

Nurture Your Network

Social success

“One of the worst things about social media is being unforgettable.”

–Tracey Warren



Send a small gift in the mail.
Use social media to take note of the
special things that they like.
Stop by their office with a treat.

#NurtureYourNetwork



DISCOVERY DECK

- ▶ A card deck created specifically to teach people how campaigns are developed.
- ▶ Over 40 moving pieces which allow for collaboration, creativity, and community development.
- ▶ Big dream/Why: Develop discovery decks across Financial & Legal industries. Then apply the Dreamosity discovery deck to educate millions.



**“Social media can either rapidly accelerate
know like and trust, or it can bring it to a
screeching halt. Social media when done well
can attract the perfect client, and it can repel
the wrong client.”**

–Tracey Warren



IDEA MANAGEMENT

SOCIAL MEDIA MARKETING IS WAY MORE THAN BUILDING A CAMPAIGN, IT'S BUILDING A COMMUNITY - AND SERVING SEVERAL.

Stage 1 Stage 2 Stage 3 Stage 4 Stage 5

0

100

1,000

10,000

100,000

MVP

AAA

AA

A

JV

Rookie

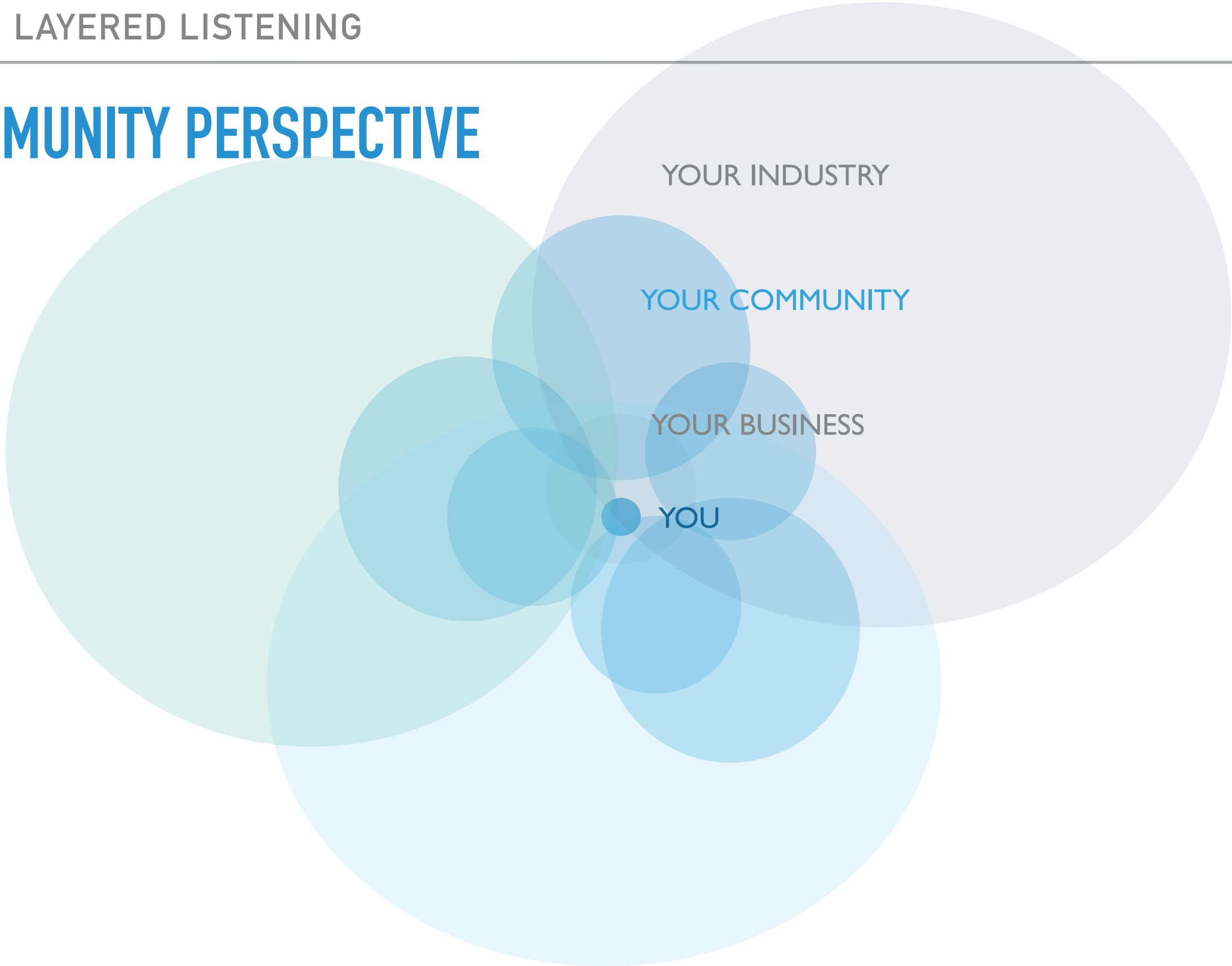
Build your Tribe Community

**Consider all of the
communities your
brand connects to.**

DREAMSITY



COMMUNITY PERSPECTIVE



Visualize your COMMUNITY

Facebook Groups

Family Circles

Church groups

Fitness groups

Associations

Memberships

Toastmasters

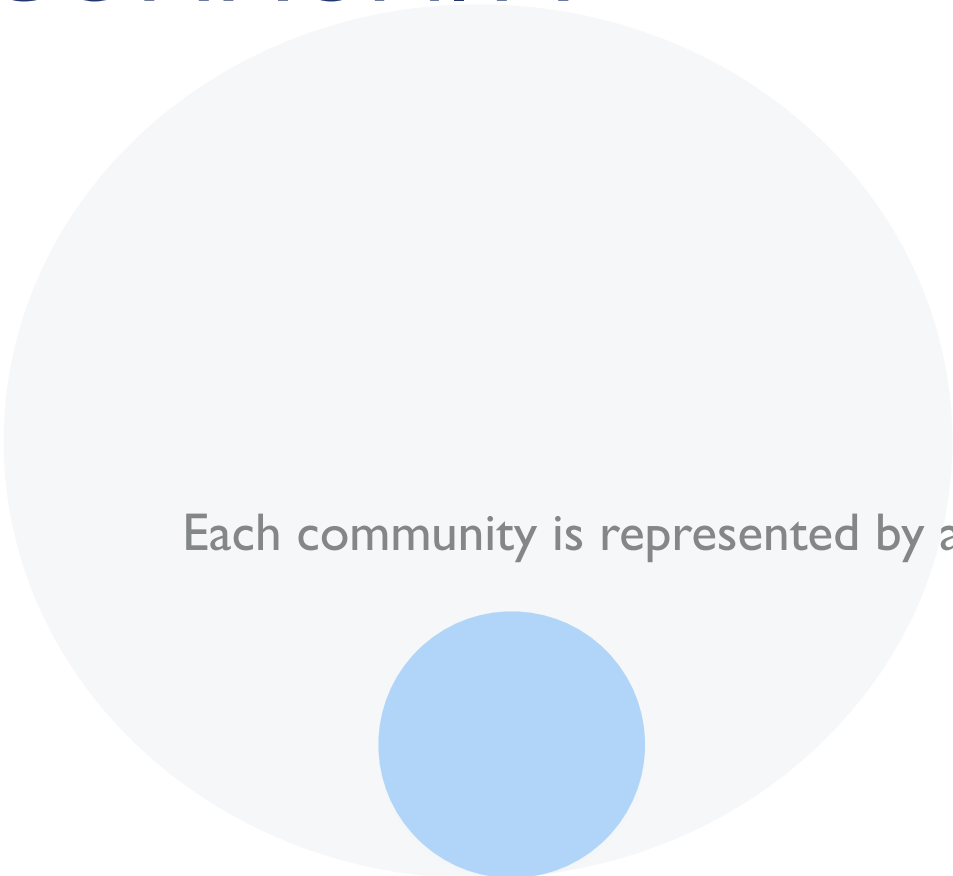
Masterminds

Volunteer clubs

Committees

Conferences

Meetups

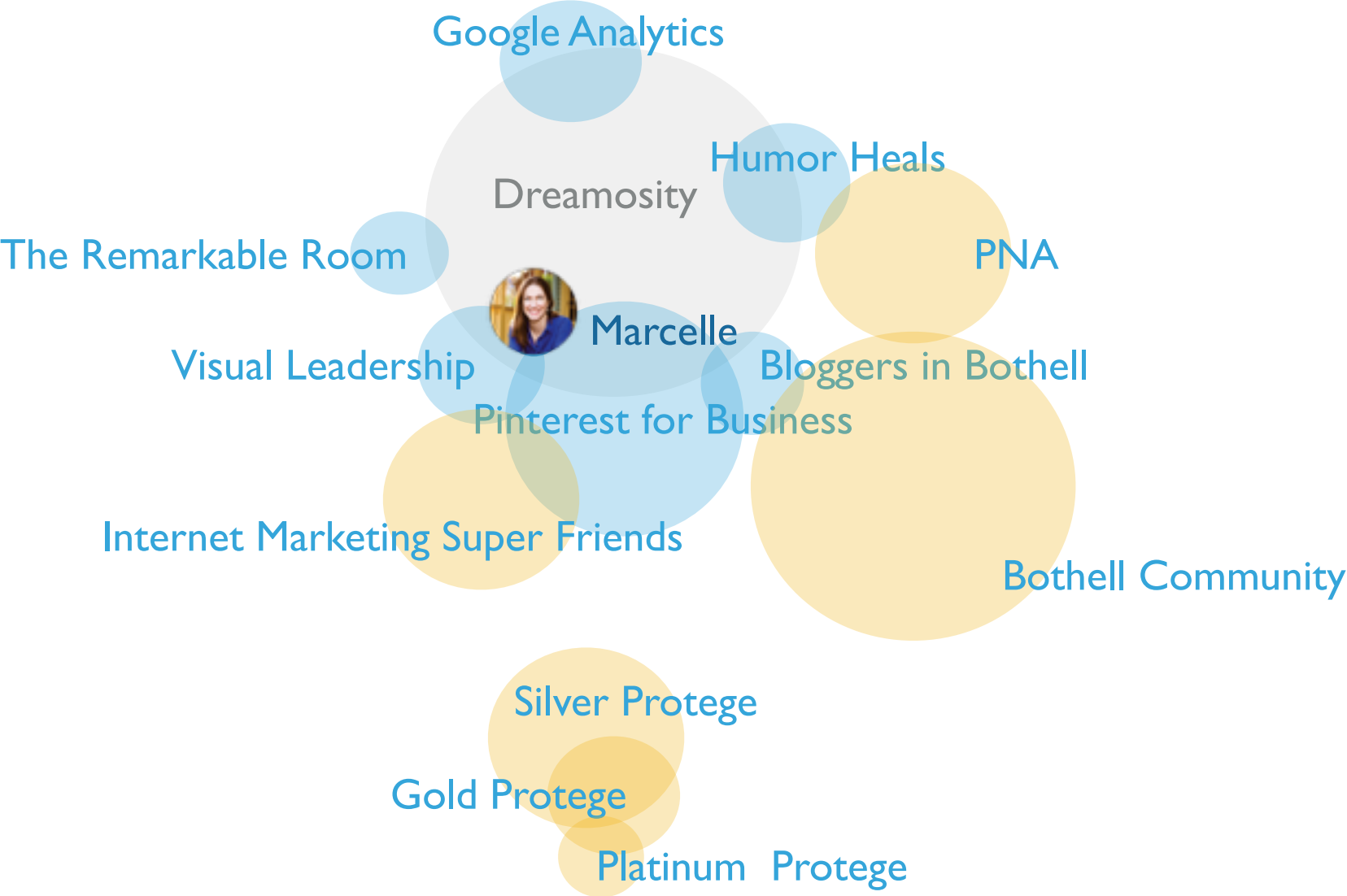
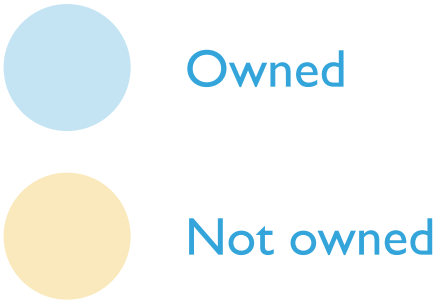


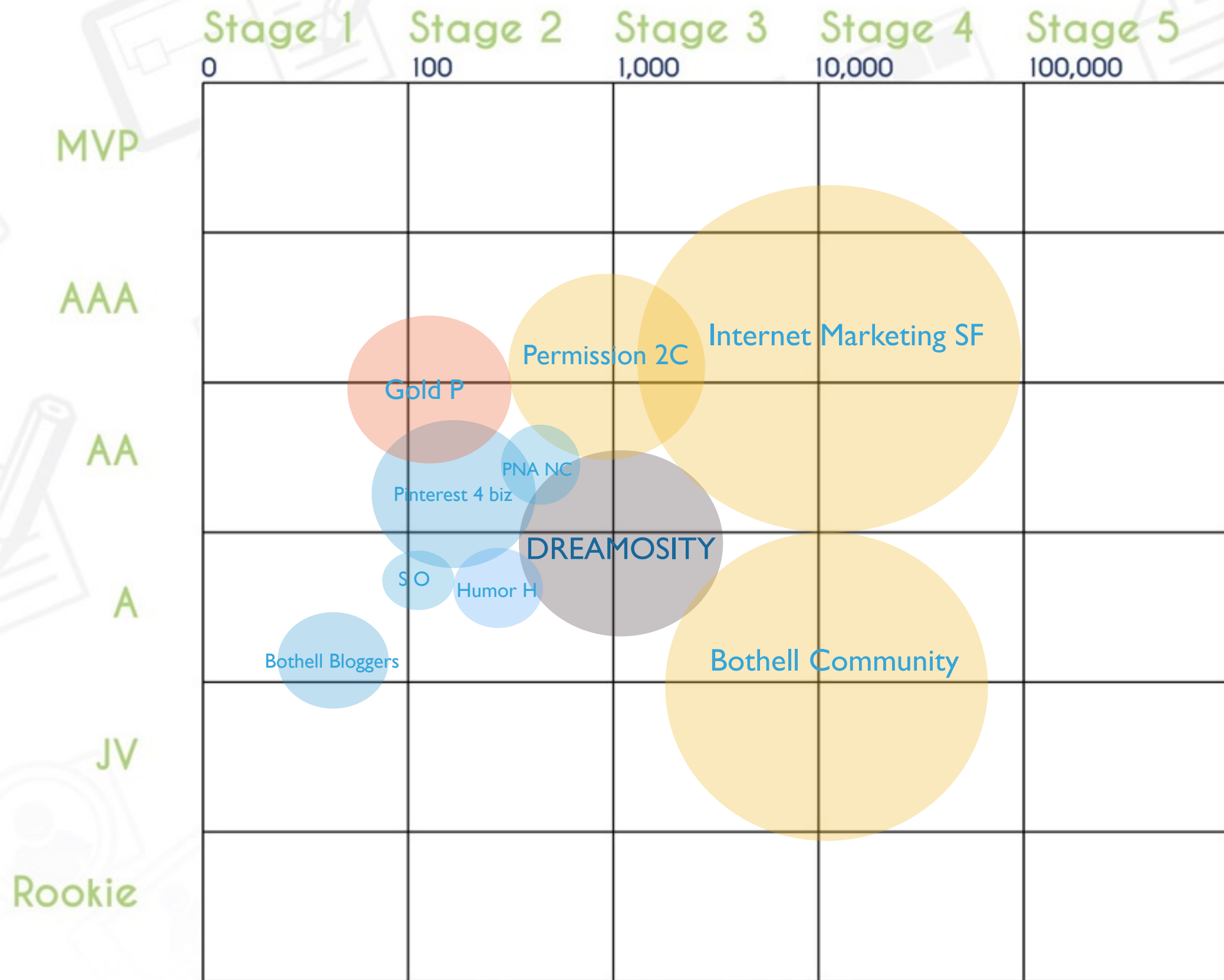
Owned



Not owned

COMMUNITY CONNECTION

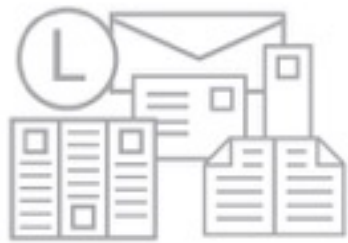




Social Audience Matrix

COMMUNITY LISTENING

SERVING YOUR COMMUNITY



Branded content



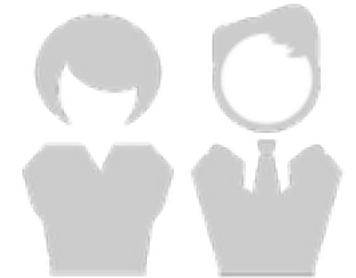
Recording video



Share your why



Make Memories



Connect

DREAMOSITY

WHAT WILL THEY SHARE?



Branded content



Cool videos



Social images



Memes



Events

CONTENT CREATION – MEMES



Memes



Afterlight



Canva



Photoshop



Typorama



InstaQuote

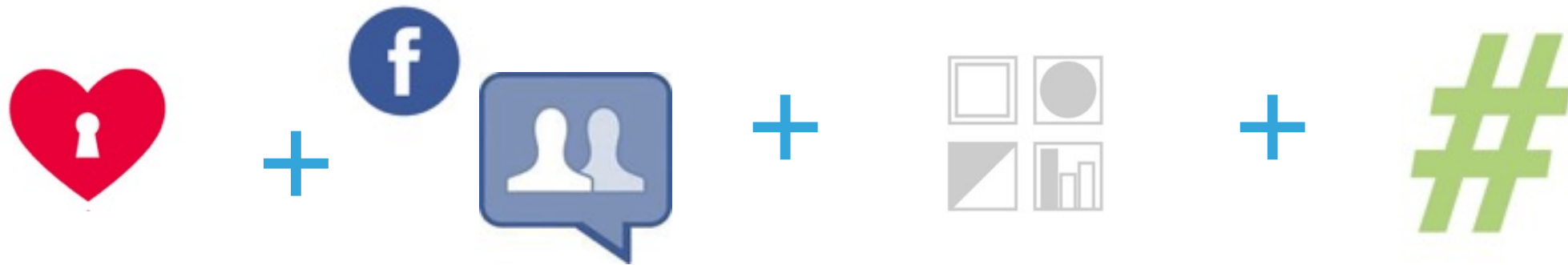


Over



Adobe Illustrator

COMMUNITY STRATEGIES



Champions & Advocates

Nurtured Network

**“Find information about your
champions and advocates. Thank
them in a way to be unforgettable.”**

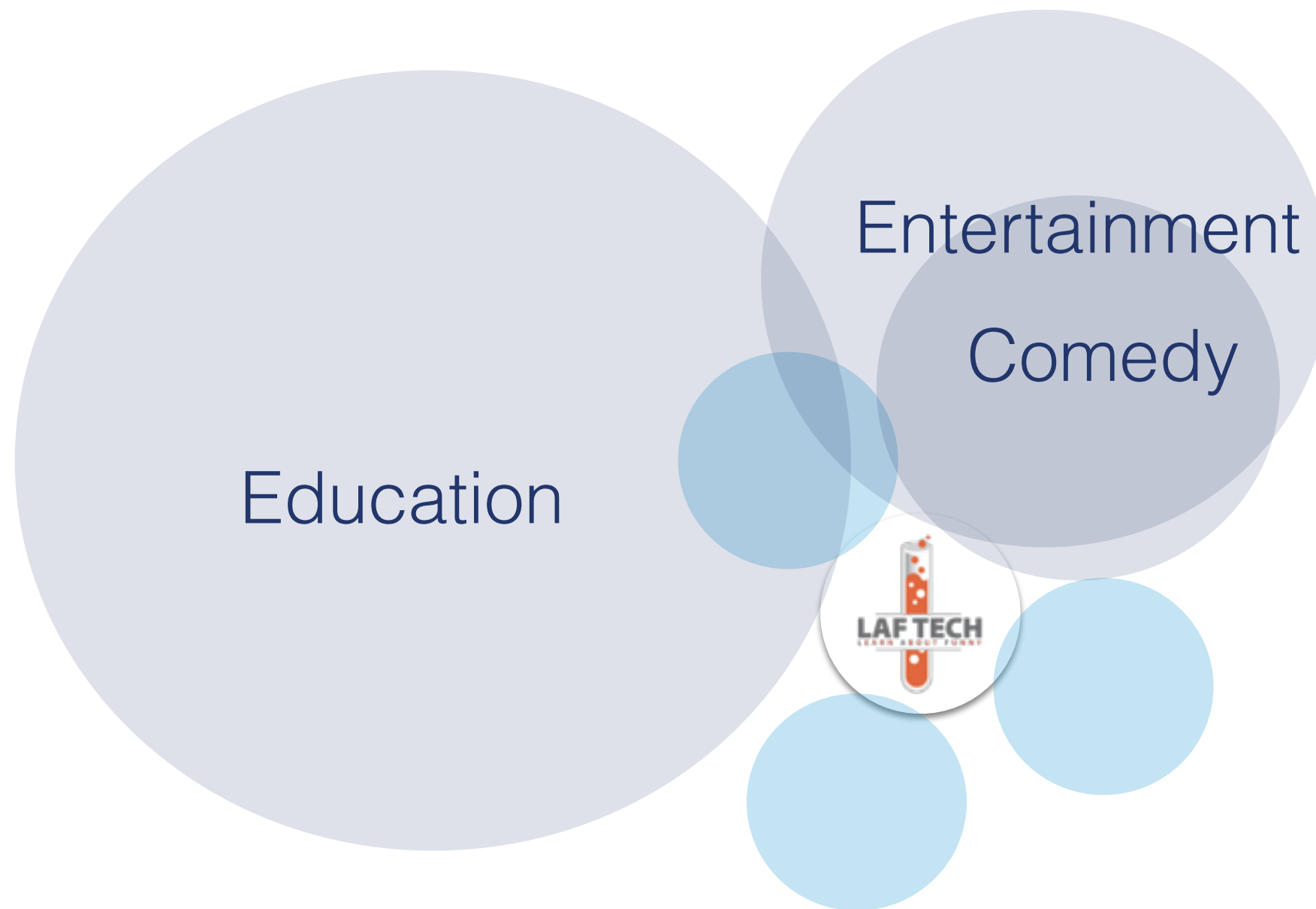
–Tracey Warren

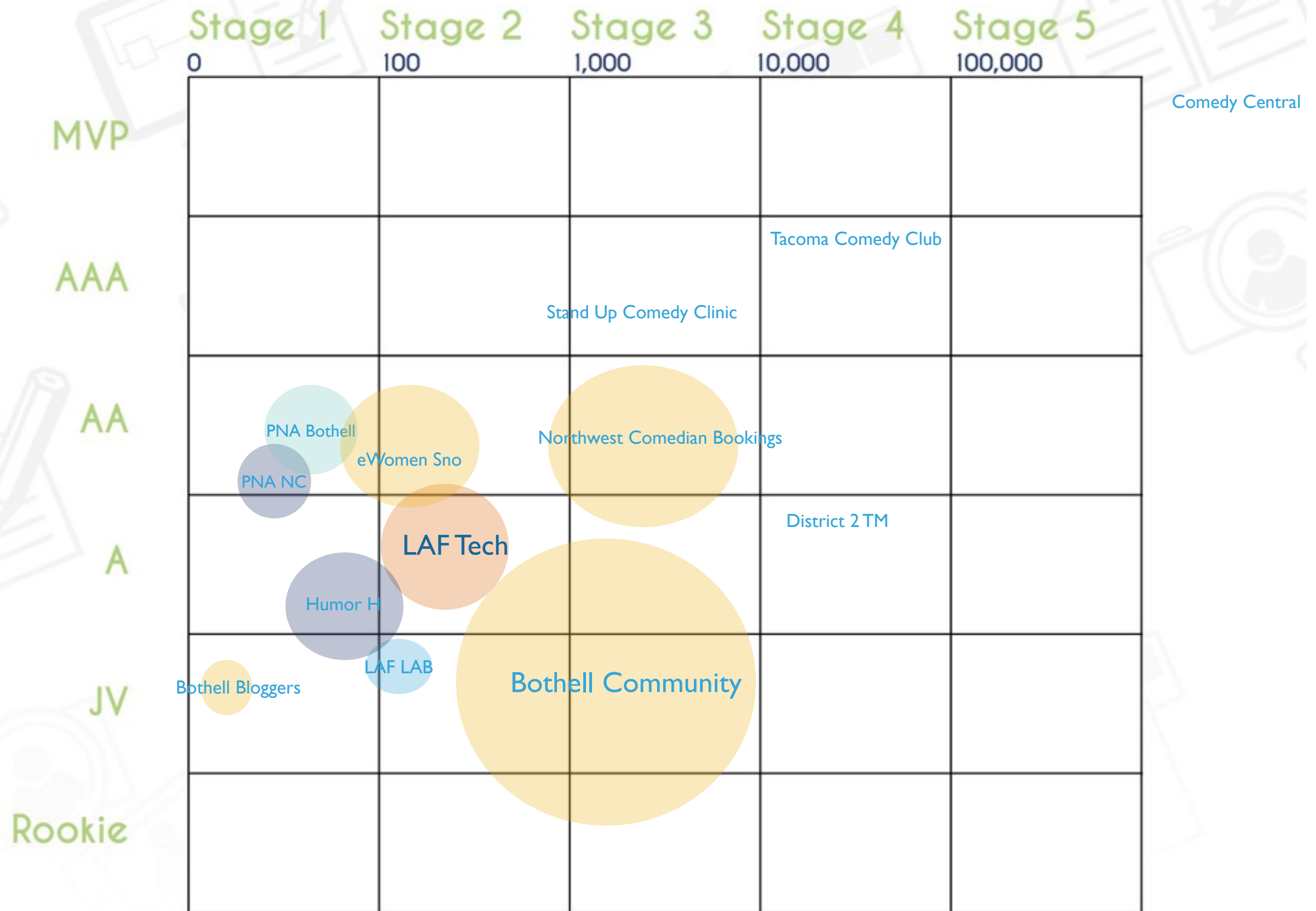
LAF TECH COMMUNITY

CASE STUDY



LAF Tech Industry Matrix





Social Audience Matrix

Hashtag Cluster

#LAFTECH

#YouCanLearntoBeFunny # #LAFtechNW
#LAFtechMini #JustSold #HumorHeals
#RemarkableRoom #PublicSpeaking
#ComdyNight #LAUGHTER
#HumorEducation



laftechnw

Following



122 posts 132 followers 300 following

LAF Tech Laugh. Learn. Try. Regular folks and business people who want to learn humor techniques from professional comedians and pro speakers willing to teach.
laftechnw.com





Events drive
engagement



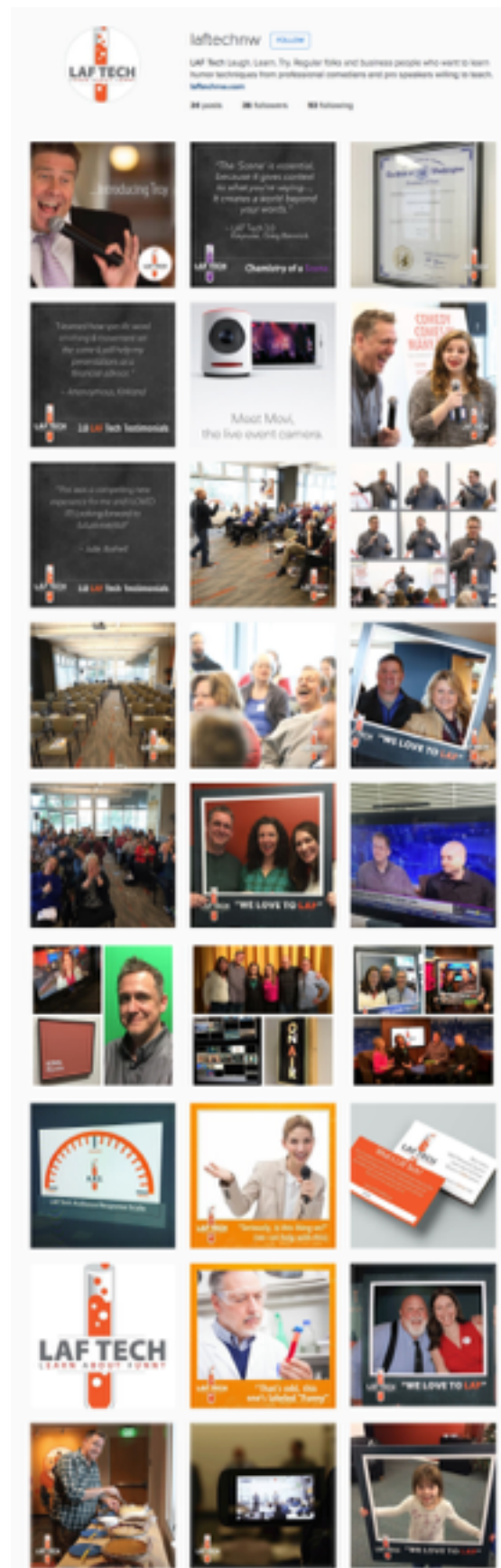
DREAMOSITY

Return on Relationship



Champions
& Advocates





MINI

The same LAF Tech, only smaller

DREAMOSITY

Sell more

Specific tactics

STRATEGY

INCREASING SALES REQUIRES



Video Sales Letter



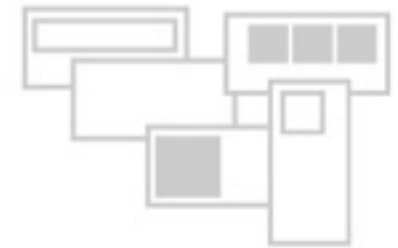
Wisdom Guide



Sales Funnel



Copywriting



Adverts

DREAMOSITY

YOUTUBE AND FACEBOOK

DEVELOPING DIGITAL YOU



Recording Video



Optimizing Video



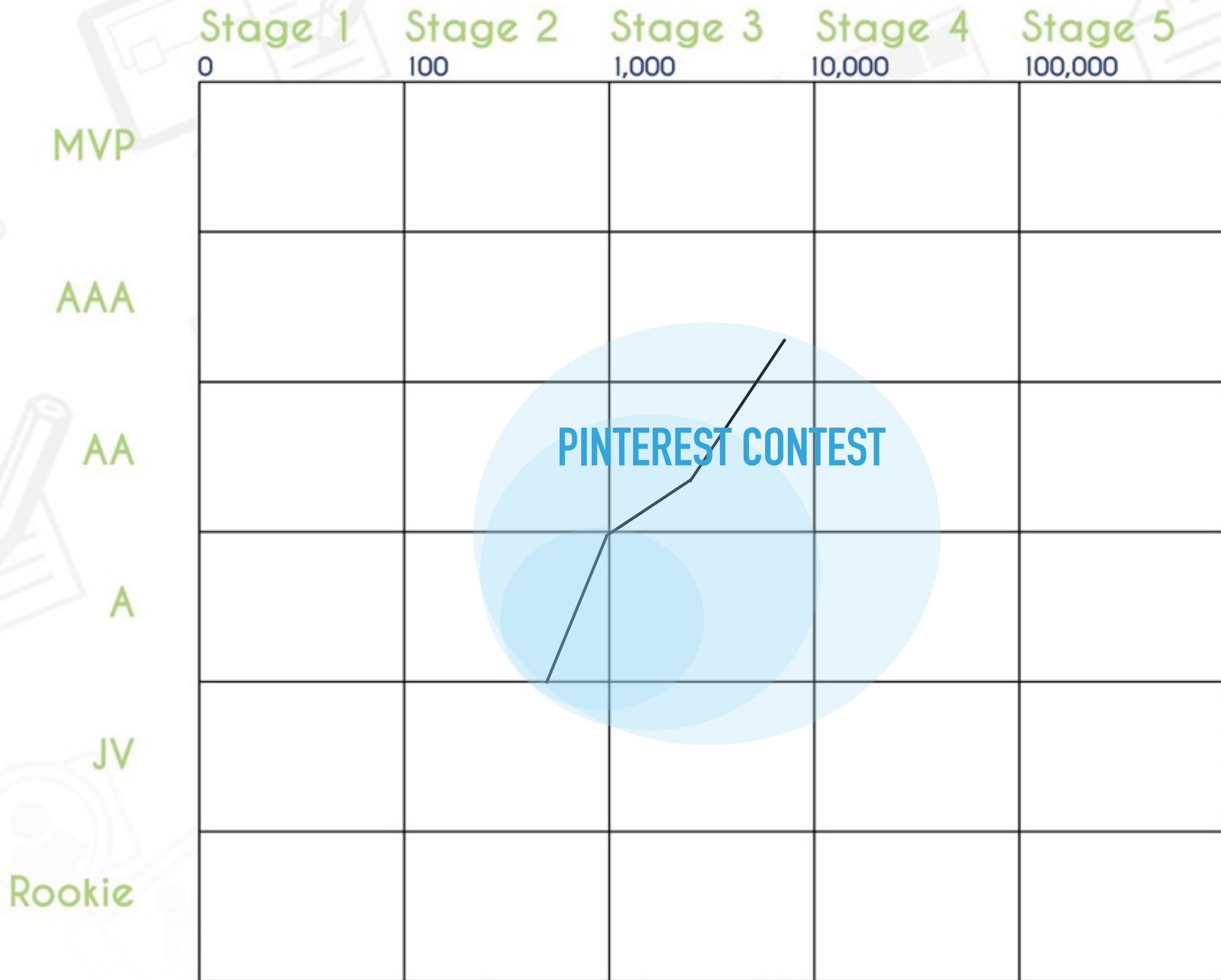
Playlists



Course creation

PINTEREST CONTEST





Stage 1 Stage 2 Stage 3 Stage 4 Stage 5

0 100 1,000 10,000 100,000

MVP


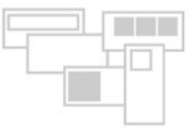
AAA

AA

A

JV

Rookie

DREAMOSITY

Thank You

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