

Making Lemonade in Chicago's Troubled Neighborhoods

TheCaseSolution.com

TheCaseSolutions.com Your Network

- Friends
- PTA, Delaposa groups, activity groups
- Family members
- Health clubs
- Other dear adult friends
- Fellow specialty owners
- Old beauty salons

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



Expanding your Network TheCaseSolutions.com

- Meet people!
 - Fit / Meetup.com / Women's Business Networking / LinkedIn / Virtual League / Chamber of Commerce /
- Joint Events
 - Partner 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 help/community resources 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 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!

Best Practices

- Original content is GOLD! Engage your followers, friends, fans... whether it is a positive message or whether it is a new look you're looking, your new favorite wine or real estate offer, it has to mean to your followers in your life... you are your brand and your word counts.
1. **Timing!** A social media post that is posted at the right time can get more attention. Try to post when your followers are most active.
 2. **Engaging content!** Try to post content that is interesting, useful, or funny. Use photos, videos, and other media to make your posts more engaging.
 3. **It's a huge "thank you" to your clients and friends!** A social media post that says "thank you" to your clients and friends can go a long way in building your brand. Try to post a "thank you" post every week.
 4. **Use a thumbs up icon!** This is a simple way to show your appreciation for your followers. Try to post a thumbs up icon every week.



TheCaseSolutions.com

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.**

The most important part of social media is consistent posting with original content!

You are building a brand! A happy, positive, fun, fashionable brand!

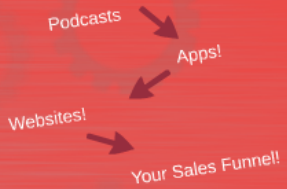
You are not using your social media to sell a product, you are establishing a desirable aesthetic, a brand reinforcement, a positive message.

You're in the business of spreading happiness!



TheCaseSolutions.com

Resources for you!



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?
Personalize it!



Why is this effective?
Maps out goals very simply.

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, constant tasks is how your business builds!
- TheCaseSolutions.com



TheCaseSolutions.com

Making Lemonade in Chicago's Troubled Neighborhoods

TheCaseSolution.com

TheCaseSolutions.com

- #### Your Network
- Friends
 - PTA, Religious groups, activity partners
 - Family members
 - Health clubs
 - Old school when friends
 - Fellow religious partners
 - Old Society groups

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



Expanding your Network

TheCaseSolutions.com

- Meet People!
- 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 promote the line. They invite their clients & earn business cards!
- Country Clubs often hold jewelry fashion shows and/or shopping events for their members, try contacting a few in your area!

Best Practices

Original content is GOLD! Engage your followers, friends, fans... whether it is a positive message to boost your brand or a new look you're pushing out, it's fun (as long as you have on your line... you are your brand and your website).

1. Encourage interaction. The best way to engage is to ask questions. "How do you like this?" "What do you think of this?" "What do you think of this?"
2. Timing!
3. It's a trap! "Watch your" to your clients and friends. A key that works for you and is easy for your clients and friends to follow. This means your clients feel really beautiful and special.



This might be implied, but... Use upbeat, positive language and joyful images.

Support others on Social Media! It's the best way to build your brand and your business. The best way to support others is to share their content on your own social media. This means your clients feel really beautiful and special.

TheCaseSolutions.com

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.

The most important part of social media is consistent posting with original content!

You are building a brand! A happy, positive, fun, fashionable brand!

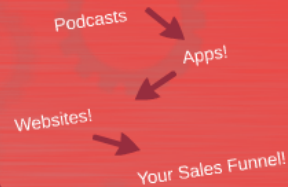
You are not using your social media to sell a product, you are establishing a desirable aesthetic, a brand reinforcement, a positive message.

You're in the business of spreading happiness!



TheCaseSolutions.com

Resources for you!



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?
What processes/systems
How do I keep track of opportunities?
Why is this effective?
Maps out goals very simply.

Personalize it!

Setting Goals

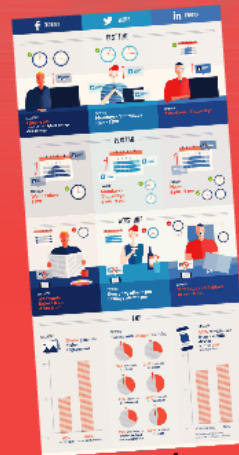
Each month - I'm going to try to challenge myself in a new way.

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!

TheCaseSolutions.com



TheCaseSolutions.com

TheCaseSolutions.com

Your Network

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

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



Expanding your Network

TheCaseSolutions.com

- **Meet people!**
FGI / 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 blogs/community resources 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 preview the line. They invite their clients & earn hostess credit.
 - Country Clubs often hold annual fashion shows and/or shopping events for their members, try contacting a few in your area!

Soc
busi
EVE
is th
Styl

The most im
consistent p

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 extension of your business.

The most important part of social media is consistent posting with original content!

You are building a brand! A happy, positive, fun, fashionable brand!

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 busienss of spreading happiness!

TheCaseSolutions.com

Best Practices

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.

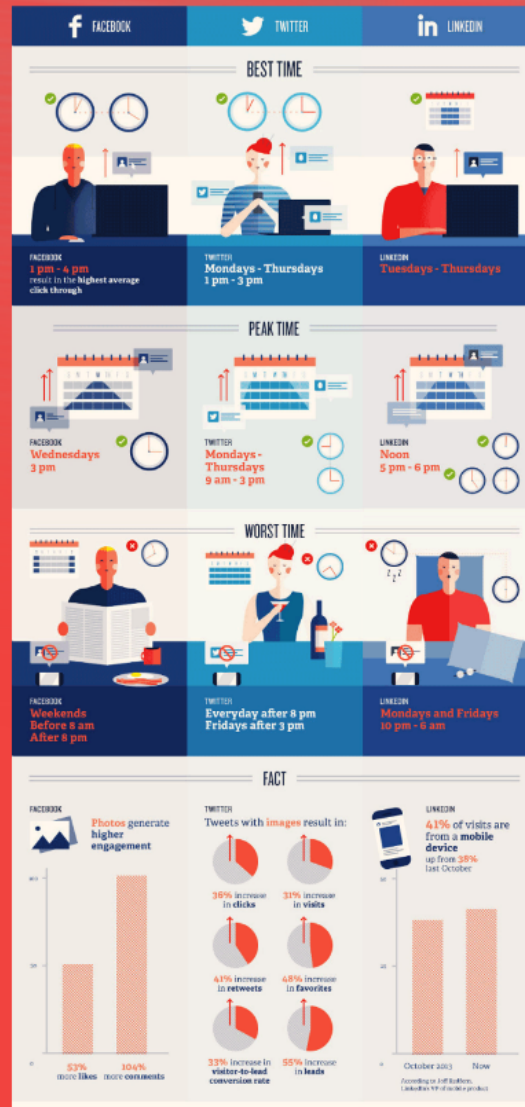
4 **Timing!**

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.

TheCaseSolutions.com

Social



TheCaseSolutions.com

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, consistant tasks is how your business builds!

TheCaseSolutions.com