

**CLIENTS +
CASH**
MODULE
FOUR



OVERVIEW

MODULE FOUR: FACEBOOK ISN'T JUST FOR STALKING YOUR EXES.

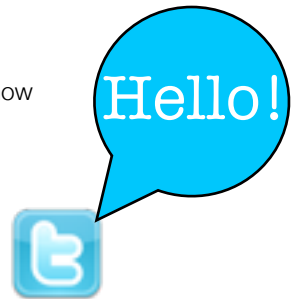
In **Module One**, we discussed the importance of having a strong online presence, and went over the major components you need to build a strong foundation.

In **Module Two**, we talked about:

- 1) The difference between the old way of wooing clients, and the new way of wooing clients
- 2) The art of creating sexy content designed to help make you the go-to person in your field (without putting anyone to sleep)
- 3) The importance of *content marketing* (sweet, sweet content marketing! Yeah, baby!) and why having a strategy in place is fundamental to your success. (Did you see that underline? You know we mean business when there's an *underline*.)
- 4) How to develop a killer content marketing strategy that WORKS...and doesn't just sit there like a lump on a log.

In **Module Three**, we discussed the primary social media tool that you NEED (hello, Twitter!) in terms of how-to and strategy, in order to help your content get distributed NOW (remember, I told you being ranked #1 on Google wouldn't be necessary, right?), so you can start being recognized as the go-to person in your field...and hear that feel good cha-ching sound in your sleep.

And now, in **Module Four**, we're going to look at how you can really leverage Facebook to attract clients to your virtual doorstep - contributing to our greater strategy of becoming known in your field, so they come to you, baby. That's how mama likes it.



Start your leverage here.

