



The Journey to Selling to a Community that Thrives

FOR COACHES, BUSINESSES & BRANDS





The Journey to Selling to a Thriving Community

There is an art to selling on social media and this art has to be practiced, nurtured and develop by you. Your ideal client is waiting for you to tell them what you want them to do in a way that they can understand.

I saw my social media platform grow when I maintained consistency in continuously sharing inspirational, educational and motivational content. I presented myself as an expert and businessperson early on in all forms of content, Lives, reels, post, and stories. My focus was on staying true to my values and principles rooted in building community by connecting with others authentically. I shared personal experiences, by business story, and connected with my avatar on and off of the platform that they responded most to, Instagram and in Zoom Discovery Calls.

As a result, I created strategies that made it easy for me to sell without being salesy. Avoiding constant pitching, broadcasting or being pushy while finding that delicate balance between being salesy and learning to sell to a thriving community.

In this section we will discuss how to effectively sell to a thriving community.



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SELLING TO A THRIVING COMMUNITY

The Keys:

- Identify your ideal client and niche down to address their interests, needs, pain points and priorities.
- Use the right social media platform and optimize your social media bio with links and highlights to your product/service and pillars.
- Build a relationship that is not just transactional through community, creating a safe space they feel supported, seen, and understood.
- Create trust by presenting yourself as an expert.
- Use analytics to identify what content interest your avatar most, address their pain points and create content they understand.
- Be consistent. Use a content calendar to track.
- Use post, stories, highlights and Lives to educate about your product/service and how it provides the solutions to your avatar's problems.
- Use calls to action. Your followers need to be told what you want them to do. You can't assume they will know from your content to buy or contact you. Direct them to funnels or how to access your service/product easily.
- Move from the comments to DMs to Discovery Calls.

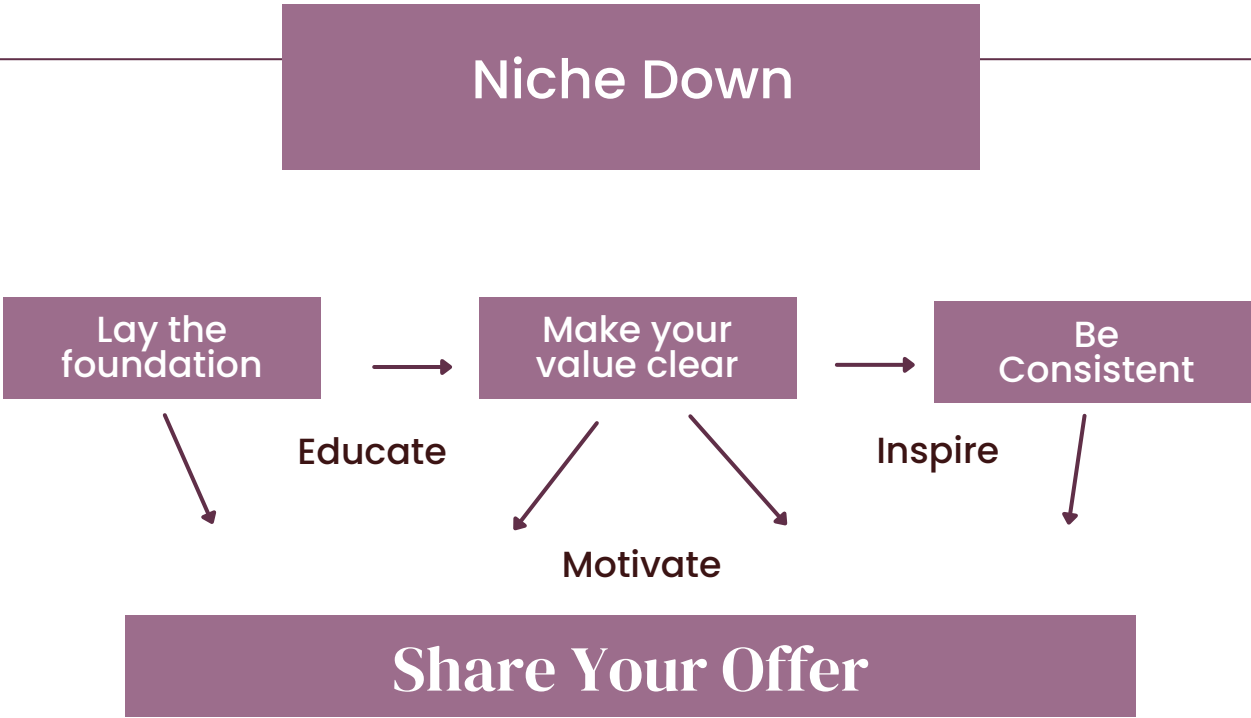
IDENTIFY & ADDRESS BARRIERS

Transparently document your barriers to selling.

How do these barriers currently affect your ability to be consistent?

List 3 ways that you can start to address your barriers.

CREATING BALANCE TO SELL WITHOUT BEING SALESY



How do you plan to implement the above keys?

SELL PREPPING

Read: [How to Sell on Social Media Like a Pro \(zyro.com\)](#)
[How to Sell on Social Media Without Being Too "Salesy" | Social Media Today](#)
[The Art of Selling Without Selling on Social Media | Jake and Joy Kelly](#)

How will you use your content to inspire, educate, and motivate your avatar to buy your product or service?

How will you move your potential clients from the comments to the DM to a Discovery Call?

How will you remain consistent?



MONTHLY PLANNER

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BUCKETS

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

GOALS

JOIN THE INFLAMMED SISTERS THRIVING COMMUNITY



Inflamed Sisters Thriving with Social Media was designed to assist chronic illness warriors to thrive in their businesses while using social media strategy. You have learned strategies to remain consistent, attract your niche-specific follower, increase engagement, and convert followers into clients without flare-ups or burnout. Click the link below to Join our community! In this community, you received a source of support and accountability to thrive!

JOIN THE INFLAMMED SISTERS
THRIVING COMMUNITY