

WEBINAR
WORKBOOK



Grow Your Audience on Facebook & Instagram

(with integrity, joy and ease)

The exact approaches I used to grow audiences of over 270,000 people for the causes, projects and organisations I love.

www.sophiejanemortimer.com/facebook-for-good

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How to use this workbook

Thank you for reading this!

I know that your time is precious. You could be doing all kinds of other things right now, and instead, you're choosing to invest in yourself and your soul work in this powerful way!

To honour your commitment and to help you get the most benefit from this webinar, I've created this workbook to support you to make these teachings real for you and your work.

It will also support you to take action, so you can deepen your relationship to your audience and attract new, engaged followers every day.

I invite you to print it out, pick up your favourite pen, and complete the sections as we make our way through the webinar.

Here's to putting the joy and integrity into social media!

With love,

Sophie

INTRODUCTION:

What are you longing for from this event today?

Do you resonate with the most common social media challenges? What challenges do you currently have?

ONE: Find Your Sweet Spot

Where your unique gifts meet a need in the world.

Your Notes:

TWO: Listen to Your Audience

Learn everything you can about them.

Your Notes:



THREE: Organic Sharing

The best way to inspire sharing is to add real value.

Your Notes:

FOUR: Woo the Muses

Follow inspired action - always!

Your Notes:



JOURNAL QUESTIONS

1. **Find Your Sweet Spot:** Where do your unique gifts meet a need in the world?

2. **Listen To Your Audience:** What do they love? What do they long for? What inspires them?

JOURNAL QUESTIONS

3. **Organic Sharing:** How can you add real value to your audience, every day? (It can be really simple).

4. **Woo The Muses:** What inspires your creativity? What puts you in touch with the passion that drives your work? How can you nourish your own creative flow?

YOUR NOTES:

Thank you for joining me.

I hope this was uplifting and supportive for you! If you'd like to continue to explore how to put the joy into social media, I invite you to join me for *Facebook & Instagram for Good*, starting April 15th.

Here's to making social media feel joyful, easy and full of integrity!



With love,
Sophie