

Zingerman's Community of Businesses: A Recipe for Building a Positive Business

Let's hear from you!

What have you found to work for you?
Any tips & tricks you can offer the group?

Your Funnel

What does this mean?
How do I create opportunities/new connections?
How do I keep track of opportunities?
Why is this effective?
Maps out goals very simply.

Personalize it!

Resources for you!



Best Practices

- 1. Original content is GOLD! Engage your followers, friends, fans... whether it is a positive message in support of the week, a new look you're looking, your new location when or not public office is fun picture or your latest and your need more.
- 2. Knowledge is power! The best way to engage is to share your own experiences, tips & tricks. Example: "I'm trying to do this... here's how I did it!"
- 3. Timing! It's a huge "thank you" to your clients and friends! A simple thank you note may seem like a small gesture but it means a lot to your clients and friends. They'll appreciate your thoughtfulness and support.
- 4. This might be implied, but... Use upbeat, positive language and joyful images.
- 5. Support others in your field! Like and share their posts. "I love your post! Please don't let me hear that!" "The best part of my business is..."
- 6. Network locally with others in your field. It's a great idea to start a local business group. You can be successful in your own field by supporting others in theirs.



Your Network

- Friends
- PTA, Religious groups, activity partners
- Family members
- Health clubs
- Other dear adult friends
- Fellow specialty owners
- Old Society sisters

But how do you expand your network and from that, build your business?

Expanding your Network

- Meet people! Find Meetup.com / Women's Business Networking / LinkedIn / Aerial League / Chamber of Commerce /
- Joint Events Partnering up with another stylist/jewelry or bra fittings seem to be best!
- Fundraising events Fashion shows and shopping event
- Get media coverage in your area? Are you putting on a great event in your area? Let your local media/community resources know!
- More ways...
 - host stylists, personal trainers, etc. Give them business cards or invite them to an event!
 - Find stylists in your area & invite them to purchase the line. They invite their clients & earn honest credit.
 - Country Clubs often hold annual fashion shows and/or shopping events for their members, try contacting a few in your area!

The Role of Social Media

Social media enhances your business, it does not build it for you. Every SOCIAL media outlet that you have, is there to help with your brand as a Stylist for KOKOON. Social media is an important component of your business. You are building a brand! A happy, positive, fun, fashionable brand! The most important part of social media is consistent posting with original content! You are not using your social media to sell a product, you are establishing a desirable aesthetic, a brand reinforcement, a positive message. You're in the business of spreading happiness!



Setting Goals

- Each month - I'm going to try to challenge myself in a new way.
- Maybe its:
- 1 Setting a dollar amount
 - 2 I'm going to try 3 new networking groups, 3 different countr. clubs, 3 different stylists
 - 3 Creating a set content schedule for your social media

Note: Set goals that are achievable! Setting out to do smaller, consistent tasks is how your business builds!

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- Family members
- Health clubs
- Coworker when friends
- Fellow sewing patterners
- Old Society classes

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Best Practices

Original content is GOLD! Engage your followers, friends, fans... whether it is a positive message to cheer up, your new favorite name or nail polish color, a fun picture of your house or your life... you are your brand and your network.

1. Encourage examples. The best way to engage is to provide examples. "My new favorite color is yellow!" "I love this new hair color!" "I'm a huge 'Thank you!' to my clients and friends you are in a super fun business and open support to your wonderful clients. This makes your clients feel really beautiful and special."
2. Timing!
3. This might be implied, but use upbeat, positive language and joyful images.
4. Support others in Social Media. It is the ultimate reason for success. The more you support others, the more they will support you. Especially now, let's all do our part to help one another through these tough times. It's the best way to grow your business.



Expanding your Network

- Meet people!
- Furl / Meetup.com / Women's Business Networking / LinkedIn / Junior League / Chamber of Commerce /
- Joint Events
- Pairing up with another stylist, jewelry or bra fittings seem to be best!
- Fundraising event!
- Fashion show and shopping event
- Get media coverage in your area?
- Are you putting on a great event in your area? Let your local blog/community reviewers know!
- More ways...
- Hair stylists, personal trainers, etc. Give them business cards or invite them to an event!
- Find stylists in your area & invite them to provide the line. They invite their clients & earn business credit.
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Social media is an important extension of your business.

Resources for you!



Your Funnel

What does this mean?



How do I create opportunities/new connections? Lead generation systems

How do I keep track of opportunities?

Why is this effective? Maps out goals very simply.

Personalize it!

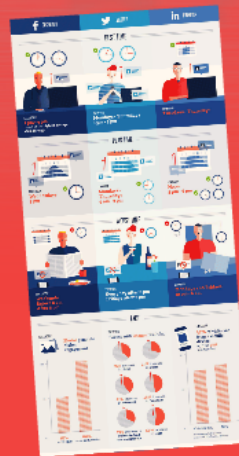
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2. I'm going to try 3 new networking groups, 3 different country clubs, 3 different stylists
3. Creating a set content schedule for your social media

Note: Set goals that are achievable! Setting out to do smaller, consistent tasks is how your business builds!



Your Network

- Friends
- PTA, Religious groups, activity partners
- Family members
- Health clubs
- Other direct sales friends
- Fellow sporting parents
- Old Sorority sisters

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Expanding your Network

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1 **Original content is GOLD!** Engage your followers, friends, fans -- whether it is a positive message to start of the week, a new look you're loving, your new favorite wine or nail polish color, a fun picture of you or loves in your life... you are your brand and your aesthetic.



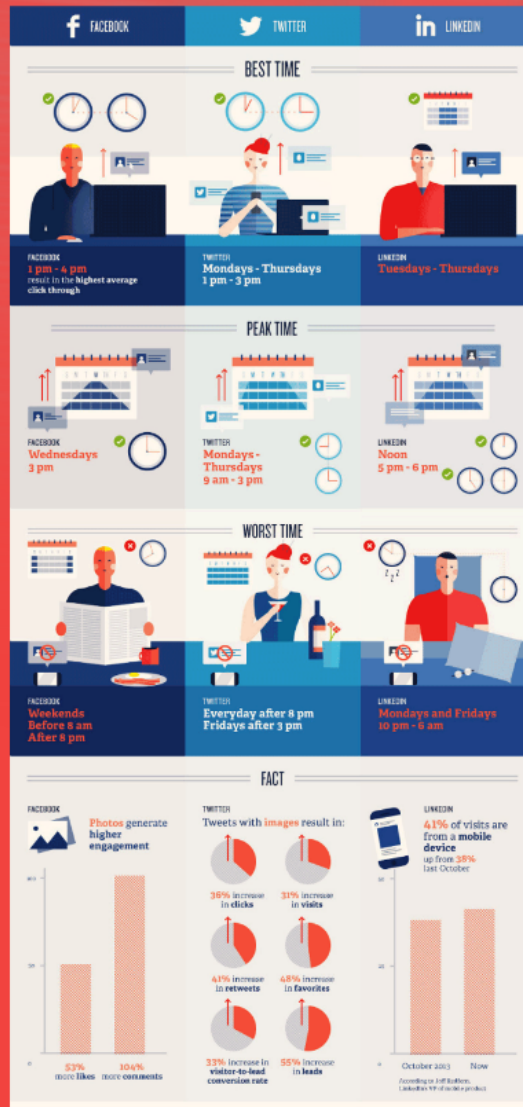
2 **Encourage interaction!** The best way to engage is to address. Example: "Trying out this new recipe for birthday! Taking other recommendations -- what is your favorite?"

3 **This might be implied, but:** Use upbeat, positive language and pretty images.

4 **Timing!**

6 **It's a huge "thank you" to your clients and friends!** A way that reinforces that you are in a super fun business and shows support for your wonderful clients. This makes your clients feel really beautiful, and special!

5 **Support others on Social Media!** It is way two street. Follow your favorite blogs, like their posts, become familiar with them or start a dialogue. Eventually, it will be natural to engage your new URL friend through social media and then, hopefully, turn that URL friend into an IRL (In Real Life) friend.



3 No

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