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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

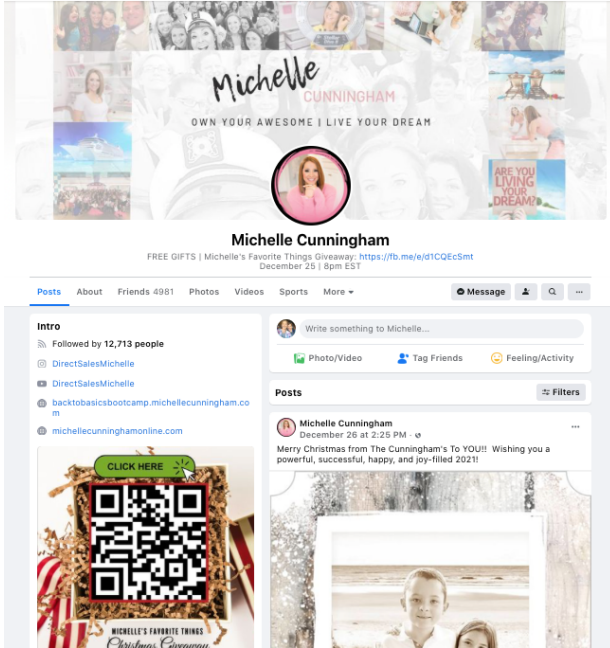


Facebook Profiles:

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

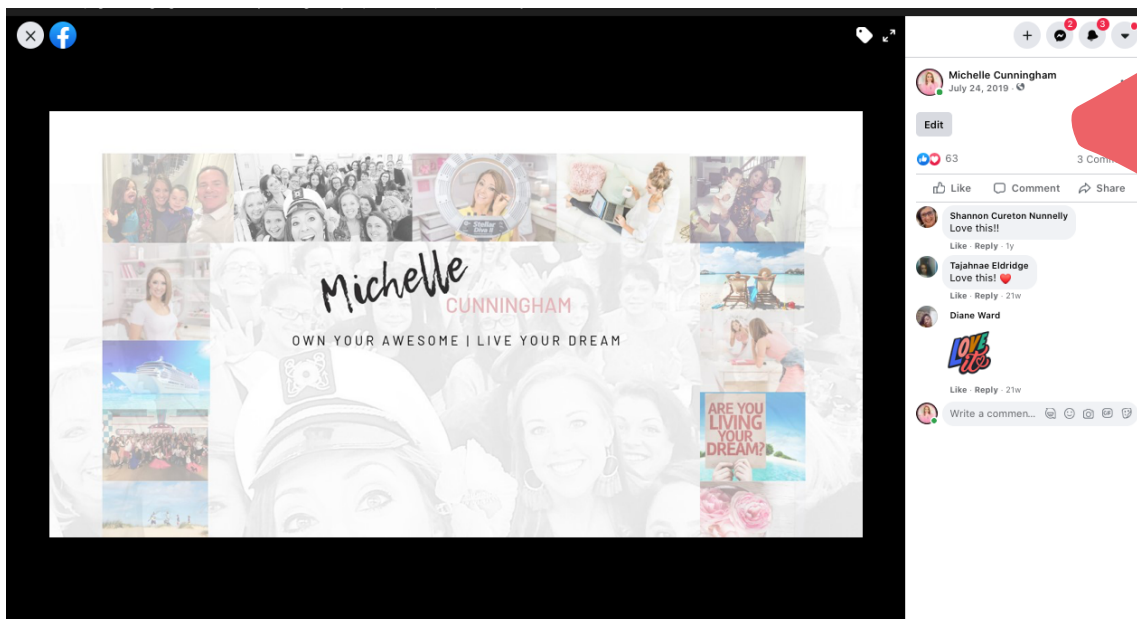


There are 4 IMPORTANT pieces of real estate on your Facebook Profile:

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:

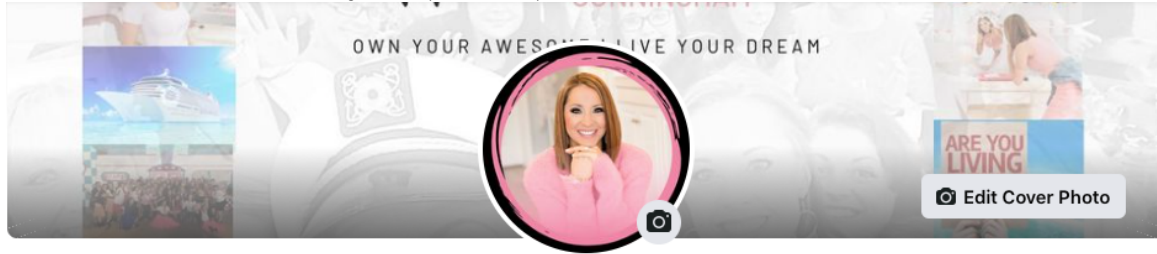
Profile Picture:

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](#)

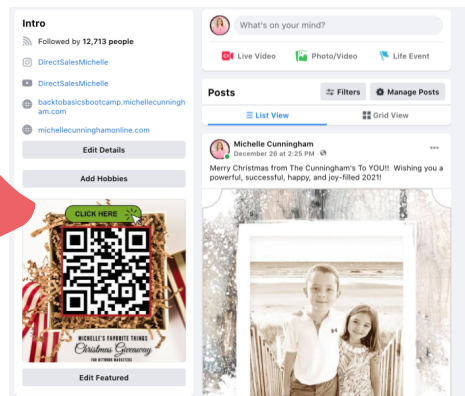
You can link this to a freebie, an email opt-in or another Facebook Group you would like people to join.

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.

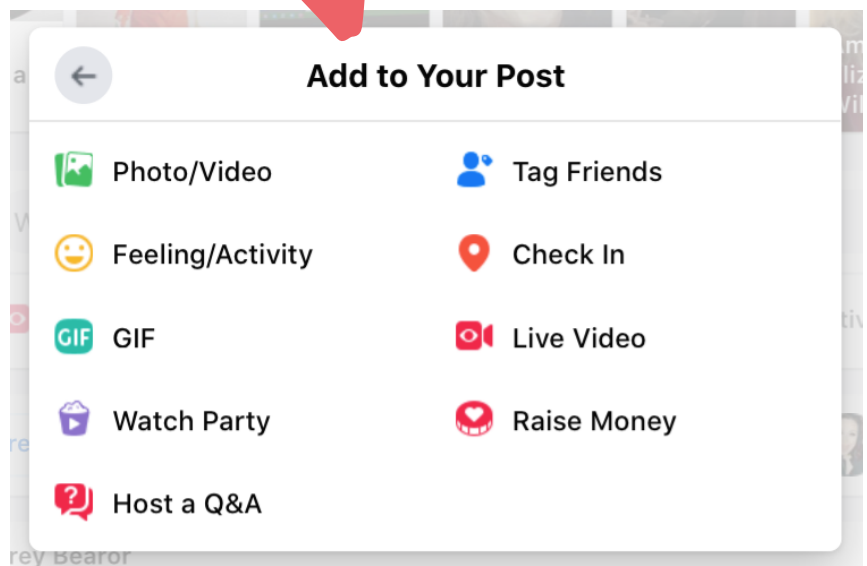
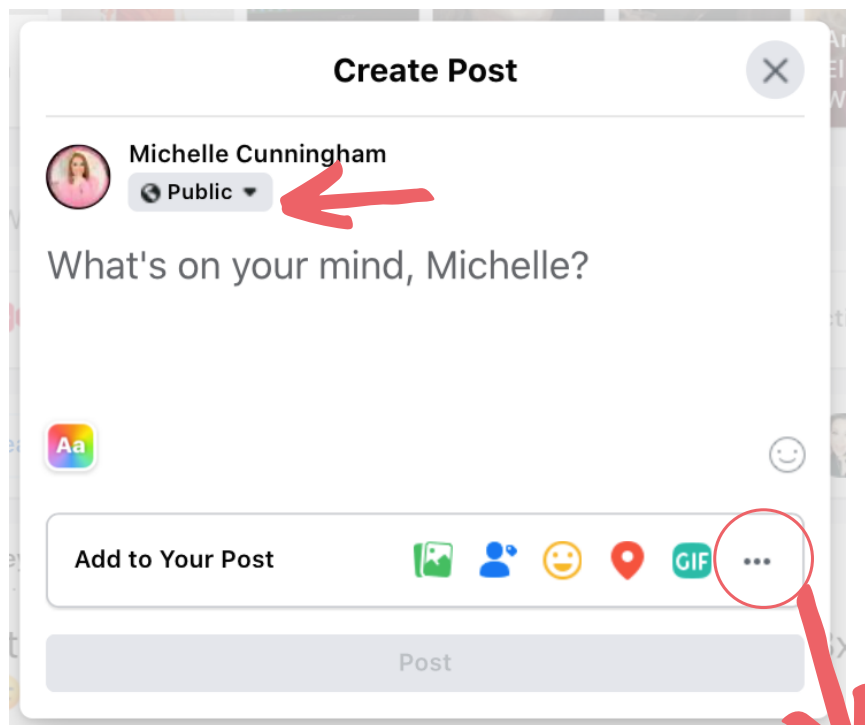
Tag friends.

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.

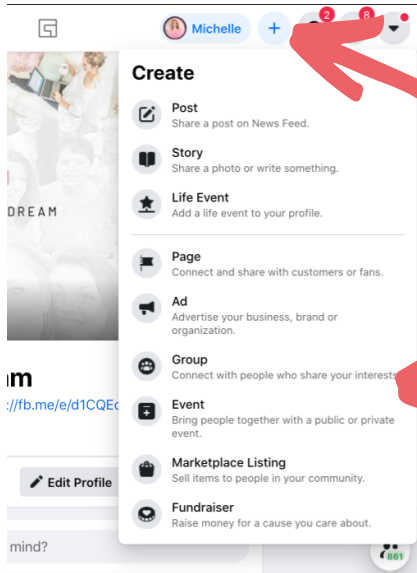
Your family reunion, your after-work sports team, your book club, your network marketing team...

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

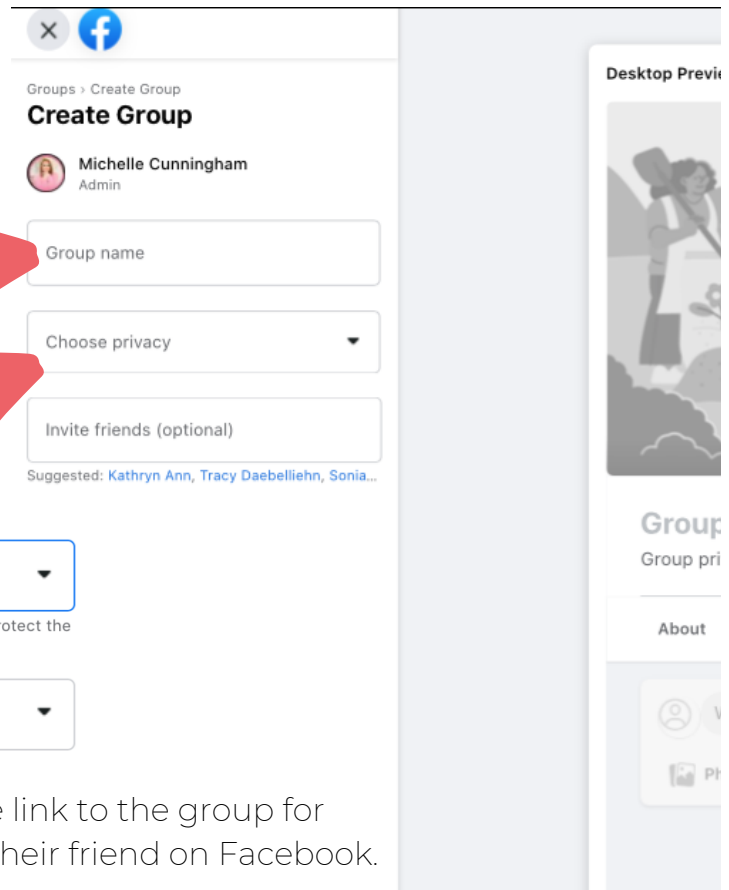
When you join a group on Facebook, you start seeing content from that group in your News Feed.

Facebook Groups:

To Create A Facebook Group:

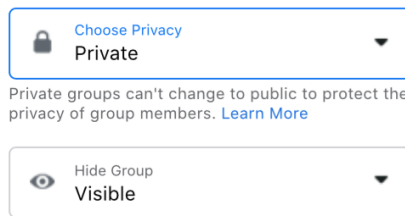


Click the "plus" Icon at the top right and select "Group"



Add the name of your group

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



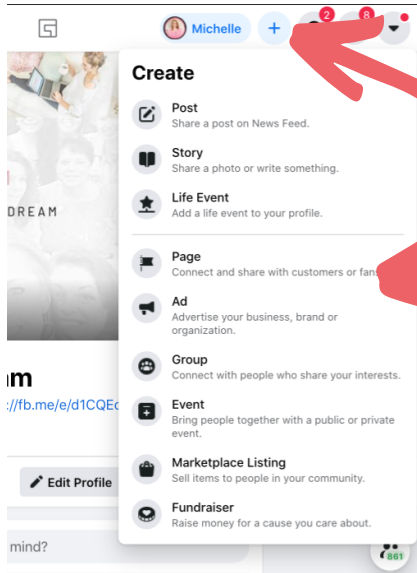
When it's Private & Visible you can share the link to the group for people to easily join & you don't have to be their friend on Facebook.

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.

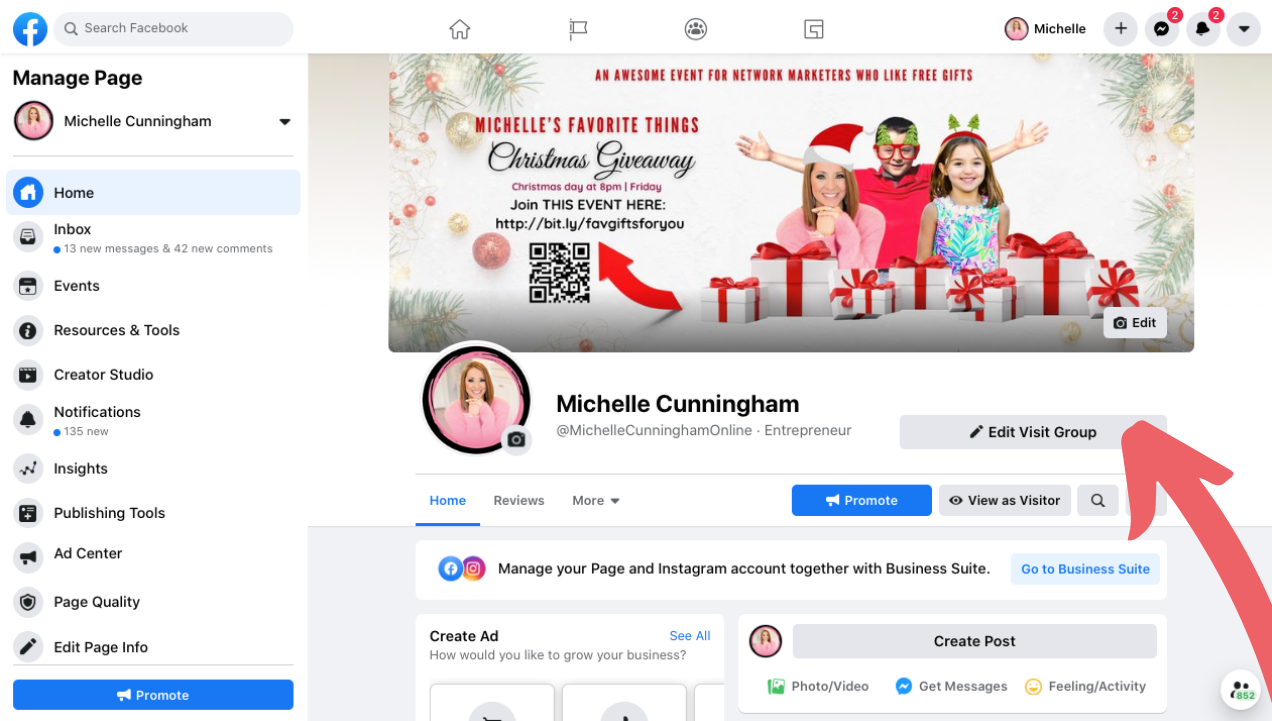
Facebook Pages:

To Create A Facebook Page:



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

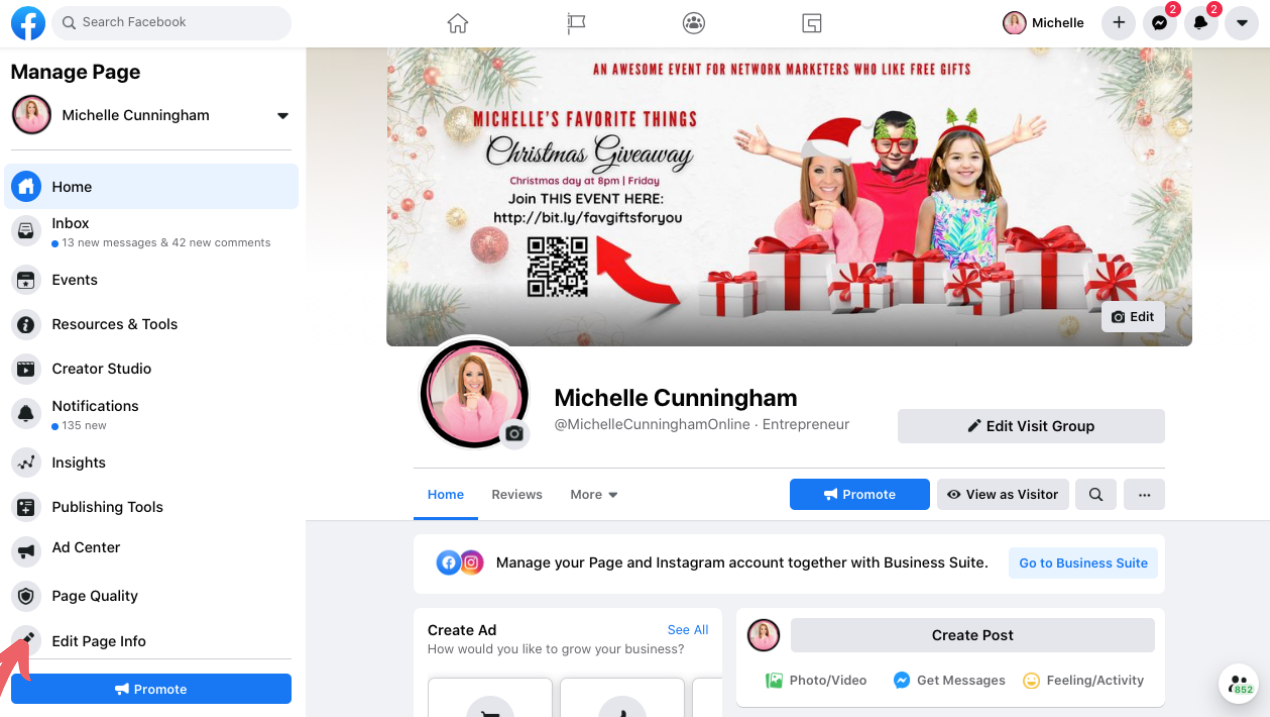
Follow the same steps for adding a name, privacy and description you did for creating a group.



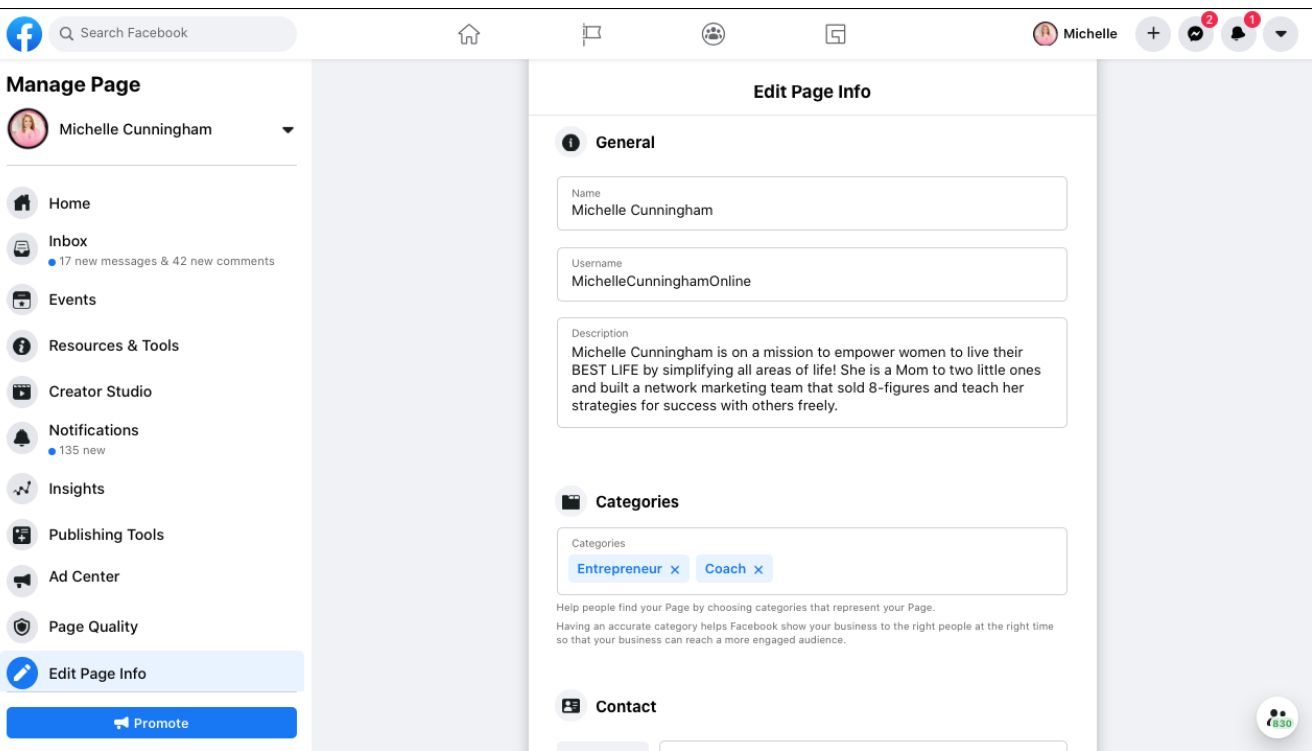
Some key components of a successful page is having a great banner that tells you what the page is all about or promotes your next biggest thing.

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"



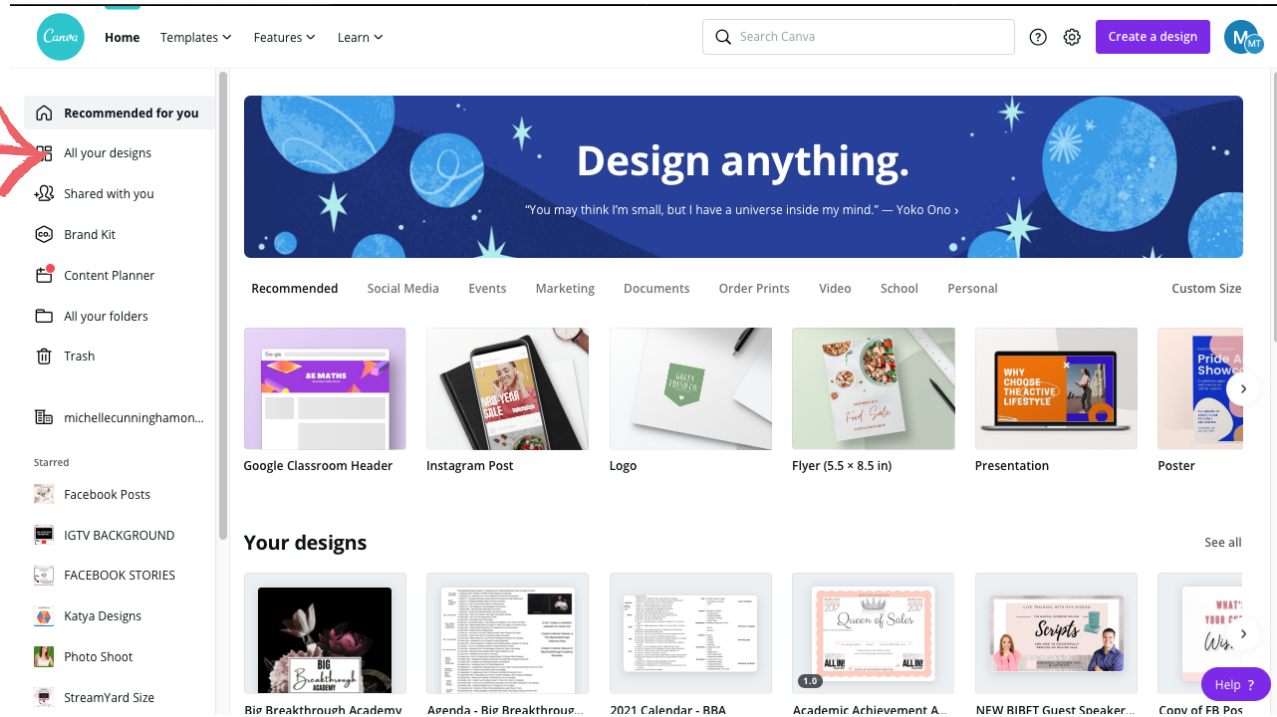
[Click Here](#) to go to my page and under the "About" section you can see all of the important information you can add to your page.

Module Two



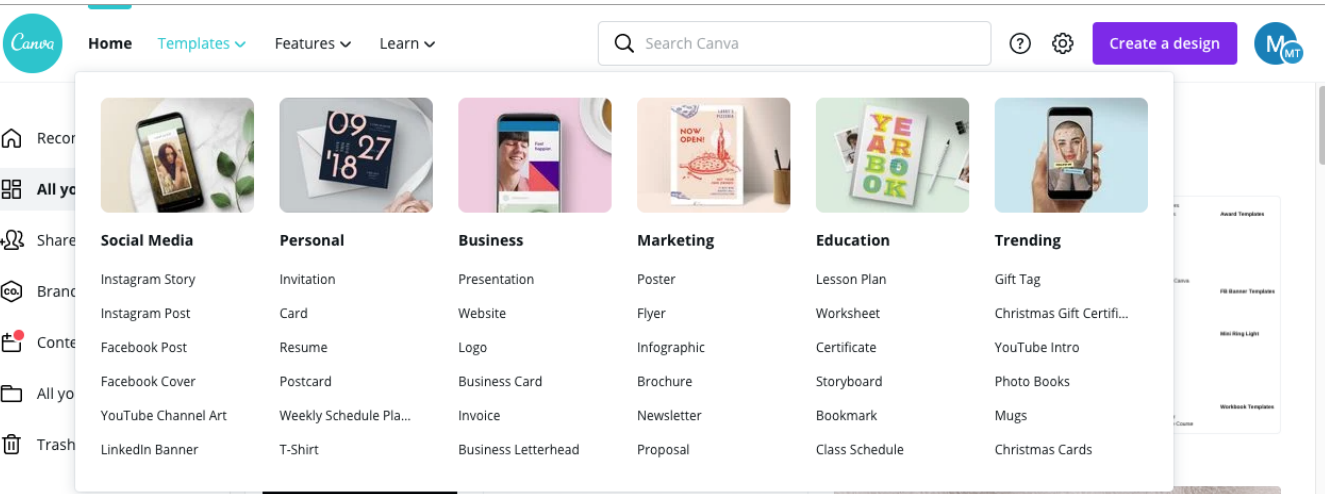
Using Canva:

This is what your home page will look like when you log into Canva.



Anything you create will automatically be saved for you to access under "All My Designs"

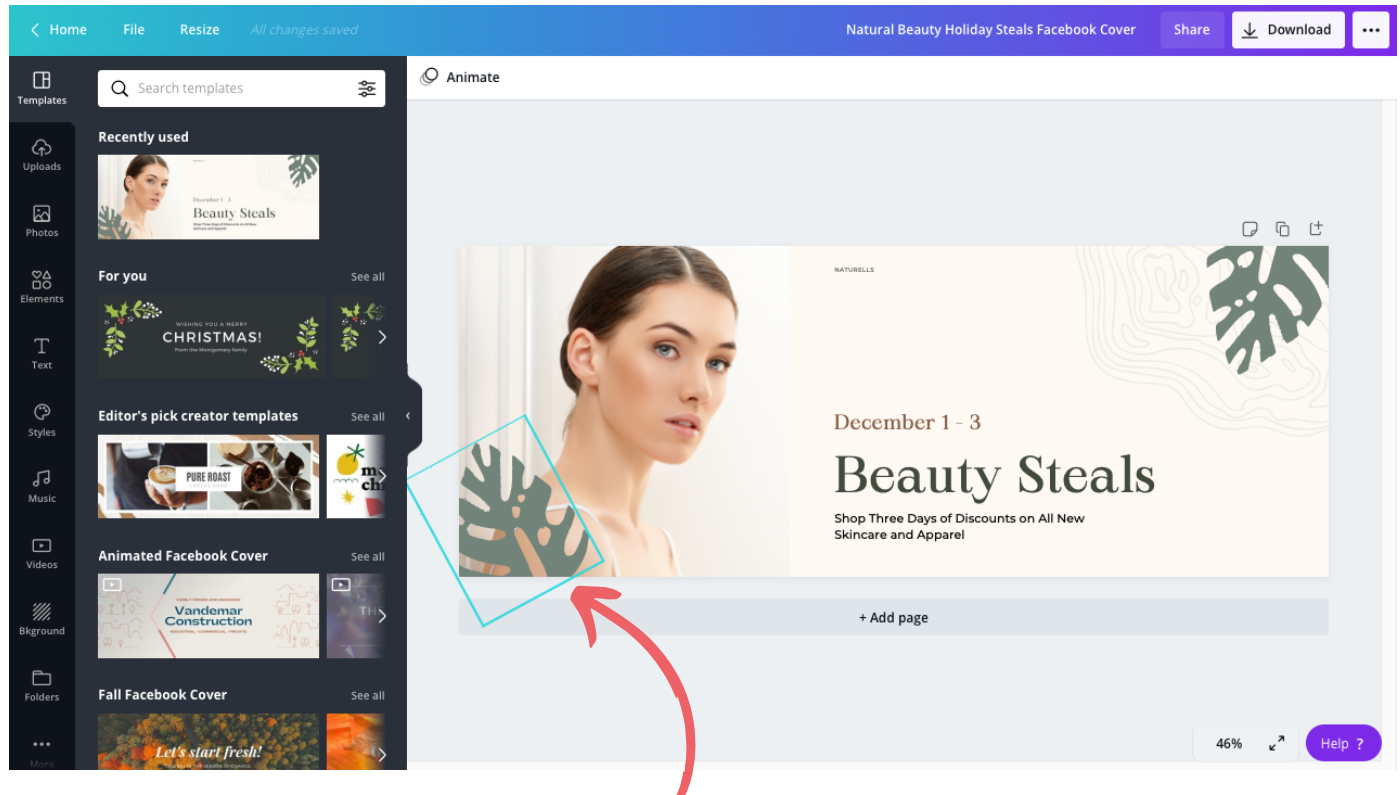
When you have something to create, go to the search bar at the top or under the "Templates" tab and you will find endless amounts of templates to build from.



When you find the template you like, click on it and it will open the editor for you to start editing and personalizing it how you want.

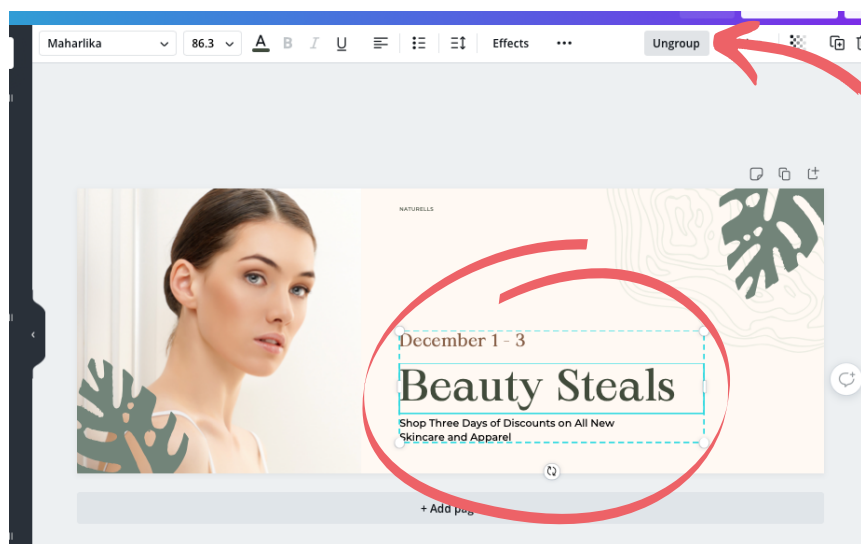
Using Canva:

Let's say you chose a facebook cover template, this is what your editor page will look like.



To start, every element on the image can be edited or replaced, just scroll over it and it will show an outline for that object.

Click on it and you can make it smaller or larger by pulling the corners in or out, you can delete it, change the color, move it to a different spot on the banner, etc.

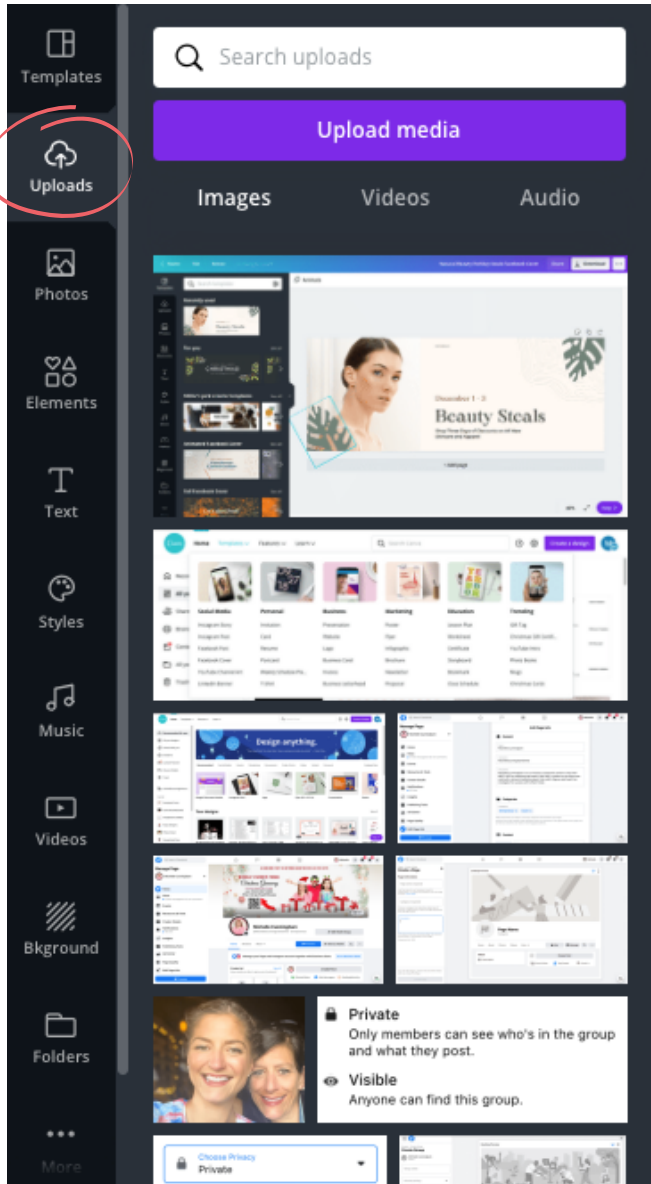


Elements can also be grouped together by highlighting them and clicking group/ungroup at the top.

This is great for things like titles that use multiple text boxes with different fonts so you can move them around without having to move each text box and try to get them positioned perfectly again.

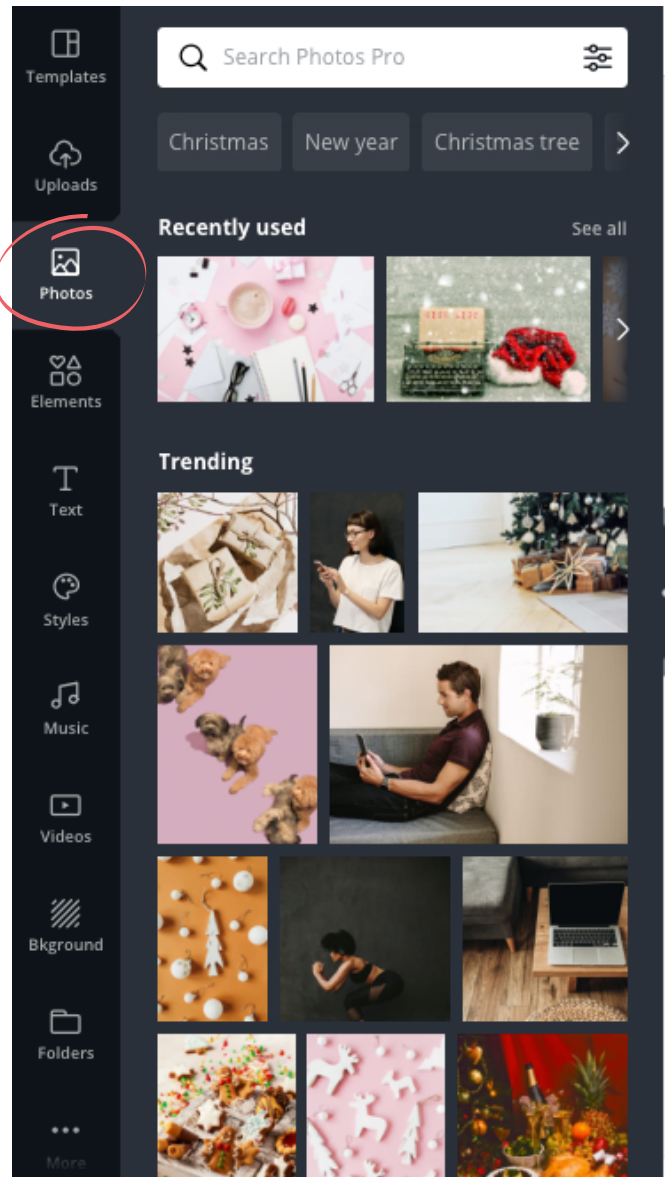
Using Canva:

On the left side, you will see the tabs where you can add photos, text, shapes, etc.



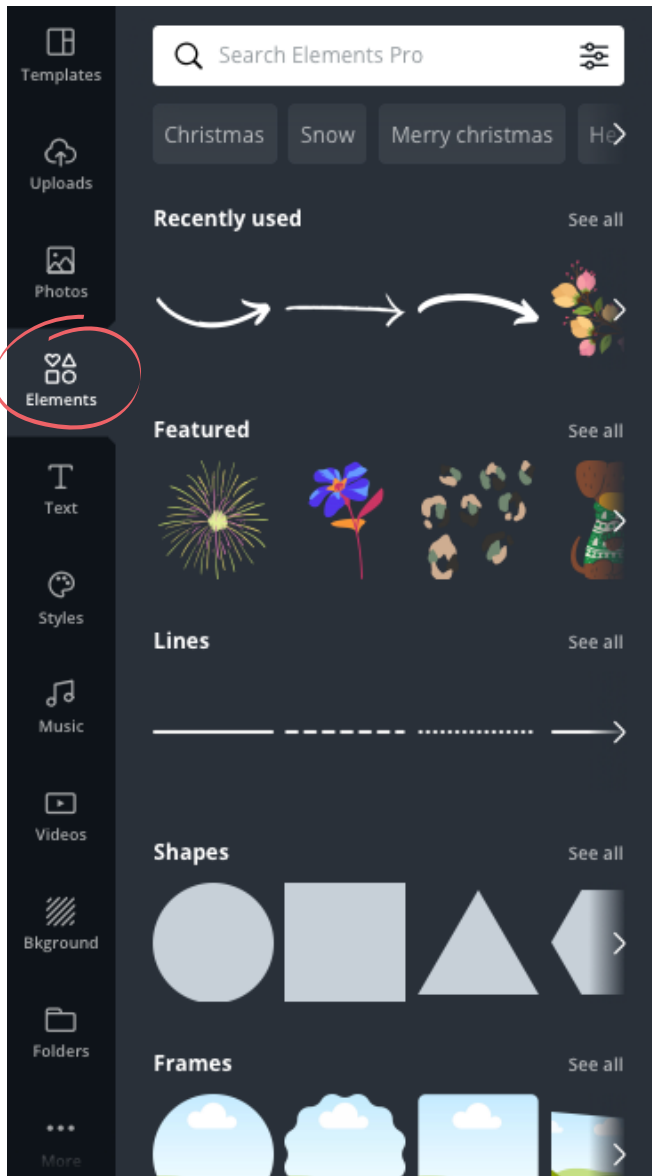
Uploads:

Uploads is where you can upload your own images or screenshots.



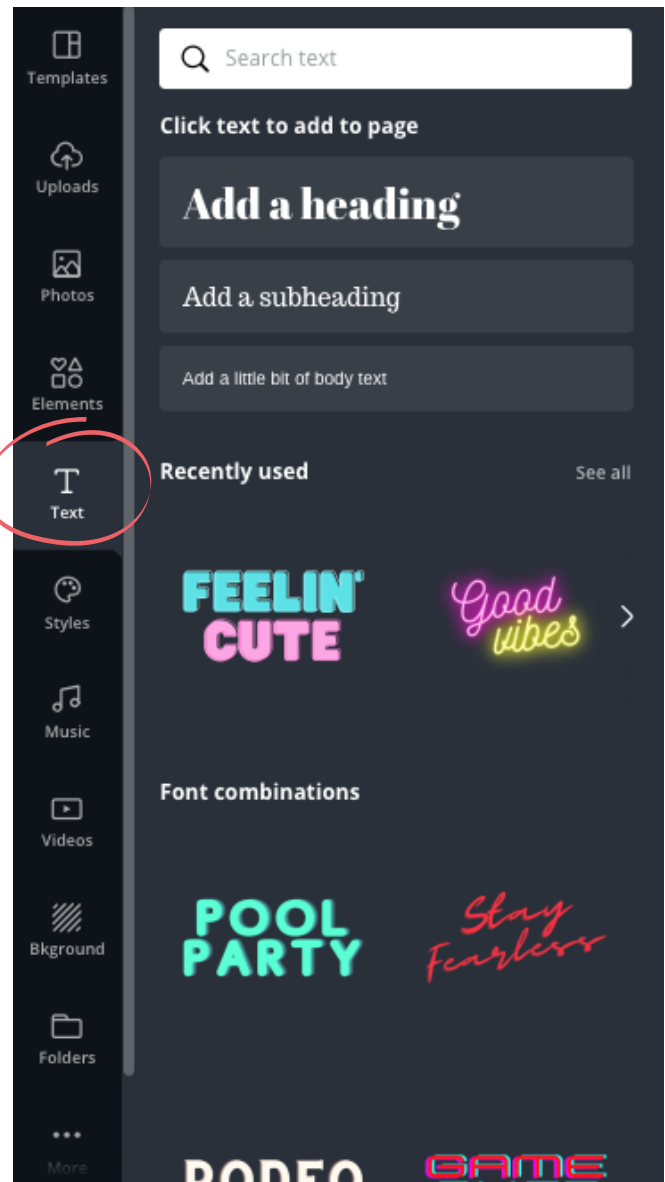
Photos:

Photos is where you can find great stock images available to use for free



Elements:

Elements is where you will find all different shapes, arrows, little pictures, frames, charts, etc. (Like the arrows and circles on this page)



Text:

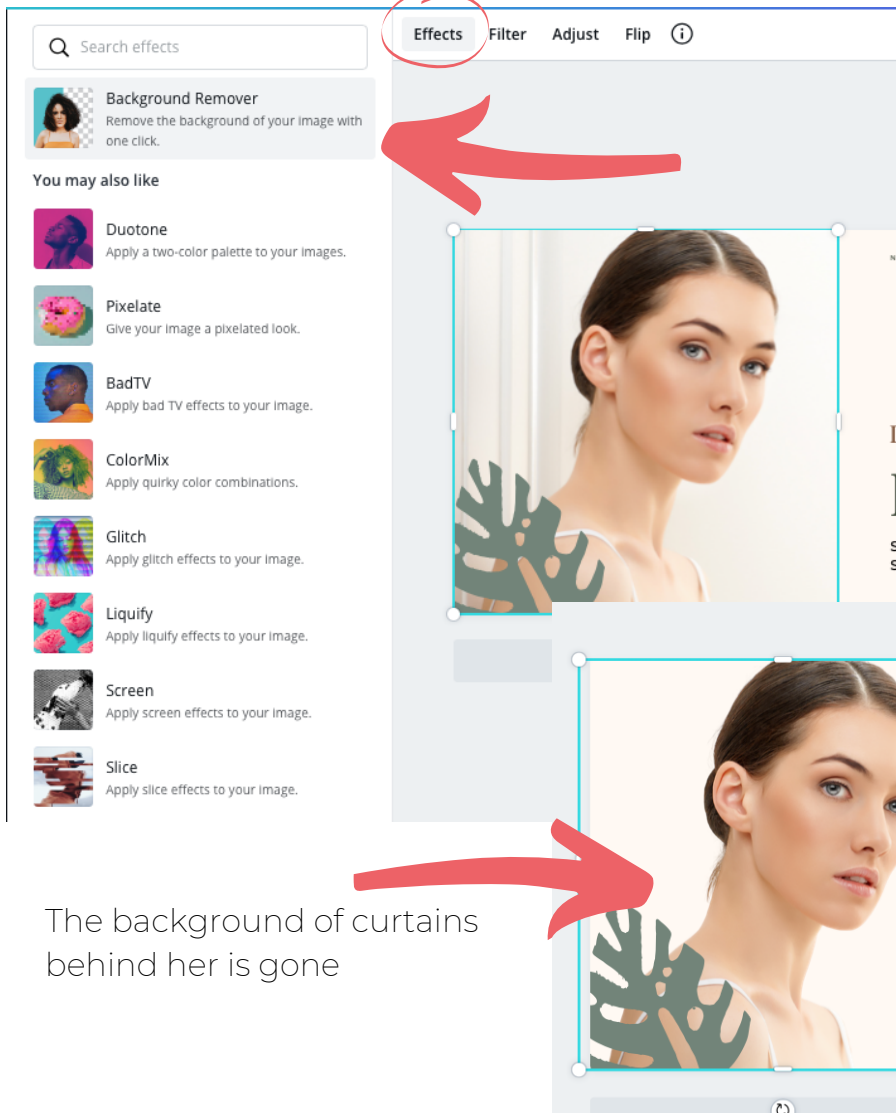
Text is where you can add new text boxes that you can change the font and color yourself, or they provide lots of fun pre made ones that you can use and just change the words or edit how you like.

And then so on for styles, music, videos & background. Each tab allows you to add different elements to your design.

Some Other Cool Features

Some are only available to CanvaPro Users
CanvaPro is \$119.40 annually or \$12.95 monthly.

Background Remover



Click on an image (chosen from Canva or one that you upload yourself)

Click on Effects at the top

Click background remover

The background of curtains behind her is gone

Another Example:



Some Other Cool Features

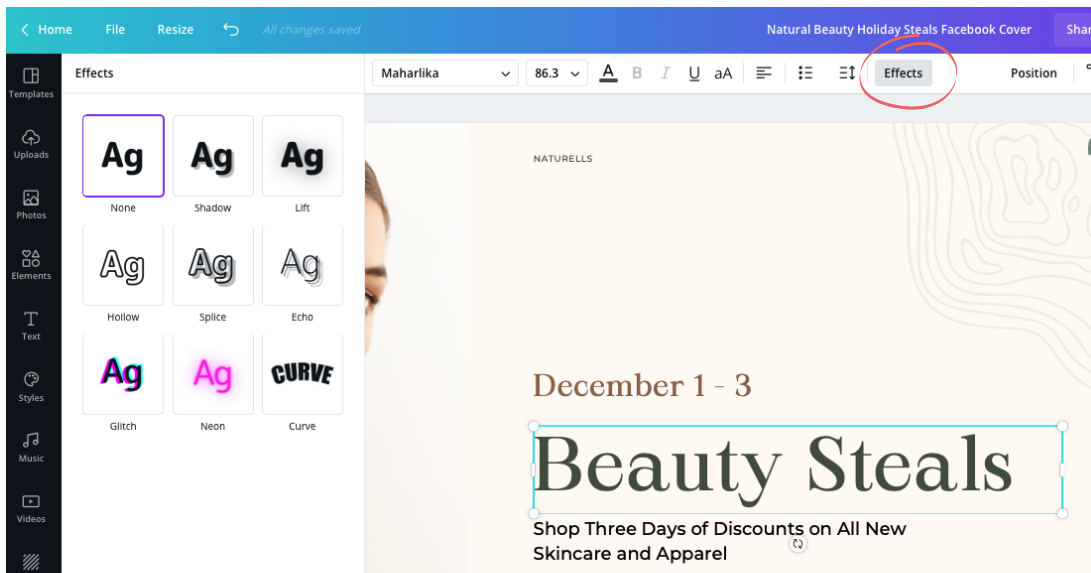
Some are only available to CanvaPro Users
CanvaPro is \$119.40 annually or \$12.95 monthly.

Text Effects

Adding effects can make even the most plain or simple font look so much better.

To add an effect, just click on a text box, click "Effects" on the top bar, and chose an effect.

You can even customize each effect further by changing the shadow color, the direction or offset, blurring, changing the transparency, etc.



- Beauty Steals → Shadow Effect
- Beauty Steals → Lift Effect
- Beauty Steals → Hollow Effect
- Beauty Steals → Splice Effect
- Beauty Steals → Echo Effect
- Beauty Steals → Glitch Effect
- Beauty Steals → Neon Effect
- Beauty Steals → Curve Effect

Module Three

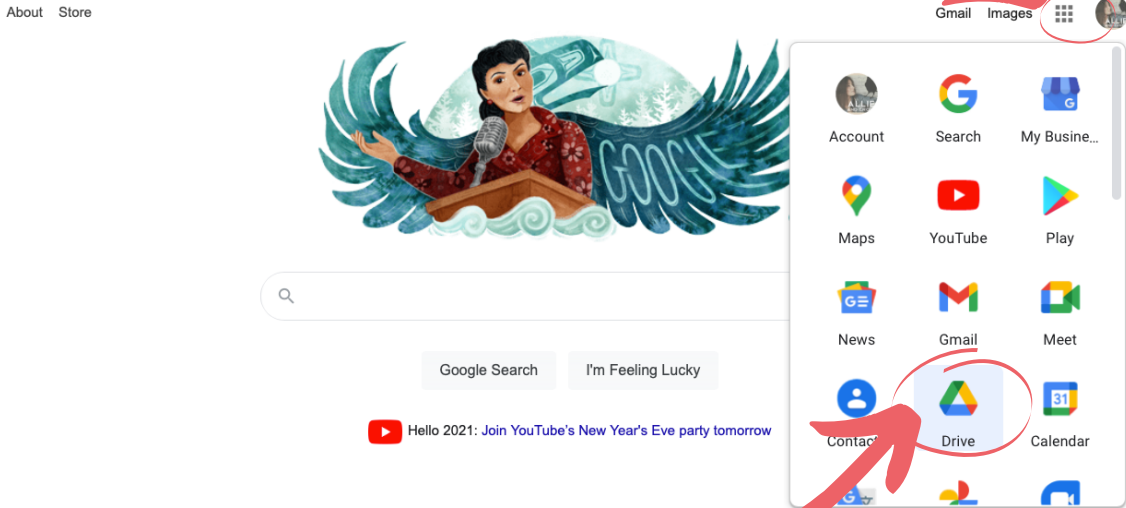


Google Documents

How To Get To Goggle Docs:

Step One : Go to Google.com

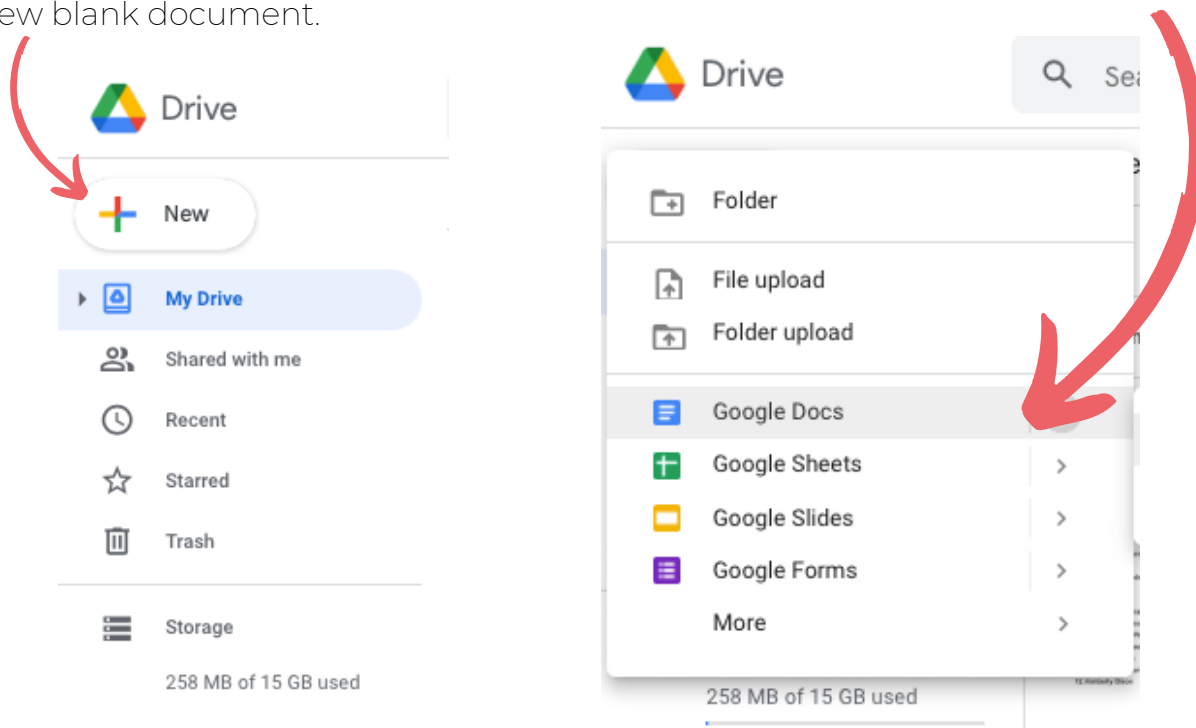
Step Two : Click the waffle at the top right side



Step Three : Click one the "Drive" icon

Once you are in your Google Drive, you will see the home page where all of your documents and files will be.

Step Four : Click the " + New " icon at the top left and select "Google Docs" to open a new blank document.

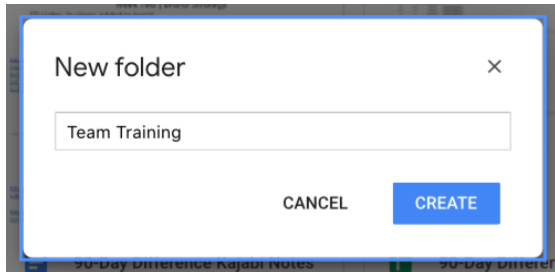


Google Documents

Organizing Your Docs

Click the "+ New" icon at the top left and select "Folder" to create a new folder where you can keep specific documents all together.

You can also share folders with other people, or just use them to keep your own stuff organized.



When you click "Folder" it will immediately prompt you to create a name for that folder, then you just click "Create"

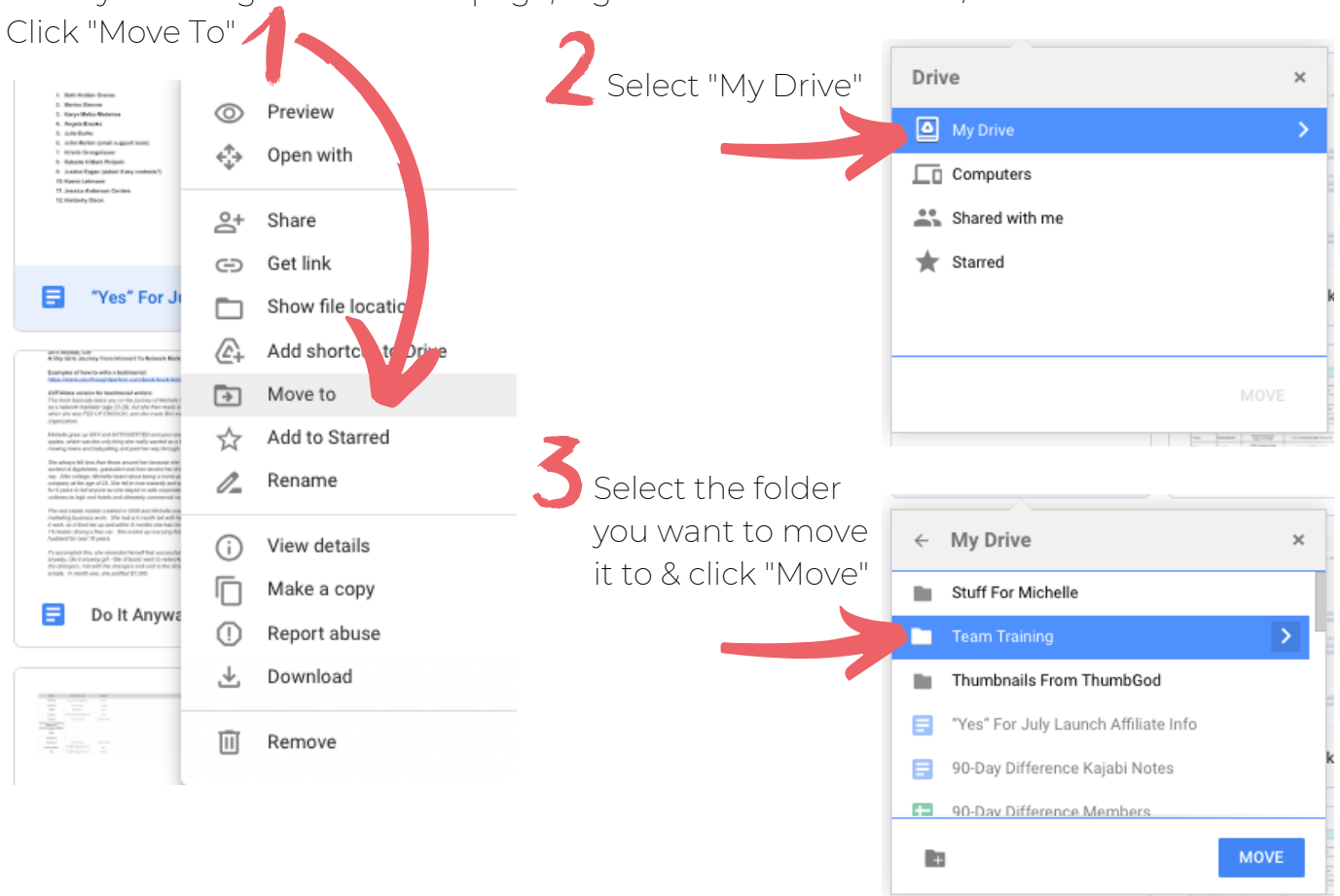
Once you have created your folder, double click on it & it will open.

You can create a new document from inside that folder, and then it will automatically save that document to that folder.

If you start a document outside of the folder and later want to add it to a specific folder, follow these steps:

From your Google Drive homepage, right click that document/ file

Click "Move To"

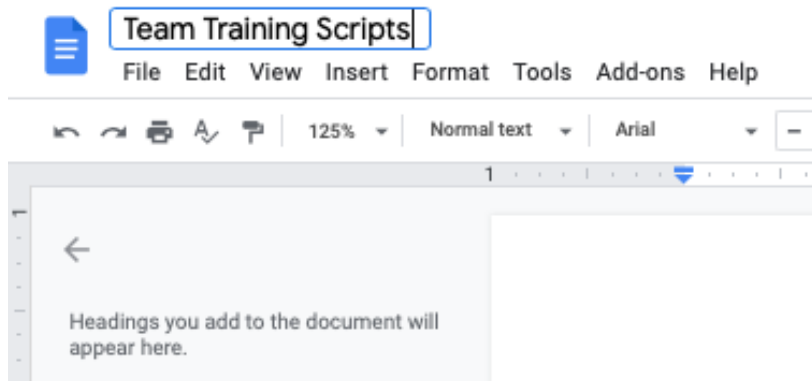


Google Documents

Formating & Editing Your Doc

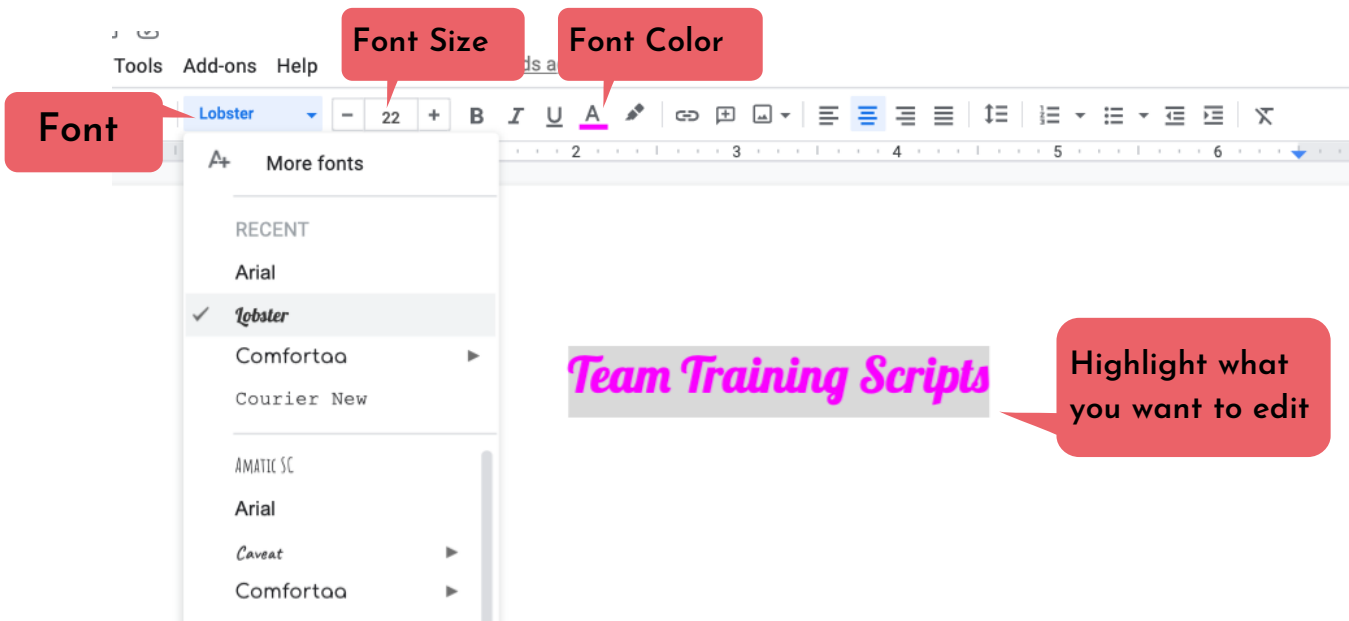
When you start a new document, there are tons of formatting tools and options so you can make it look exactly how you want.

To start, give the document a name by clicking the box at the top left that says "Untitled Document" and name your document.

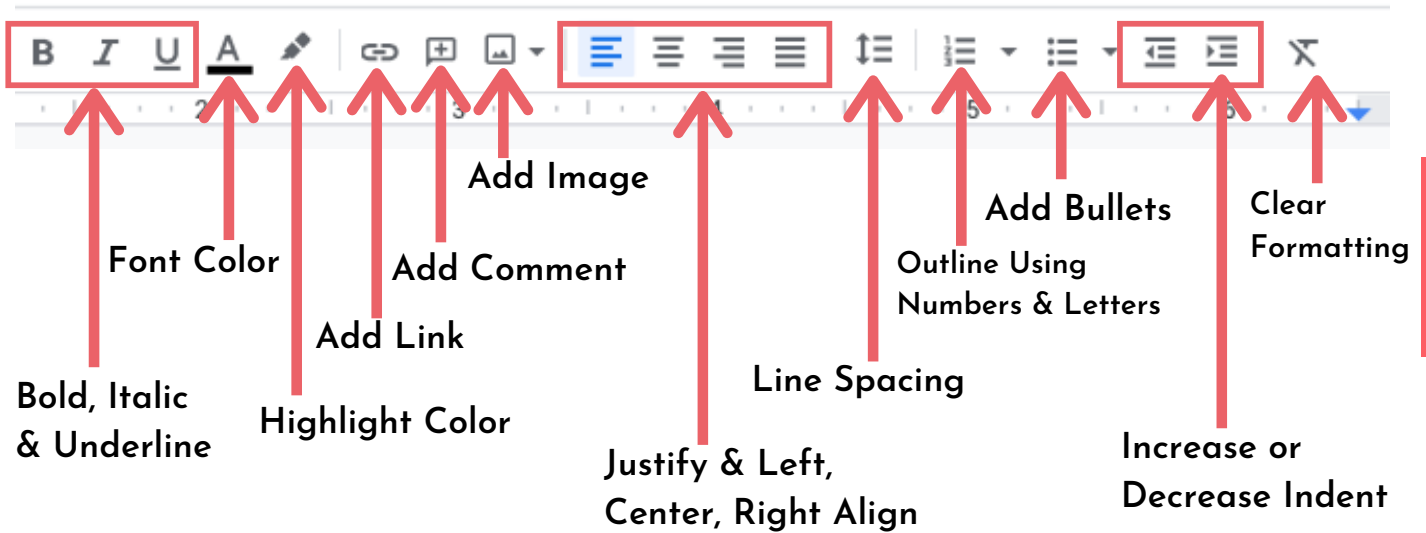
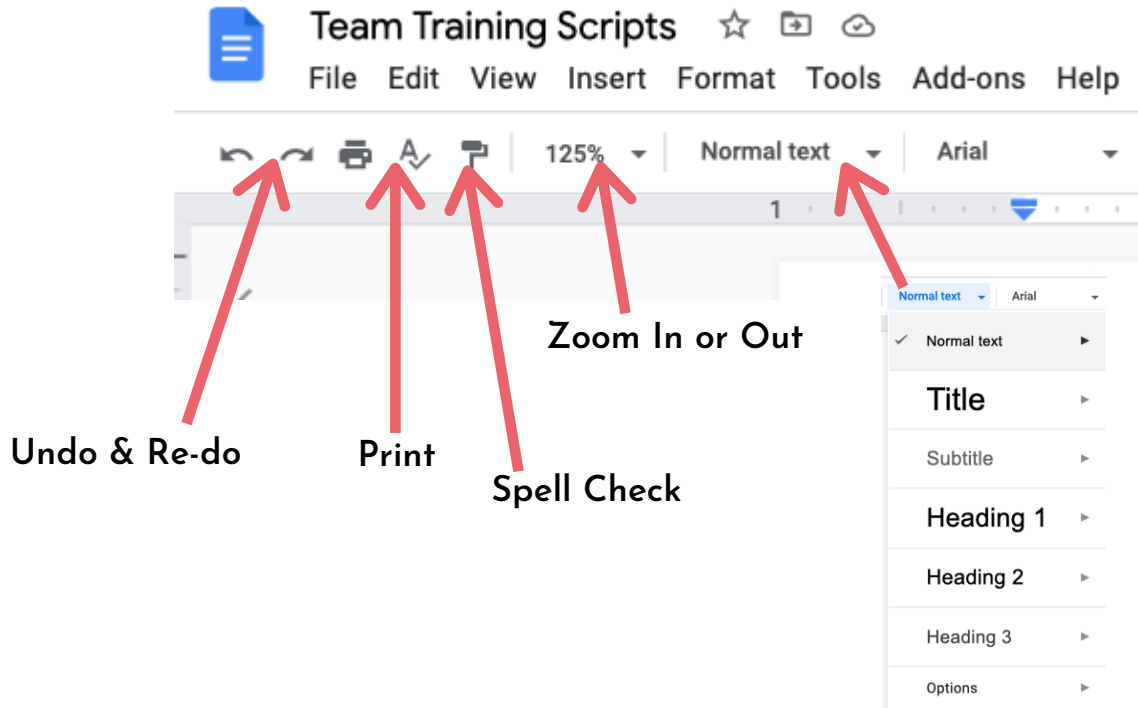


When you have your name, just hit Enter and it will save.

Start typing your information and you can edit the format using the toolbar across the top.



Google Documents



There are more tools and options in the menu bar under File, Edit, View, & so on.

If you are playing around with the different options and happen to click something that does something crazy to your document, just click the undo arrow (or Control Z on your keyboard) and it will undo whatever you did.



Google Documents

Formatting Recommendations

Only use cursive or fancy fonts for the titles or a few words.

For the body of the document, use a common font like Ariel that is easy to read. One of my favorite fonts is Montserrat Extra Light (that is the font of this text) ☺

When adding a link within your document, the easiest way for others to see it is a link to something is using the word "Click Here"

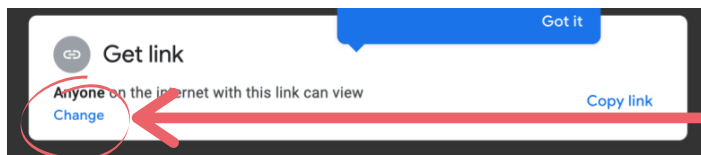
Example: If you want to check out a professional website Click Here and you can see how I have mine laid out.

Then you would highlight the words "Click Here" click the link  icon on the toolbar and add in the link to the website.

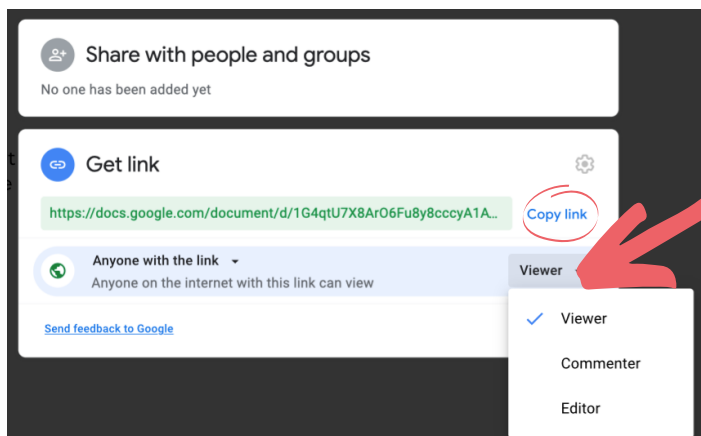


If you want to check out a professional website Click Here and you can see how i have mine laid out.

To share your document with others, click the blue "Share" button at the top right.



Before you copy the link, change it from "Anyone" to "Anyone with the link"



Decide whether you want them to be able to edit the document, be able to leave comments, or only view the document and change that accordingly.

Once those settings are set how you want, click "Copy Link", and paste the link wherever you are sharing it.

Module Four

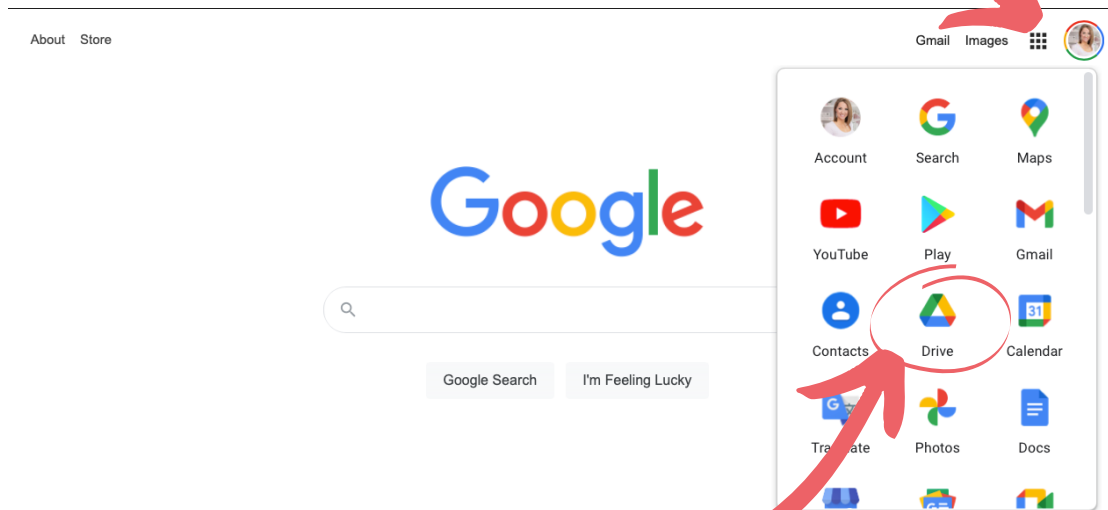


Google Forms

How To Get To Goggle Forms:

Step One : Go to Google.com

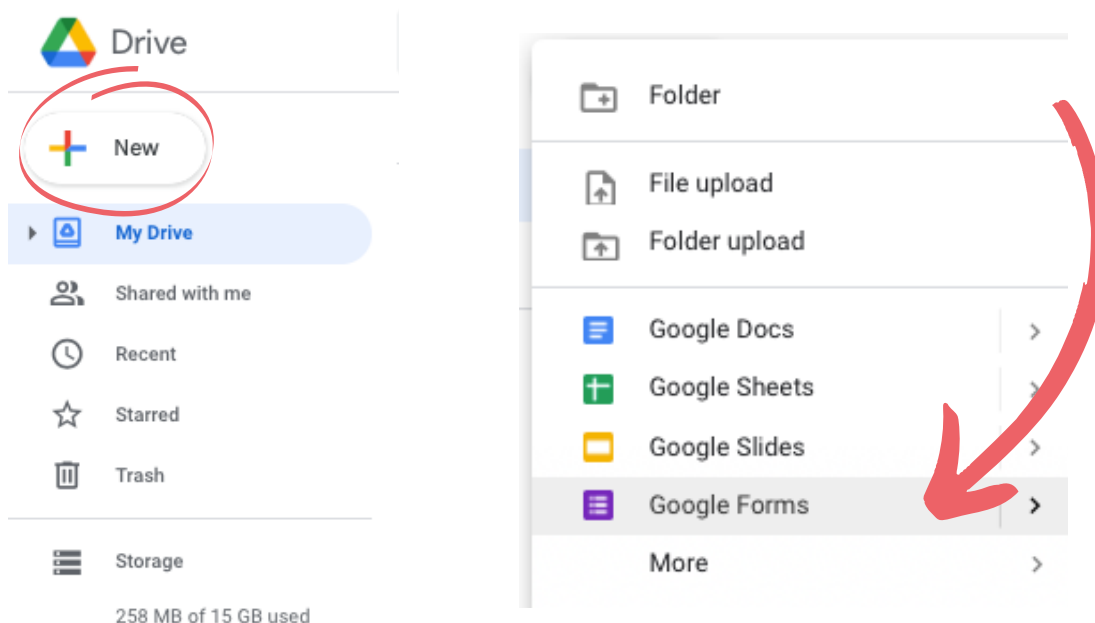
Step Two : Click the waffle at the top right side



Step Three : Click one the "Drive" icon

Once you are in your Google Drive, you will see the home page where all of your documents and files will be.

Step Four : Click the " + New " icon at the top left and select "Google Forms" to open a new blank form.



Google Forms

Editing Your Form

When you start a new Form, you will automatically be given the "Header" where you can add the name and a description or note to be seen first. You will also see one blank question to start with.

To start, give the document a name by clicking the box at the top left that says "Untitled Form" and name your form. The title you add here will automatically apply to the header area of the form.

The screenshot shows the Google Forms editor interface. At the top left, the text "Untitled form" is circled in red. A red arrow points from the text "Header Area" to the top section of the form, which contains the title "Untitled form", a "Form description" field, and an "Email address" question with a red asterisk. Below this is a "Blank Question" section, also indicated by a red arrow from the text "Blank Question". The question is titled "Untitled Question" and is a "Multiple choice" type. The form also shows a "Send" button and a user profile icon in the top right corner.

Once you give your form a title, add a welcome note or description so that the respondents know exactly what the form is for.

The screenshot shows a completed Google Form titled "New Unicorn Magic Team Members". The form has a header area with a welcome message: "Welcome to the Unicorn Magic Team! We are all so excited to have you as a part of our family! This is just for us to get to know you a little better & also to find out what we can help you with!". Below the message is a signature: "Lots of Love, Michelle Cunningham". The form also includes an "Email address" question with a red asterisk and a "Valid email address" label. At the bottom, it says "This form is collecting email addresses. Change settings". The form is displayed in the "Questions" tab of the editor.

Google Forms

Form Settings

Click "Change Settings" at the bottom of the header section.

This is just for us to get to know you a little better & also to find out

Lots of Love,
Michelle Cunningham

Email address *


Valid email address

This form is collecting email addresses. [Change settings](#)

Settings

General Presentation Quizzes

Collect email addresses

Response receipts 

Respondents receive a copy of their responses

Requires sign in:

Limit to 1 response

Respondents can:

Edit after submit

See summary charts and text responses

Settings

General Presentation **Quizzes**

Make this a quiz
Assign point values to questions and allow auto-grading.

Settings

General **Presentation** Quizzes

Show progress bar

Shuffle question order

Show link to submit another response

Confirmation message:

Your response has been recorded.

Cancel Save

General:

- Collect Email Addresses of all who fill out the form.
- Chose whether or not you want anyone who fills out the form to be able to see all others responses.
- If edits can be made after they submit.
- If they can see charts (based on responses) or text responses.

Presentation:

- If you want a progress bar to show respondents how far along they are.
- If you want to shuffle the questions or keep a set order.
- Give a link to a different area/site to submit answers..
- Customize the message displayed when they submit a response.

Quizzes:

- If you want the form to be in the format of a quiz, you can apply settings to show their grade, missed answers, correct answers & point values of each question

Google Forms

Form Questions

Add the first question by clicking the box that says "Question"

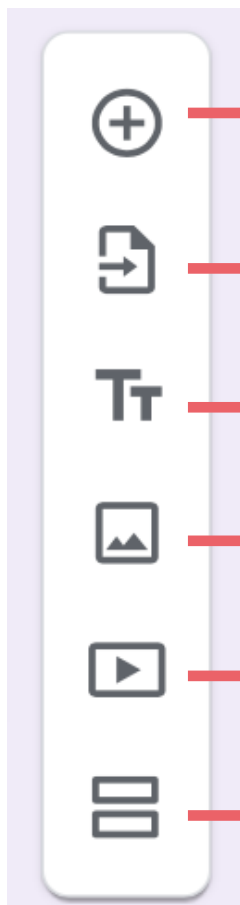
Chose the type of question by clicking the drop-down arrow next to "Short Answer"

The screenshot shows a Google Form question editor. The question is titled "First & Last Name" and is currently set to "Short answer" type. A red arrow points to the image icon next to the question title. Another red arrow points to the dropdown menu showing "Short answer". A third red arrow points to the "Required" toggle switch, which is currently turned on. A fourth red arrow points to the "Duplicate & Delete" icons at the bottom of the question editor.

Duplicate & Delete

Add a photo associated with the question.

Decide if you want the question to be "required" or if they can leave it blank.



Add a new question
(Or you can duplicate the current one if you want another one similar)

Import questions from a different Google form.

You can group certain questions into categories, like family questions, work questions, questions about future goals, and add a title before each set of questions

Add an image with the question

Add a video with the question

You can break up questions even further by adding a new section, which will take them to a new page of questions.

The menu shows various question types: Short answer, Paragraph, Multiple choice (selected), Checkboxes, Dropdown, File upload, Linear scale, Multiple choice grid, Checkbox grid, Date, and Time.

Google Forms

Once you have all your questions added to the form, you can edit the theme, preview & get the link to share the form. See top right of your screen.

Add-Ons

Preview

Settings (Same settings previously shown from Header section)

Send

Theme options

HEADER

Choose image

This is where you can upload your Google Classroom header to make your form look PRETTY!

THEME COLOR

BACKGROUND COLOR

FONT STYLE

Basic

When you are ready to share your form, click the "Send" button & follow the same steps as discussed in module 3 for editing the share settings.

Once you start receiving form responses, click "responses" at the top of the form & click the green spreadsheet button.

This will create a new spreadsheet with all of the responses & all new responses will automatically go to that spreadsheet when the form is filled out.

Questions **Responses**

0 responses

Accepting responses