



Social Media Survival Kit

5 steps to get your business organized and online

a guide for small business owners
and solopreneurs





welcome!

Hi! I'm Chrissy Gruninger, owner of Social [media] Wellness™ and creator of **Simplified for Business**, an online marketing, mindset and strategy program

I know what it's like to feel overwhelmed in business -- like there is just way too much to do and never enough time.

My goal is to help as many small business owners and solopreneurs, teaching you how to show up online with more authenticity, intention and confidence AND a whole lot more ease.

I'm doing that by offering free and low-cost resources. I also drastically reduced the cost of my comprehensive online training, in order to make it affordable and accessible for more small business owners.

Because I know . . . you probably don't have thousands to spend on coaches and courses.

I get it. I've been in your shoes.

I want to support more good people doing good things in the world. I want to make an impact . . . so that others can also make an impact . . . and together, collectively, we can create positive ripples out into our communities and around our precious planet.

Thank you for your time and your trust.

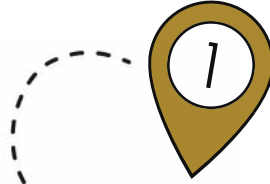
All of the fields in this document are fillable, so you can type right into it, from your computer! You may want to save a copy and reuse it for each new month.



five-step guide

STEP ONE

get
organized!



STEP TWO

define
your goals



STEP THREE

create your
content
calendar



STEP FOUR

create
your
content



STEP FIVE

schedule
your
content



STEP ONE

get organized

BREAKING IT DOWN

Your first step? Get your systems in order.

I can't tell you how many times I've started working with a client who had no systems in place. They couldn't find their passwords, their email inbox was overflowing, their files were ALL over the place and their to-do list was neverending!

Getting organized helps you make better use of your time and as small business owners, we can always use more time!

[note: you may find you need to do some of these tasks weekly or monthly]

CHECKLIST

- Organize your business files
- Brand kit [logo, colors, fonts]
- Business paperwork [taxes, contracts]
- Designate folders for marketing, communications, graphics, images
- Clean up your inbox
- Set up a password system [see resources]

NOTES



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

STEP TWO

define your goals

BREAKING IT DOWN

Another frequently missed piece of running a business? Setting goals -- big AND small.

Where do you want your business to be a month from now, a year from now, 5 years from now?

Keeping track of both the big and small goals will help you stay focused on where you're going and what you need to do, to get there.

Write down goals for your follower counts, financial goals, what services or products you want to create and when.

[note: my online training contains numerous goal setting worksheets and templates to keep you on track!]

CHECKLIST

- Set up google analytics
- Keep track of your social media numbers
- Set your monthly goals
- Set your quarterly or annual goals
- Break each goal down into actionable steps
- Set aside time at the end or start of each month to evaluate

NOTES



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

STEP THREE

create your content calendar

BREAKING IT DOWN

How often will you post? Every day? Every other day?

What will you post? Videos? Testimonials? Quotes?

How do your posts support your business goals?

Are there special days coming up that need to have specific posts?

-- holidays, promos / sales, events

Inside the free masterclass [link follows at the end of this workbook], you will find 3 examples of content calendars that you can use and LOTS of post suggestions.

CHECKLIST

- Set aside a day and time each month to create the calendar
- Determine what types of posts you will create [see masterclass for ideas]
- Determine how many of each type of post you will create and note it on the calendar
- Next month, take a look and see if you can reuse the same calendar? Just update special events?

NOTES



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

STEP FOUR

create your content

BREAKING IT DOWN

Using the information from the content calendar makes creating content so much easier [or as I like to say -- *you can create content with contentment!*] and makes you more efficient.

Create the posts by category - ie create 4 posts from blogs, create 4 quotes - don't create by date! Focus on creating one category at a time.

Is your messaging on brand? Does it reflect who you are and what you offer? Does it flow with everything else you're creating?

Do the colors in the images and graphics match your brand? Would someone easily be able to tell this is your post, based on the text and / or image or graphic?

CHECKLIST

- Set aside a day to create ALL your content for the next month
- Create graphics or find images that match the content you've created
- Double check your content for spelling or grammar errors
- If possible, have someone else check it too!
- Put all the files for the month [text and images] into its own folder for easy access

NOTES



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

STEP FIVE

schedule your content

BREAKING IT DOWN

The final piece of the puzzle . . .

Scheduling your content.

I recommend setting aside one day to do it all - create the posts, find or create the images and graphics AND get it scheduled.

In the Resources section that follows, I share with you a few recommendations on scheduling programs -- both free and paid.

BIG note: don't try to create content daily or even weekly. Set aside one day per month and get it done!

CHECKLIST

- Double check your content -- does it all make sense, sound like you and error-free?
- For ease, follow the layout you created in your content calendar
- Feel proud of yourself for getting it done!
- Now . . . mark on your calendar the next time you will create your content!

NOTES



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

four quick tips



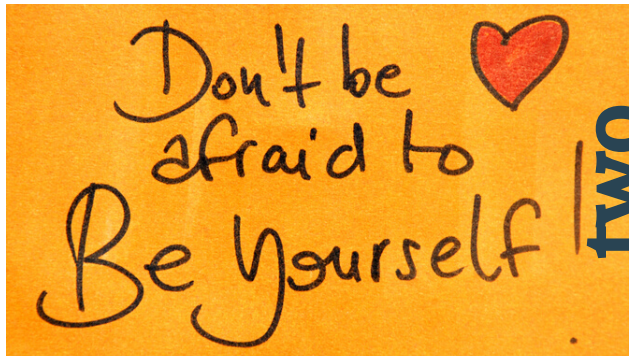
one

BE INTENTIONAL

Know your purpose and make conscious, strategic choices to move you and your business forward. Know what your strengths are and your weaknesses. Spend time where you excel, outsource when you can.

BE AUTHENTIC

Know who you are and how you want to show up in the world. Be yourself. Walk your talk as best you can. [and remember that we are all perfectly imperfect]



two



three

BE CONFIDENT

Be clear on what you have to offer. You have gifts to share with the world. Don't play small. Speak up for what you believe in. Step into your confident self!

BE CONSISTENT

You can't start and stop, start and stop on social media. Your fans, clients and customers -- they want [and probably need] to hear from you! Showing up regularly also increases your Know-Like-Trust factor.



four

three key resources



Choose a scheduling program

In my online training, I review the pros and cons of several online schedulers but for now, you can take a look at services like:

- Facebook Creator Studio
- Hootsuite
- Planoly

Set up LastPass

Save yourself time and headaches! Set up a free account with LastPass [or another password service] to help you store and keep track of all the many passwords you use, around the internet.



Use Canva.com templates

Another time saver [and money saver!], use Canva to create your graphics and also find royalty free images - with a free account, you have access to lots of free images and templates.

three mistakes to avoid

COPYING SOMEONE ELSE

Do your homework and know what your competitors are offering . . . but never copy! Whatever you decide to create, make it your own. YES, everything pretty much has been done at this point [or so it seems, at times!] but still, put your own spin on whatever you decide to create and share. It will be so much more valuable to your followers and clients / customers when you share something that is uniquely YOU.

USING COPYRIGHTED MATERIAL

Find an image or graphic on Pinterest that you ADORE and want to reuse on Instagram or Facebook?? The only way you can use that graphic or image is if you find the person who originally created it and ask for their permission. "Tagging" them isn't enough [per copyright law].

If you didn't make it (ie graphic), take it [a photo] or pay for it . . . then the only way to use it . . . is if you ask for permission!

FAILING TO ENGAGE

Social media isn't a one-way selling street :)

Ask questions, and be genuinely interested in -- and respond to -- the comments your followers leave on your posts [even if the comment was just made by your mom!]

Yay! You finished the 5 Steps!

YOUR NEXT STEP...WATCH THE

masterclass



SOCIAL [MEDIA] WELLNESS™


Create content
with contentment
with Chrissy Gruninger

This 50-minute masterclass will teach you
how [and why] to show up online and how
to create content with contentment
[includes 3 sample content calendars]

BUY NOW

READY TO LEVEL UP?

Sign up for Simplified for Business



Inside my online marketing, mindset and strategy program, you'll find everything you need to show up online.

[SIGN UP NOW](#)

