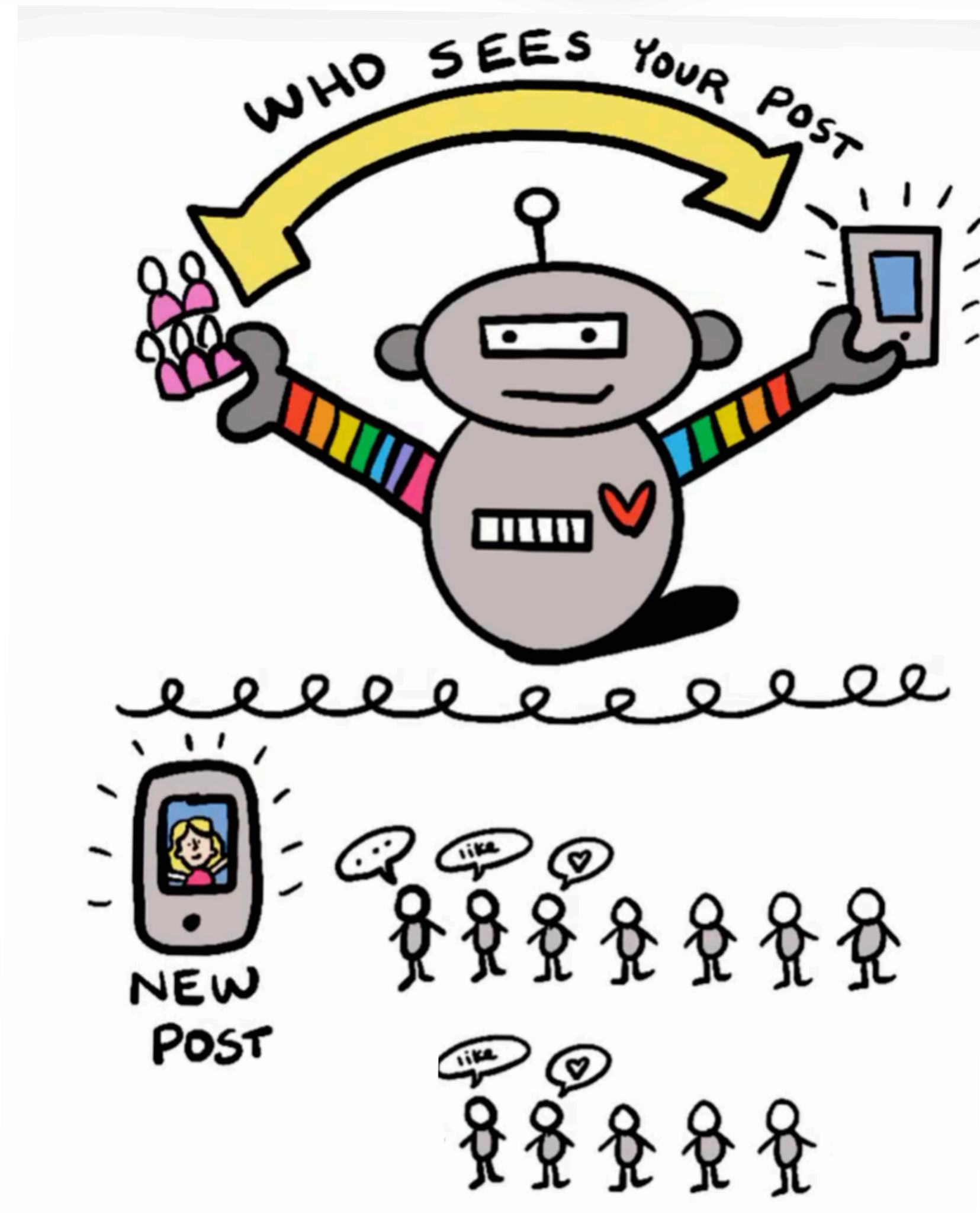
How the algorithm works



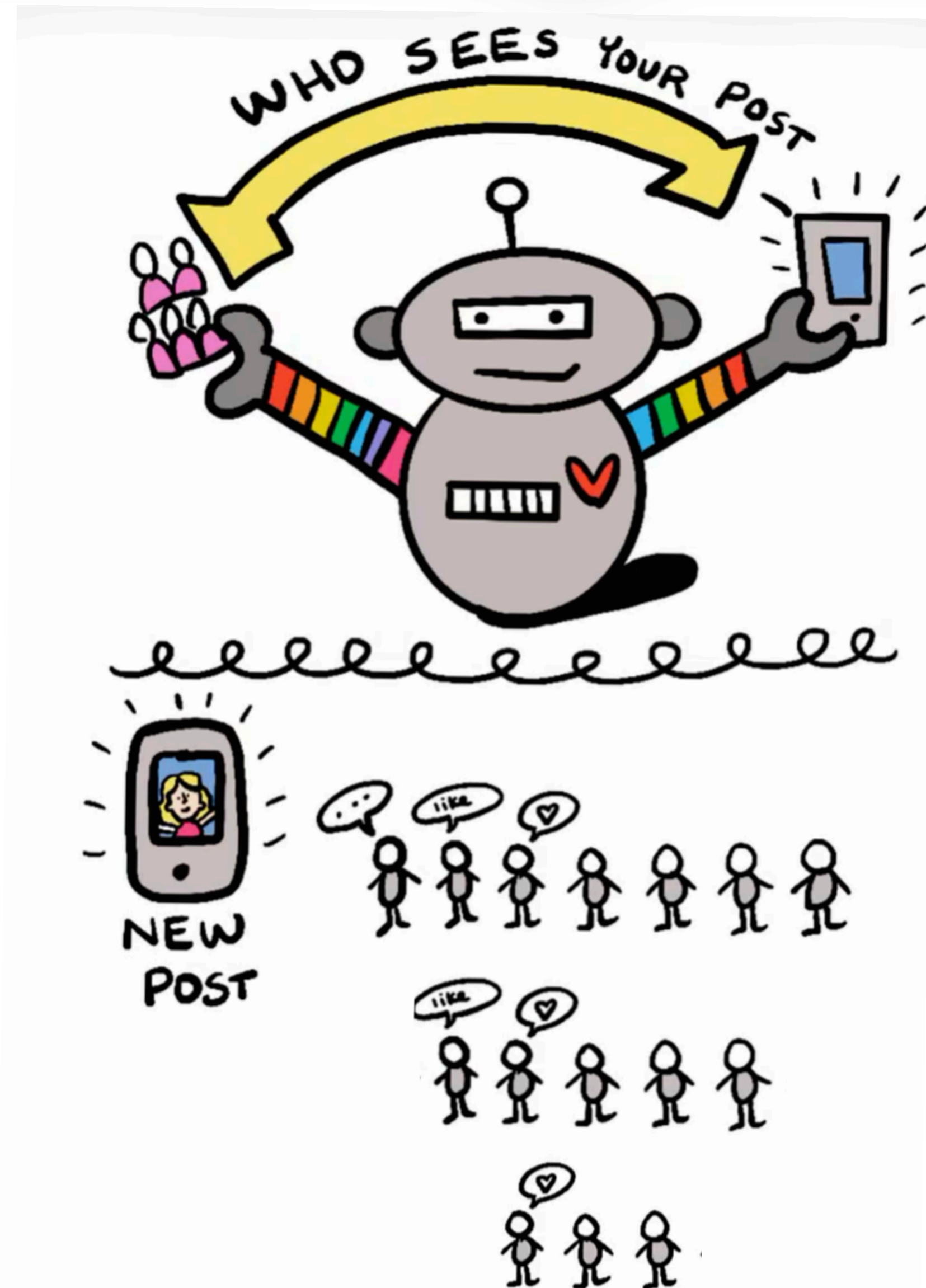
How the algorithm works



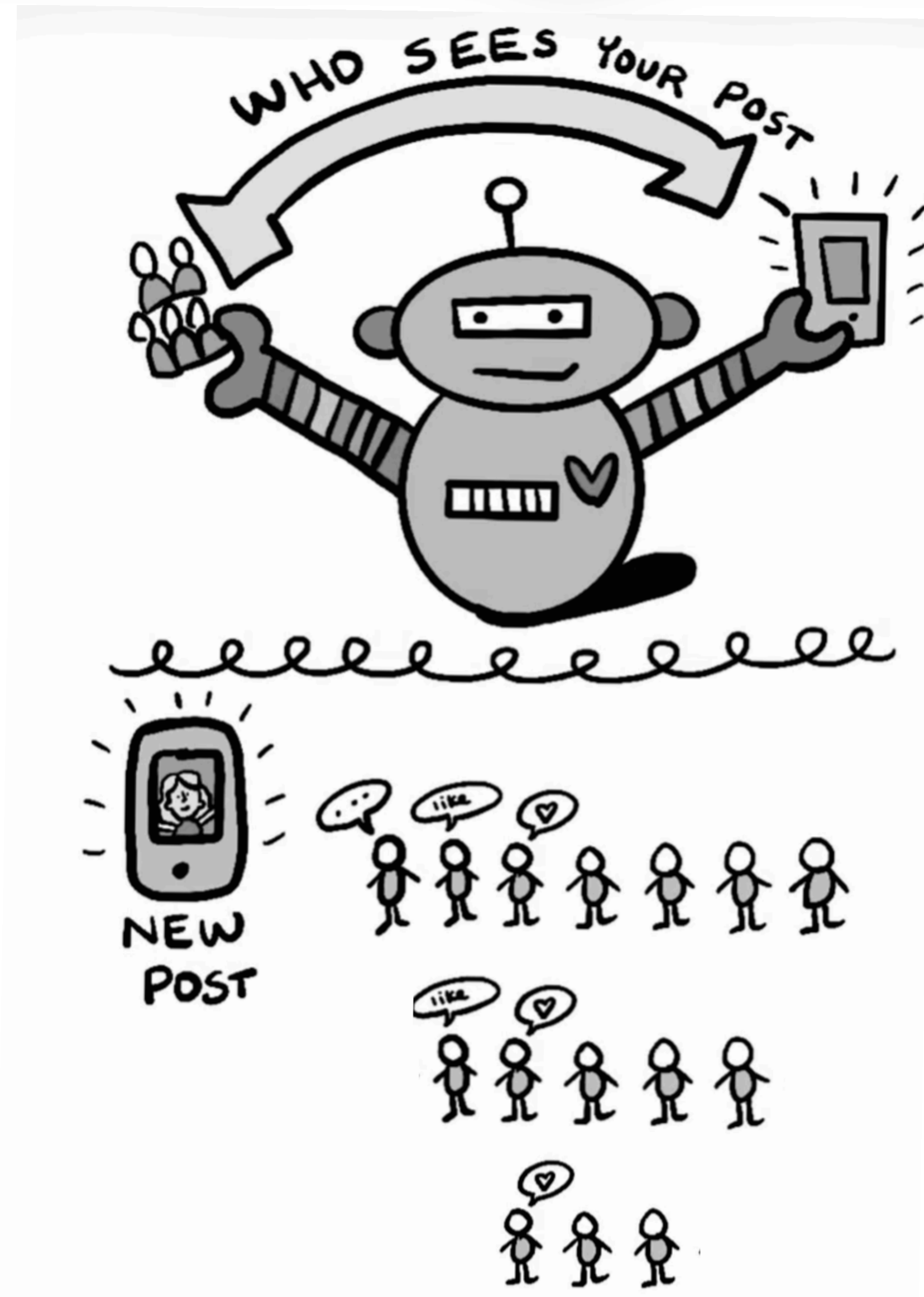
How the algorithm works



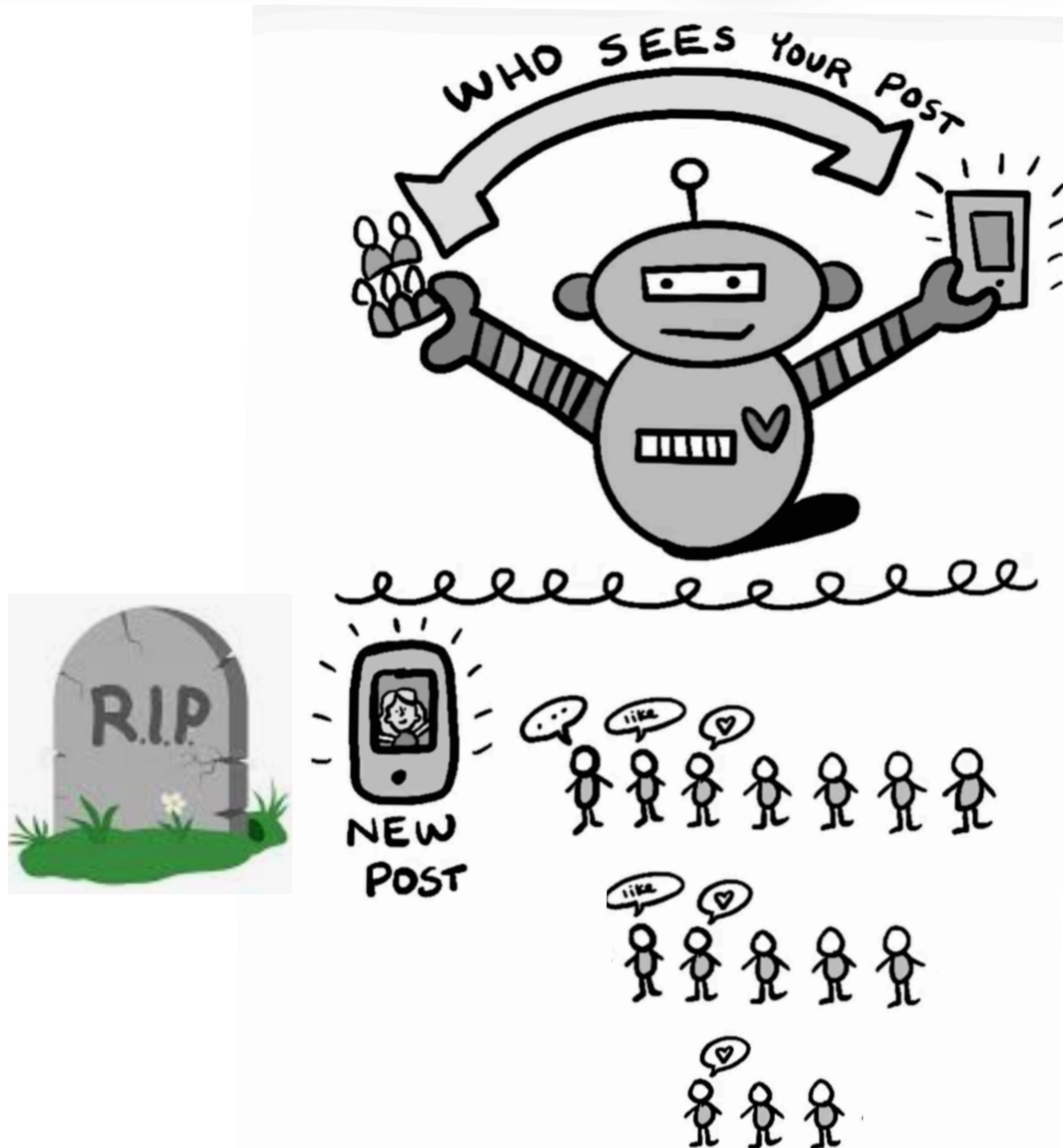
How the algorithm works



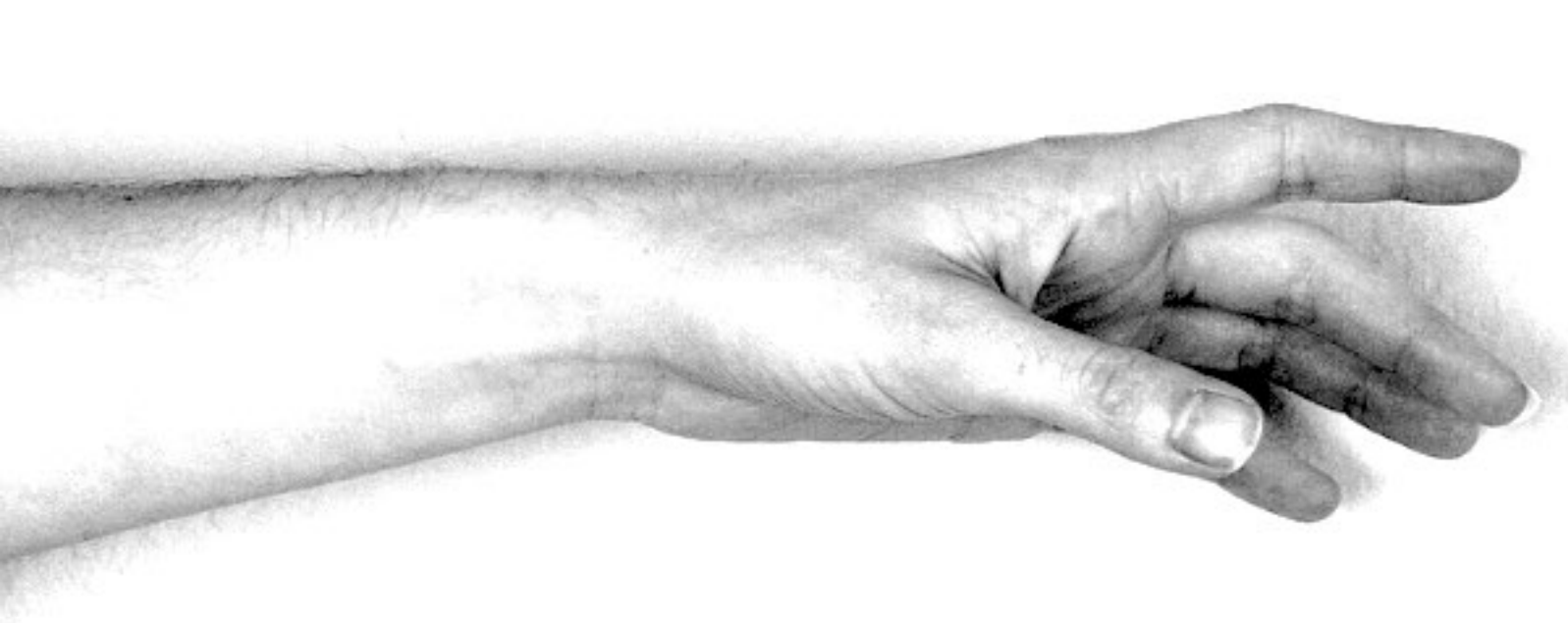
How the algorithm works



How the algorithm works



More Engagement
More Reach



@chaleneJohnson

Engagement



Likes



Comments



Direct messages



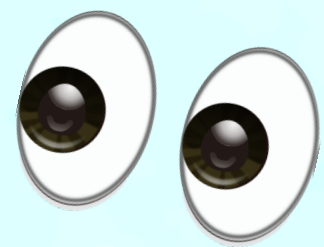
Saves



Shares



View length



Story and Live views

Story interactions

And MORE!





SHARES



SHARE-WORTHY content



**When people “Share” your post,
their followers discover YOU!**

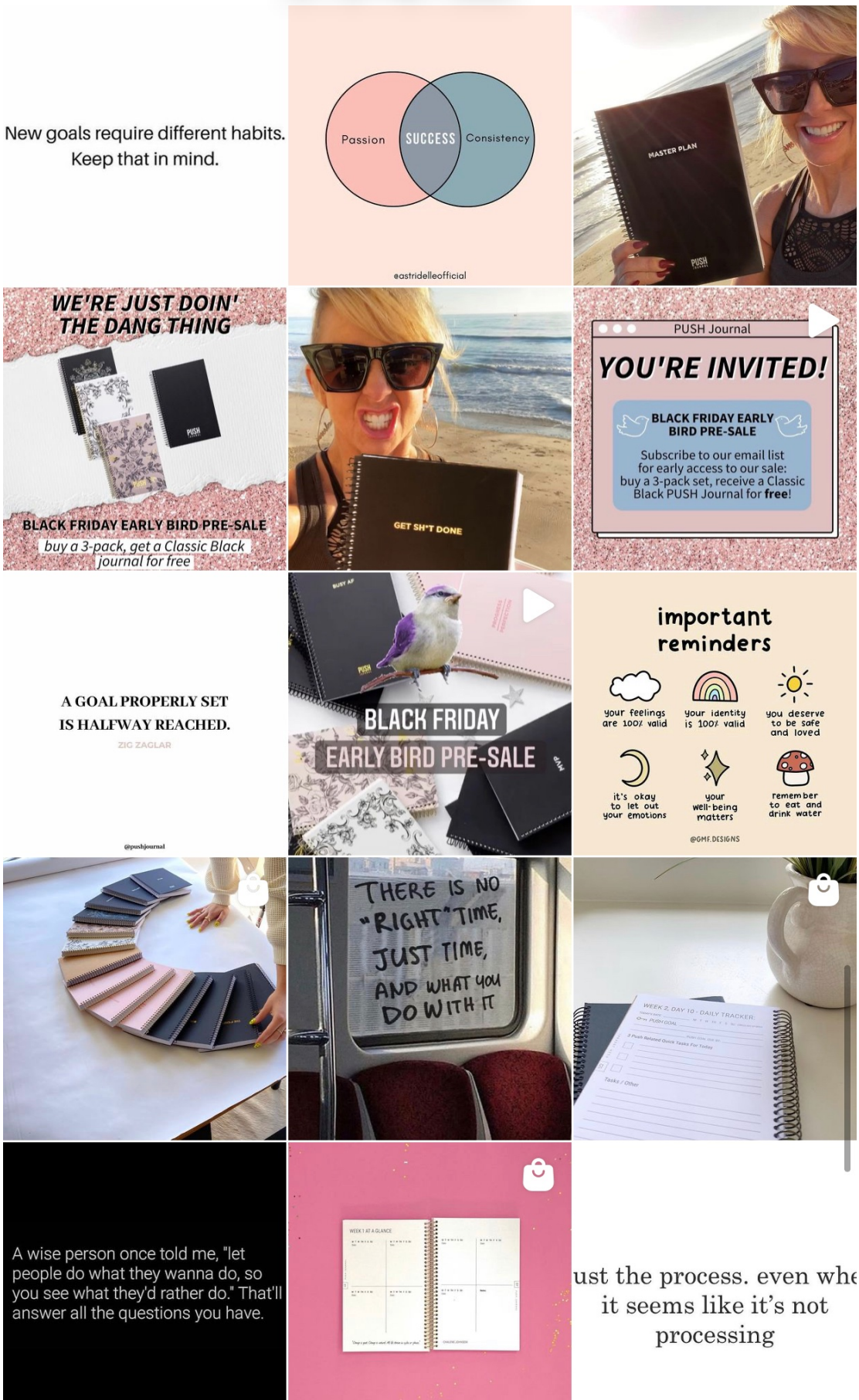


More Shares = More Followers

THE ULTIMATE PRE-POST QUESTION

Is this something strangers are likely to find valuable or share-worthy?

@PUSHMEDAILY
114 K



@HOMEWORKOUTS_4U
624K



**@MARKETINGIMPACT
ACADEMY – 46K**



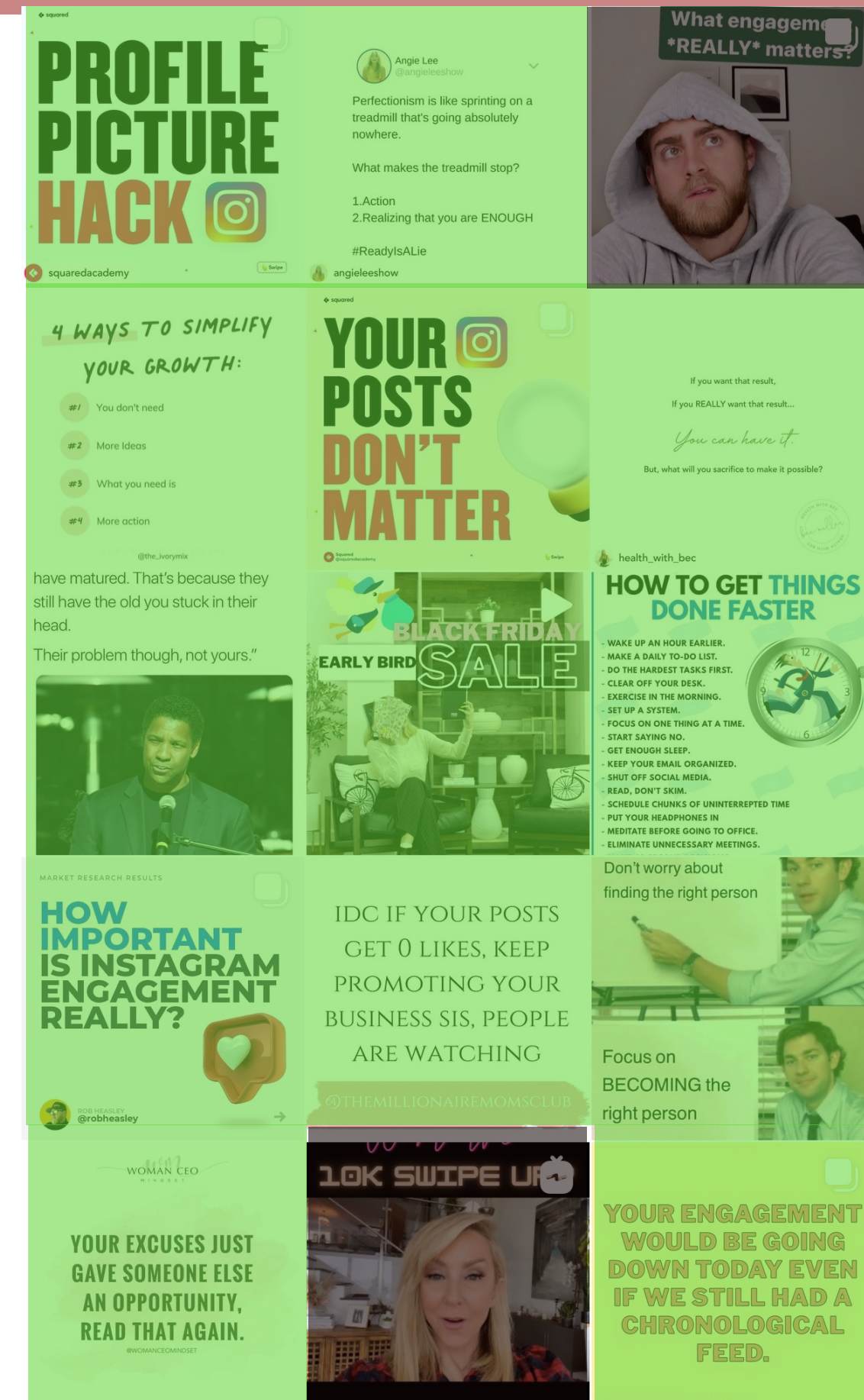
@PUSHMEDAILY
100 K



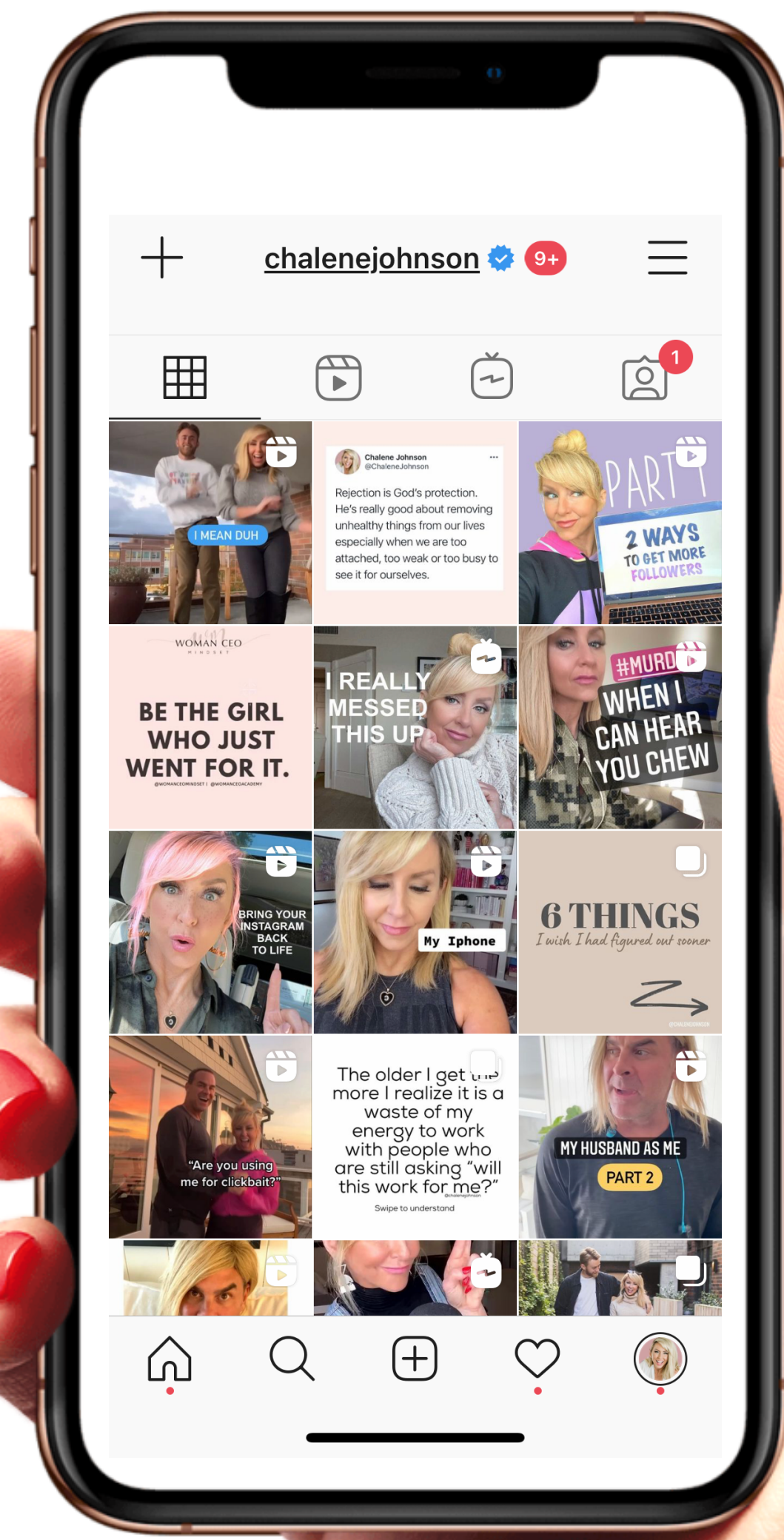
@HOMEWORKOUTS_4U
520 K



**@MARKETINGIMPACT
ACADEMY – 54.2K**



HOW TO FIND SHAREABLE CONTENT



1. REVIEW TOP HASHTAGS
2. MATCH VIBE AND MESSAGE
3. COPY LINK
4. OPEN REPOST APP
5. SAVE TO CAMERA ROLL
6. COPY CAPTION TO CLIPBOARD
7. MODIFY CAPTION AS NEEDED

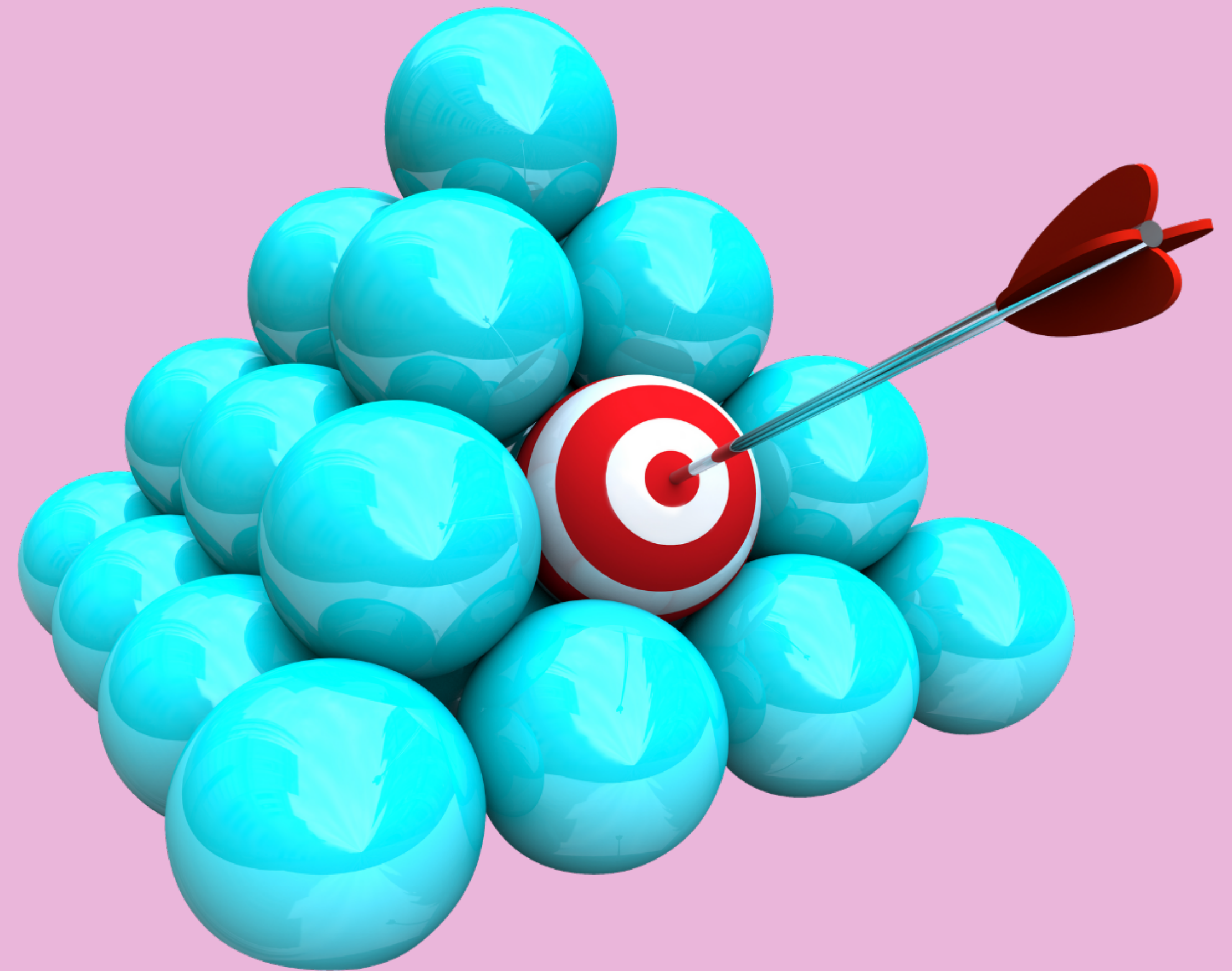
**THERE ARE 1 BILLION
MONTHLY INSTAGRAM USERS**

**YOU HAVE TO
STAND OUT**



Why does having a focus matter?

- Value
- Notoriety
- Credibility
- Reciprocity
- Attract your tribe



DO YOU HATE FEELING SALESY?

What People think It takes to Sell on Instagram

1. Grow a big following
2. Promote your products
3. Count the money

FALSE

Top 5 Reasons People Buy

1. To save time
2. To save/make money
3. To avoid pain or loss
4. To transform or improve
5. To feel good

Top 5 Reasons People Buy

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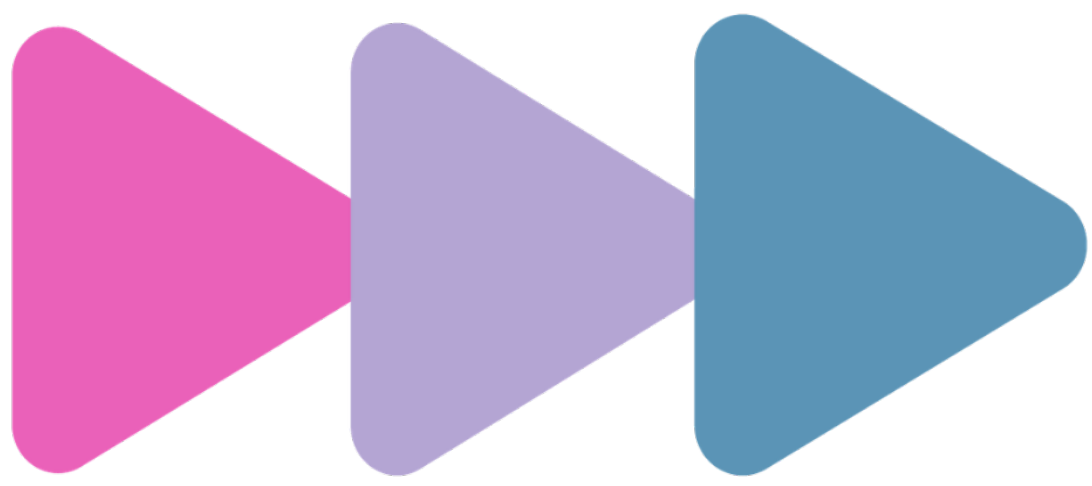
Top 5 Reasons People Buy

1. To save time
2. To save/make money
3. To avoid pain or loss
4. To transform or improve
5. To feel good

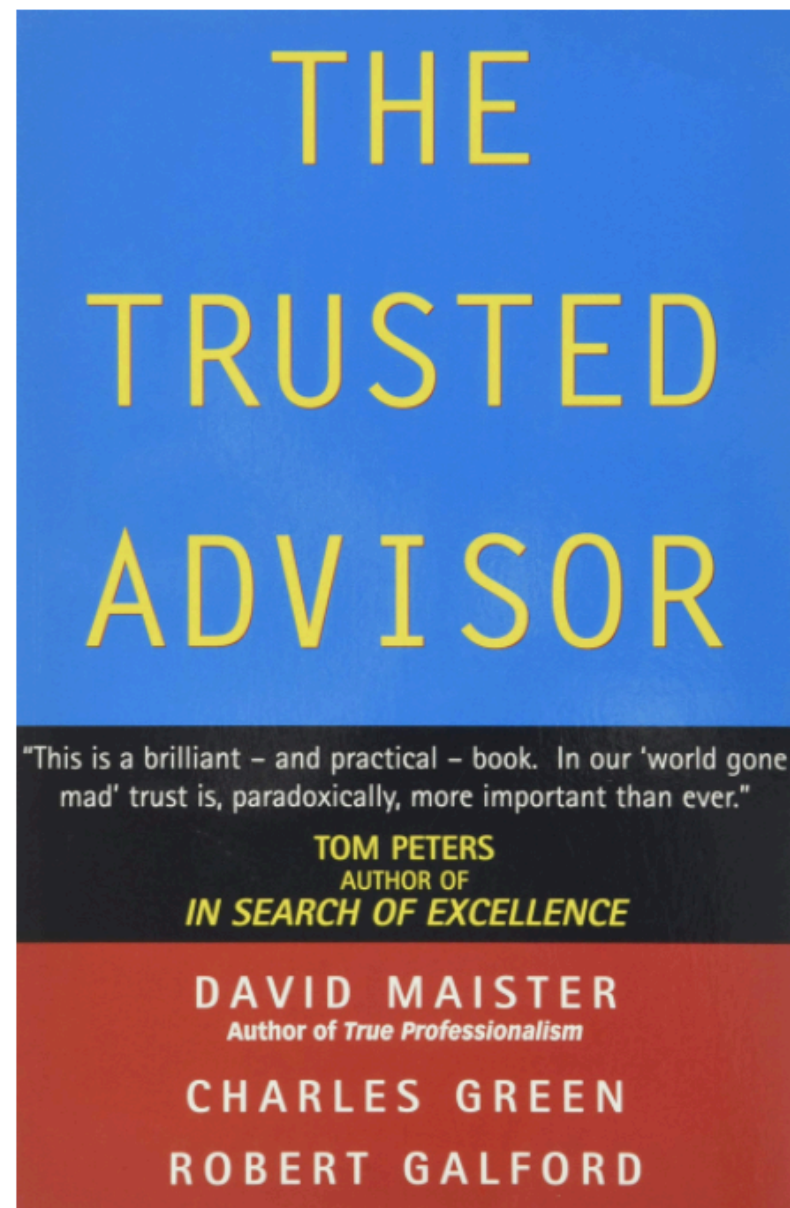
**EVEN IF WHAT YOU OFFER DELIVERS
ALL OF THOSE THINGS, WE STILL NEED
ONE VERY IMPORTANT INGREDIENT**

 **TRUST**

THERE IS A FORMULA FOR TRUST



The TRUST EQUATION



$$T = \frac{C + R + I}{S}$$

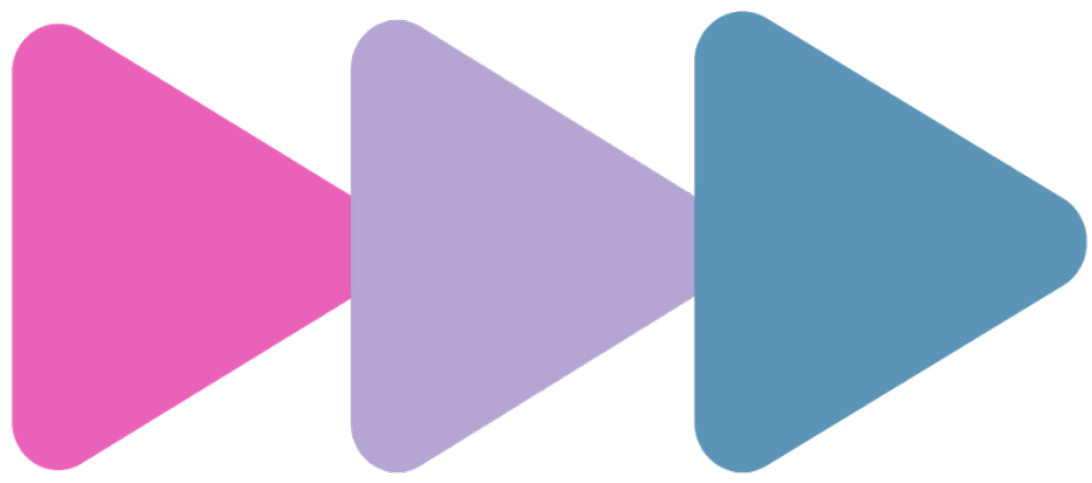
T = Trustworthiness

C = Credibility

R = Reliability

I = Intimacy

S = Self-Orientation



The TRUST EQUATION

- **Credibility**
- **Reliability**
- **Intimacy**
- **Self-orientation**



Stop selling. Start helping.

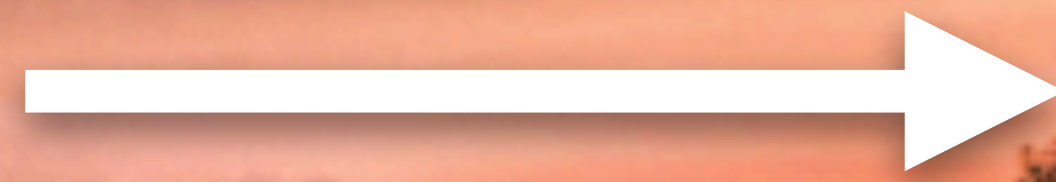
Attract, Answer, Ask, Show and Tell

Social Media Buyer's journey:



Social Media Buyer's journey:

1. Feed posts

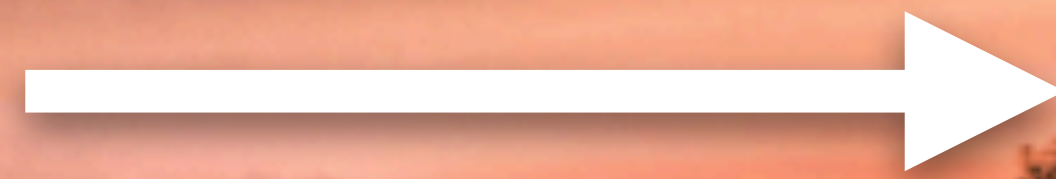


Find you

Social Media Buyer's journey:

1. Feed posts

2. Your bio

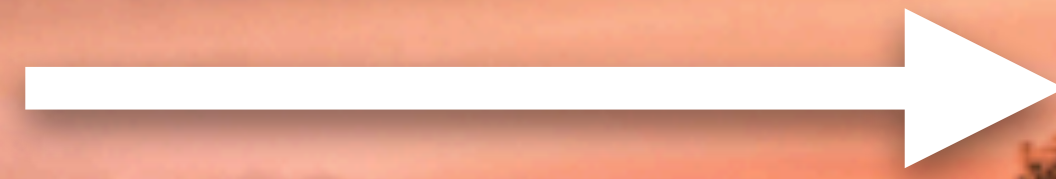


Find you

Follow you

Social Media Buyer's journey:

1. Feed posts



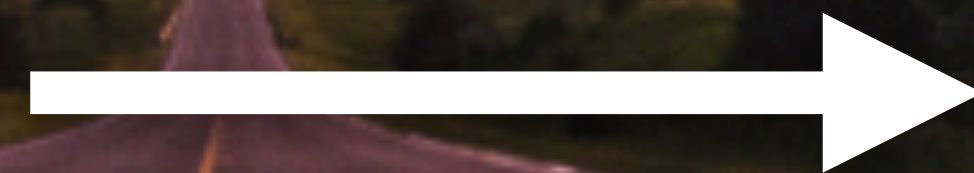
Find you

2. Your bio



Follow you

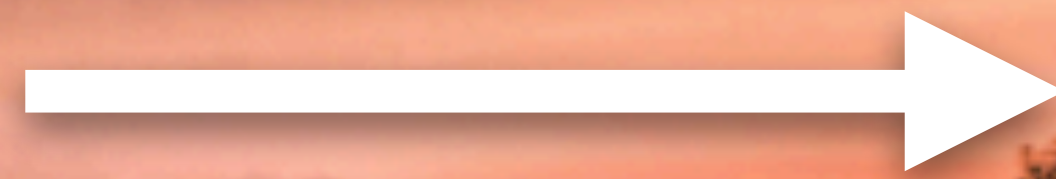
3. Your Stories



Know you

Social Media Buyer's journey:

1. Feed posts



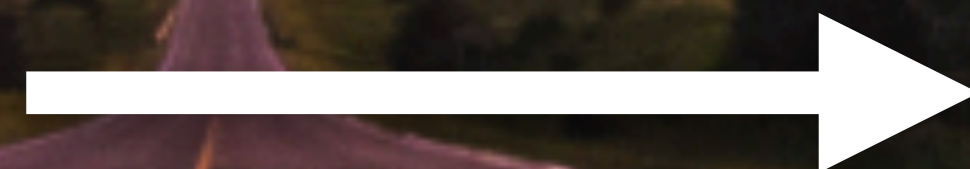
Find you

2. Your bio



Follow you

3. Your Stories



Know you

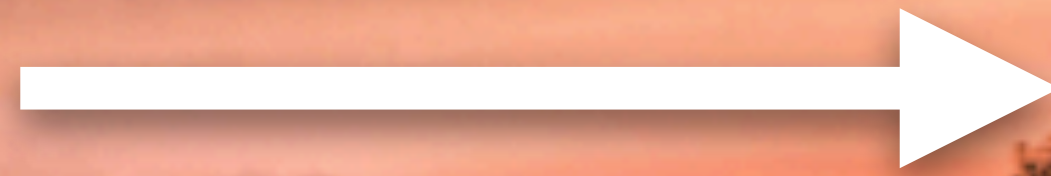
4. Direct Messages



Like you

Social Media Buyer's journey:

1. Feed posts



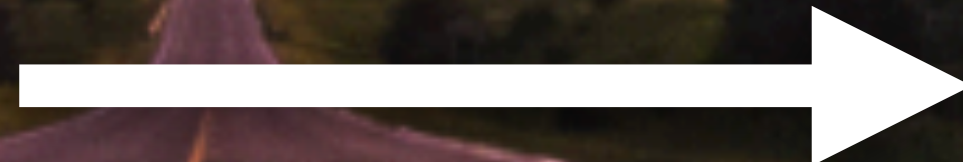
Find you

2. Your bio



Follow you

3. Your Stories



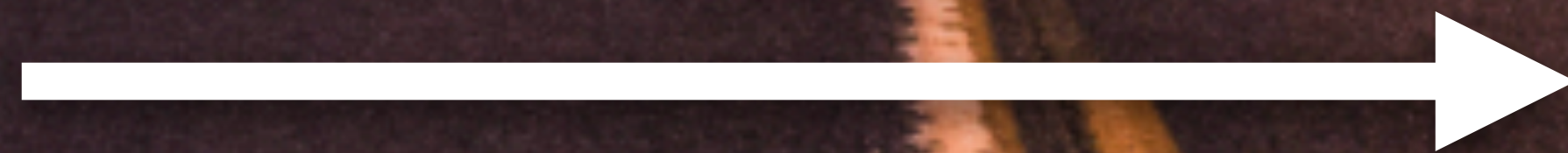
Know you

4. Direct Messages



Like you

5. Trust



Buy from you

**Want to see what
that looks like?**



What does this look like on IG Stories?



My 5 Step Story Set Up

QUESTION?



Do you like to enjoy the occasional cocktail but hate the way you feel the next day?

**YES.
I HATE IT**

**NOT A
PROBLEM**

1. Identify the problem - Poll sticker -

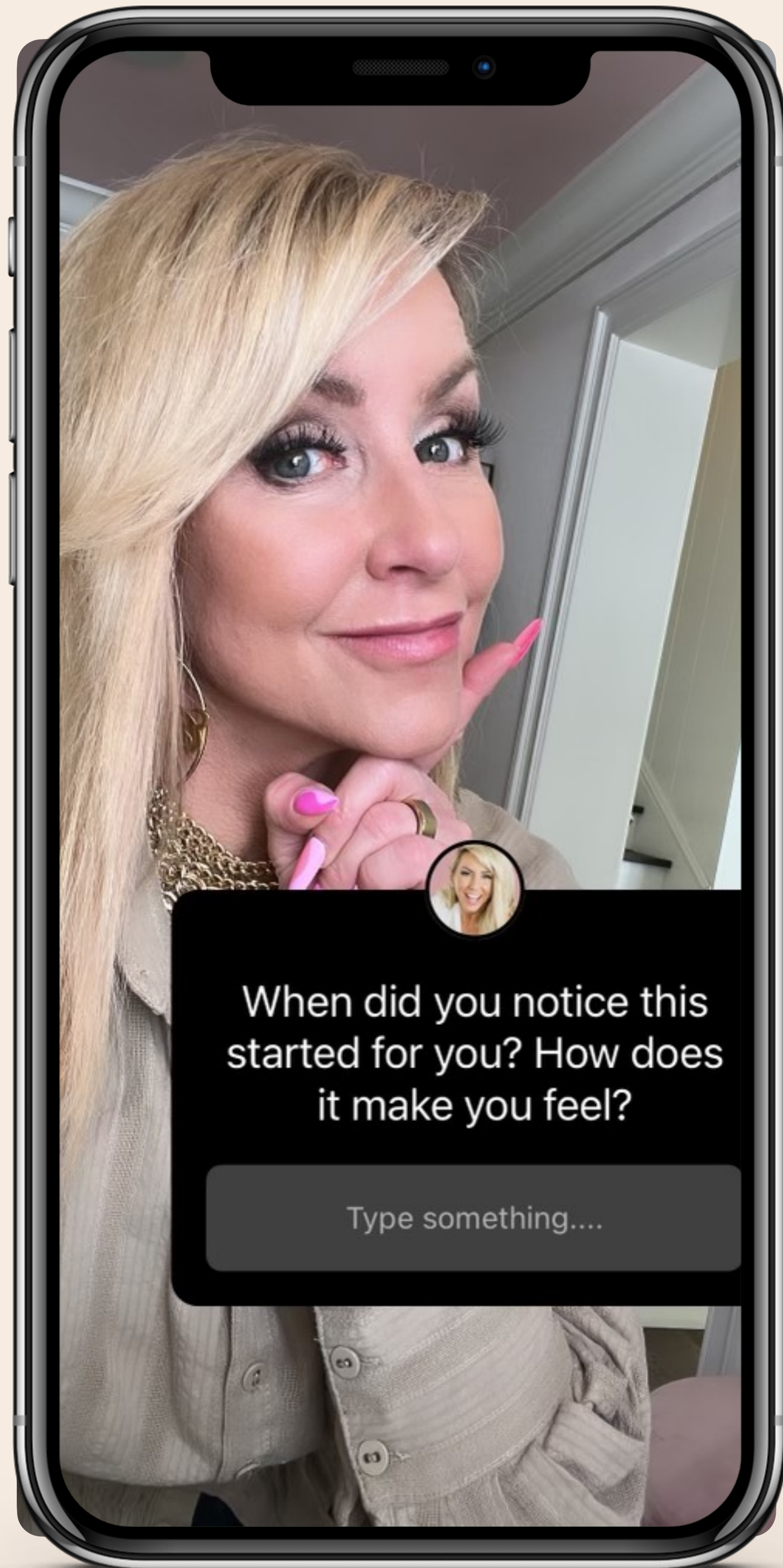
My 5 Step Story Set Up

- 1. Identify the problem - Poll sticker -**
- 2. Relate to the problem -**



My 5 Step Story Set Up

1. **Identify the problem - Poll sticker -**
2. **Relate to the problem -**
3. **Ask a question - Question sticker**



These are conversation starters +

Like I have the flu! Horrible

Reply >



irina.yasina

24yr headaches after a glass without the "fun" alcohol affects

Headache - no energy

Reply >



nmgoszyk

Around 39. And it's frustrating. I don't want to get drunk but to have 1 drink and feel bad? 🤔

Early thirties- heart races and I feel dehydrated And tired

Reply >



cmecyou2

Late 30s, after my last kiddo (just when I needed a drink 🤔)

Last fall. I feel like crap.

Reply >



tiffanytaylor0620

Headache the next day.

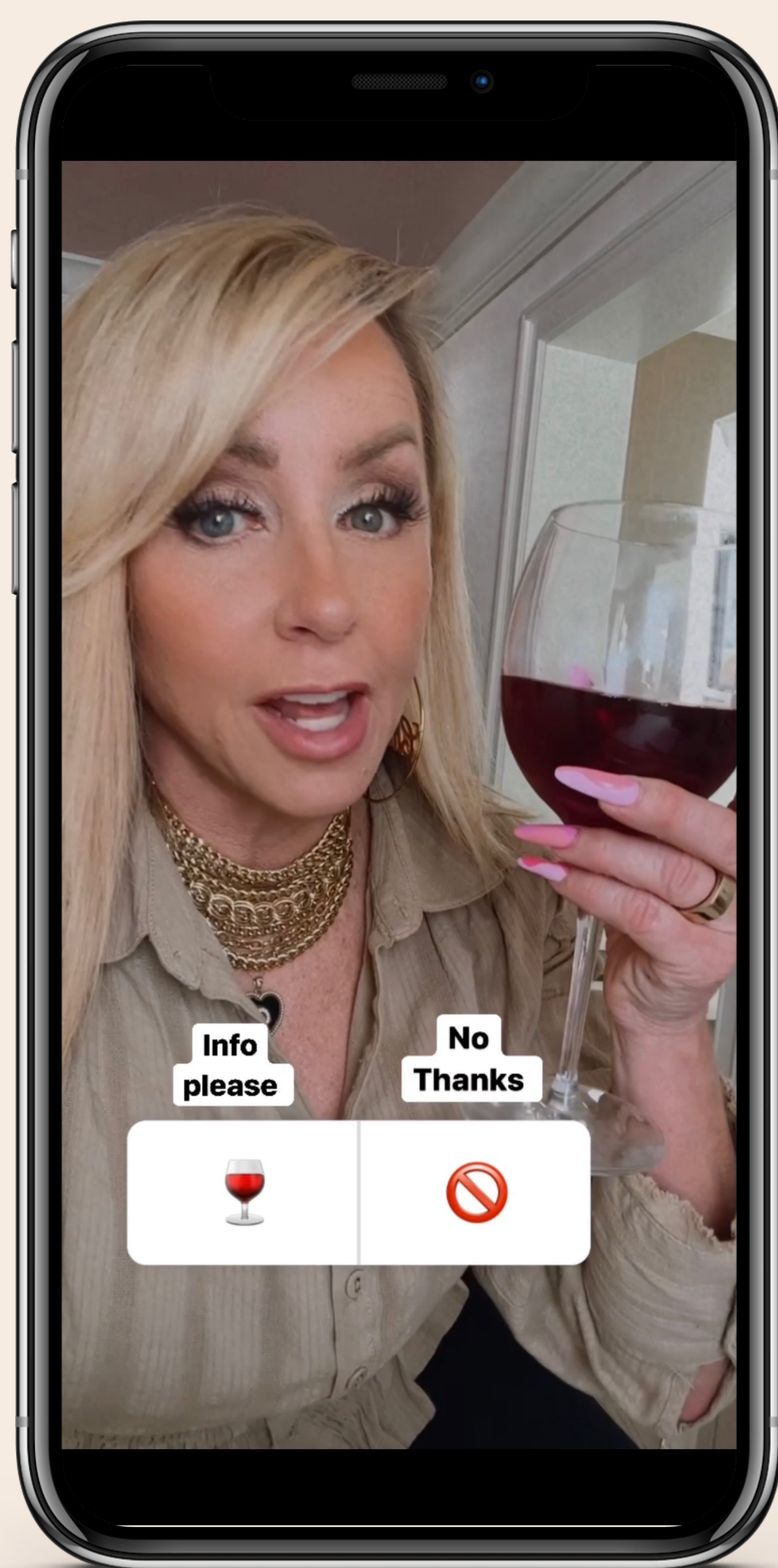


My 5 Step Story Set Up

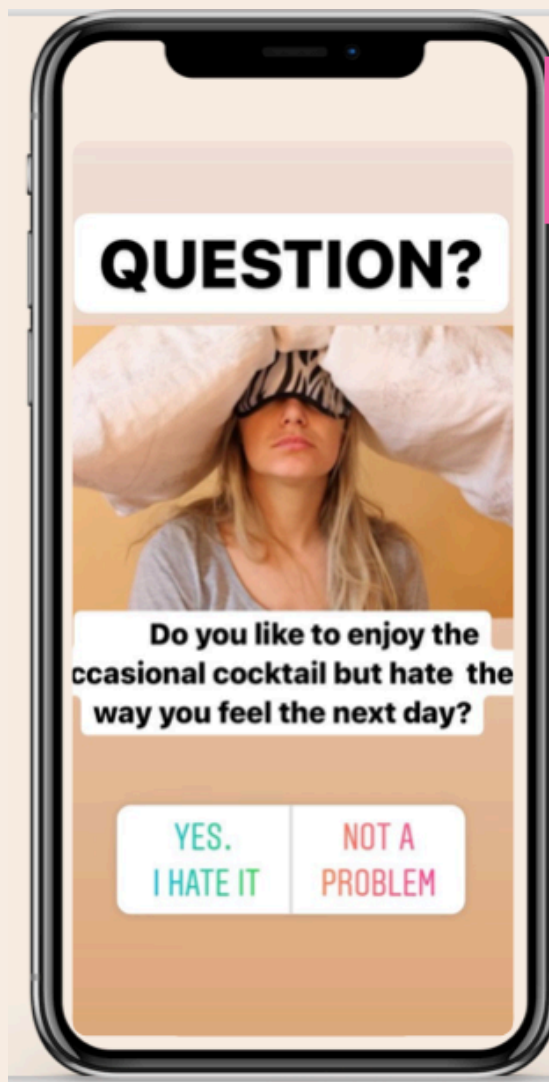
1. **Identify the problem - Poll sticker -**
2. **Relate to the problem -**
3. **Ask a question - Question sticker**
4. **Reveal the solution - (less than 1 min)**

My 5 Step Story Set Up

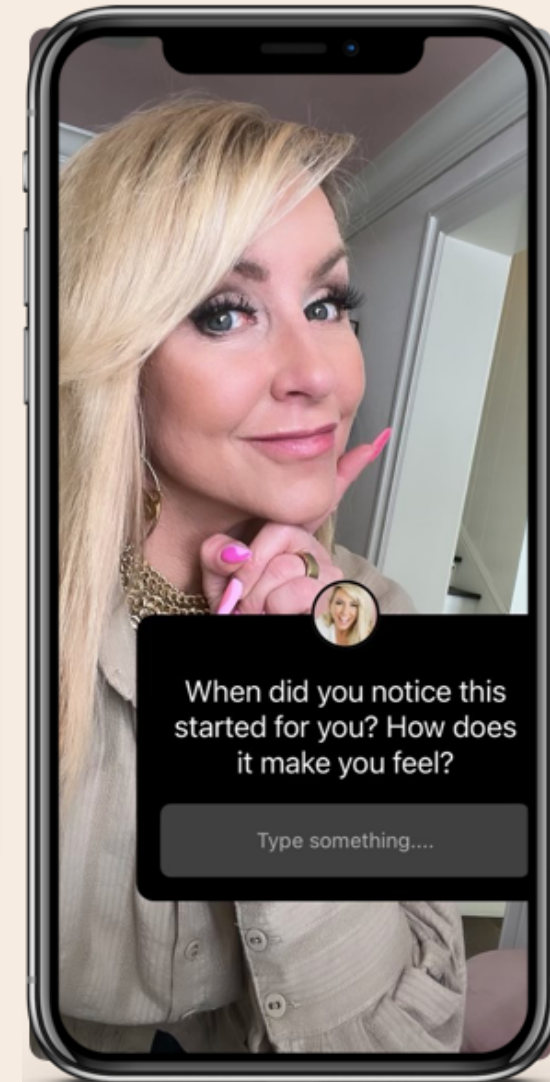
1. Identify the problem - Poll sticker -
2. Relate to the problem -
3. Ask a question - Question sticker
4. Reveal the solution -
5. Offer the link - Poll sticker



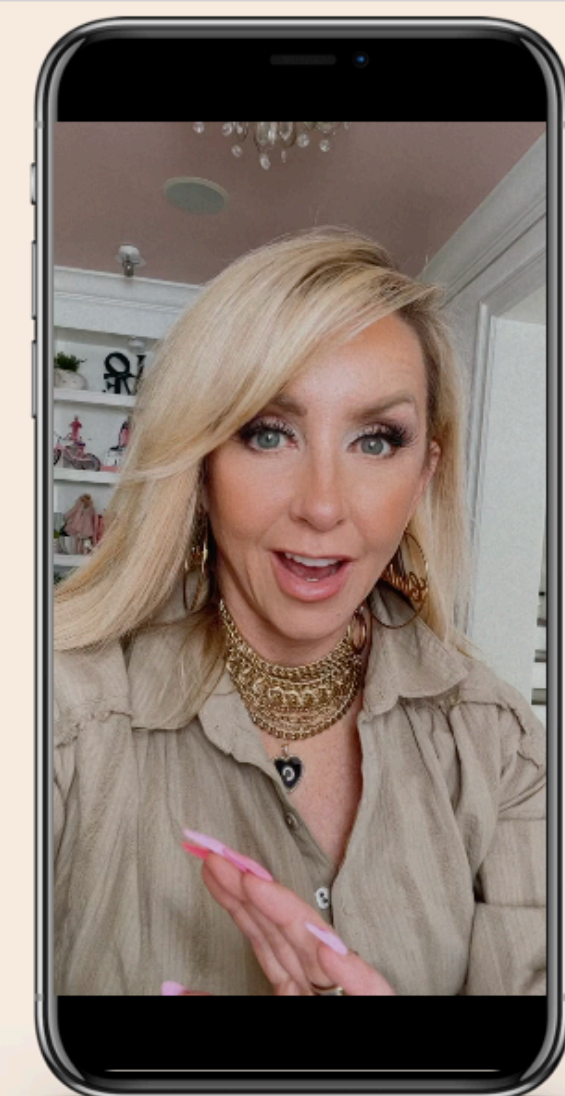
My 5 Step Story Set Up



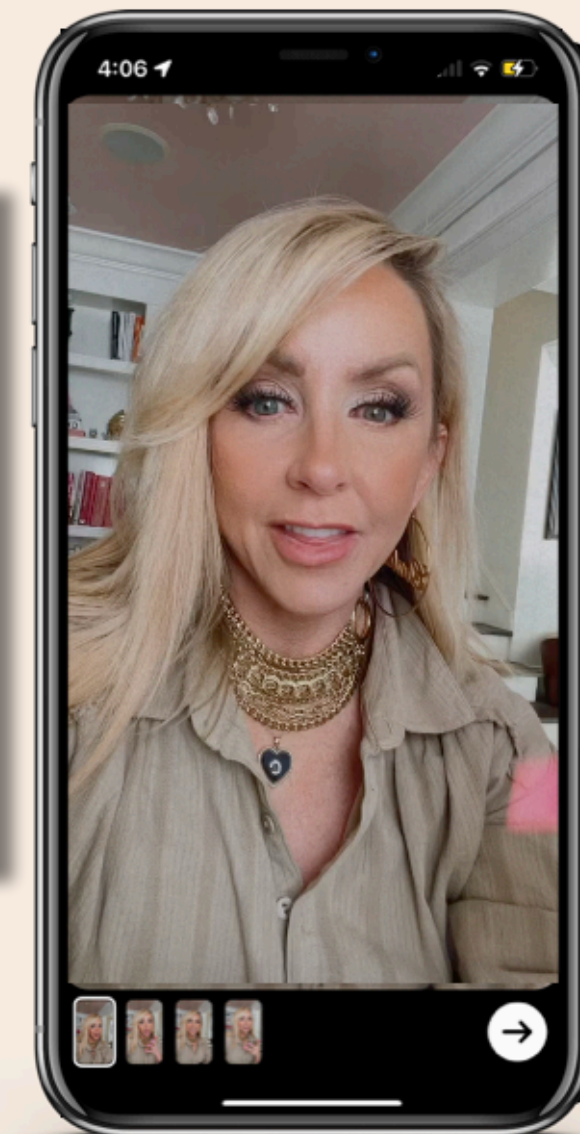
1. Identify Problem



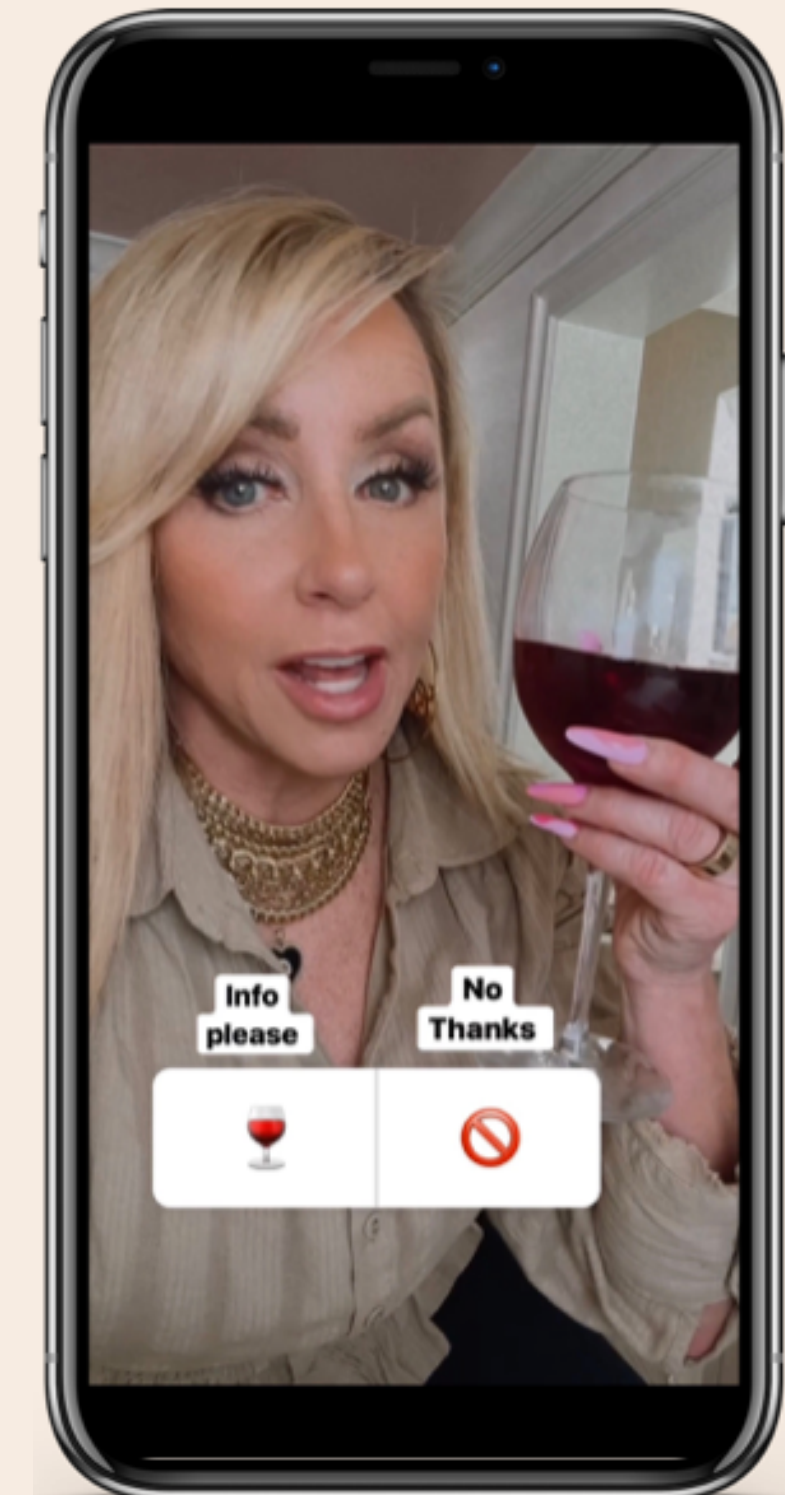
3. Their feedback



2. Relate to Problem



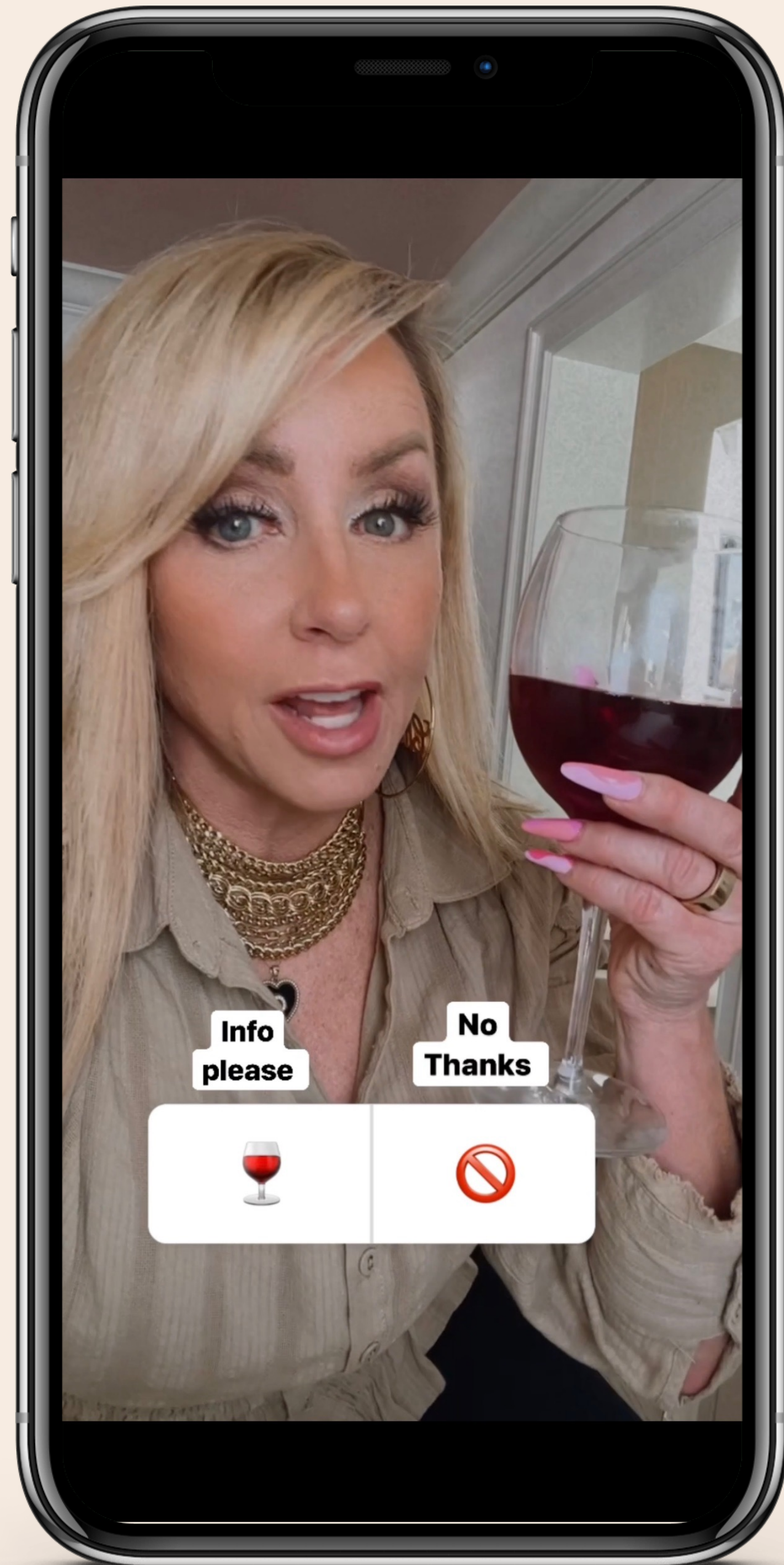
4. Reveal Solution



5. Offer link in a poll

HOW TO CONVERT POLL RESPONSES TO SALES

1. Post a story w/ a poll



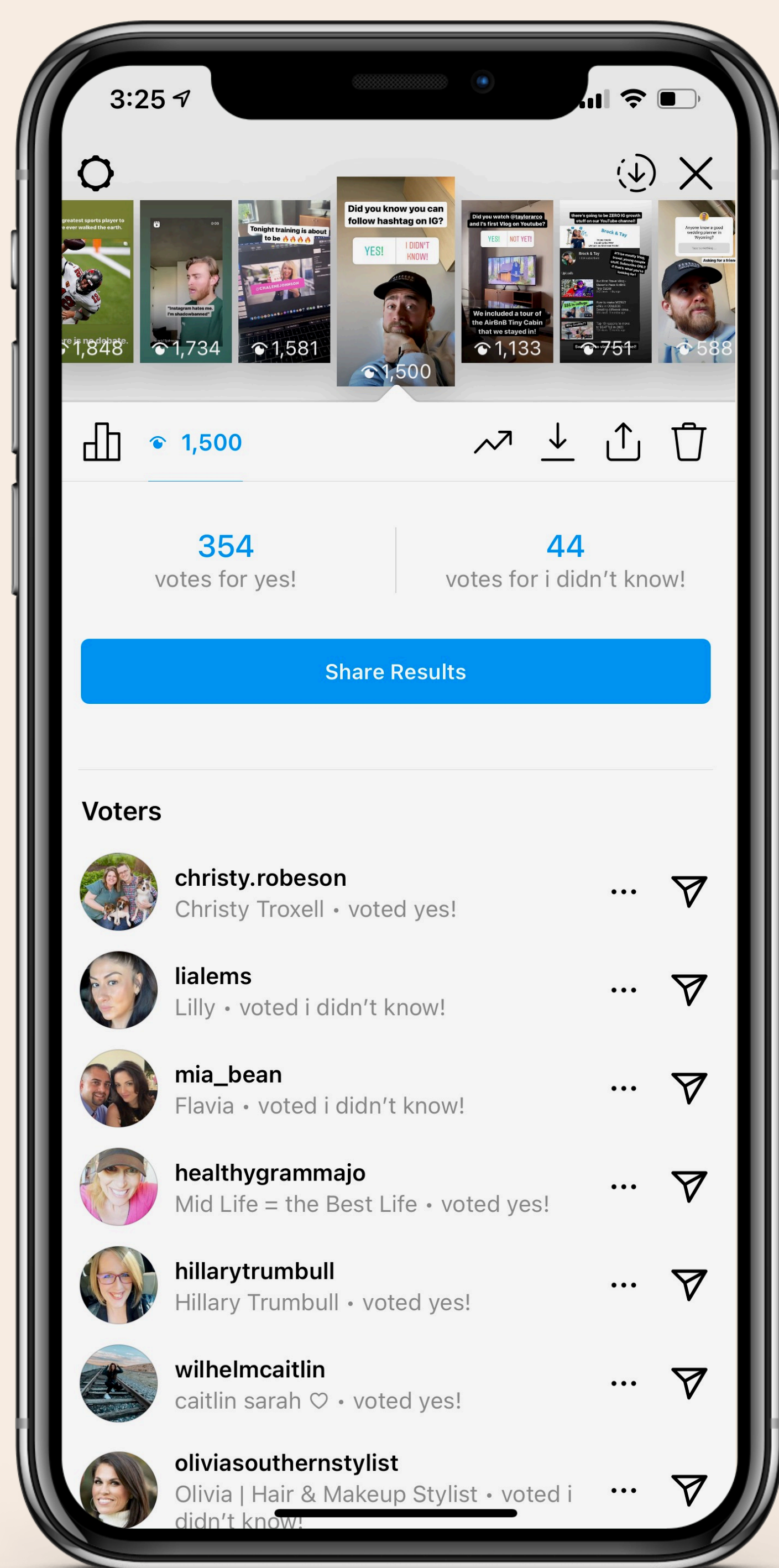
HOW TO CONVERT POLL RESPONSES TO SALES

- 1. Post a story w/ a poll**
- 2. Wait for people to respond**



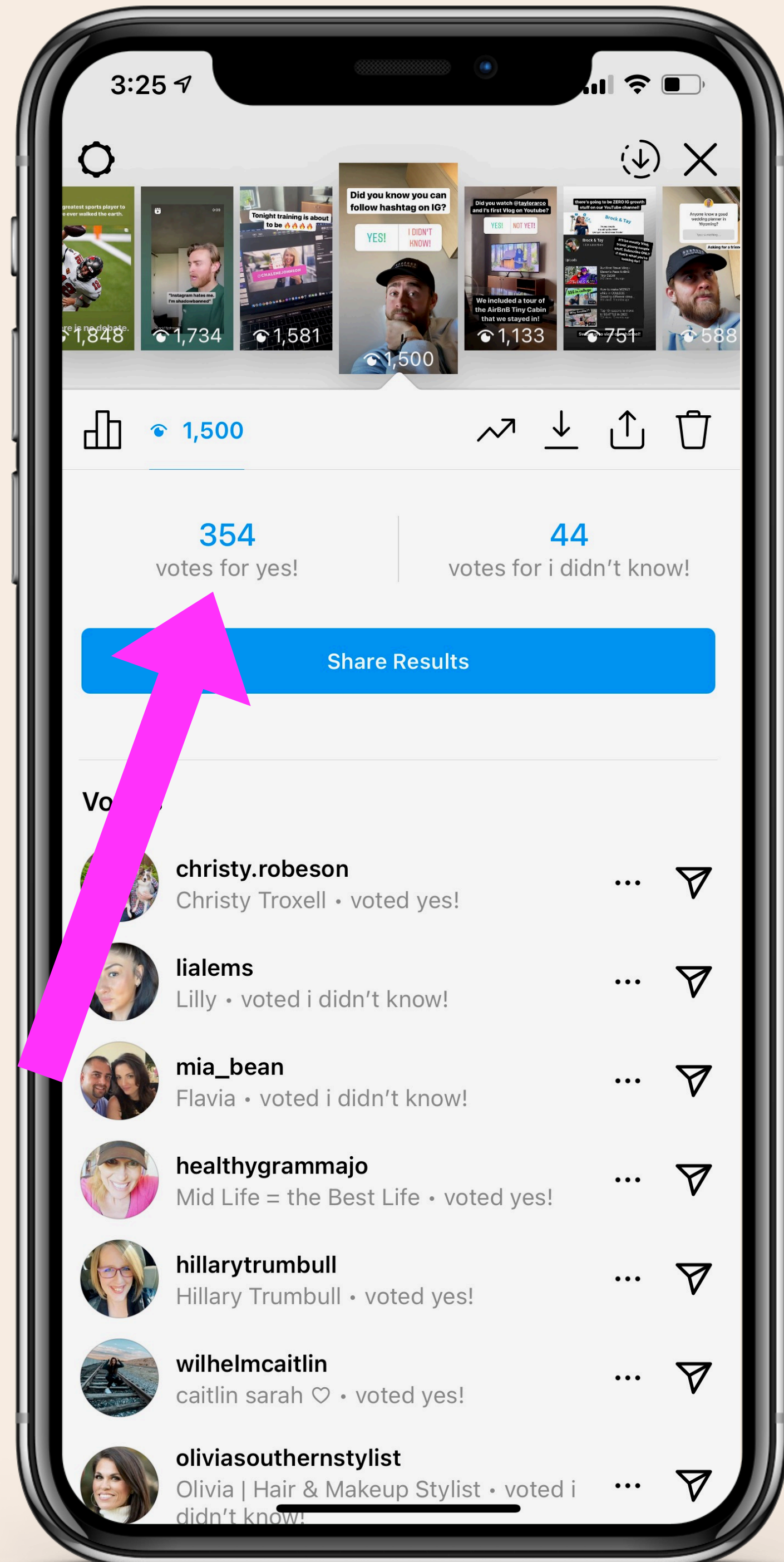
HOW TO CONVERT POLL RESPONSES TO SALES

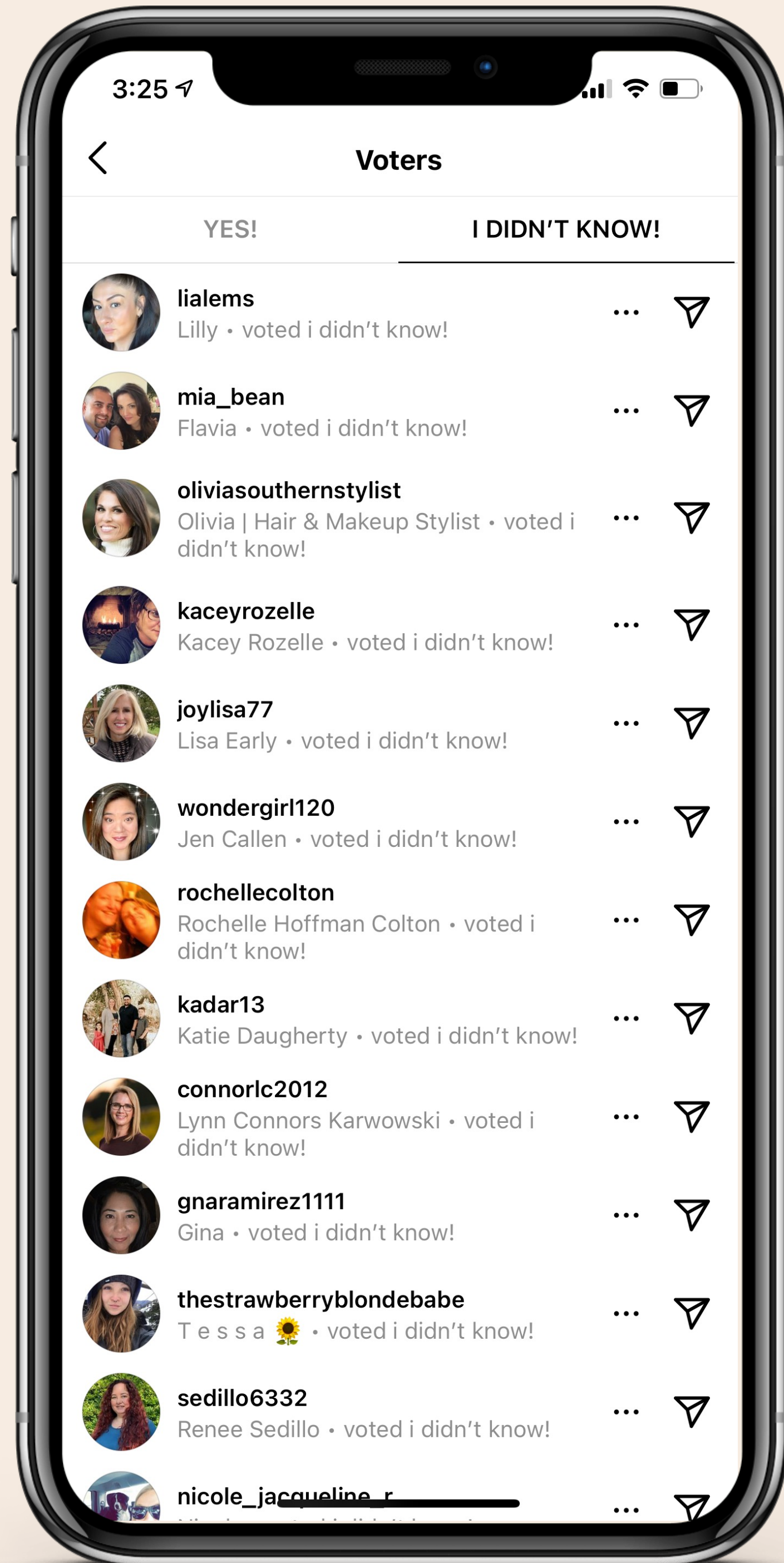
1. Post a story w/ a poll
2. Wait for people to respond
3. Swipe up to view results



HOW TO CONVERT POLL RESPONSES TO SALES

1. Post a story w/ a poll
2. Wait for people to respond
3. Swipe up to view results
4. Tap on desired poll choice

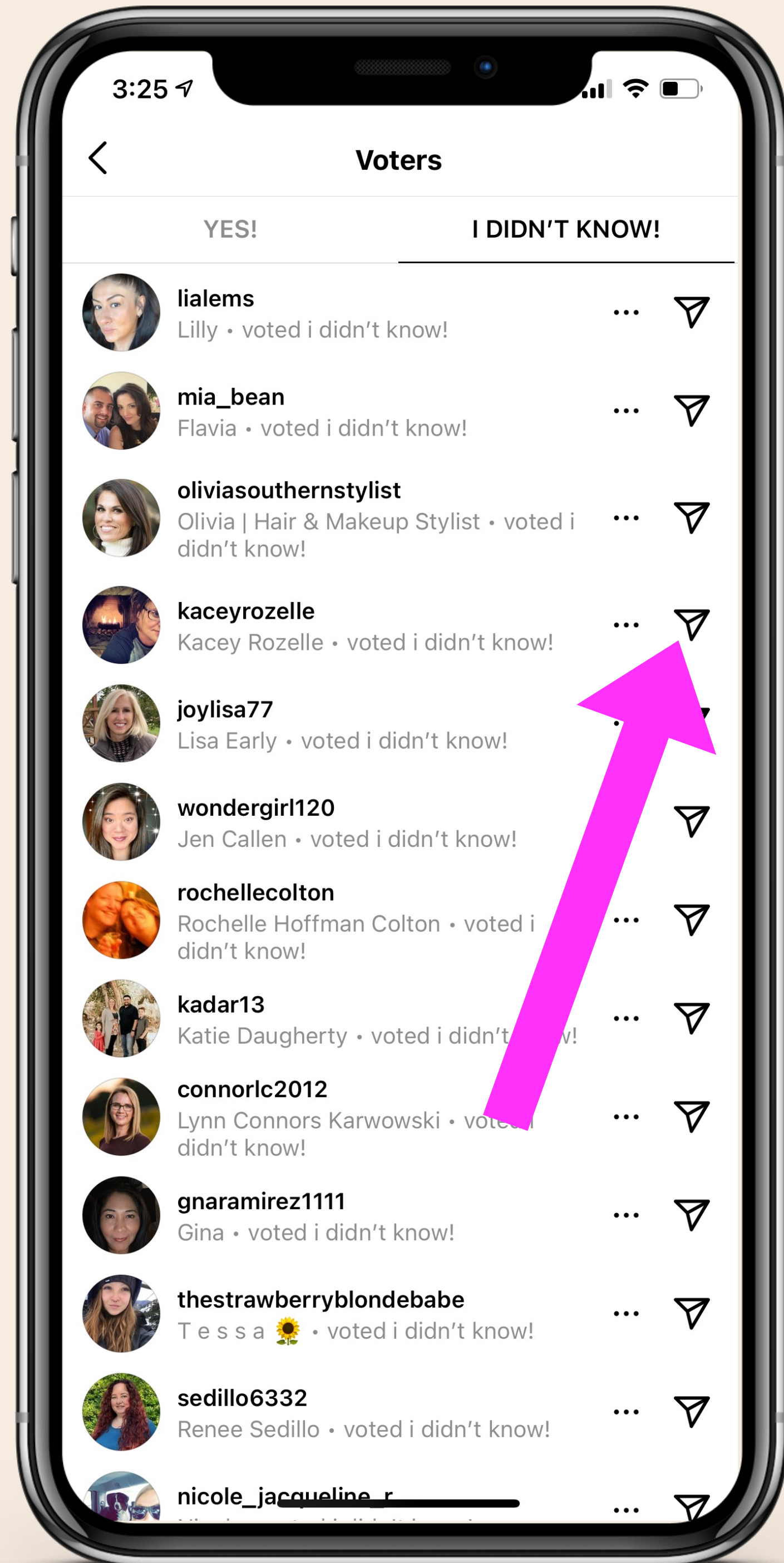




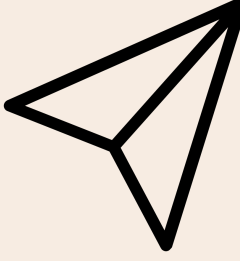
HOW TO CONVERT POLL RESPONSES TO SALES

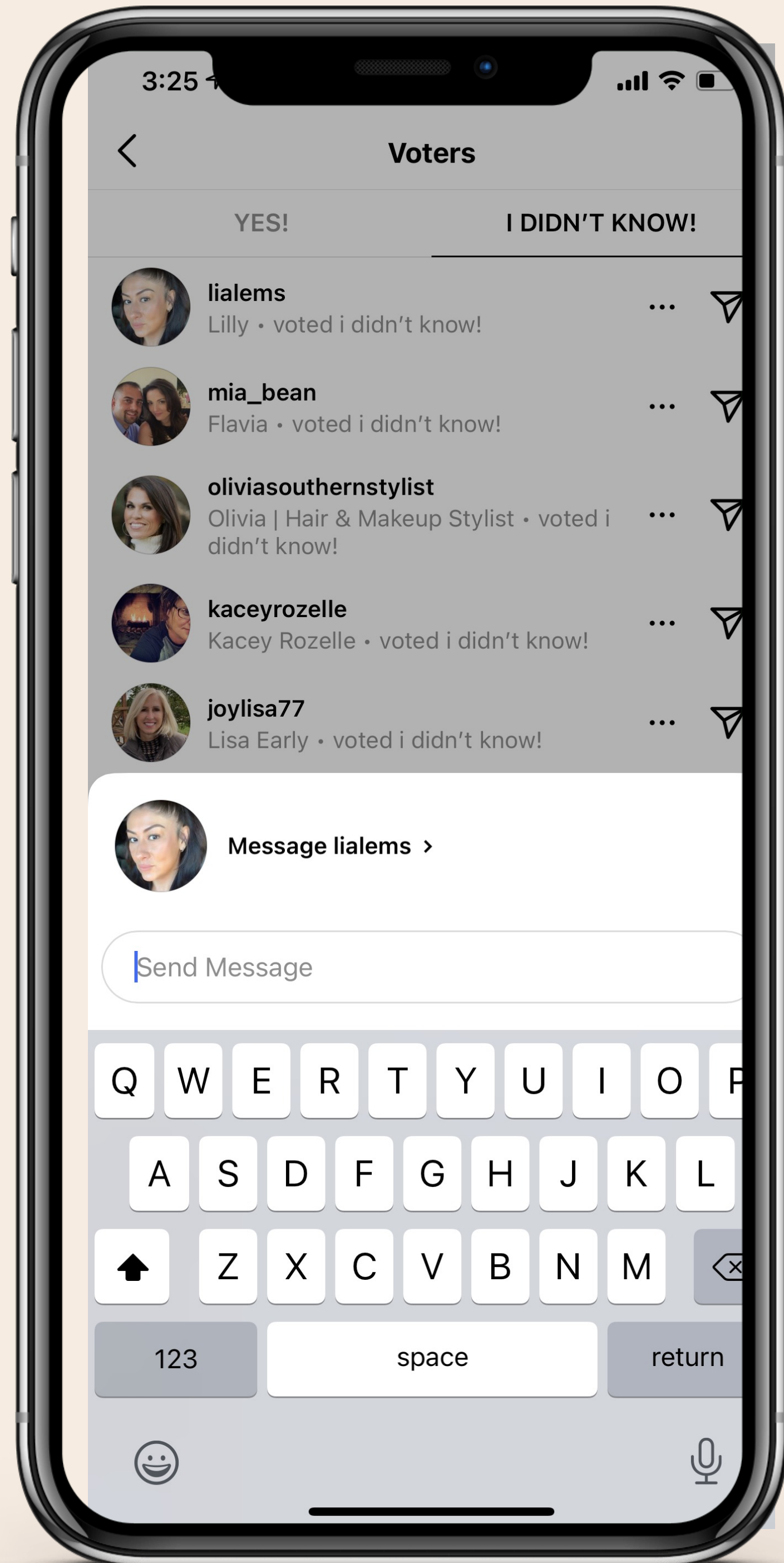
1. Post a story w/ a poll
2. Wait for people to respond
3. Swipe up to view results
4. Tap on desired poll choice

****This shows you only those people who requested the link***

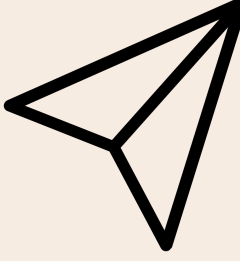


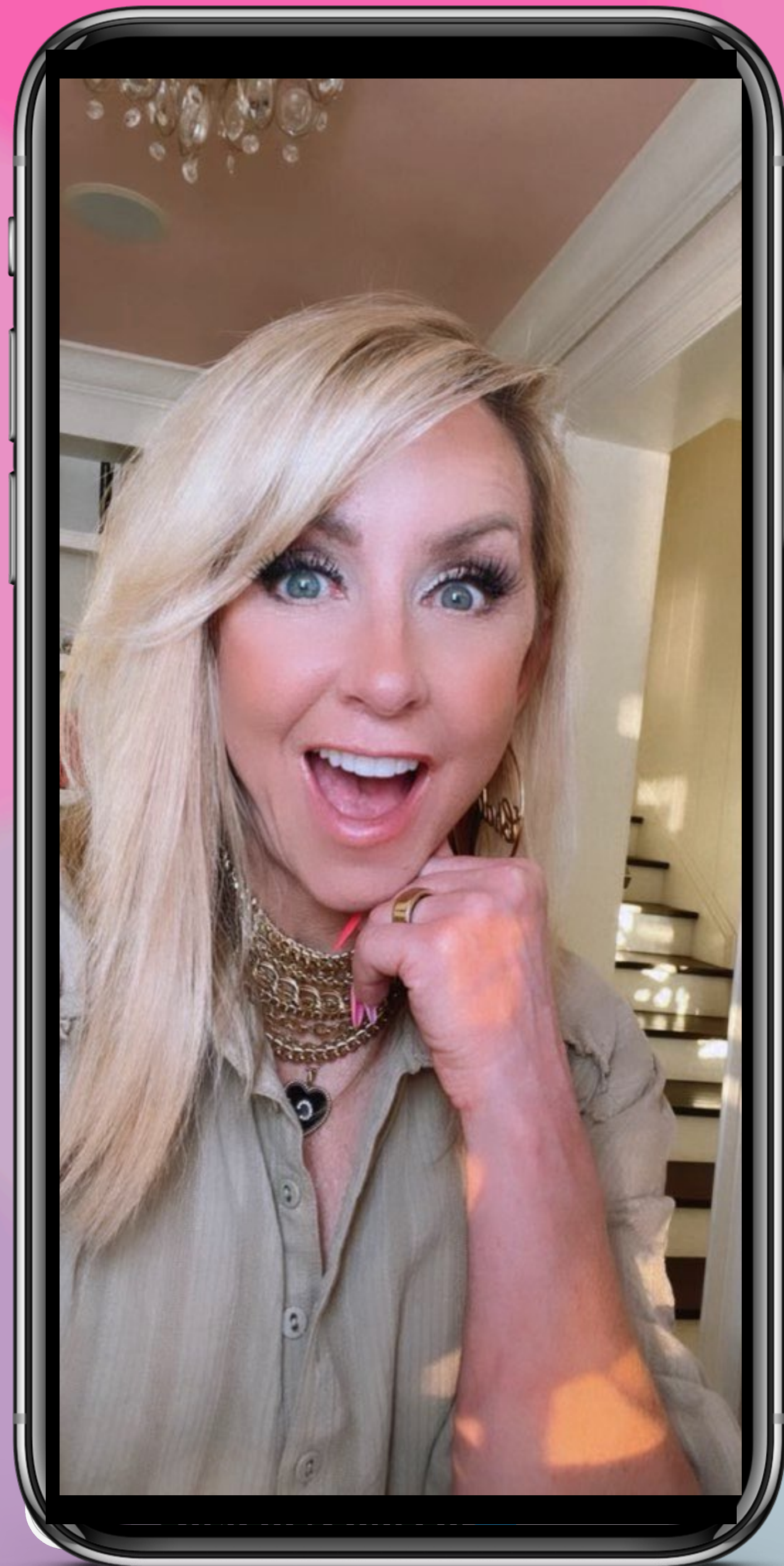
HOW TO CONVERT POLL RESPONSES TO SALES

1. Post a story w/ a poll
2. Wait for people to respond
3. Swipe up to view results
4. Tap on desired poll choice
5. Tap  to send a message with the link!



HOW TO CONVERT POLL RESPONSES TO SALES

1. Post a story w/ a poll
2. Wait for people to respond
3. Swipe up to view results
4. Tap on desired poll choice
5. Tap  to send a message with the link!

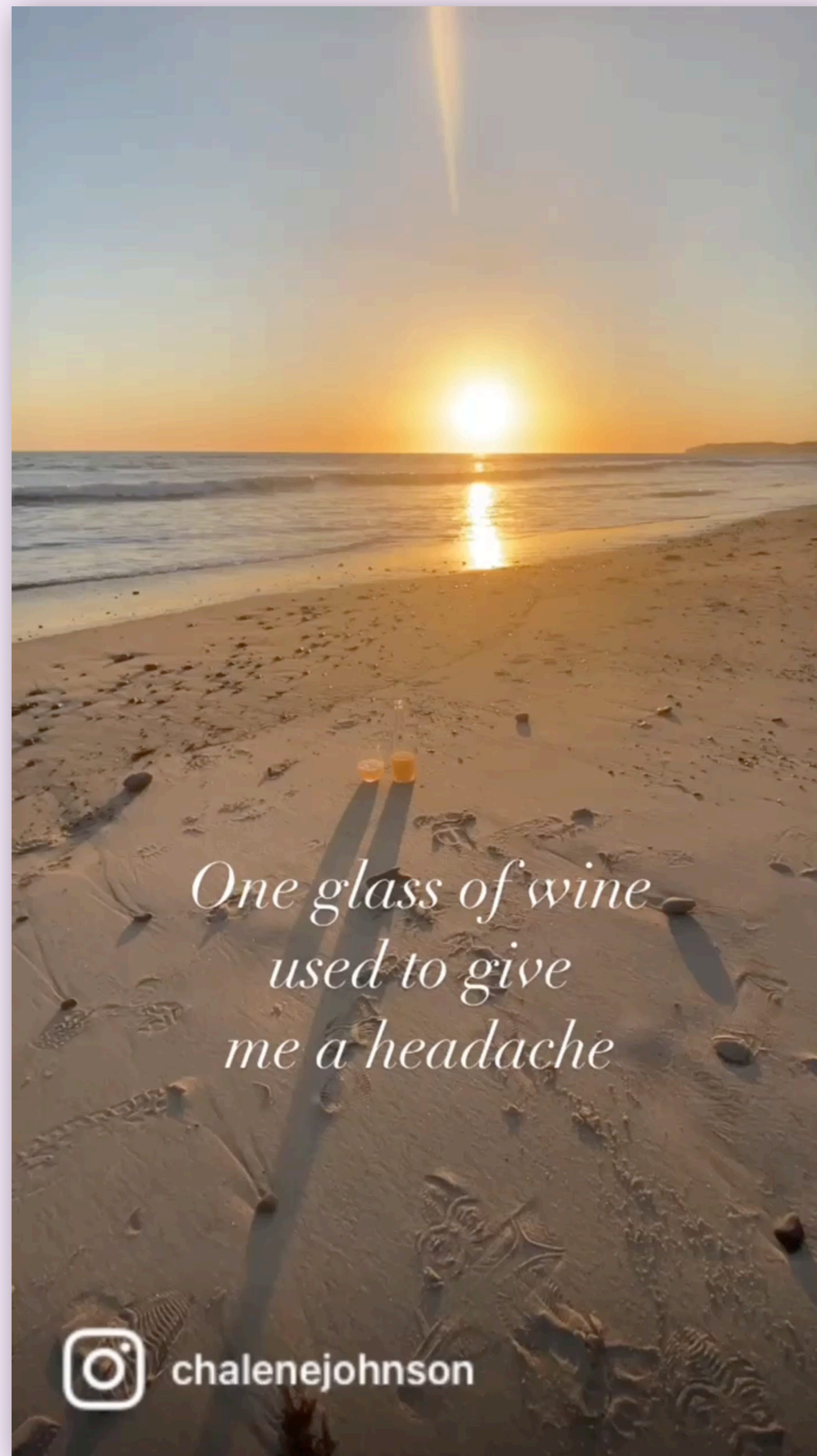


Type “yes” in the chat if you would like to see a feed post strategy.

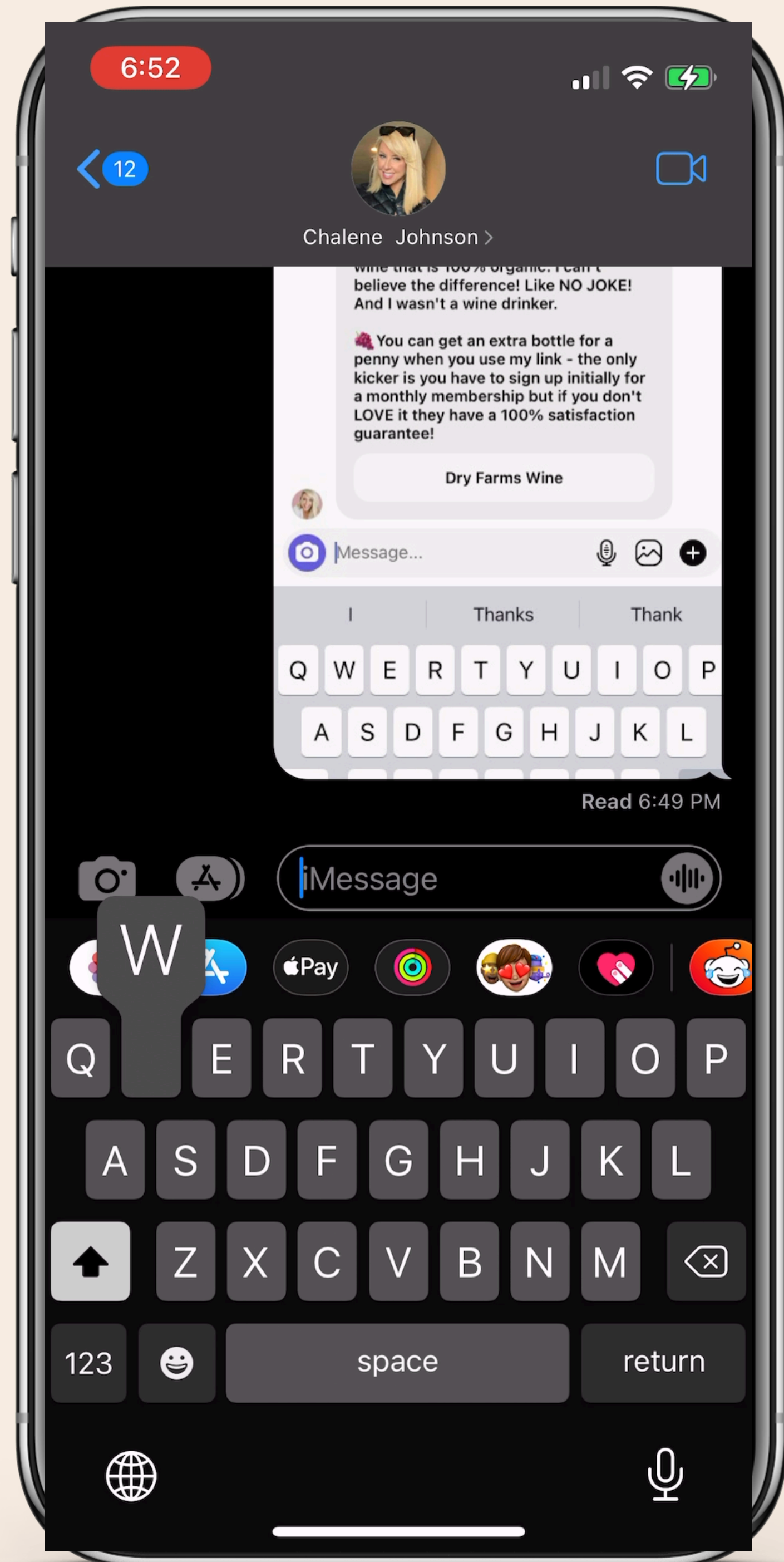
THE TRIPLE CCC EFFECT

Type “yes” in the chat if you would like to see a feed post strategy.





*One glass of wine
used to give
me a headache*



hey! Thanks for the DM. You get an extra bottle for a penny when you go to this link- the only kicker is you have to sign up for a monthly membership but if u dont LOVE it they have a 100% satisfaction guarantee and super simple to cancel! i CAN NOT believe the difference. Like NO JOKE! Hope that helps!!



Chalene Johnson
dryfarmwines.com

Read 6:52 PM

USE THE TEXT REPLACEMENT FEATURE



Hi!

51.3K

579

iamtulin

I used to weight nearly 400 lbs... more

CURIOSITY

CONVERSATIONS

CONVERSATIONS

TO MAKE THIS WORK

- Know your niche vs industry
- Attract interested followers with share-worthy content
- Increase your engagement
- Create a content strategy that is doable
- Stop selling and start talking
- Start posting Reels



@CHALENEJOHNSON