

# Mafta Hairdresser



**SOCIAL MEDIA  
SERVICES**

**How I Coach my Clients  
Jon-David**

**2015**



## What I do:

I help you by keeping you focused on your goals. If you have a specific income goal, I can help you. If you're looking to save time and money so you can spend more time with your friends and family, I can help you. If you need tools and clarity regarding your business marketing, I can help you. I like to help people with their marketing strategy and help them follow through with it.

I am a social media coach and a business consultant. I specialize in making sure that your salon, church, small or large business, theater or law firm reaches the goals that you tell me are important. I am the guy you call when you want to do your own marketing *in-house*. I'm your man if you want to learn how to properly manage your in-house marketing; even if you are not going to do it yourself.

*I am not social media manager or a community manager.* I coach you and your staff to do your own marketing through proper content curation, your website, your email list and social media.

Every client's needs are different. As far as the details of *how* I help clients stay focused on their goals also varies: I always start out by finding your goal/s through a free consultation.



## ***First Step***

***is for you to define your \$ goals and then decide how much time and money you are willing to spend to achieve that goal.***

[Click here for Free PDF: "Show me the Money" Goal Achiever Program](#)

Once *you* have a clear defined picture of what and why you are contracting me for, I can propose the how. My goal for you is for you to reach your goals.

The following are examples of goals in which I **cannot** help you with:

- If you think you need to learn Twitter or social media because your competitor is using social media.
- If you heard that I can do "something" with your website so it works better.
- If you just need someone to do your Facebook or social media for you.
- If you think you need to learn how to do social media or marketing to make fast money.



### The following are goals in which I can help you with:

- You want to make more money.
- You require clarification regarding your marketing.
- You are setting money goals that you believe you can attain.
- You want to take the time to learn how to manage your own in-house marketing.
- You are willing to keep your money in your pocket instead of paying for social media and PR which has not worked in the past.
- You aspire to learn how to automate your marketing.
- You have other things you want to do and you want more time to do them.



### HOW:

Once you (and I) can definitively grasp your goals, I can give you an estimate of time and money you will need to spend with me. My clients want to learn to do their own marketing. It can be as easy as taking an hour per week for one month, two months or three; over the phone or Skype. *But you have to do the "homework."*

**1** With my coaching you **start from your goal** and then immediately jump into learning your social media channel/s that you choose for your business growth. Why social media first? If you are just starting social media as a marketer for your brand or business, it may take three months until people will actually start interacting with you. After three months you will begin to reap the value of the relationships you've built. So we always start *right away*, even if you are just going to use one channel/platform such as LinkedIn.

**2** The next steps entail your website and email marketing. If your website does not represent your brand or is not up to the standard of your industry, or if your website is not "visible" to search engines, then me or one of my associates will help you with that. If you have not harnessed your email marketing then we will go to work on that as well.

**3** Then we will begin to build up content. Your content will be blogs, videos and even client shares or positive reviews about your company. You will use this content to layer into your email marketing and your website as well as present it through your social media channels. Your content will

have a clear “Call to Action” to convert into business and content should invite people to your website which organically raises your ranking in a Google Search.

## Grow your Audience

You will always need an ever growing audience in which to share your website links and content with so I’ll teach you how to grow and interact with your audience, as in: PUT THE “SOCIAL” IN SOCIAL MEDIA.

**Goals + Social Media + Website + Email + Content** = a full well-rounded marketing strategy for your business. These components all work together.



[Click Here to Receive Free PDF of Jon-David’s explanation of Social Media.](#)

## Time, Time, Time

To learn the tools of the internet, third party apps or email marketing, you need to give yourself some time to do so. It’s taken me years to learn how to handle my own website instead of paying thousands of dollars to Google AdWords and webmasters. Everything valuable that you or I have learned has taken us time. With my services you leave out the learning curve time. You won’t have to make as many time-consuming errors to get your marketing up-and-running.

**Here are some commonly asked questions and this is how I answer:**

<p>Q 1) How long will it take to learn Twitter? (Facebook) (LinkedIn) (Pinterest) (Instagram)</p>	<p>A 1) It will take you a week to set a proper attention getting bio on a social media platform and another week to learn the basics and play. The next three weeks you’ll learn how to automate and then keep up with each platform ten minutes a day. You should immediately see how you can attract new clients within one week of getting started; but it usually takes 3 months to make any platform a viable marketing tool for you.</p>
<p>Q 2) How long will it take to get my website to where I feel it represents me well?</p>	<p>Q 2) Simple is best with websites and, with a few tweaks, you can make your website look like one of the best in your industry. Whether you tweak it, or me or one my associates do it for you, it usually takes about a month of back and forth discussions until you will like it. If you don’t have a blog in your website you will have to start blogging regularly and that is ongoing.</p>
<p>Q 3) Can I get one or several of my staff to do all the social media for me?</p>	<p>Q 3) Yes. In fact, I recommend having all of your social media done in-house and I will train you and each staff members who will be doing your “social” for you. You will still have to learn the basics to properly oversee what your staff members are doing. If you are a one-man business, the goal is to get so good at social media and so busy doing what you do for a living that you have to pay someone to do “social” for you.</p>

***You will always have to keep putting in time to update your marketing skills.***

## Pricing is individual and I charge for my time.



Will I actually work more hours for you than you pay me for? Yes. There's no doubt about that. I have already done my homework regarding marketing and that is what you'll be receiving; but there are always behind-the-scenes information and gathering of tools that you might need to succeed. I'll always be doing the tasks I need to do to help you stay on track, including monitoring your progress. I may also edit your blogs or cut a few videos for your content. ***My goal is for you to achieve your goals.*** The extra work I put in with you comes out of the social media relationship that we build together.

**Contact me for a custom quote for my services.**



*Contact me to join your team!*

***"Thank you for inquiring about my social media and coaching services!"***

***Jon-David aka Mafia Hairdresser***

**Mafia**   
**Hairdresser** [click here](#)

773-505-4400

100 E. Walton St. 35E

Chicago Illinois 60611