

SOCIAL
social media
MEDIA

PERSONAL BRANDING, CONTENT, + CONNECTION

WITH @LAURENASHLIE



HI I'M *Lauren* LAUREN

@laurenashliie

23

Denver, CO

2 years in MONAT

former: PINK Rep, Aerie Ambassador, Photographer, Brand partner

"HOW DO I BUILD A SUCCESSFUL PLATFORM?"

@LAURENASHLIE

- ★ PRACTICE
- ★ CONSISTENCY
- ★ TRIAL & ERROR
- ★ ADAPTABILITY
- ★ MINDFULNESS
- ★ HARD WORK
- ★ VULNERABILITY
- ★ AUTHENTICITY
- ★ EFFORT

THINGS THAT DIMINISH / RUIN YOUR PLATFORM

CONTENT THEFT
COMPARISON
COPY CATTING
FEAR OF JUDGEMENT

***BE YOUR OWN BOSS**
Post content
Connect with 25 new people
Follow up with 15 people

VOL. Nº001

hustle hard girl.

YOU ARE NOT MONAT

you are not monat

@LAURENASHLIE

You are SO much more than a network marketer, and you have so much more to give than the products that you sell. I want you to be able to create a business that is unique to **you** and then use Monat as as a **tool** to help your audience.

YOU NEED TO BRAND YOURSELF

Ultimately you are your own business, and by the way, you actually have some awesome products that your audience can purchase and a great opportunity to work together.

Your goal is to be finding solutions for your network, and MONAT is part of those solutions, but mainly YOU are the solution.

dy yours" Joshua

r

PERSONAL BRANDING

@LAURENASHLIE

WHAT IS IT?

Your PERSONAL BRAND is the essence of how you show up on social media, and the things people remember / associate with you

VISUAL REPUTATION + VALUE EXCHANGE

COMPOSED OF

VISUAL: colors, poses, framing, quality, composure

VALUE: inspiring, business advice, personal connection

CONTENT: video tutorials, random things





PERSONAL BRANDING

@LAURENASHLIE

IS ALSO SO MUCH MORE

It's your style and colors of the clothes you wear, your personality, and your tone of voice. Are you upbeat and silly?? Or reserved and quiet?? Are you fun, classy, energetic, feminine, bold,? It's how you make people feel when they see you or hear from you

People don't usually buy things anymore because they need them... There are way too many options out there. They buy things from people that they like, know, and trust, but more importantly, the person that they can relate to.

**THEY BUY INTO YOU
NOT THE SHAMPOO**

EXAMPLES OF PERSONAL BRANDING

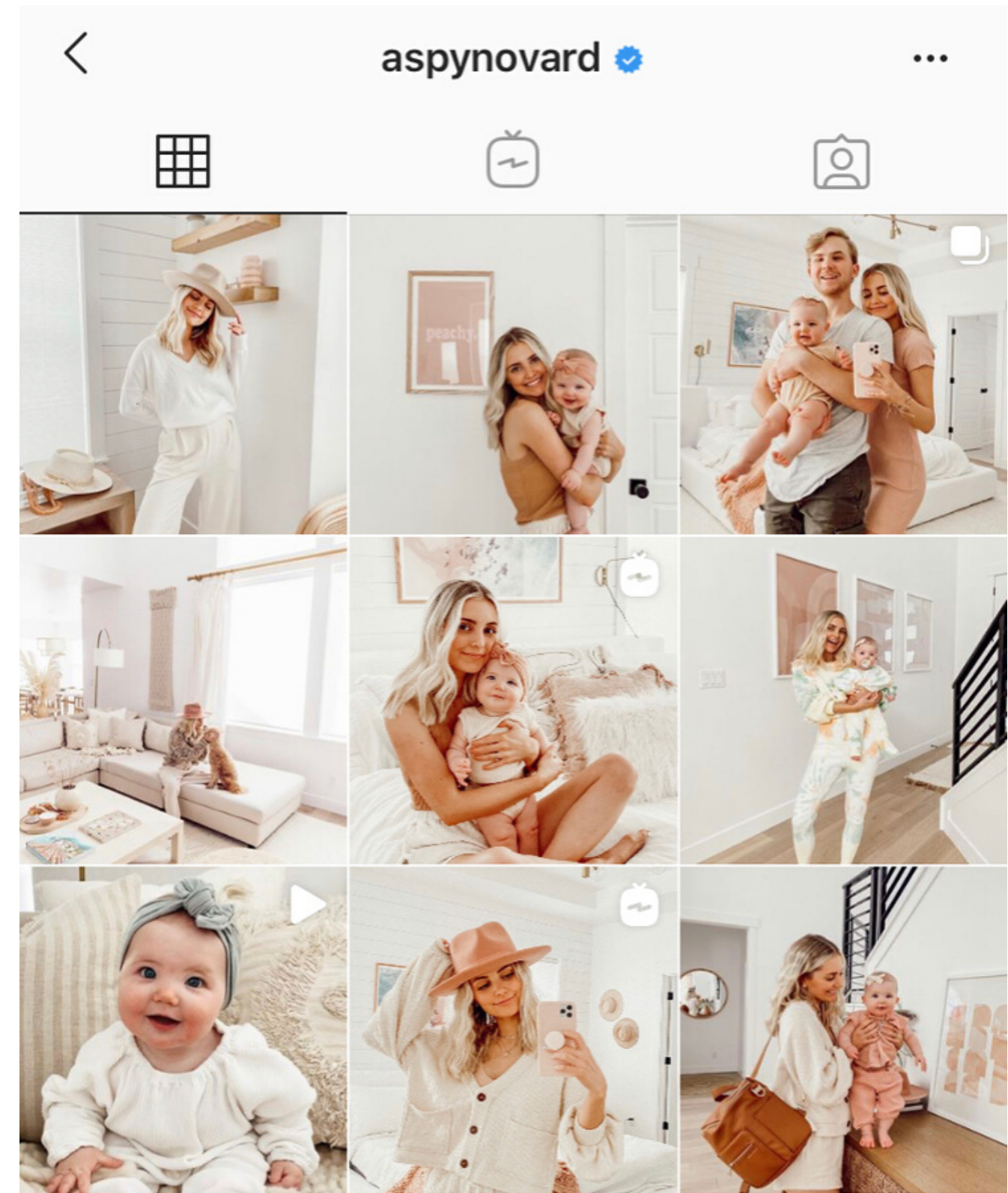
@LAURENASHLIE

TEZZA

VISUAL: COMPOSURE

ASPIN

VISUAL: COLOR



EXAMPLES OF PERSONAL BRANDING

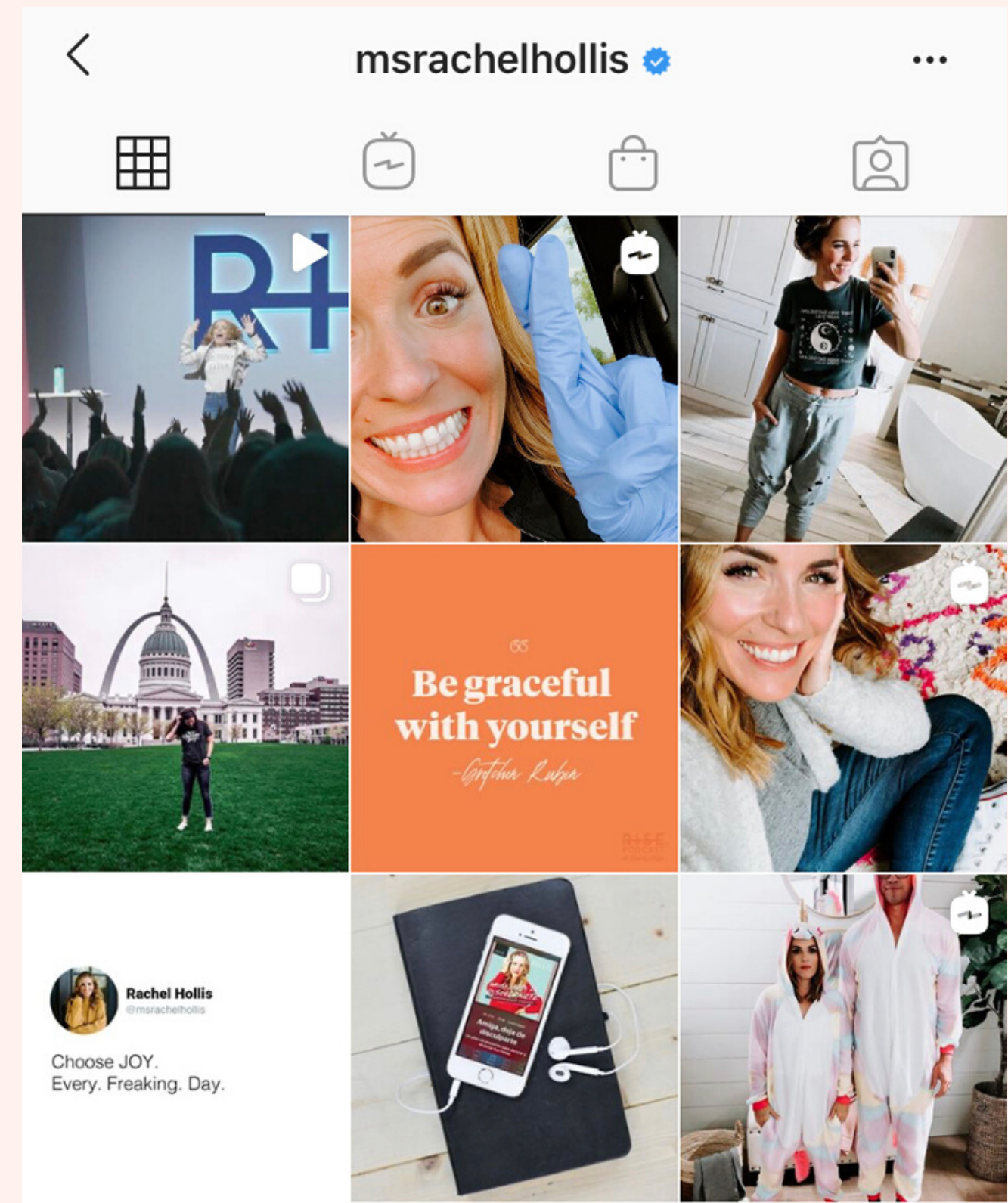
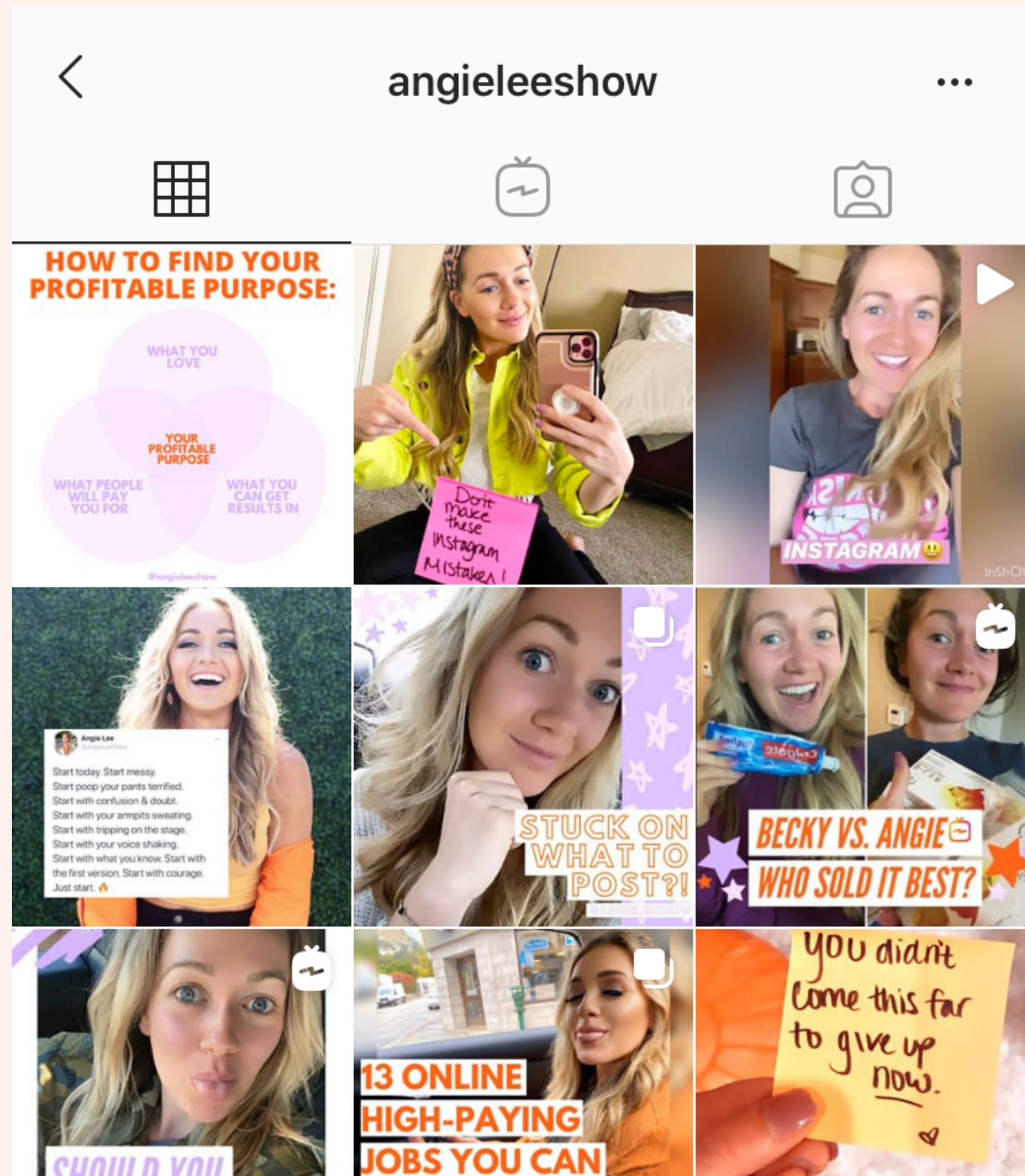
@LAURENASHLIE

ANGIE

VALUE: ADVICE + INSPO

RACHEL

VALUE: PERSONALITY, VULNERABILITY, KNOWLEDGE



BUILDING YOUR BRAND

Build your brand

@LAURENASHLIE

START WITH YOU

5 THINGS THAT MAKE YOU YOU

NEXT THINK OF

5 THINGS THAT YOU CONNECT TO

LASTLY

5 THINGS OR PEOPLE THAT INSPIRE YOU

BUILDING YOUR BRAND

@LAURENASHLIE

WHO - WHY - HOW

WHO ARE YOU SHOWING UP FOR, WHY ARE YOU SHOWING UP FOR THEM, AND HOW ARE YOU GONNA SHOW UP?

WHO: YOUR IDEAL MP / AVATAR

NAME:

AGE:

OCCUPATION:

INTERESTS:

MOTIVATORS:

STRESSORS:

TRAITS:

WHY: TO HELP / INSPIRE

IF YOU DON'T HAVE A REASON TO SHOW UP FOR YOUR AVATAR, YOU'RE GONNA FAIL IN BRINGING VALUE CONSISTENTLY.

IF YOU DON'T HAVE A WHY, YOU WON'T SHOW UP

HOW: TRANSLATE THROUGH CONTENT

YOUR WHO, WHY, AND PERSONAL BRANDING NEED TO TRANSLATE THROUGH ALL THE CONTENT YOU PUT OUT.

80/20 RULE

80% PERSONAL LIFE

20% BUSINESS

- BALANCE, TRUST, AUTHENTICITY, CONNECTION, EMOTION, EXCITEMENT, INVESTMENT -

BUILDING YOUR BRAND

@LAURENASHLIE

WHAT DO YOU WANT TO BE KNOWN FOR?

**A COLLEGE STUDENT WHO TOOK A CHANCE AND ENDED UP GRADUATING WITH NO DEBT, MAKING MORE THAN YOU WOULD WITH YOUR DEGREE?
OR ARE YOU GONNA BE AN MLM DISTRIBUTOR?**

**A NEW MOM WHO BUILT A STABLE FUTURE FOR HER FAMILY EARLY ON IN LIFE AND HELPS OTHERS CREATE SUSTAINABLE BUSINESSES FROM HOME
OR ARE YOU GONNA BE AN MLM DISTRIBUTOR?**

**A PRIOR EXTENSION WEARER WHO HELPS GIRLS BECOME MORE CONFIDENT WITH VEGAN HAIR CARE PRODUCTS AND FINANCIAL FREEDOM
OR ARE YOU GONNA BE AN MLM DISTRIBUTOR?**

**A FORMER CORPORATE AMERICA WORKER WHO CHOSE FREEDOM OVER PREDICTABILITY AND HELPS OTHERS TAKE CONTROL OF THEIR LIVES
OR ARE YOU GONNA BE AN MLM DISTRIBUTOR?**



BUILDING YOUR BRAND

@LAURENASHLIE

FINDING YOUR VISUALS



MAKE A PIN BOARD (& IG SAVED) AND SAVE ANYTHING TO IT THAT

- IS COLORS YOU LOVE
- REMINDS YOU OF YOU
- REMINDS YOU OF GOALS
- REMINDS YOU OF THINGS YOU LOVE
- INSPIRES YOU
- GIVES YOU THE ~FEELING~

PRETTY SOON YOU'LL BE ABLE TO OPEN IT AND HAVE A BEAUTIFUL VISION BOARD OF YOUR PERSONAL BRANDING VIBE

NOTE: THIS IS NOT YOUR PERSONAL BRAND, IT'S A GUIDING TOOL, AN INSPIRATION TOOL, NOT YOU.

YOU CAN LEARN + BUILD FROM RE-CREATING (NOT COPYING)

aesthetic

2,100 Pins

YOUR INSTAGRAM

@LAURENASHLIE

STEP ONE: BIO

it's your resume, your storefront, your first impression

YOU NEED TO DEVELOP BUSINESS CREDIBILITY
A TITLE & A CALL TO ACTION

IG BIO FORMULA

The screenshot shows the Instagram profile for 'laurenashliie'. The profile includes a circular profile picture of a woman with long blonde hair, 1,148 posts, 10.4K followers, and 2,072 following. The bio text is: 'LAUREN | market mentor', 'Entrepreneur', 'be the light 🌙 DREAM DEALER • FOUNDER', 'find out who you are & do it on purpose ☆', 'skin glowin, hair flowin, bank account growin', and the link 'msha.ke/laurenashliie'. Annotations with arrows point to different parts of the bio: 'PT 1 WHO I AM' points to the name and title; 'PT 2 BRINGING VALUE' points to the first two lines of the bio; 'PT 3 WHAT I CAN DO FOR YOU' points to the last two lines of the bio; and 'PT 4 CALL TO ACTION' points to the link.

PT 1 WHO I AM



PT 3 WHAT I CAN
DO FOR YOU



PT 2 BRINGING VALUE



PT 4 CALL TO ACTION



STEP TWO: RESOURCES

THRID PARTY VALIDATION

Hi, I'm Lauren

I'M SO HAPPY YOU'RE HERE

My biggest goal is to make the world a little bit brighter by spreading love & light.

On this page you will find forms of inspiration, empowerment, positivity & opportunity.

I'm here to connect, if you clicked that link chances are you're looking for something more. Whether it's a new photo filter, an uplifting quote,

let's link up

PRESETS 🌙

SKIN GLOWIN ☀️

HAIR FLOWIN 👑

BANK ACCOUNT GROWIN 💰

BLM

PHASE ONE ✨

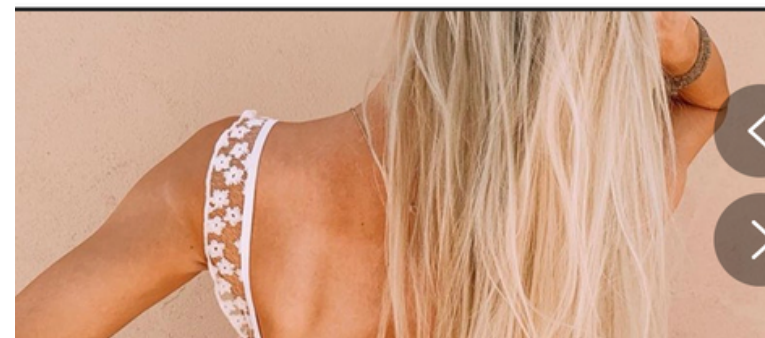
TIKTOK 🕒

MY VISION 👁️

SKIN GLOWIN,
HAIR FLOWIN,
BANK ACCOUNT
GROWIN

Hey babe, let me know if you want help getting your S.H.I.T together, AKA

Skincare
Haircare
Income
Time freedom



RETAIL BABE

buy yourself some non-toxic haircare or skincare at full price + shipping with 0 commitment

YOUR INSTAGRAM

@LAURENASHLIE

it's your resume, your storefront, your first impression

LINK --> I RECCOMEND MILKSHAKE

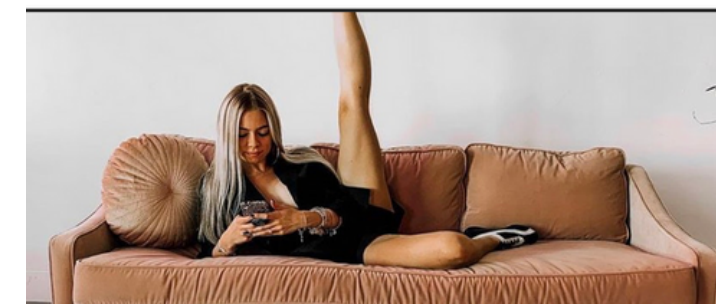


VIP BABE

big savings - Have me as your 24/7 haircare consultant, & shop non-toxic haircare or skincare at 15% off any order you place, along with perks like:

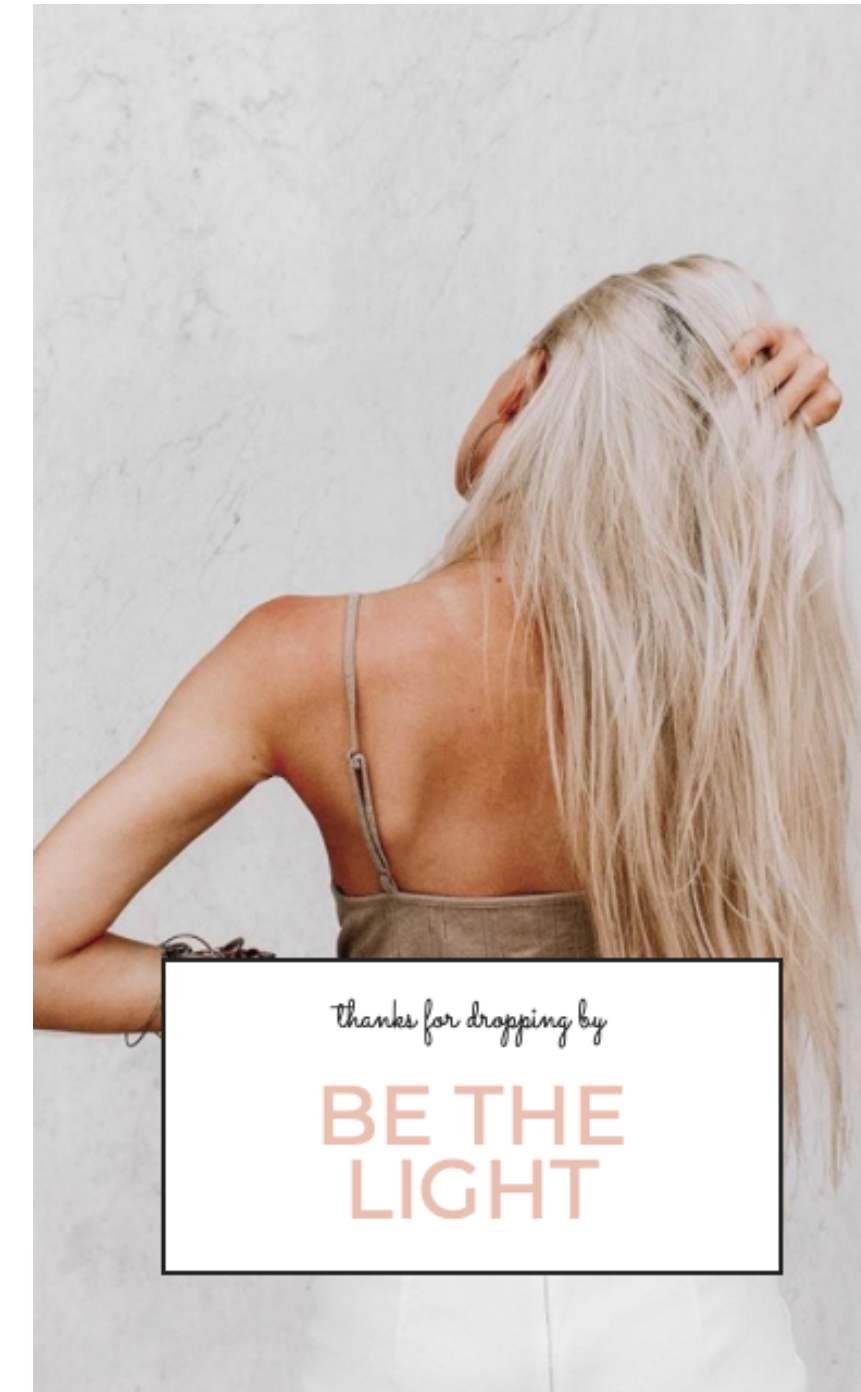
- free shipping
- free products
- access to flash sales
- birthday credit
- refer a friend credit
- option to upgrade to MP

No monthly charge, no commitment, no autoship, you just become one of my loyalty customers who I'll check in with every 1-2 months. You only get products when you tell me you want products, but you get them with BIG PERKS!



MARKET PARTNER BABE

Big money moves - become my business partner & start making money from your phone. No



thanks for dropping by

BE THE LIGHT

YOUR INSTAGRAM

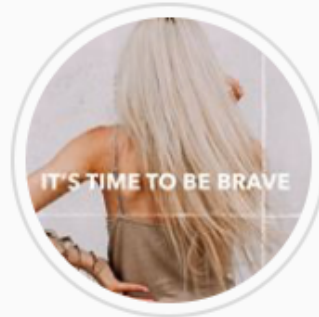
@LAURENASHLIE

STEP TWO: RESOURCES
HISTORICAL VALIDATION

it's your resume, your storefront, your first impression

HIGHLIGHTS

WORK +



work 📱



skincare



haircare

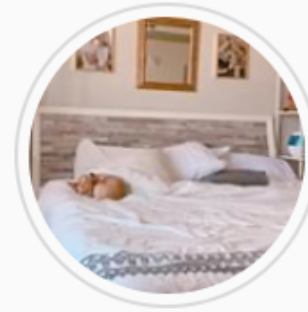
VALUE +



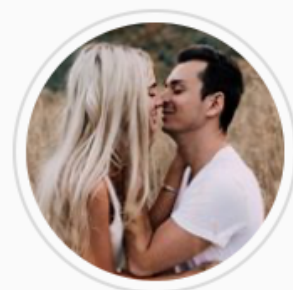
PRESETS



faith



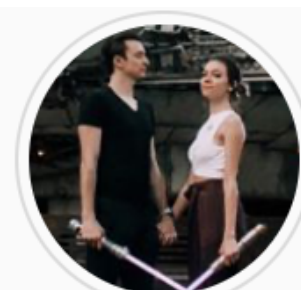
THINGS THAT MAKE YOU YOU



PUPS



DISNEY °o°



STARWARS

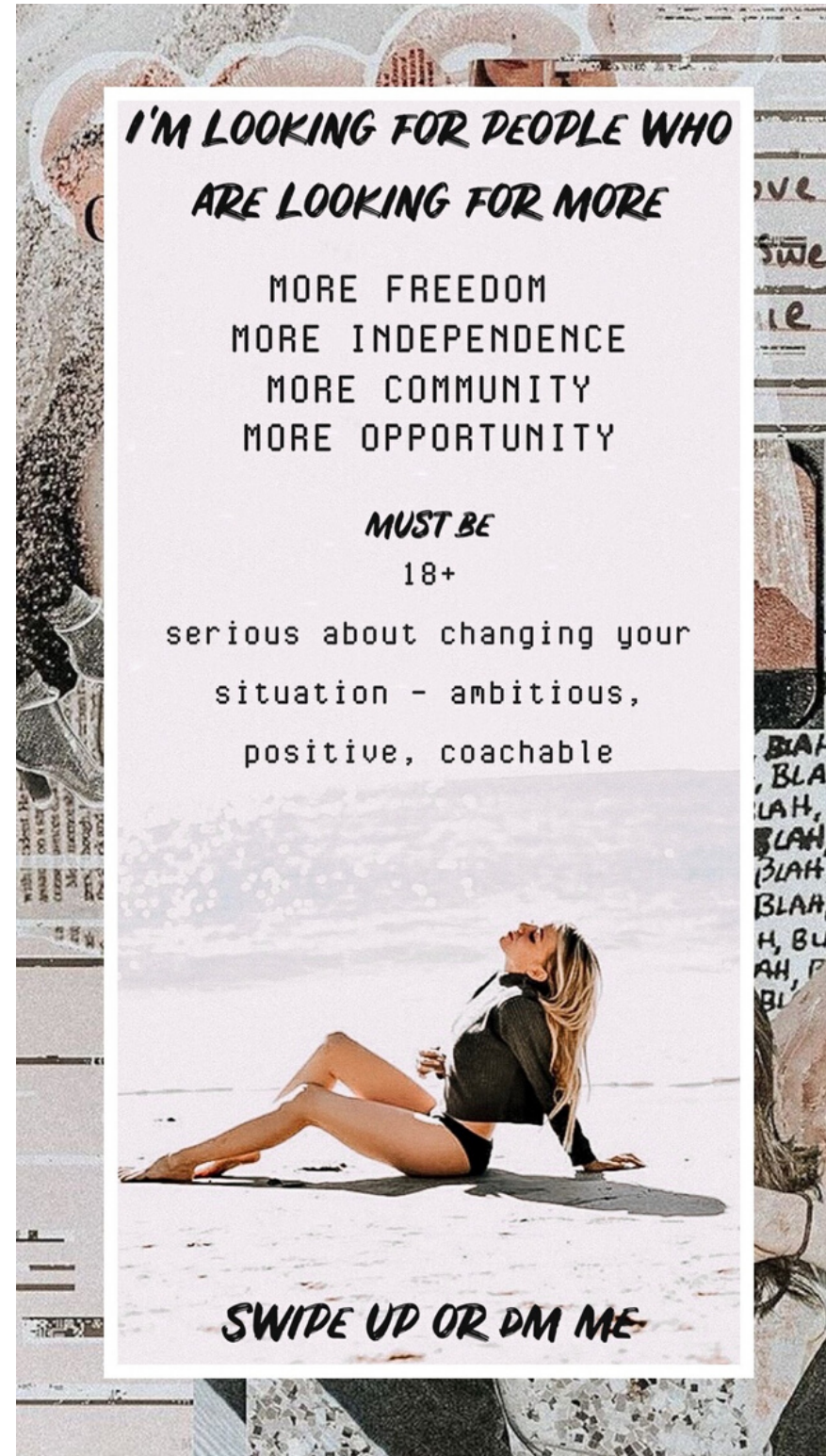
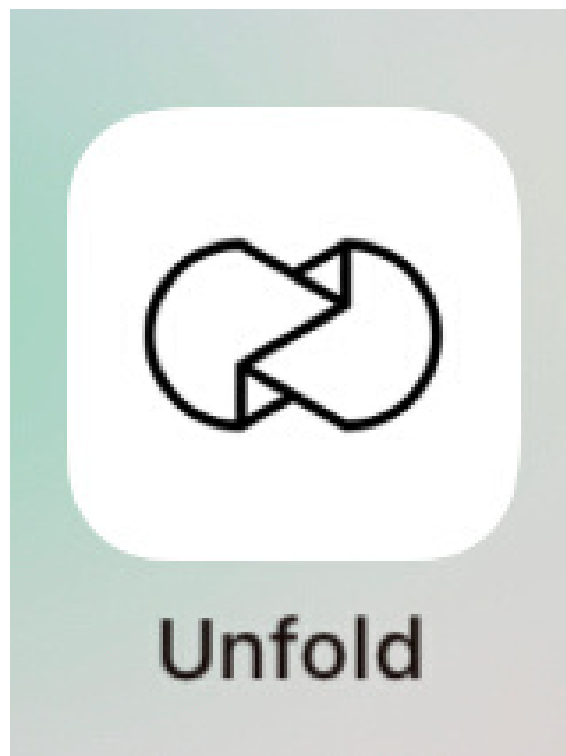
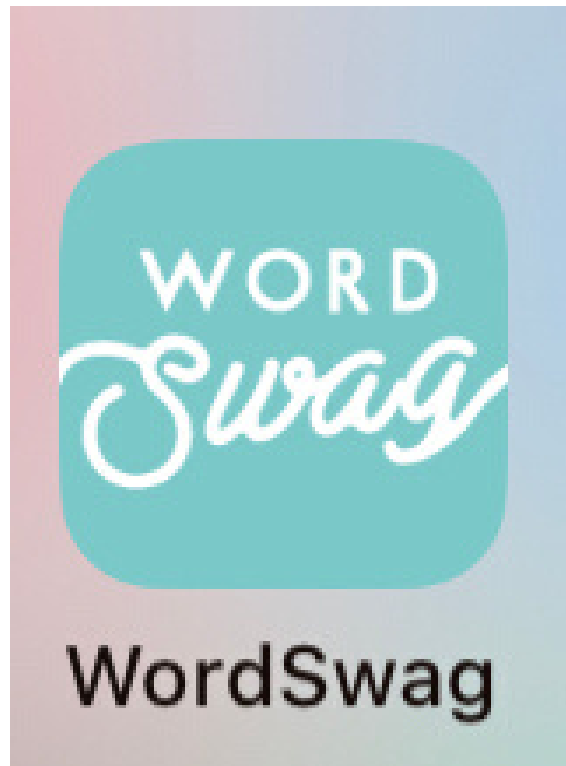
CONTENT

BRINGING IT ALL TOGETHER

is how you stay connected to & build trust with your audience

STORIES

DAILY

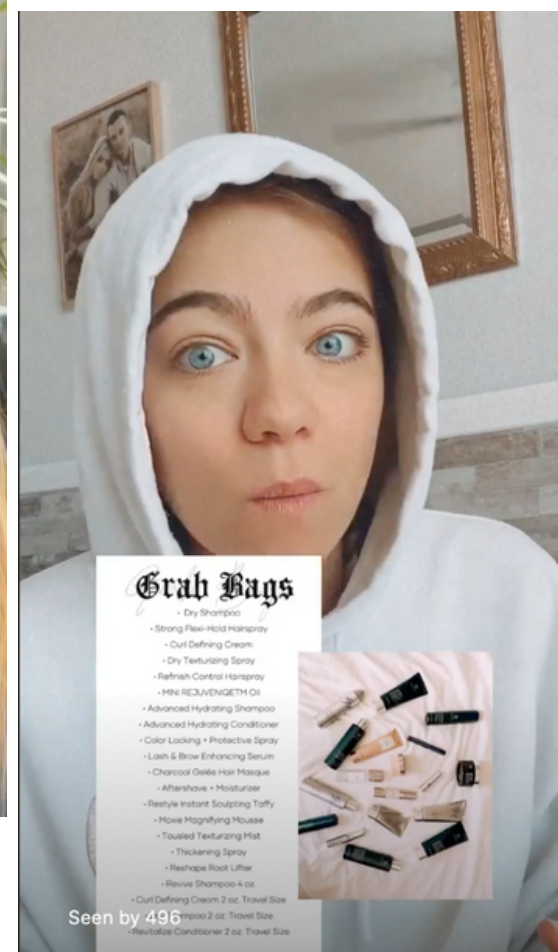
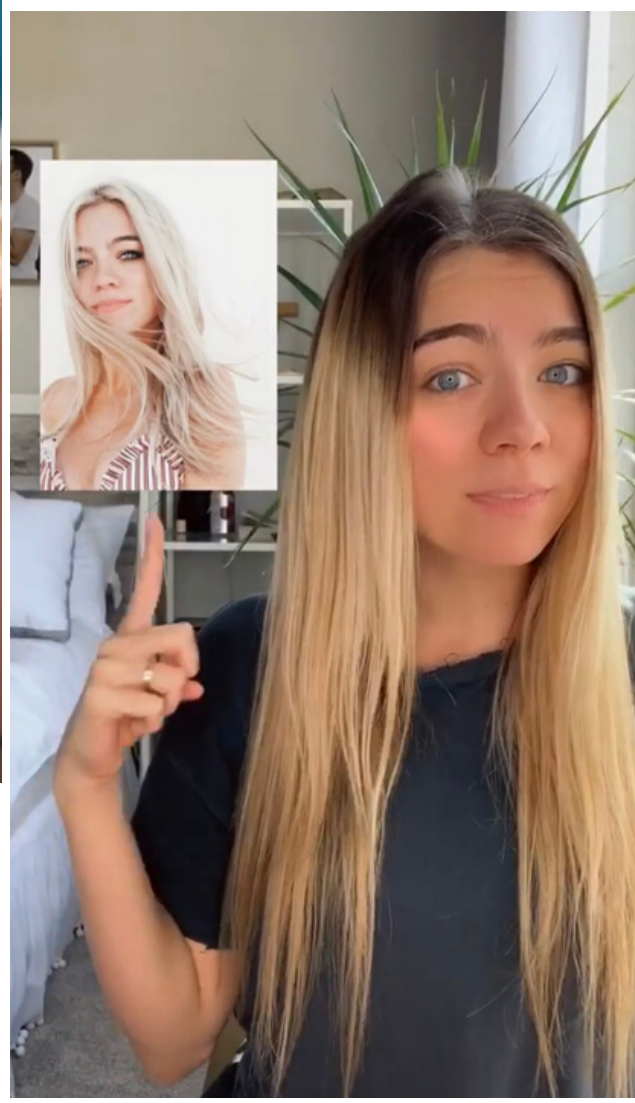
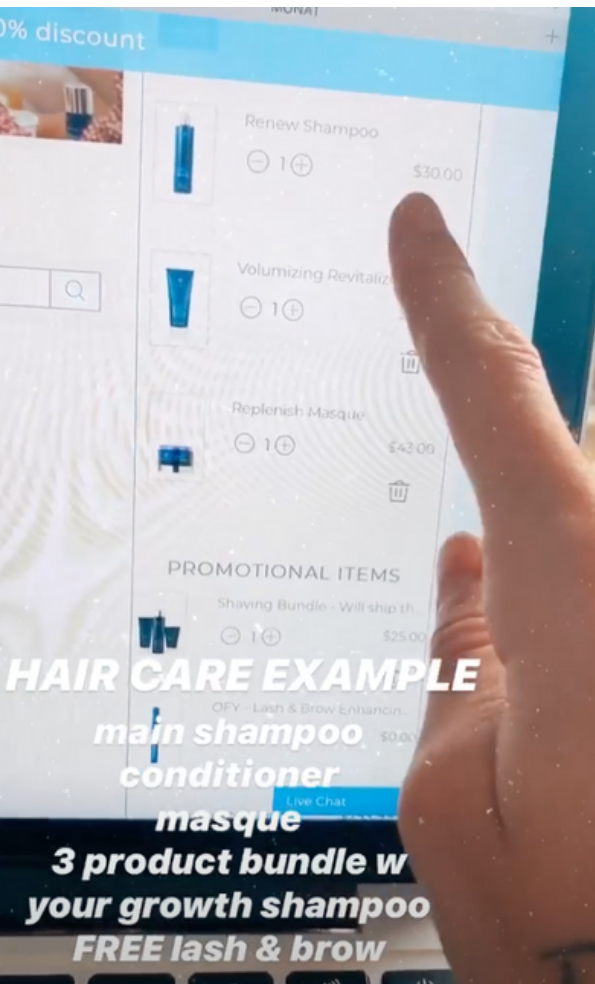


CONTENT

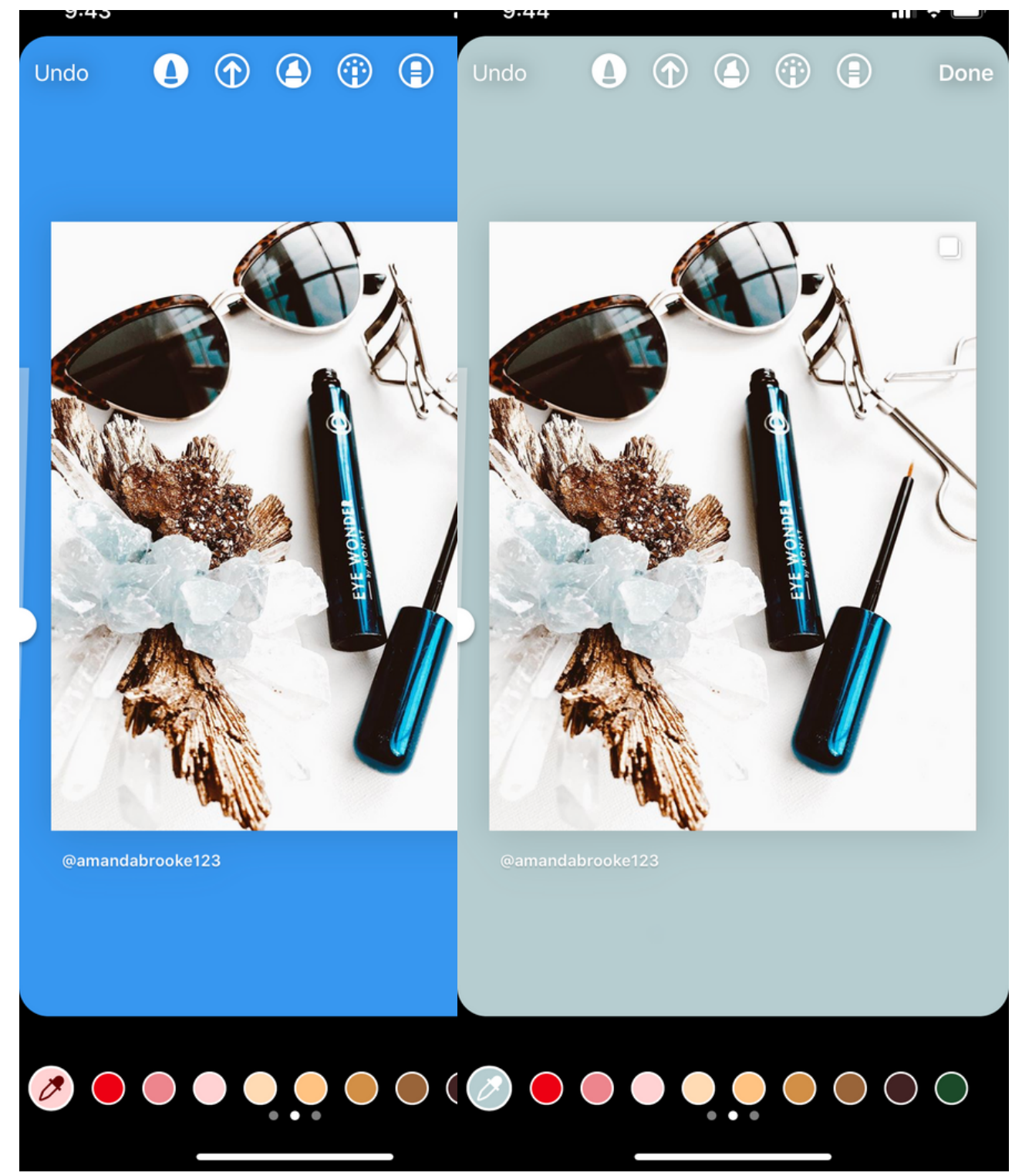
BRINGING IT ALL TOGETHER

is how you stay connected to & build trust with your audience

STORIES TIPS



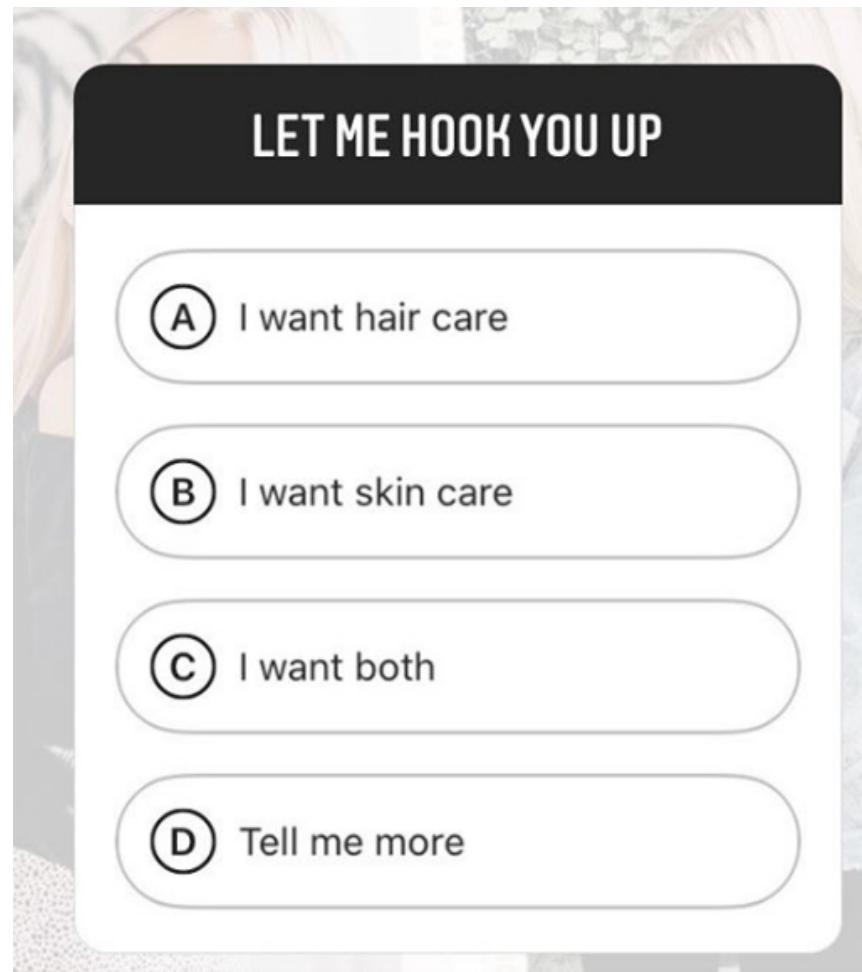
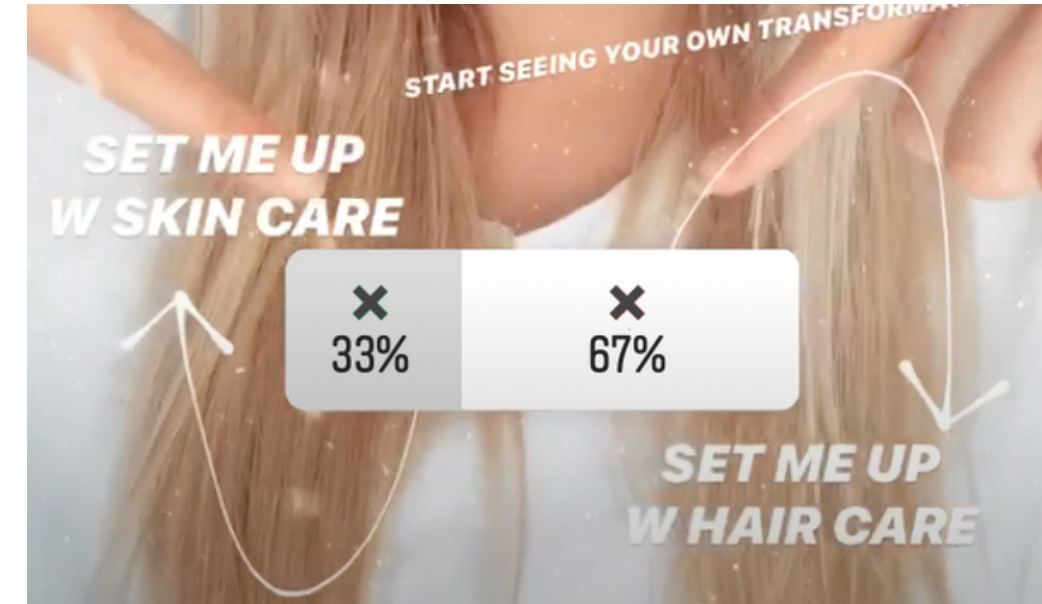
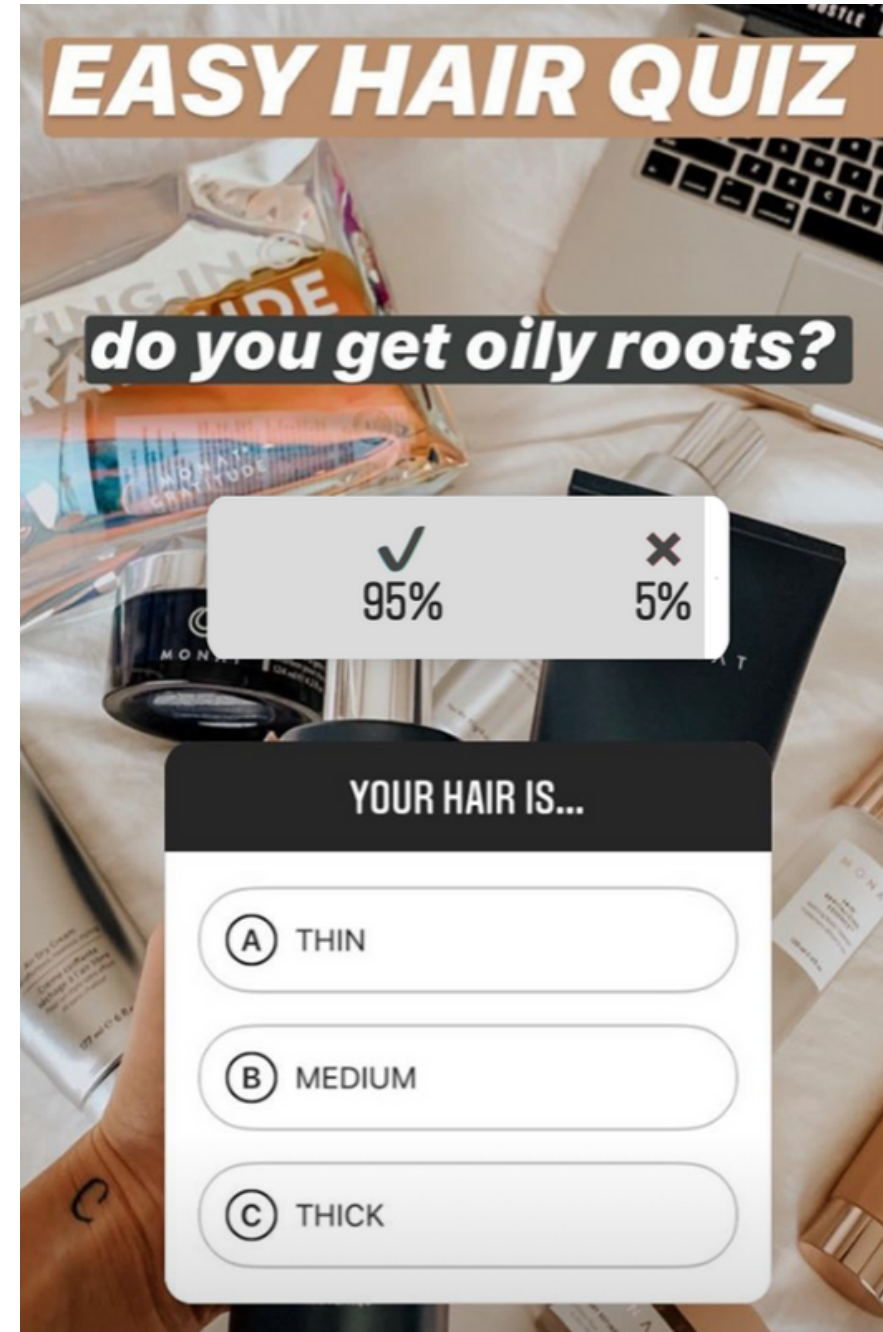
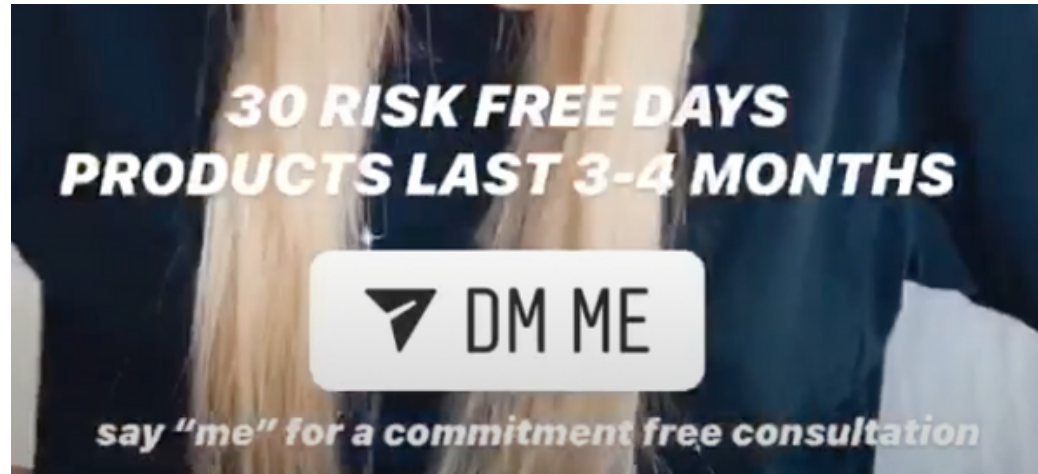
RETAIL	VIP
\$65.00	\$0



CONTENT

BRINGING IT ALL TOGETHER

is how you stay connected to & build trust with your audience



CONTENT

BRINGING IT ALL TOGETHER

is how you stay connected to & build trust with your audience

FACE + VOICE

STORIES, LIVES, IGTV

TALKING STORIES

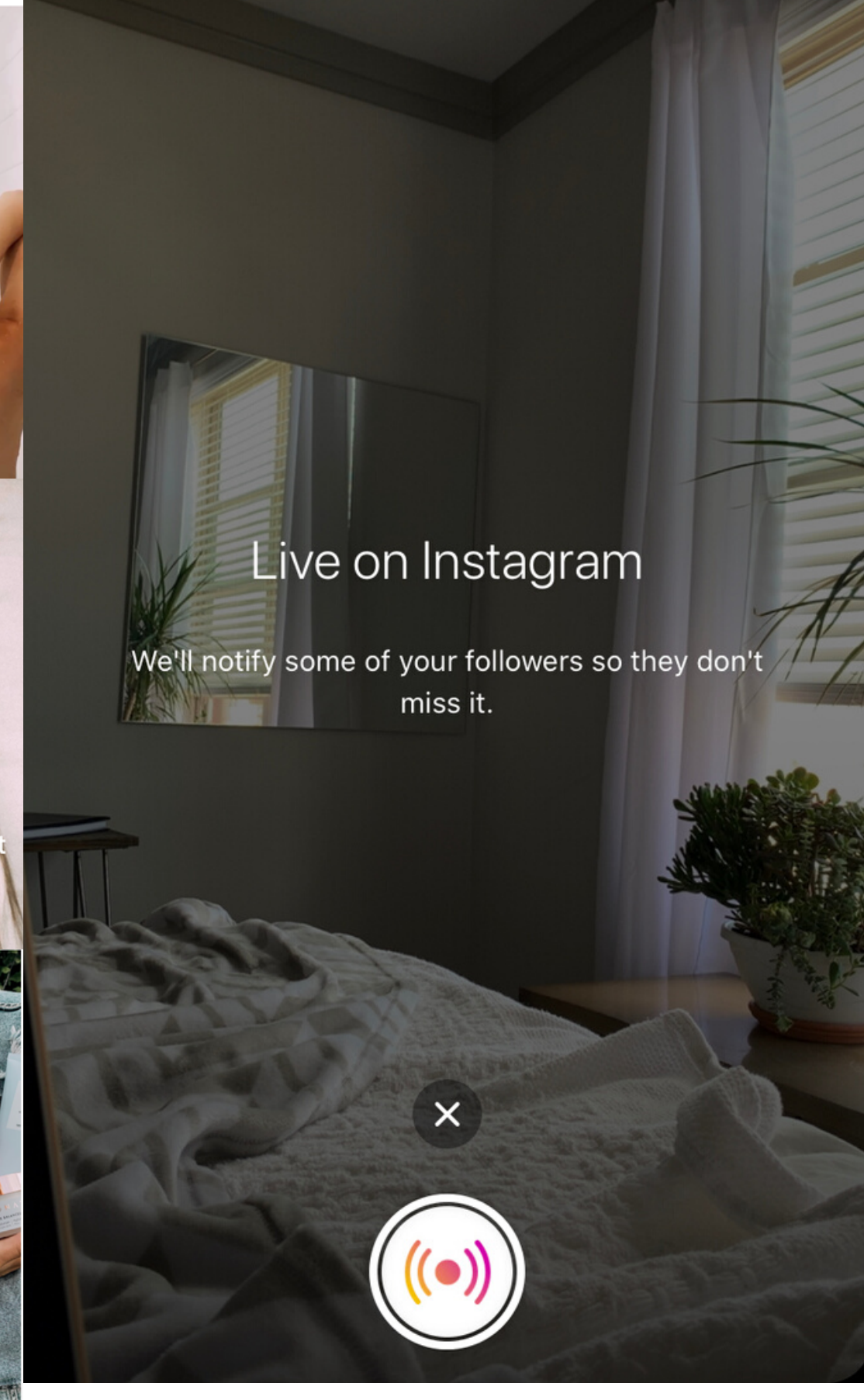
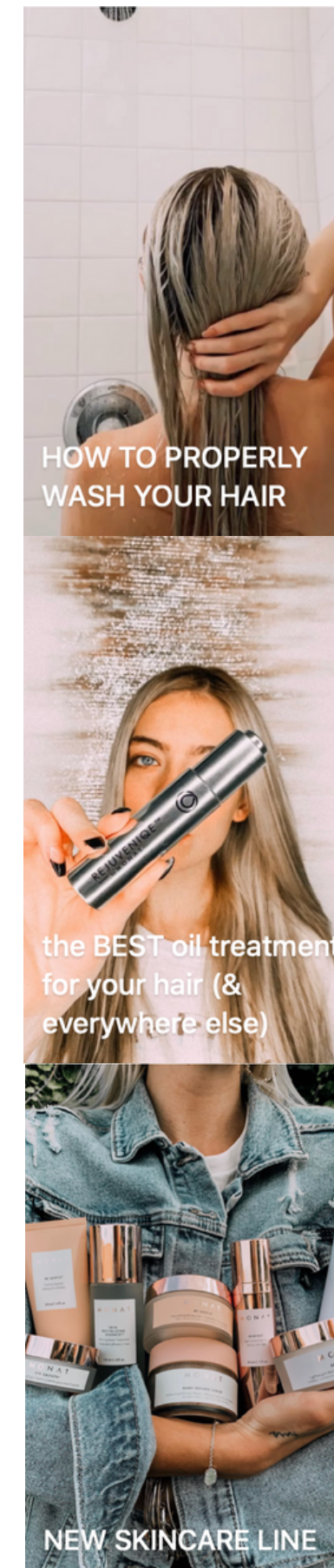
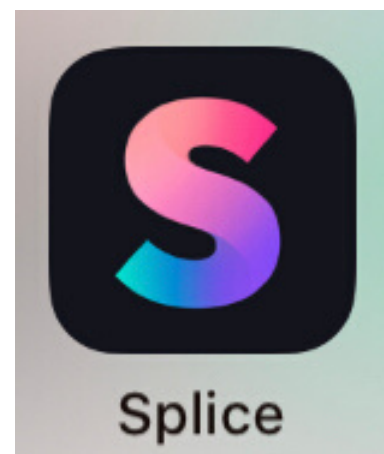
SPARK CONNECTION & TRUST

LIVE VIDEOS

RAW AUTHENTICITY, THRID PARTY
VALIDATION (DUAL LIVES)

IGTV

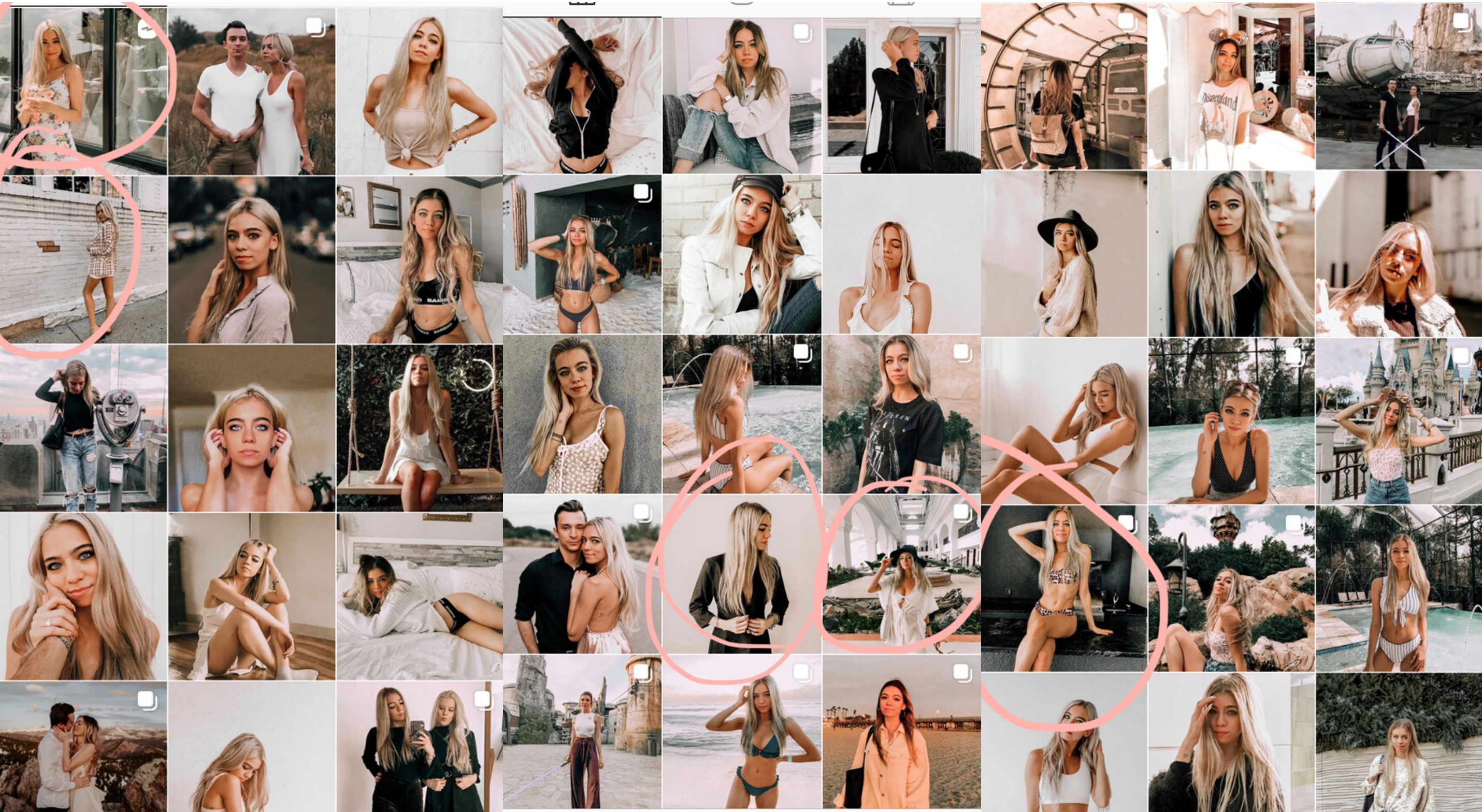
VALUE, REFERENCE POINT,
INSPIRATION, RESOURCE,
TRAINING



CONTENT

is how you stay connected to & build trust with your audience

FEED BALANCE



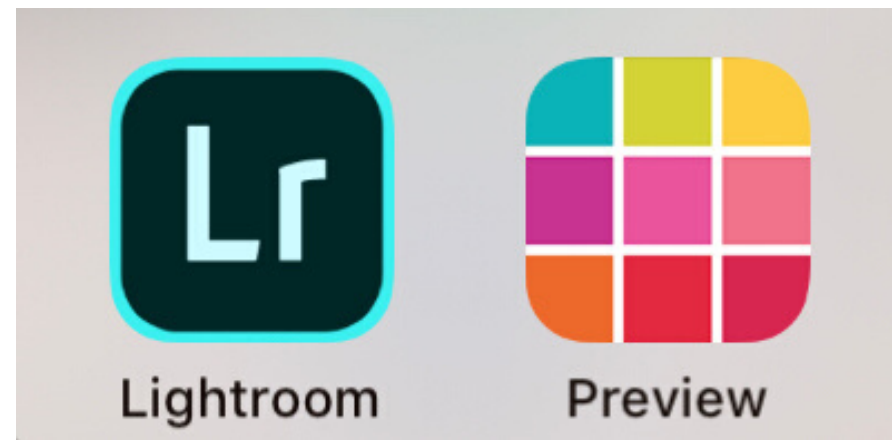
5/45
POST ARE
MEGA BIZ
RELATED
CAPTIONS

OTHERS ARE
 VALUE + INSPO,
 PERSONAL
 CONNECTION
 BASED,
 HUMOR,
 OR
 EMOTION
 TRIGGERING

CONTENT

is how you stay connected to & build trust with your audience

FEED TIPS



IF YOU ARE INTERESTED IN FEED COORDINATION (EVEN A LITTLE) YOU NEED TO UTILIZE LIGHTROOM + PLANNING APPS

YOU ALSO NEED TO MINDFULLY CREATE CONTENT, IF YOU'RE TRYING TO HAVE A NEUTRAL FEED YOU WANNA AVOID COLOR IN THE OG PHOTO OR KNOW HOW TO EDIT IT. ALSO UNDERSTAND THAT IF YOUR ACTUAL PHOTOS DO NOT HAVE AT LEAST 2 OF THE SAME TONES FEATURED PROMINENTLY, IT'S GOING TO BE HARD TO COORDINATE THEM BASED ON COLOR. PICK COLORS THAT MAKE SENSE FOR YOU



TEZZA APP



A COLOR STORY

CONNECTION *connection* this is what social media is for!!

ROWING YOUR PROFILE

HASHTAGS - OMG USE THEM! TWEAK SLIGHTLY TO CATER TO YOUR BRAND AND AVATAR

#MONATBEFOREANDAFTER,
#WOMENEMPOWERINGWOMEN
#ASPYNOVARDPRESETS
#TEZZA

CONSISTENCY - POSTING DAILY ON STORIES, AND IDEALLY ON FEED, GOING LIVE 2-4 TIMES A WEEK, POSTING 1-2 IGTVS A MONTH

NETWORKING - 321, FOLLOW THEM AFTER THEY ENGAGE WITH YOU

REPLY TO COMMENTS - WITHIN THE FIRST 1-3 HOURS

USE ALL THE FEATURES- IG IS A BUSINESS, THEY PRIORITIZE THOSE WHO USE ALL THEIR TOOLS

ENGAGEMENT PODS - FIND SOME FRIENDS ON IG AND ASK IF THEY'D LIKE TO START AN ENGAGEMENT POD WITH YOU! YOU WILL GET TO CONNECT WITH THEIR MUTUALS AND THEIRS, PLUS YOU WILL HAVE A STEADY STREAM OF POST ENGAGEMENT.

QUESTIONS

questions

QUESTIONS