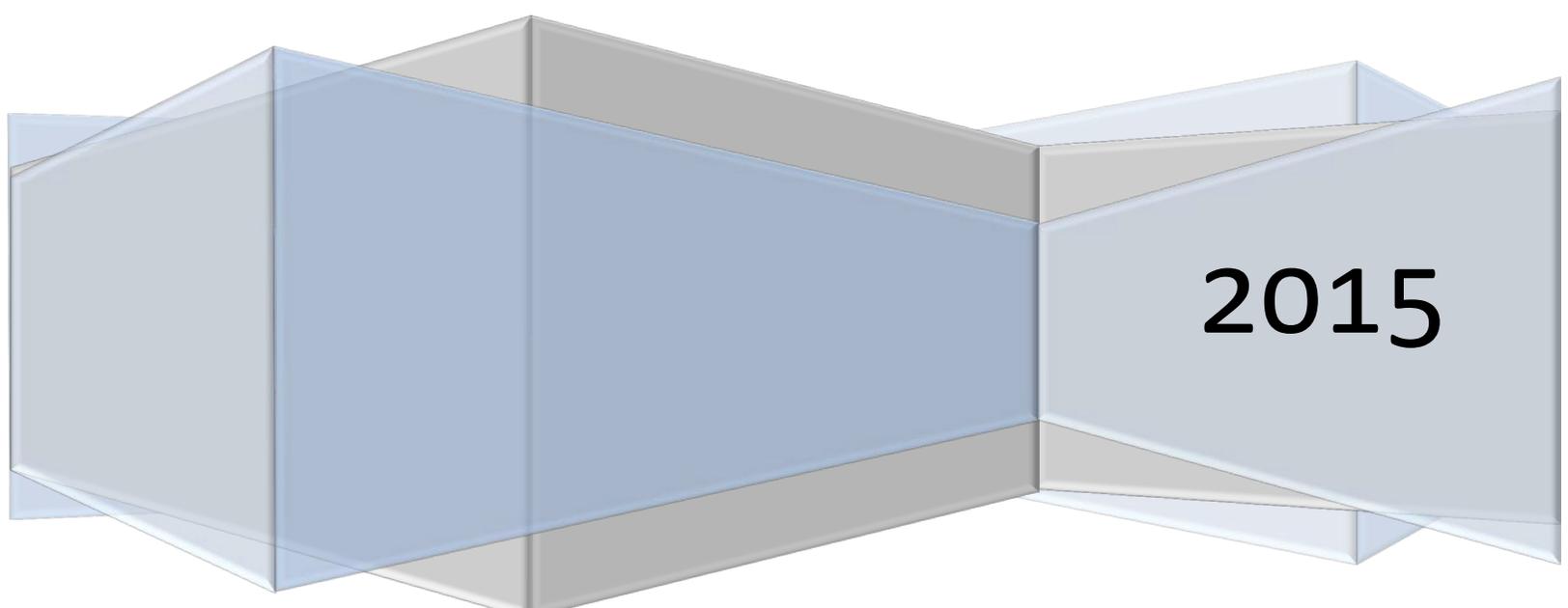


Jon-David explains social media to people who “just don’t get it.” This is how he tells his clients what social media is and what he promises he can do for them.

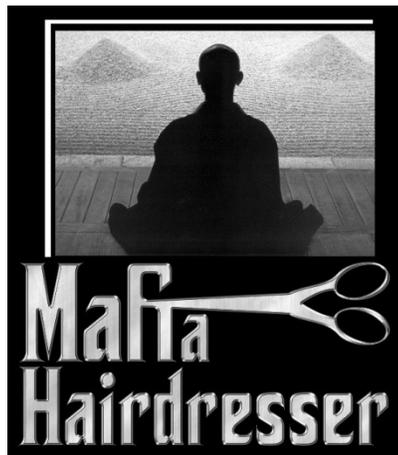
Mafta Hairdresser



Social Media by Jon-David



2015

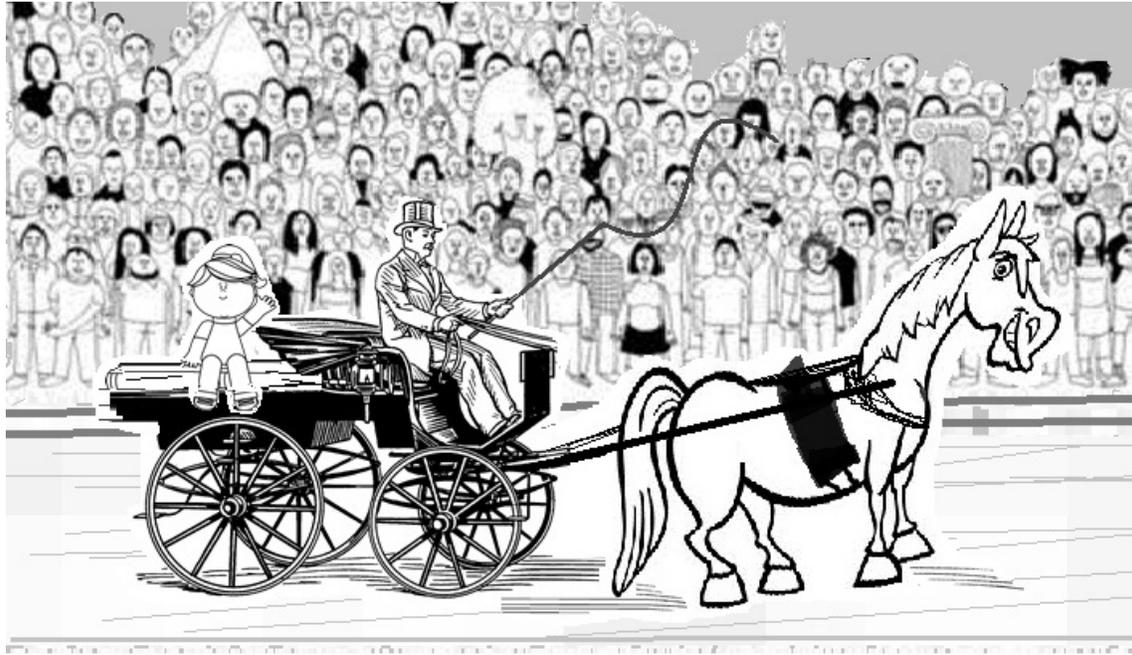


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This is an explanation of what I do and how I might explain Social Media to a new client.

- Social Media can be a bit confusing. I know: when I began to tweet and post in 2009 I thought it was about advertising on the internet. *But noooo.* There's actually a strategy and it's different for every business or non-profit who wants to use the internet to attract new clients or donars.
- I'm an expert at social media. But I'm not a guru. There are technical and posting practices that I don't pay attention to or that I don't use. I am aware of such and sometimes I have to learn more about them for certain clients. I'm always happy to tell my clients what I don't know.
- Social media & content can include your website, your email list and all of the social media channels in which you think your future clients and existing customers use. Social Media may also include online comments, reviews and pictures. Everything can be used to promote yourself via social media.
- You will have to put the "social" into social media when you begin your digital marketing journey. You will not increase your audience and you will not get anyone to re-share your content if you do not use social media properly: *reciprocate, play, repond, thank and re-share!*
- I am a great teacher and communicator: this from being a hairdresser, author and a performer.
- I teach you how to save money on Google Adwords, PR Companies and Social Agencies. I will save you thousands of dollars! I will also save your organization thousands of work hours & time trying to train yourself or your staff about social media and how to use it properly. You won't have to put in the time: my experiences and my large social network becomes part of your social media assets.
- You are going to have to put in the work. If you are starting out it will take about three months untill you get used to using social media properly. But you won't have to spend *hours and hours!* All I ask from you is to regularly sit down with me on the phone or in-person and learn. By the end of three months you should be able to spend about ten minutes a day on social media and see the results you and I had set up as a goal. You'll also be able to find and make more of your own content.
- I teach you how to walk and then steer your own social media horse.

Read on ...



A Parade: This is how I picture the Internet and Social Media!



There's a big parade going on and it's all on the internet. In fact, the parade *is* the internet: with the onlookers and people searching the web for your business and looking at your content. You will always need more content and you'll need to attract attention to that content.



And, guess what? You get to be in the parade. You get to show off your content and steer the horse. The longer you're at the reins the better one gets at showing off your own content. Spend time with the social media horse!



I love horses and this one represents all of the social media channels that you use to show off your content: Facebook, Twitter, LinkedIn, About.Me, Vimeo, YouTube, Instagram, Tumblr, Pinterest... which ones you use and focus on is up to you and me. Your staff members should be in charge of a few of these parading-ponies for you: **ONCE YOU UNDERSTAND HOW TO MANAGE THE "HORSES!"**



But who is that waving from the back of your cart? It's your content! Content is all of your social blogs, micro blogs (tweets/posts), weblogs, videos, Wikis, Instagrams, pictures, web-pages, ratings, reviews, comments, podcasts and videos. Your content *really* likes to be seen. It's a good thing there's lots of people at the parade.

*I know... This may be a **completely-lame** example/analogy.*

But you get the picture, RIGHT?

Okay, let say you have plenty of great things to share and talk about: concerning your business. If lots of people knew what you had to say about your business I bet you would significantly increase your monthly and yearly income with more sales.

There are many ways to "talk" about your business. You could even record yourself talking about your business on video. You could write a blog. Videos and blogs are types of content. But no one will see your video or read your blog content unless you make sure there's an audience to read or see them; and not just a *small* audience. You'll want to make the most out of the time you took to make your businesses' content.

If you want a large audience to see your content, I suggest the audience on the internet. There at tons of people watching the parade of content passing them by via their computer screens and mobile phones and tablets. You'll want to be in that parade with your content. For the most part, it's relatively inexpensive to enter the internet parade: your content should be in your client's back pocket! i.e:Smart Phones!



Oh dear... 'Looks like you put your cart before the horse! ([Click here to read an example of "Cart before the horse."](#))

Read on...

To get the biggest audience to look for you via Google searches or to attract attention in the Internet Parade, I cannot stress to you enough that you'll have to learn how to walk that social media horse before you can steer him. And you'll have to spend time making your content out of your talking points about your business. My business is teaching you how to set up your social media horse as well as to show you how to make and organize your content. After that, I teach you how to steer that horse.

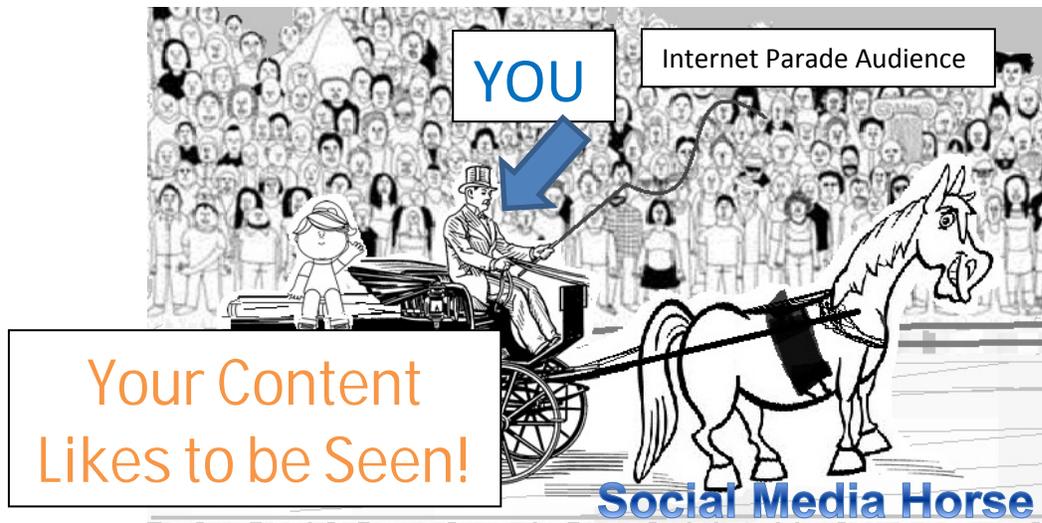
Here's how I teach you how to do this:

1. First I look at your website, your email marketing practices, your staff, your website and, of course, I listen to your talking points about your business.
2. Secondly, I will begin to organize your website so that it's working and can house content which will attract people to your website. I make sure your website is registered with search engines so you're "visible." Then I go about setting up the social media platforms which you and I have decided your clients and future clients are using. Social media, as a whole, is your horse which will parade your content through the internet parade in front of your target audience.
3. Once your website and social media platforms are set up, you must gather all the content you plan to show off. Blogs, videos, social commenting, pictures, branding logos and even positive YELPS can be used as content. Content should be used to get people to click on your website, sign up for your email list, or even call you to make an appointment. That's call called "Conversion." I'll even help you make new content which can be used for a long time!
4. Once you're set up and confident enough to make content, you're ready to go: it will be time for you to parade your horse down the parade route. Will you need a steady hand? No. I'll be there with you forever--online. I'll make sure you get used to steering this horse all by yourself. You'll just need to be consistent and keep making more content to show off.

THE END

I can't believe I just wrote this silly blog. But this is how I tell people what to expect when they start social media with me. It's silly but it chops that scary notion of the social media mountain down to something more *humorous*.

[Click Here to receive Jon-David's free "Show Me The Money" Goal Achiever Program.](#)



About Jon-David:

At the age of 24, with nothing but courage and a great business plan, a bank loaned Jon-David money to open his first salon. This salon became the number-one full-service salon in Long Beach, California, as well as a retail leader in the entire state. Jon-David hired 9 staff members without clientele. Within 6 months every stylist, manicurist, facialists and massage therapist was booked solid for the next three years, the mark of a marketing king! Note: Visage Appearance Centre also became a model for “salary conversion.”

Savvy networking and properly implemented marketing: catapulted a young man’s first business venture to success. Along with more seasoned business owners, Jon-David started the Pine Avenue Merchant’s Association. The group was responsible for making Long Beach the first Blue Line rapid transit destination from Los Angeles. Jon-David pioneered the first AIDS Cut-A-Thon with Jose Eber and Elizabeth Taylor and he was on the committee for the second ever AIDS Walk.

Scandal: Jon-David did a short stint as a private hairdresser for a mob couple in the 1980’s! This was a tale that needed to be told so Jon-David wrote Mafia Hairdresser a novel and the screenplay which also became his trademarked name and brand. Jon-David is a Second City Alumni, starred in a European reality series and is a successful playwright: “Success In Numbers.”

In the ever-changing world of Self-Publishing, there is now only one constant: Authors Must Be Able to Market Themselves. To market his own eBooks, Jon-David applied his promotional skills, gleaned from being a small business owner, actor and producer. A “Twilebrity” was born! Mafia Hairdresser has been educated by the top social media forerunners and digital marketing innovators in Chicago.

Full Circle: Mafia Hairdresser is a respected social media expert and a salon owner. Jon-David uses his brand to help organizations, small businesses and the entire salon industry while maintaining his

mastery in hair. With eBooks, inspirational classes, appearances, and during his hair styling appointments, Jon-David helps remove the walls of resistance one might have concerning digital marketing. His acting and stand-up skills have contributed to his popular public speaking on topics such as social media and The Internet and your Children. Utilizing the full potential of digital marketing is the least expensive way for businesses to thrive in this economic climate. Jon-David's background has given him the keys, the associates, and the insights that every business needs.

<p>Call Jon-David for a Free Consultation 773-505-4400</p>	<p>Click here to Signup For Monthly Newsletter FREE SOCIAL MEDIA TIPS</p>	<p>MORE Click Here</p>
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<http://mafiahairdresser.com/wp-content/uploads/2015/02/Mafia-Hairdresser-Explains-Social-Media.pdf>