



AMP

Lead Generating & Branding using Infographics

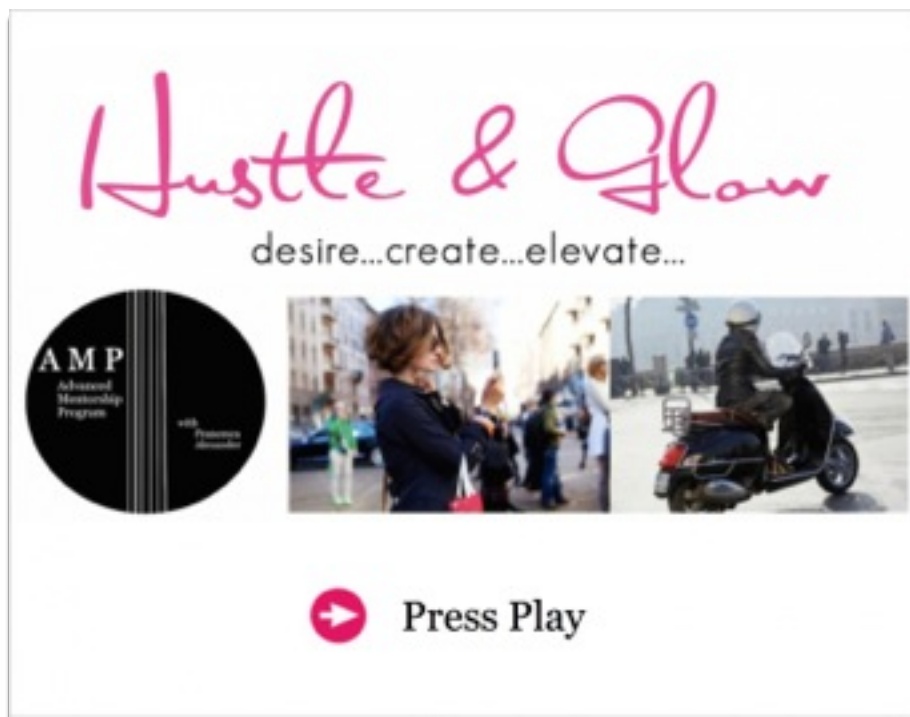


Evoke...

How do you feel?

Let's get into to it shall we? How do you feel when you think of your brand? You can define your brand as you or a product. Maybe you are a free standing brick and mortar business or a speaker, life coach or gallery owner... Let's step away from what you do and look at why your doing it. In this weeks course we are going to the crux of why I (and your audience) should get to know you. Here is a quick video on how infographics can evoke feelings around your brand.

[Click Here](#)



[View tutorial and Click Here](#)

Evoked...

How do you feel?

It's time to take inventory. In the next few pages we will be going over what you do versus why you do it. For example my definition changes almost every year but what I do remains the same. I do social media P.R. and teach how to do social media P.R. Why I do what I do is to empower others to break away from the status quo and elevate entrepreneurs how to promote themselves. Big difference right?

This is an example and feeling of my back story on why I do what I do.



Evoke...

How do you feel?

Here is an example of why I do what I do.

Isn't this so profoundly true for most of us? It evokes the feelings before I was an entrepreneur at a corporate job. I now take control of my paycheck and no longer have to worry of a glass ceiling.

I am purposely trying to attract others with the same belief system to check out my website and be apart of my tribe.



Evoked...

How do you feel?

Here is the example of why you want to find out more about me.

This speaks to mystique and wonderment on the *how* do I do what I do. I travel and work wherever I want. Los Angeles, New Zealand and soon in London just because. This shares what my philosophy is when it comes to my entrepreneurial adventures.

I am purposely using infographics to paint a tactile picture it is to work with me. My lifestyle and my priorities are being expressed in this infographic. This may evoke curiosity to my brand and my business.



Evoke...

Inventory “What” you do questionnaire

List all the things you do. Include your elevator pitch if you have one. For example my elevator pitch is “I promote people I believe in and I teach people to believe in themselves.” In P.R. one of the first rules is to capture curiosity to set up for a bigger broad stroke pitch. Write down all that comes up.

Evoke...

Inventory “What” you do questionnaire

Create...

Inventory “What” you do questionnaire



[CLICK HERE TO VIEW VIDEO](#)

In the video above you will find how to use design techniques to enhance your infographics. It's easier than you think. An easy way to pull images is from your blog. It will help strengthen your brand.

Next Week

How to use your infographics on the biggest social media lead generator, Twitter.

Get a jump ahead with adding music with your branding message.

[Click Here](#) to see what I mean.





Lead Generating & Branding using Infographics

Week Two Lead Generating using Twitter

Lead generating using
infographics & Twitter

Last week we looked into evoking the feelings surrounding your brand and how you use images to convey that message. In this weeks course we are going to use Twitter. By far Twitter is the easiest way to collect your DC (desired client) and aggregate in private list or just by simply following them. Engaging your DC's daily is important.

It's More Than Just Content

What keeps you on Twitter? For me it was connecting with other single women that were going through a journey of bad dates, comical timing and transparency in their over all vision in finding romance. When I started using Twitter personally in 2009 this was my hook. I was all about the engagement and sharing my personal story. I created @Francesca_LA and quietly read peoples stream



**“We all want to have our humanity acknowledged.”
-Oprah Winfrey**

for months. Then one day I started engaging my favorite people all around the world.

This is what I knew for sure at the time. I wanted more. I wanted a life bigger than what I was living at the moment. I had a high paying job that didn't feel right and I was struggling with the thought of romance even entering my life. Newly divorced and at the time I didn't know it but I was embarking on my journey of releasing 80 pounds. It was all new and I desperately wanted to connect with others going through this but somehow still have anonymity.

There I was with a primal need to connect. A major touch point that has always been a need. I'm not alone. The acknowledgment of others responding to your tweet was incredible. I could be home tweet things out into the void and know I was in a stream of others making my way through the other side. I was experimenting in how far I could take my dreams and ambitions with Twitter.

What I didn't know at the time was that I was systematically branding me. I was becoming a brand. When I filled out my bio it defined my brand. It also set the mood and intention of who I am. Since I was exploring law and attraction this was fascinating to me. What I put out there was exactly what I was opening to receiving. Big big stuff!

It was all becoming a social experiment with me. The more transparent I was in my own story the greater response. If I remotely tweeted something that was negative the response would fall flat and not really sympathetic. Now this was getting interesting. The tweet to reach impact was developing into curiosity on how I can bring in the support I needed just by tweeting.

Last week we dived into the creation of infographics you can use to visually convey your branding. Why you do what you do is how we draw in the right people to engage in our brand. It's important to convey the right style on all of your social media platforms. Does your Twitter account reflect the right "style" to draw in the right clients?

Think of what the message is you want to convey visually.

If your field of expertise is being a...

Novelist

Indie Film enthusiast

Fashion P.R.

Then the upscale branding visual reference could be

http://www.dior.com/couture/home/en_us

Here is a video that shows the branding and personal style of a NYC stylist.



[Click Here](#) to view or go to:

<https://vimeo.com/19712384>

Tweet Your Infographic



With getting all of your infographics in order we are ready to start using these on Twitter. Make sure you have these elements when using an image for tweeting.

- Be sure to have your images on your desktop to easily reference and load up.

- Identify what “story” your infographic

demonstrates and write 10 supportive tweets to coincide with this image.

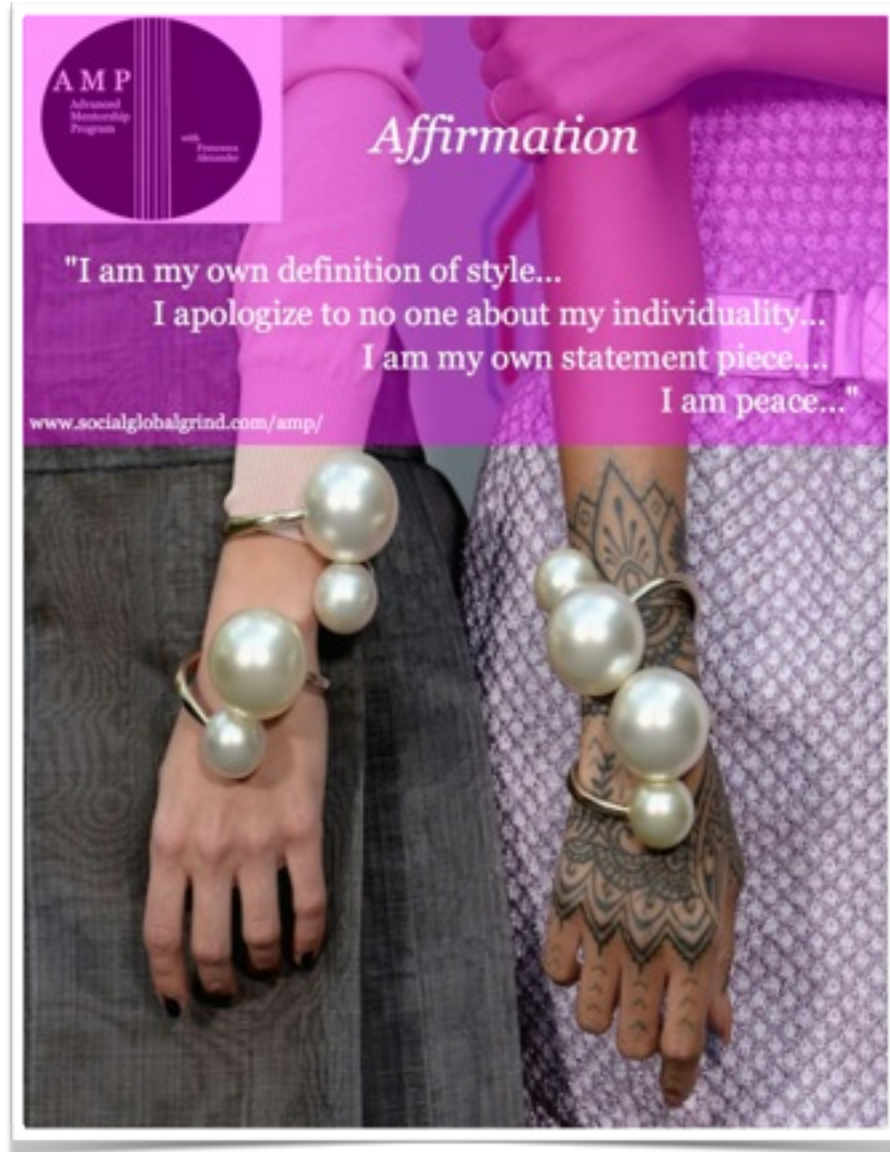
- 👉 Be sure to include the link to your website where you want to drive them to engage. Examples: newsletter sign up, free consultation or blog.
- 👉 Hashtag hashtag hashtag! What is your company’s catch phrase anthem? Create one if you don’t have one. Tie your brand with a hashtag that has real meaning. #HustleandGlow is one of my company’s hashtag and highly successful.
- 👉 Take the time to manually add the image in your Twitter feed. Uploading your image via Twitter instead of an auto program like Hootsuite will have your image apply to your personal Twitter page.
- 👉 Use these infographics on your blog or where you want the interest person to land. Make sure you have share buttons on the image like Pinterest.

Tweet Your Infographic

- 👉 Make sure you also auto post and use a tool like Hootsuite to do it. If it's attached to a blog consider posting 3 times per day just on this infographic alone. Use your 10 prewritten tweets to help you post for at least 2 weeks.
- 👉 Just focus on Twitter this week. We will get to all of the other social media sites shortly. I want you to see how directly this impacts your Twitter feed.
- 👉 Maintenance: Take this time to clean up your account. Use a tool that will eliminate non-active followers.
- 👉 Maintenance: Make sure you update to the latest design elements Twitter has to offer and upgrade.
- 👉 Maintenance: When applying new design elements consider using a white background with white space between any other design elements. Upscale brands from luxury brands like Gucci to high end tech brands like Apple know this. Think clean, clear and chic. It will draw in the trust factor and the higher end market when you pay attention to design.
- 👉 Maintenance: Use saturated strong colors when you can in all design elements that are eye catching and have you stay on your Twitter page as long as possible.
- 👉 Twitter is an extension of your list. It is the most underused social media lead generator out there. Make sure you regularly follow new clients weekly.

Next week...

How to use Pinterest and Facebook together.



INFOGRAPHICS

Week Three | Using Pinterest

Pinterest Facts

Pinterest has over 10 million users and is the most rapid growing social media network in history.

Most Pinterest user's are women. 97% females are on Pinterest looking to buy through inspiration.

Most Pinterest users hangout for the average of 1 hour and 17 min. Twitter is at 36 min., LinkedIn 17 min. and Google+ is roughly 6 min.

Daily Pinterest users has had the biggest percentage in growth consistently since 2012.

Did you know there are over 50 million blog post about Pinterest?

Does Your Brand Fit?

Ask yourself if you are a service or a product how can you tell your story or blog post using the infographics. Look at the image of the top of this page. This is a blog post. Does your blog post evoke the next action step to "read more"?



Using Pinterest

In these video modules you will find creative ways on how to use Pinterest to it's fullest potential. Be creative as you want. Be sure to sign up for the business version of Pinterest. Pinterest will send you regular stats on how you are performing. Also be sure to link your pins to auto tweet when you are actively pinning.

Define your cause by being mindful of what your boards will say and drive inspiration.

Experiment and know you can't get it wrong. I hated an image my client shared and it turned out to be a high performing repined image. Who knows what will resonate. Just share!





Top 10 Pinterest Shopping Inquiries

The “just looking” shoppers on Pinterest look for these 10 products consistently.

1. Jewelry, Luxury and Accessories
2. Flowers, Gifts and Greetings
3. Fragrance and Cosmetics
4. Food
5. e-Cards
6. LGBT inspired products
7. Books
8. Travel
9. Lifestyle & Green living
10. Coupons
11. Clothing
12. General Consumer Goods
13. Health Care
14. Home furnishings
15. Toys

Of the top Pins 80% of them are linked back to their eCommerce website.

Pinterest Video Modules

What to do when you have multi brands:

[Click Here to View](#)

How to link your YouTube videos on Pinterest

[Click Here to View](#)

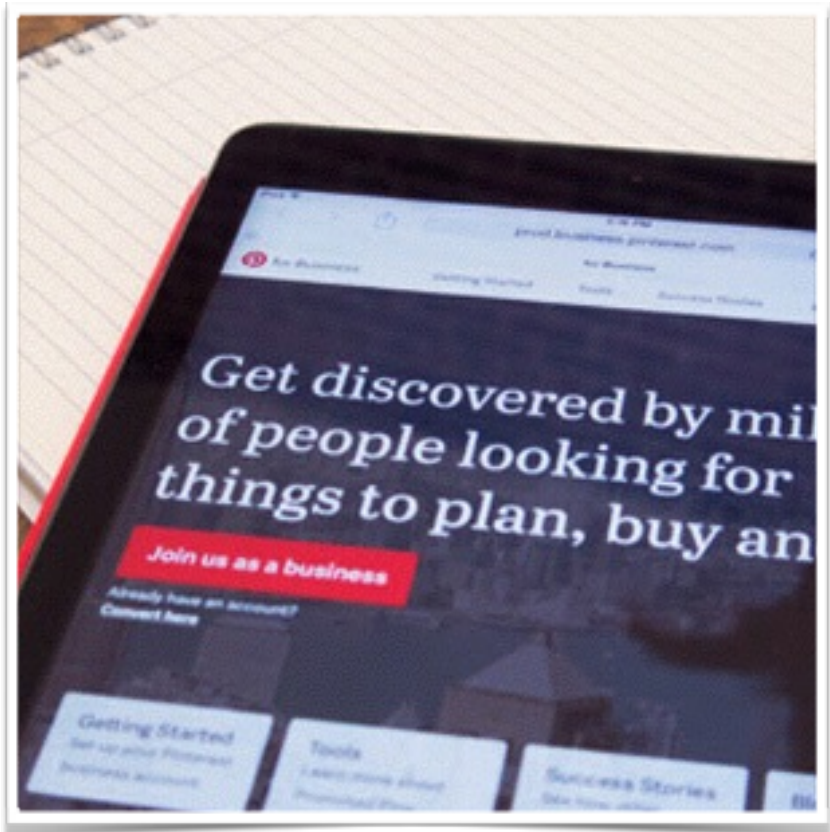
A guided tour of Pinterest

[Click Here to View](#)

Check out my Pinterest board for creative inspiration.

[Click Here to View](#)

#DanceBreak [Click Here](#)



INFOGRAPHIC STRATEGY

Know. Like. Trust.

How do you believe in your product or service? How do you show up for your brand? Infographics are a short cut in conveying the brands feel and can demonstrate a vibe of your services faster than any blog can. The image posted on your left can be reposted anywhere and everywhere. If you integrate a share system on the image (Pin button or putting on FB, Pinterest, Twitter and LinkedIn)

If you show continuity in branding like placing your logo and repeating your ideology. If you do it well like many luxury brands you can reach an iconography level. But for now concentrate on continuity in all your images.

Once you connect with the right resonating group of people or desired client you can translate into the like factor. With liking a brand or person you gain trust. Trust is what is the ultimate plan here. If you regularly post and show your your brand it will strengthen your message.

Action plan:

- 🚫 Make 5 new infographics per quarter.
- 🚫 Designate one day a week to be your creative day to create and post infographics.
- 🚫 Go the extra mile and create an infographic for each article then post like Pinterest to create interest.
- 🚫 Use the blog infographics you created and post everywhere in social media.
- 🚫 After you created your initial infographics consider creating more and plan your images for next quarter.
- 🚫 Use infographics as a key design element on your website.



Video Modules

Video | How to integrate Pinterest & Facebook

[Click Here to View](#)

Video | Pinterest & NYC

[Click Here to View](#)

Video | AMP Infograph Course (re-cap)

[Click Here to View](#)

Alignment Check List

- 🚫 Are all the images within brand?
- 🚫 Your company logo and hashtag are visible on each infographic
- 🚫 Make sure your infographs do not resemble anyone else's. This is your time to make your mark.
- 🚫 Each quarter commit to a "style" and feel to each image.
- 🚫 Color continuity or hue all the same on infographics.
- 🚫 Be sure to list the link at the bottom of each infographic to override any broken links.
- 🚫 You can assign a virtual assistant to create your images if your just not into it.
- 🚫 Use infographics to plan out your blogs, sales cycle or feel of the brand.
- 🚫 Use your Facebook news feed to show off just created images for marketing feedback. Your friends will comment if they dig your image.
- 🚫 Research what your potential DC's (desired client) are spending their time on.
- 🚫 Share images on your newsletter.