



umt.

ULTIMATE MARKETERS TOOLBOX

Welcome To The Ultimate Marketer's Toolbox!

This course is for you if you are looking for guidance on how to use various online platforms to get better results online.

Most courses on the market, assume you know the basics and jump in with the training two steps ahead of where you needed the training to start.

So, this training, assumes you know NOTHING about social media or online platforms, and walks you through how to navigate the various platforms.

And, you have lifetime access to the training, so you can reference the training anytime you need a refresher in a particular online platform.

To log into the training, visit MichelleCunningham.com and click on Student Course Login in the upper right corner.

If you have any difficulties logging in or need to reach support at anytime, you can email support@michellecunninghamonline.com and they will reply M-F 10am to 6pm CST

As the course creator and your trainer, I just wanted to tell you I am so THANKFUL you are here and I'm looking forward to sharing my online tips and strategies that helped me to build a massive network marketing business and a seven-figure online brand.

And, I'm just a regular girl from humble beginnings...evidence that, anyone can do this who sets their mind to it.

XOXO,

Michelle Cunningham

Agenda



Module One | Facebook Mastery For Beginners



Module Two | Canva Designs & Branding Yourself Online



Module Three | The Power Of Google Documents



Module Four | The Magic Of Google Forms



Module Five | The Lead Generating Landing Page



Module Six | The Best Email Strategy To Connect, Sell & Recruit



Module Seven | Organizing Your Business Through Trello & Google Sheets



Module Eight | Automated Text Strategies That Deliver



Bonus | Become A Simple Phone Video Star

Module One

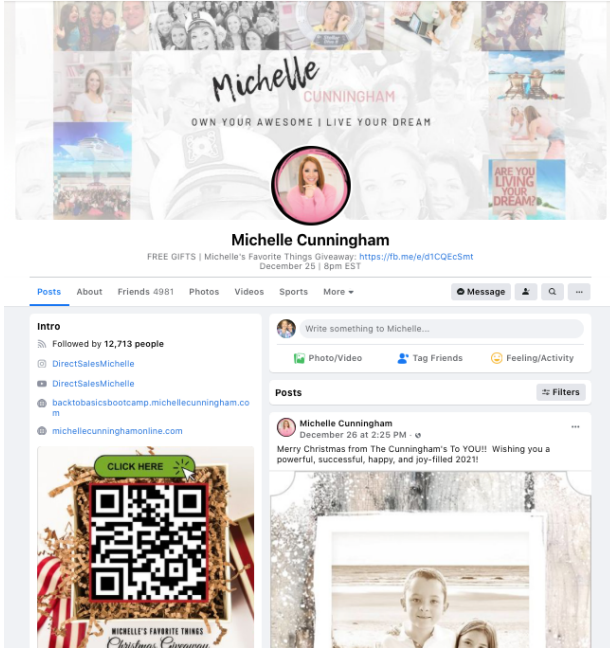


Facebook Profiles:

Your profile on Facebook is where you can create posts & share information about yourself, such as your interests, photos, videos, where you live, etc.

To see your profile or a friend's profile, click on the name or profile picture.

My Facebook Profile Page

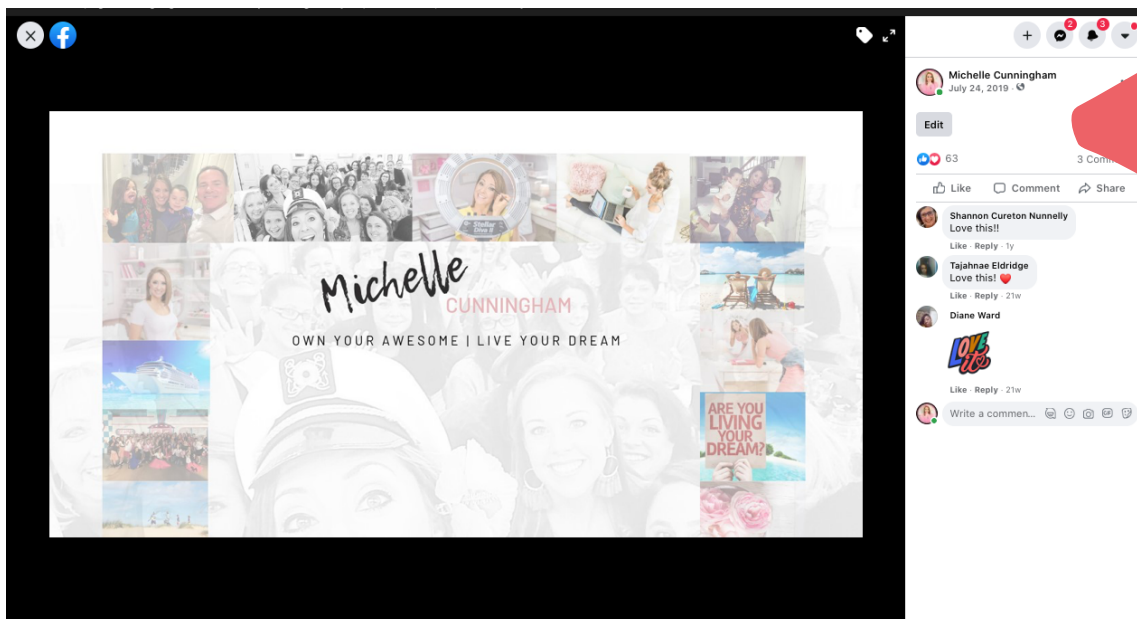


There are 4 IMPORTANT pieces of real estate on your Facebook Profile:

1. Your Banner
2. Your Profile Picture
3. The "Intro" Section under your profile
4. Featured Photo under your "Intro"

Banner:

The Banner is the image across the top of your profile. When someone clicks it, it will take them to this page



You can then add a description & include details or a link that leads them to something like a freebie.

Facebook Profiles:

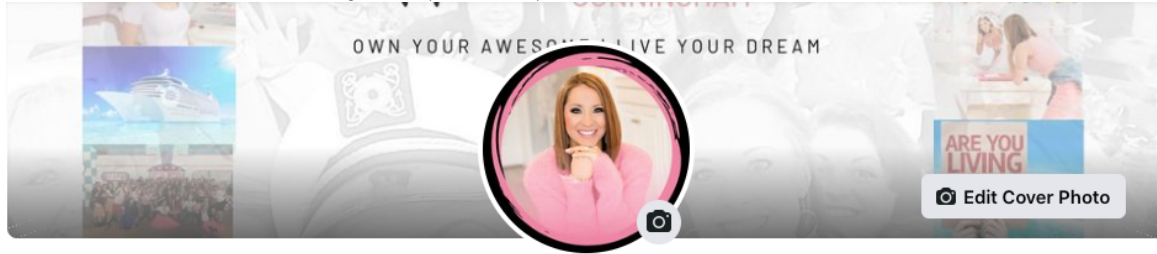
Profile Picture:

It's recommended that this is a professional photo. Not just a random selfie that you take. It needs to look professional. You can even add a fun border inside Canva.



Intro Section:

In the Intro section below your profile picture, click "Edit"



Michelle Cunningham

FREE GIFTS | Michelle's Favorite Things Giveaway: <https://fb.me/e/d1CQEcSmt>
December 25 | 8pm EST

Edit

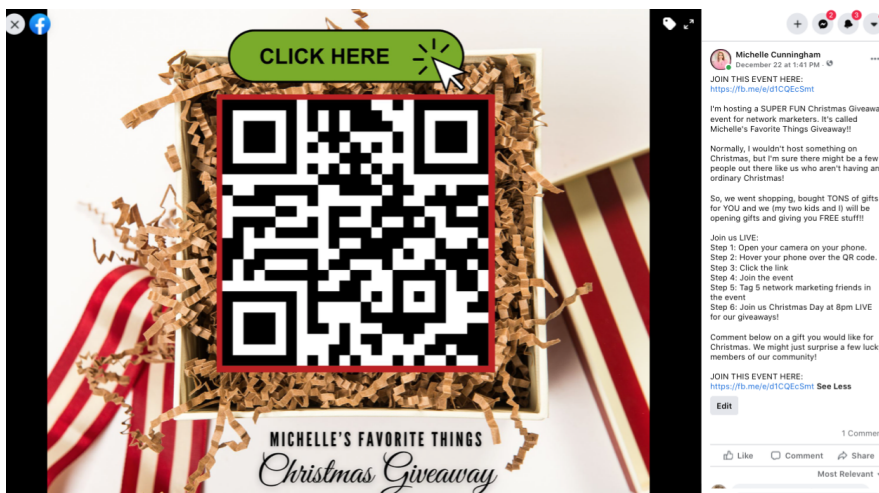
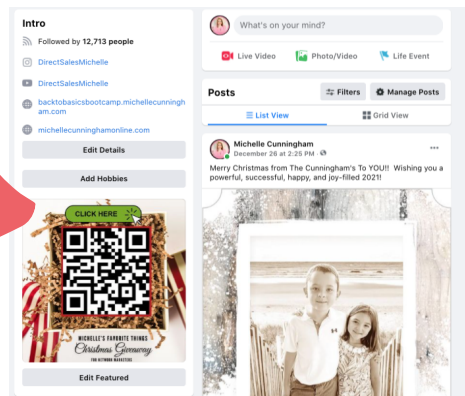
You can link this to a freebie, an email opt-in or another Facebook Group you would like people to join.

Just be sure to watch how much you add, as it only allows you to add 100 characters.

Featured Photo:

You can create something like this where it says "Click Here"

When they click on it they will be taken to this page (just like for the banner) where you can add a link to somewhere you want them to go or check out.



Note: You can only edit this on a computer, not a mobil device.

To Share Something On Facebook:

From the top of your News Feed or Profile, click "What's on your mind?"

Add text or click the type of post you'd like to share

Example: Photo/Video, Feeling/Activity).

You can also: Add a photo or video.

Add a location.

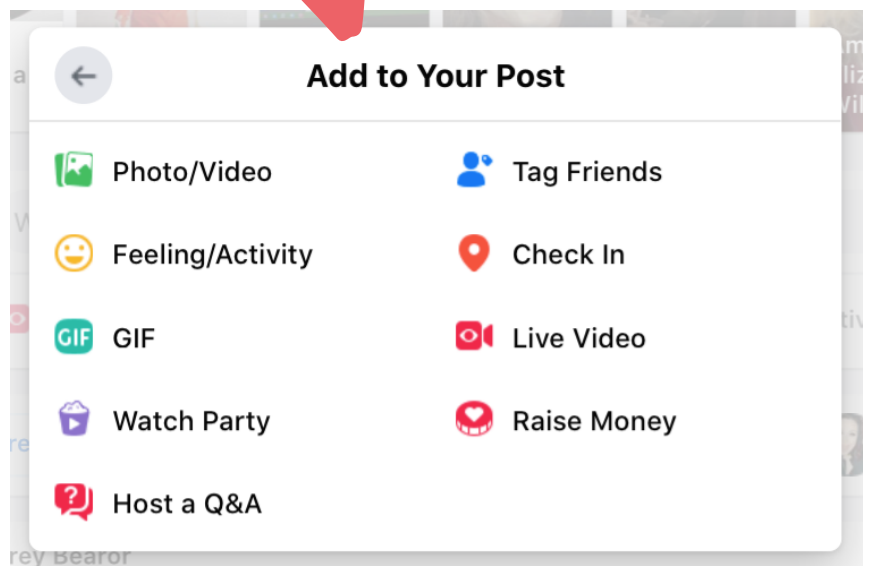
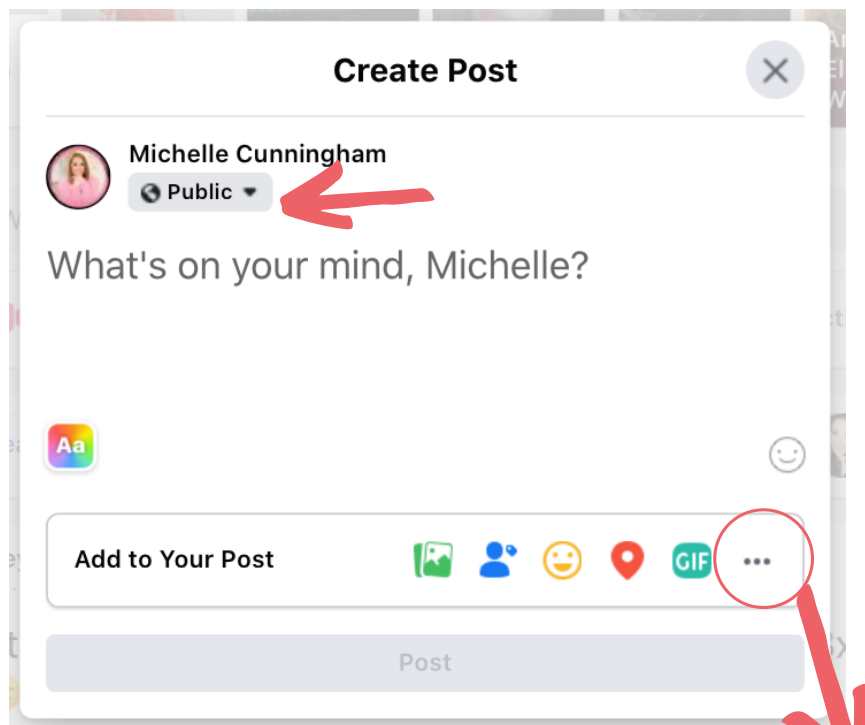
Tag friends.

Add how you're feeling or what you're doing.

Add a GIF or a Watch Party

Click the audience selector at the top to select who can see your post.

Click "Post"





Facebook Pages and Groups:



What differentiates a Page from a Group?

Pages

Pages are like a billboard that is public & anyone can share.

When you are live on your Page and you tell people to share it, they can share it easily, start a watch party with whatever you've done or created onto their own pages, groups or profile.

It's very easy to get to & great for getting information out.

You must have a profile to create a Page or help manage one.

Pages are places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans or customers.

When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.

Groups

Groups are like a living room.

A place where you've privately invited people in and there's a lot more conversation. People having community together & being friends together.

It's your own personal community and it's more private, it just isn't as easy to share information out of there.

You must have a profile to create a group or help manage one.

Groups are a place to communicate about shared interests with people.

You can create a group for anything.

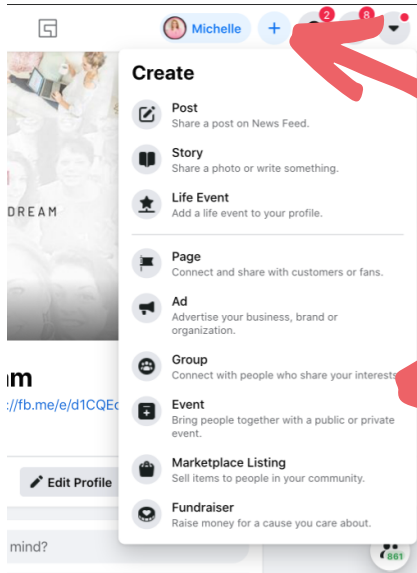
Your family reunion, your after-work sports team, your book club, your network marketing team...

Customize the group's privacy settings depending on who you want to be able to join the group.

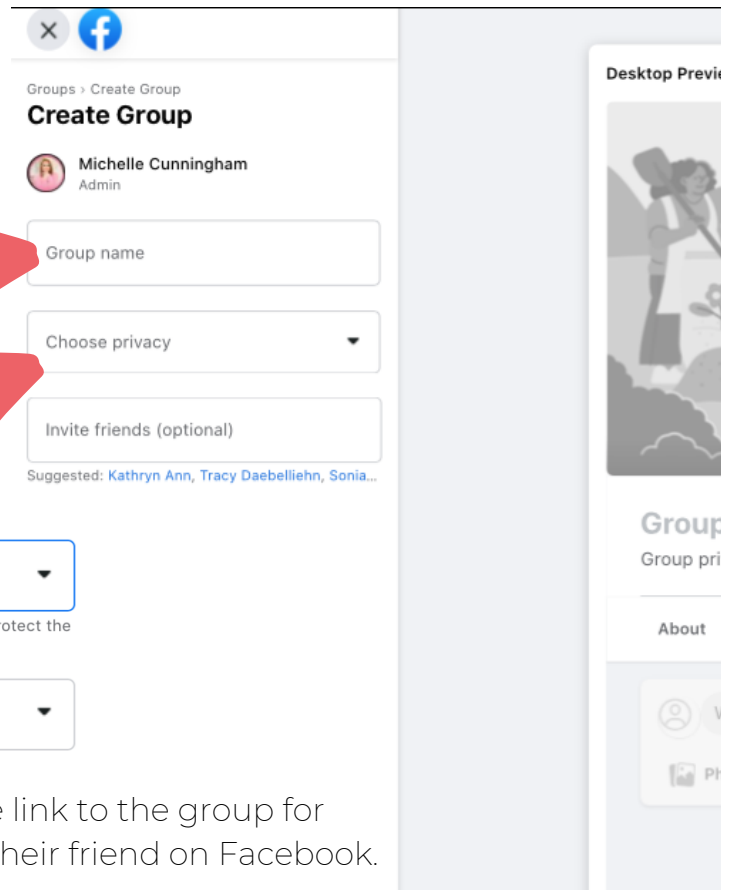
When you join a group on Facebook, you start seeing content from that group in your News Feed.

Facebook Groups:

To Create A Facebook Group:

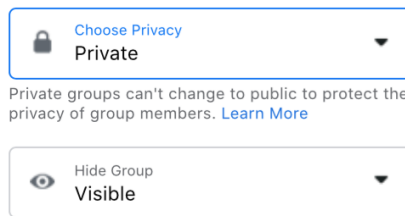


Click the "plus" Icon at the top right and select "Group"



Add the name of your group

Choose the privacy of the group. I recommend "Private" and then "Visible"



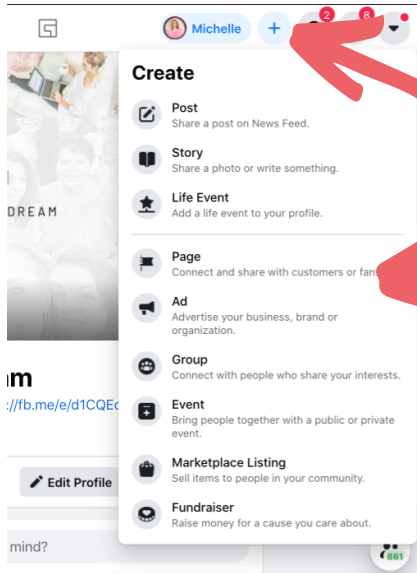
When it's Private & Visible you can share the link to the group for people to easily join & you don't have to be their friend on Facebook.

Once you hit "Create Group" at the bottom, you can then edit & add a banner, description & group rules.

For your description, make sure to include what the group is all about and also a link to the freebie you are offering.

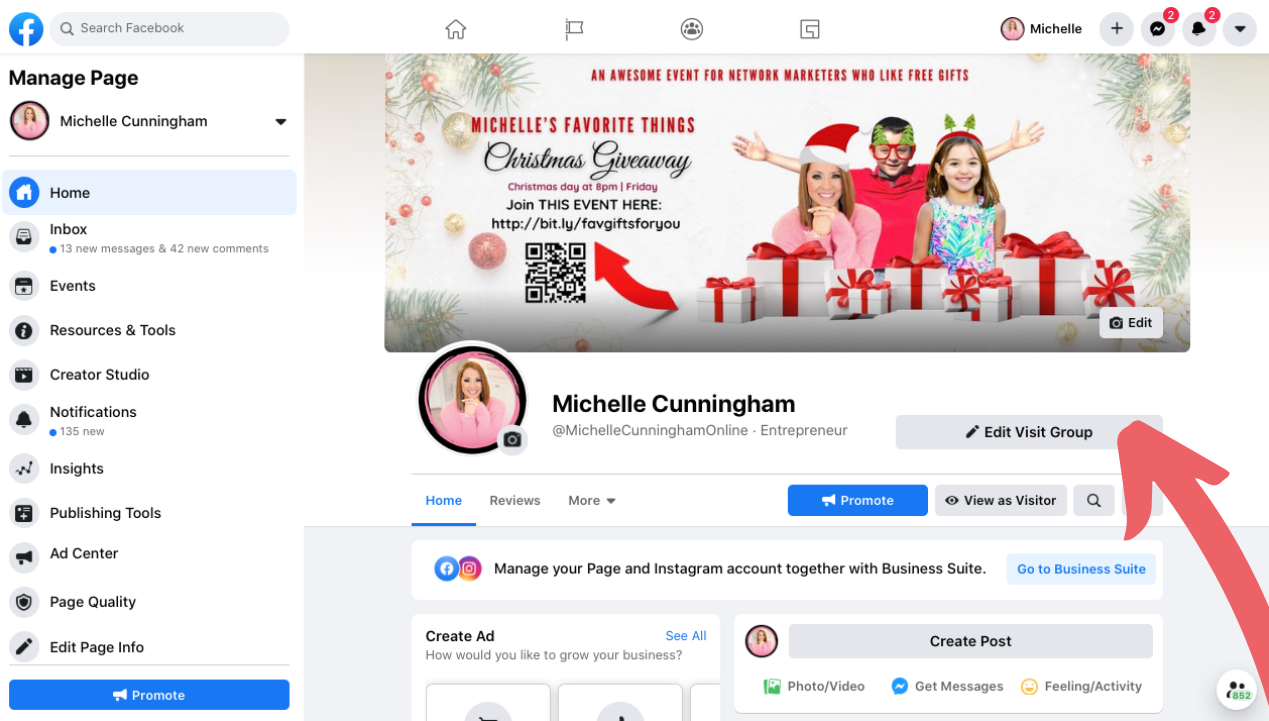
Facebook Pages:

To Create A Facebook Page:



Click the "plus" Icon at the top right and select "Page"

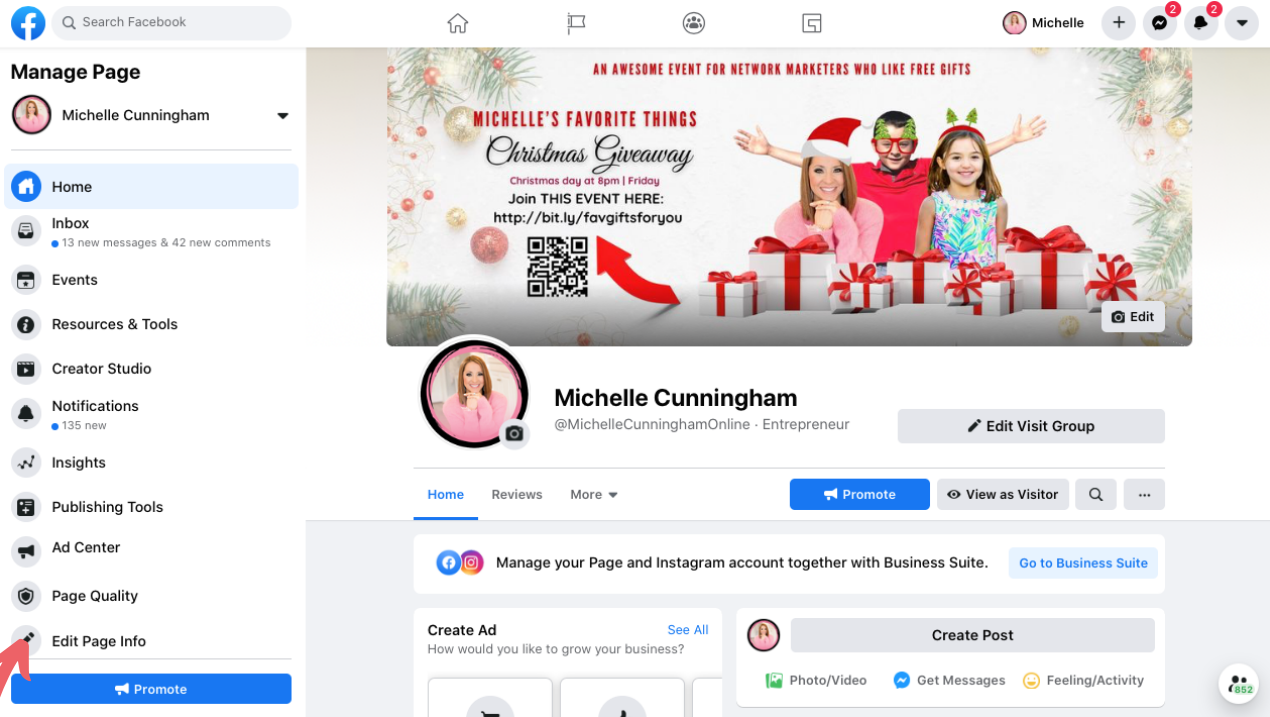
Follow the same steps for adding a name, privacy and description you did for creating a group.



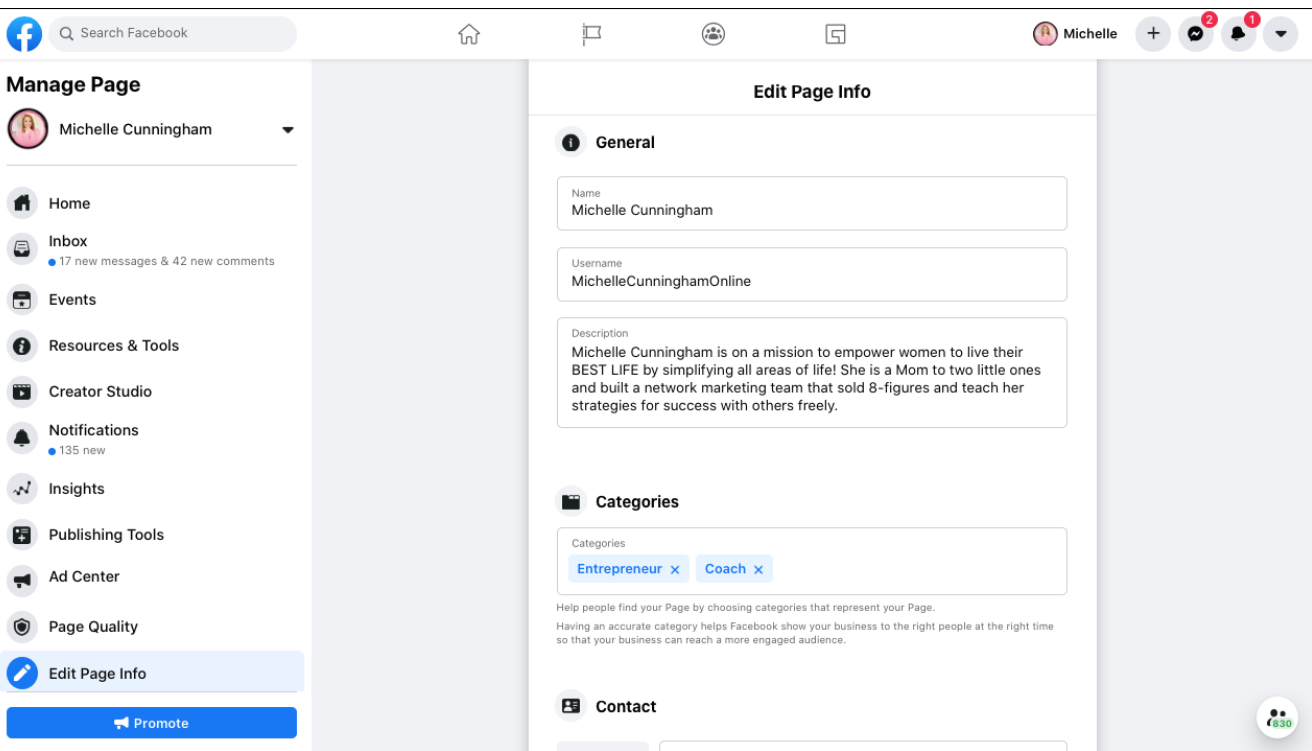
Some key components of a successful page is having a great banner that tells you what the page is all about or promotes your next biggest thing.

And link it to any private group that you have by clicking the "Edit Visit Group" button.

Facebook Pages:



You'll find that are a lot of setting you can change & edit on a page, but the most important is the "Page Info"



[Click Here](#) to go to my page and under the "About" section you can see all of the important information you can add to your page.