



The
Creative
 Boss
 Part 2

Let's Get Social



Let's Get Personal!



Heather Green- Heather@sillyfarm.com

How are you feeling my friend? REALLY... how are you feeling? Did Creative Boss Part 1 awaken anything in your business bones? Did it scare you? Did you take time to fill out at least 1 page? If you didn't, don't beat yourself up. Goals, vision and dreams don't have expiration dates. The truth is, you won't see results until you start to take action, but there is also truth in knowing that slow and steady works too.

Life is full of inconsistencies. The day after I published Part 1 I was SOOO excited to start a new group, start harassing everyone to share, posting more memes, etc etc and then my business model took a weird turn. For those of you that follow me on Social Media and have supported my journey, might have seen that I am at a serious crossroads with my paint brand FAB. So one minute I was super charged up and ready to go, and the next minute I was chugging Michelada's by the pint.

I have always believed a set back is a forced opportunity. It pushed me to see the bigger picture, to pull out my lean business model and start from zero. It's scary, its stressful, but its NECESSARY. Jillian Michales coined the phrase "Get comfortable with being uncomfortable" and those are my words to live by.

In this ebook there are going to be a few places where you get super uncomfortable. So often we have trouble promoting ourselves but have ZERO trouble promoting things we like and other people. We have trouble tooting our own horns or having confidence in the long haul. This ebook will challenge you to keep on pushing through. It includes LOTS of info on how to create, establish, grow and manage your social life for business.

As I stated in the last ebook, these books are gifts for YOU (my Fabatv family) Please do not share them with anyone else without my permission. I want you to feel special, as you should. You made the choice to invest in yourself and you should feel proud, and enjoy the perks. I love you all and thank you for being on this journey together.

Heather Green



You **ONLY** fail
when you stop trying

As Entrepreneurs we are naturally creative beings, which helps us jump into the world of Social Media.

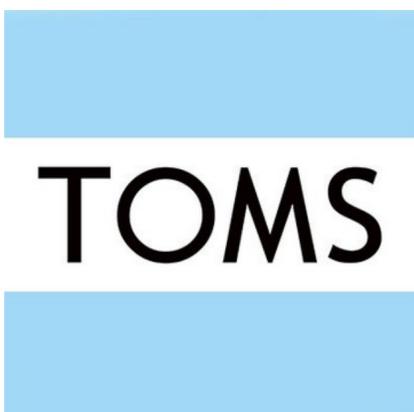
Social Media is all about **CREATING** the vision of your business that YOU want the world to see. Or at the very least, your clients....

In each box write down a few adjectives that come to mind when you see each of those logos and brands



A light gray rounded rectangular box for writing adjectives related to Starbucks.

A light gray rounded rectangular box for writing adjectives related to McDonald's.



A light gray rounded rectangular box for writing adjectives related to TOMS.

*The Road to Success
is always under construction*

-Lilly Tomlin

Let's Get Social

What does it mean to be social and why should it matter to your business?

Whether you like it or not to be “in” business means you have an obligation to be connected to your customers. It is nearly impossible to operate a successful business without having a system in place to be socially connected to your potential and existing customer base. Creative Boss is all about maximizing that social connection.

Out with the old, in with the new, and history repeating itself...



During the phonebook era companies, would choose their business name by the alphabet in order to be listed first in the yellow pages. Acme and AAA were popular business names because they guaranteed them a first page (or close to) listing. Fast forward to the day and age of social media marketing. This is the BEST time ever to be an entrepreneur. You no longer have to give yourself a silly name (LOL Silly Farm) in order to reach your customers. You no longer have to mail out flyers to the homes of potential clients or wait for them to find you in a heavy yellow pages. They can now GOOGLE “face painter” and you, your business, and even reviews are available at their finger tips.

Truthfully, technology and the way we conduct business has changed so much and so fast it can be overwhelming to keep up. ESPECIALLY when you are working on a shoe string budget. I don't expect you to get everything overnight, nor accomplish all your social goals in a day. Be prepared for an overhaul. For those, literally starting from pure scratch, you have the most work to do. For those that have an existing Business page, or website, a business name, etc you still have LOTS of work to do. So lets jump right in!

**Opportunities don't happen
YOU create them**

Remember when I asked you to write down three things you want your customers to know you by? Was "I just want them to know me" one of your answers? If it wasn't it should be No. 1

Let's Start with How and Who we want to know us

HOW

The Most Obvious Answer is Facebook

Raise your hand if you spend more than an hour a day scrolling through Facebook. Keep your hand up if you spend more than 2 hours a day on Facebook. The good news is, you aren't alone. The bad news, you are probably not making the best use of that time.

Facebook by the numbers...

83% of Women
& 75% of Men
Use Facebook

People Aged 18-
29 Are the Most
Prevalent
Facebook Users
(65+ Is the Least)

39% of users like
or follow a
Facebook page
to receive a
special offer

People Spend an
Average of 35
Minutes on
Facebook Each
Day

*The Man on top of the mountain
didn't fall there*

-Vince Lombardi

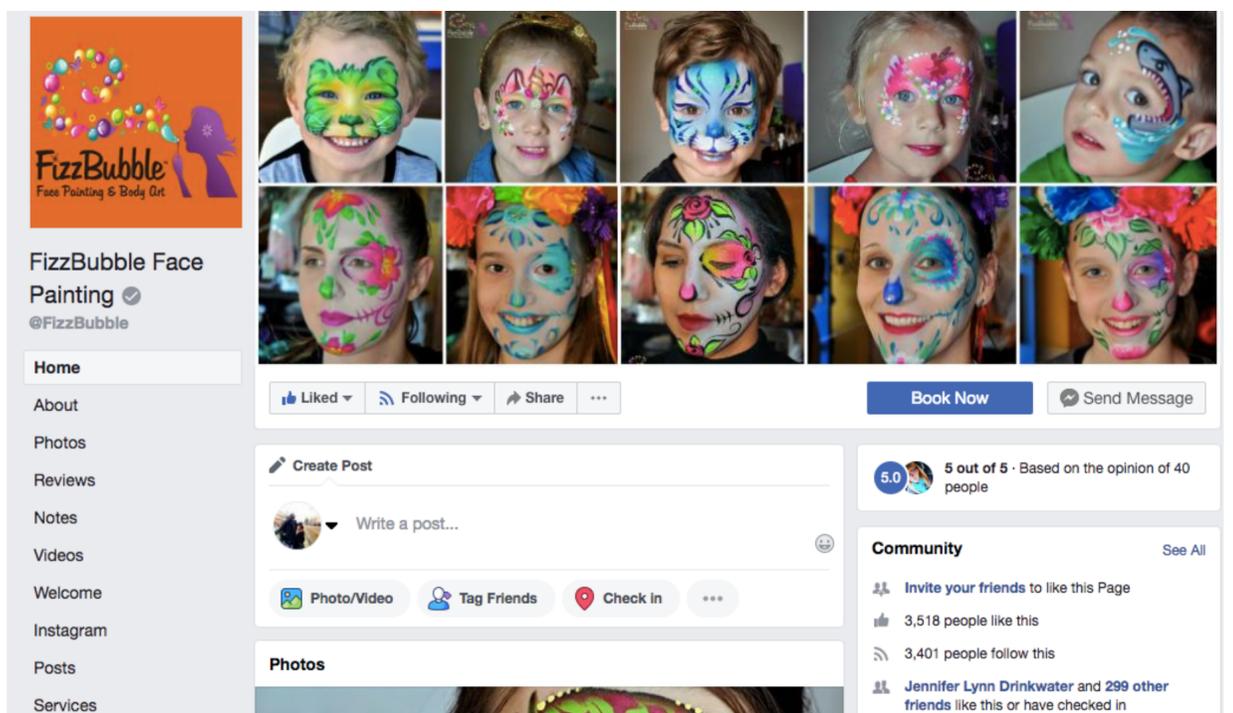
WHO

Your Potential Customers are scrolling thorough Facebook

“Generally, users on Facebook want to see content they care about from sources they care about,” said Simon A. Thalmann, digital marketer and writer for Kellogg Community College in Battle Creek, Michigan. “Usually this centers on friends and family, but many people are also passionate about brands that offer goods and services they like or identify with, or that they in some way find value from following or seeing content from.”

How to Maximize Your Presence and Reach Your Audience

1. Create a Business Page
2. Audit Your Pages
3. Target Your Approach



**You are what you do,
Not what you'll say you
will do.**

Facebook Business Page v. Personal Page

Personal Page

- Friend Requests
- Friend Limit
- Personal not considered Professional
- Privacy Settings

Business Page

- Unlimited "Fans"
- Data Collection
- Boost Post features
- Analytics
- Selling Options
- CRM Plug Ins

How to Create a Business Page

- Log into your Facebook account
- Click create a page then choose kind of page
- Start filling in every single page
- Add as many pictures as possible
- Link your website
- Add the Maps feature
- Create an amazing Cover banner



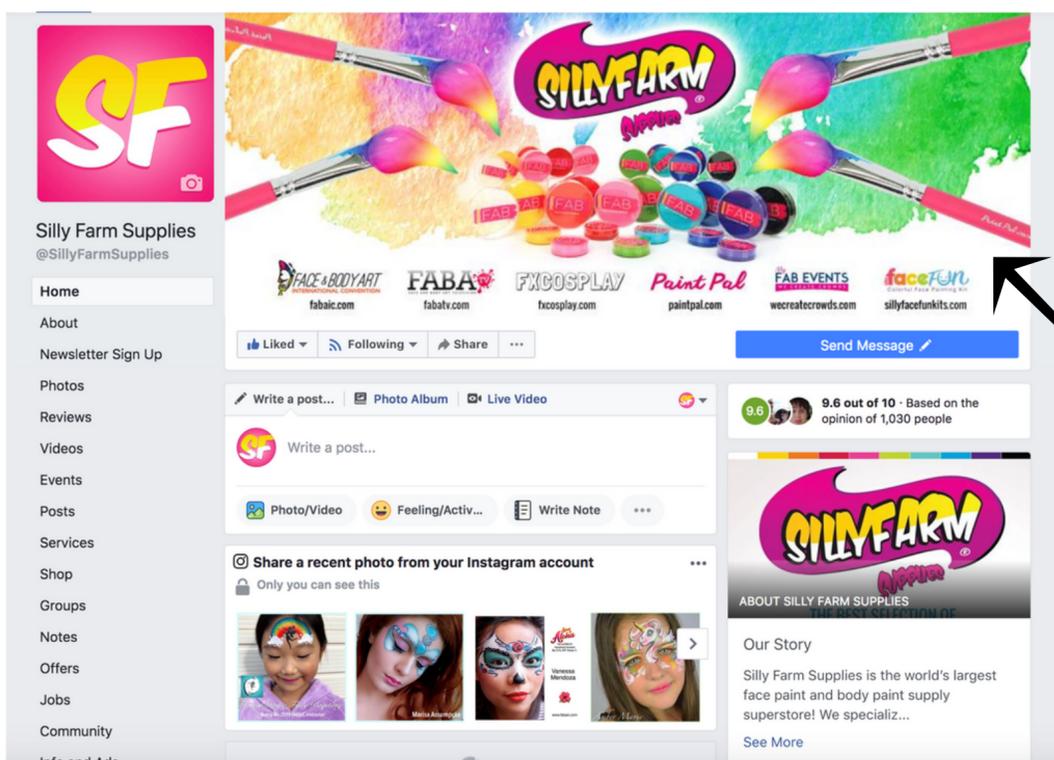
***If you already have a FB Business Page
now is a good time to do an audit
and make sure you are maximizing this
free tool***



Gut Feelings are Guardian Angels

Must Have's for Your Business Page

Location, Location, Location

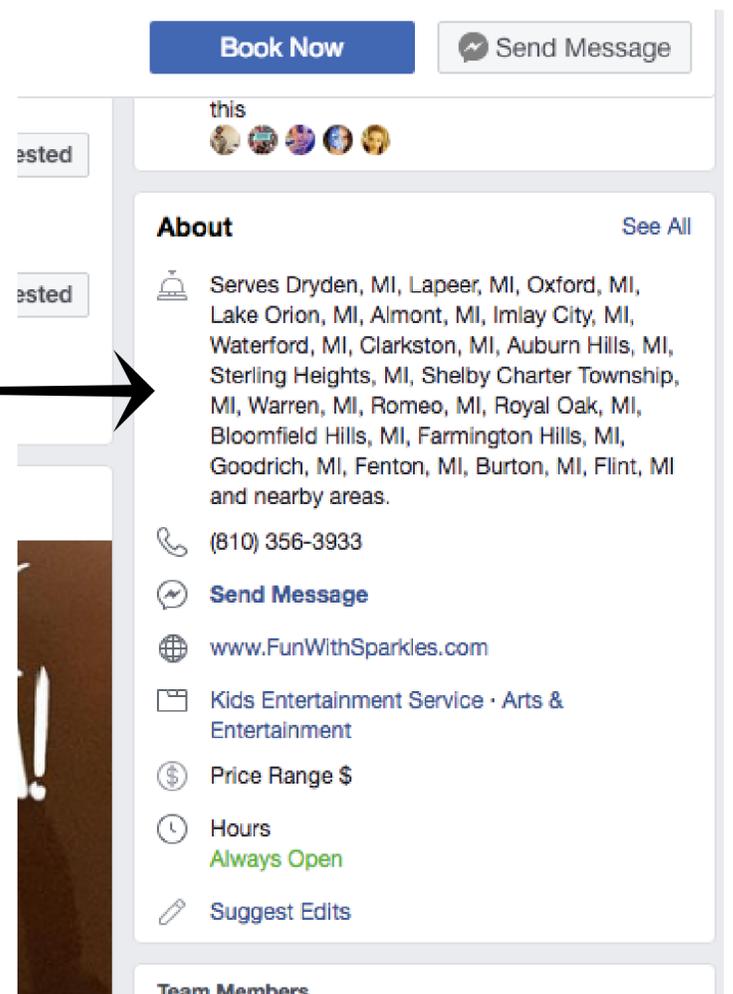


72% of Facebook users are viewing from their mobile device.

Which means the first and ONLY

thing they may see if they visit your page is the top banner. Use that space wisely. It needs to be the best reflection of you, your services and most importantly WHO you are

The MORE information you include on your page about your services, location, offerings, the better it is for Search Engine Optimization (SEO)



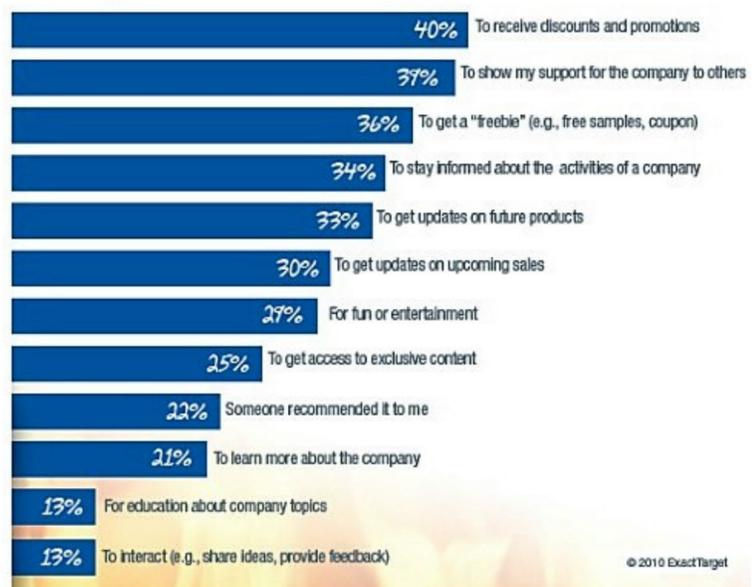
Don't Ignore Your Own Potential

Likes, Posts, Boosts, Traffic and Scheduling

Important Tip: Your Business Page is for BUSINESS and your page success isn't predicated on the amount of likes!

- 40% of Facebook Users Have **Never** Liked a Facebook Page
- More than 60 million businesses have a Facebook Page.
- 39% of users like or follow a Facebook page to receive a special offer

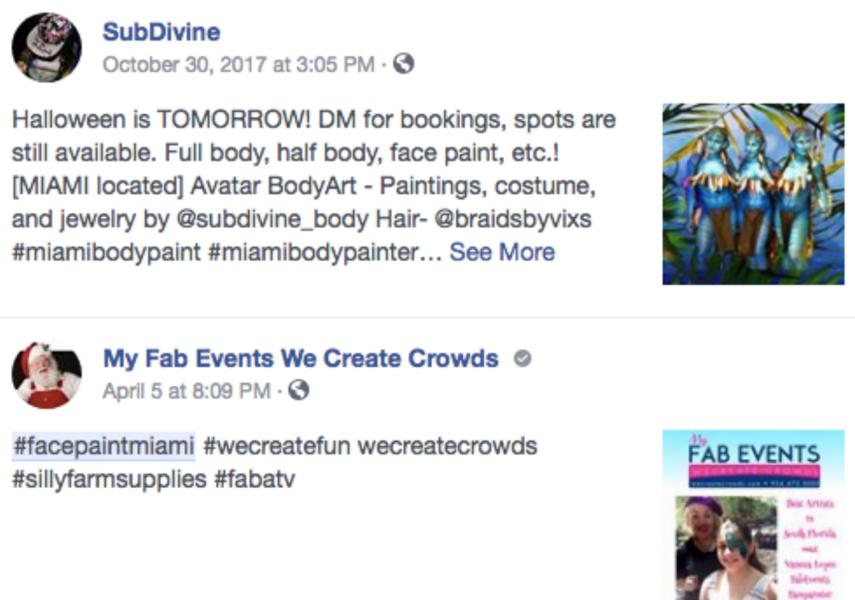
WHAT HAS MOTIVATED YOU TO "LIKE" A COMPANY, BRAND, OR ASSOCIATION ON FACEBOOK?



TRUTH:

You will get more likes on your personal page than your business page many times. Because your friends and family that support you, are more likely to hit the like button. Don't get discouraged. Your business posts are "searchable" especially if you use the right hashtags. Your personal page posts are subject to more privacy

Search for #facepaintmiami



Use analytics to help you understand the demographics of your audience, and keep an eye out for where large customer bases live. From there you can target your Page posts by location

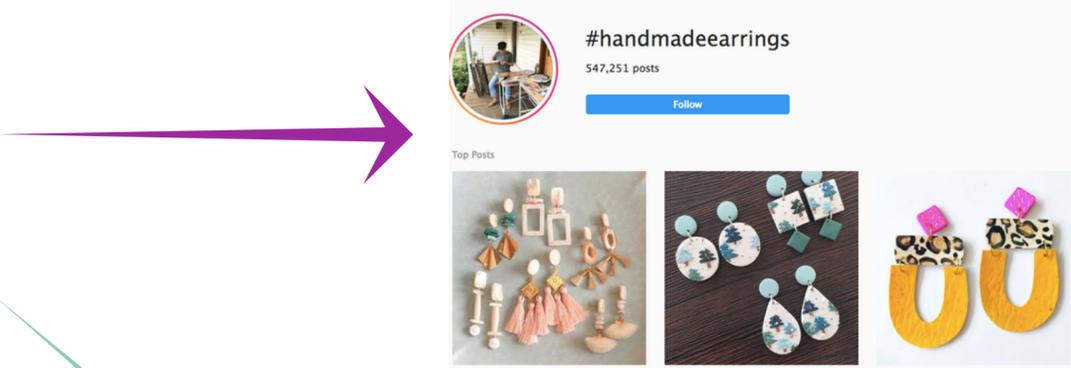
Don't Stop Until you are proud

Posting Part 1

CQC: Consistent QUALITY Content is what brings the "boys" to the yard. What do your potential customers want to see? Figure it out and then post it, share it, and do it every day.

Example 1:

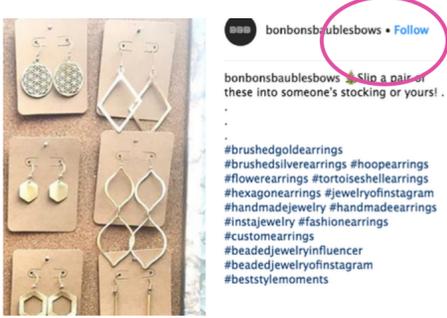
- You want to open an Etsy store to sell handmade earrings. What are the types of pictures, videos and content should you be sharing?



A. Search Hashtags relative to your business



B. Look for trending Hashtags and most used Hashtags ##



C. Choose a few accounts to follow and pages to like. In order to receive you have to give a little too. Comment, share, and network.

Building followers starts with good content. "Before posting anything I always ask myself, 'Would I want to read this? Is this content engaging our followers in active discussions?' The more activity you can show on your page, the better."

When someone "Likes" your page they opt in to receive notifications and your posts in their feed One way to help increase your Page likes is to run a contest

Success is a series of Small Wins

Posting Part 2

Photo Courtesy of Jo Bertram of Fizzbubble



What is a Good Post?

Clear NOT Blurry Photo

Easy to read logo NOT covering the design
Please do not place your watermark over the entire picture or totally cover your design. That's an eye sore

Not too busy, or full of too much heavy wording
Facebook Promoted Ads only allow 20% text so make sure you keep the text to a minimum

Studies show that an ad or photo with someone smiling has the highest performances.

If you are not graphically inclined or struggle creating nice looking posts there are some GREAT programs for you to play with and start creating.

Design & Watermark Programs:

Marksta is an App it costs \$2 and is worth it if you commit to using it. Its fast, easy and has lots of options

PicStitch is free (the basic version) and you can edit pictures, add a watermark, lighten, add text, add fun effects and lots more. Its very easy to use and can be downloaded on your phone.

Iwatermark is another app that I believe costs \$2 a month and it gives you a lot more features to add your watermark to your pics.

Canva: Canva is my favorite program ever. It is now available in an app too. Its easy to use, has thousands of templates and millions of tutorials on Youtube,. I used it to make this ebook



iWatermark - Watermark Phot
Text, Logo, QR, Watermarking...
Plum Amazing Software LLC
#87 in Photo & Video
★★★★★ 4.3, 422 Ratings
\$1.99



Marksta
Marksta
★★★★☆ 3.0, 15 Ratings
\$1.99



Everything is hard before its Easy

Posting Part 3: Examples and Ideas



Appeal to their senses

Food pics are always in style and the fastest way to someone's heart is through their stomach. Whether you sell food or not, its always a good idea to share food like posts to engage or catch someones attention. Fage is a Yogurt, but this carefully designed ad appealed to the bagel lover in me and made me take a second look.

Keeping it Simple

All your posts don't have to be professionally taken. You can make eye catching collages just don't forget your name or logo



Don't forget the power of a smile and showing off what you are selling

I once helped a client with a social media campaign. He organized a photo shoot for his Pet Bed product. He was excited to show me the pictures so I could help him create some posts. I was amazed that not one picture featured a Cat or a dog in the bed. I pointed out that customers need to see and feel connected to the product. If they couldn't see their own pet in the bed, chances are they wouldn't stop scrolling when they saw your picture.

The BEST advertisements make you feel something. Whether through color, text, or emotion. Since we sell color, its important to feature great color, purpose, and good images of the products we sell.



It Never Gets Easier You just get better

Promoted Posts, Boosts and Automatic Scheduling

Promoted Posts:

Facebook gives you the option to Pay to Promote your posts.

This is a GREAT affordable tool to marketing directly to your desired clients

Example: If you are looking to market to Birthday Moms and those looking for party ideas within 30 miles of your area you can target those customers using the Boost feature.

You can set parameters, and budgets according to how much you want to spend.

A good place to start is by trying a "boost campaign" for 30 days.

Decide the clientele you are looking to gain and create a campaign with a goal.

Example:

Book (4) Birthday Parties in the Month of January. Create a post to boost , target Women between 24-38 within 20 miles of you, that are interested in Birthday Party ideas, face painting, kids parties, etc. Set a reasonable budget and track the results.

The screenshot shows the Facebook 'Boost Post' interface. At the top, it says 'Reach more people by boosting your post' with a 'Learn More' link. Below this are several targeting sections: 'Audience' with radio buttons for 'People who like your Page and their friends' and 'People you choose through targeting'; 'Location' with a 'Countries' dropdown and selected 'United States' and 'United Kingdom'; 'Age' with a range of '30 - 55'; 'Gender' with buttons for 'All', 'Men', and 'Women' (selected); and 'Interests' with a list of tags including 'Small business', 'Small Business Saturday', 'Small Business Administration', 'Cyber Monday', 'Black Friday (shopping)', 'Electronic business', 'Home business', and 'Business networking'. At the bottom, there is a 'Maximum Budget' field set to '\$1,000' and an 'Est. People Reached' section showing a range of '37,000 - 98,000' out of a total of '2,100,000'. A progress bar is visible below the estimate. The interface also includes a 'More Options' dropdown, a 'Cancel' button, and a 'Boost Post' button. A disclaimer at the bottom states: 'By clicking "Boost Post," I agree to Facebook's Terms and Advertising Guidelines.'

Boosted Post:

Facebook has a less involved, less detailed way to get your pictures more viewers, its called Boosting your posts.

You can still target your ads (with limits) and choose who you want to see your posts, but there are less targeting features.

When trying to decide whether you should Boost or Promote determine your overall goal.

Example:

You sell artisan candies and make a unique batch of candy. You snap a picture because you are excited.

The picture looks great, you can BOOST the picture to draw excitement. Once the picture gets likes and traffic, you can turn that picture into an Ad for that candy once its ready for sale and turn it into a Promoted Post where you can target the people most likely to be interested in the product.

Facebook Advertising Tools are a small business owners dream come true. They are affordable and have hundreds of Youtube and Video Tutorials to help you understand how to run successful campaigns. The analytics section of the Ads area under your business account will give you all sorts of tips and information about the best times to post and who engaged the most.

People loose their way
when they loose their WHY

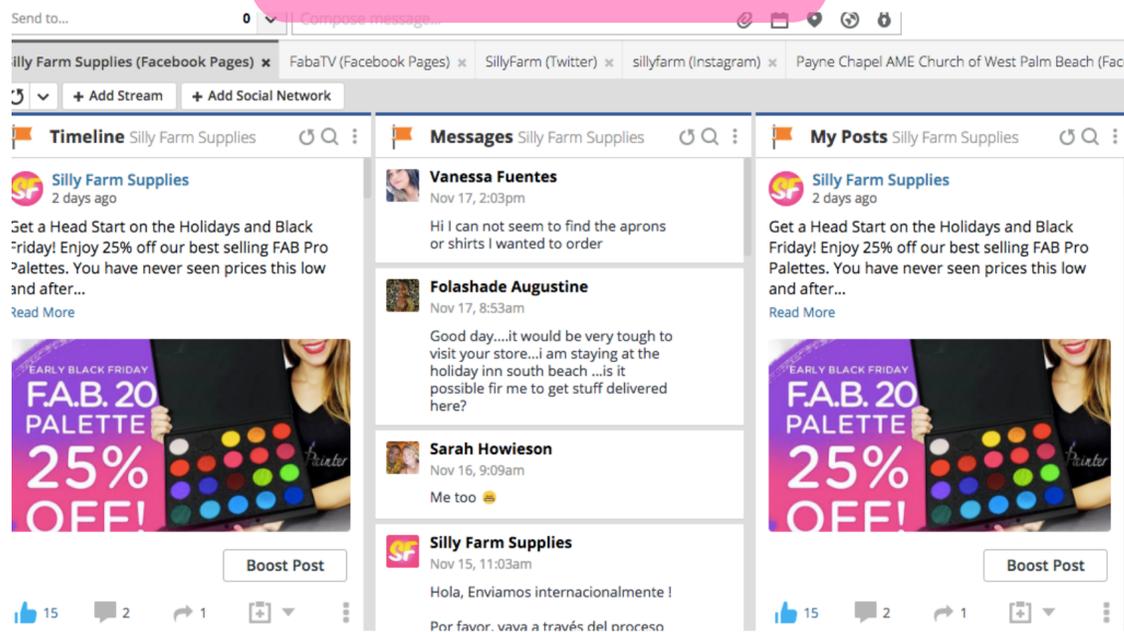
Managing Social Media & Automatic Scheduling

It is not a secret that humans are addicted to Social Media. From the moment we wake up, until we lay our heads down to sleep we are constantly checking our time lines, funny memes, Instant Messages and rarely using our time with a purpose.

On average we spend 135 minutes a day on Social Media, if you dedicated 10% of your time on Social Media to updating your business page each day, sharing content, or adding keywords and tags you would see an immediate return on your investment.

As of 2017, daily social media usage of global internet users amounted to **135 minutes** per day

HootSuite



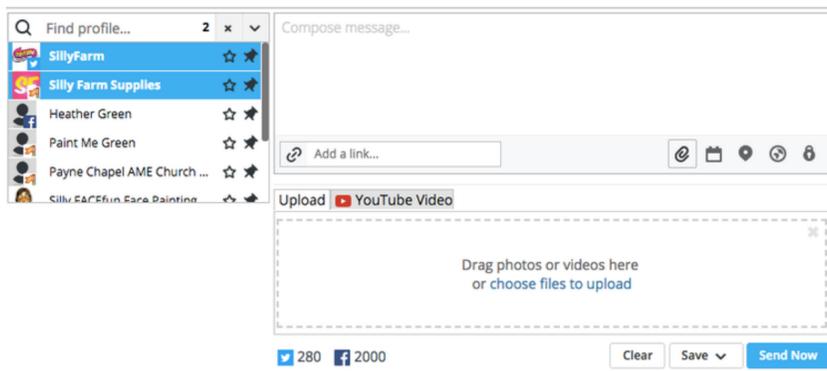
How Do You Know if a Social Media Scheduler would be good for your business? If you do any business online, or are looking to be more socially active a scheduler is a GREAT investment for your business. I personally, LOVE **Hootsuite**. I like to start my Mondays and schedule posts for the next 2 days. It frees up my time, helps me to work smarter and not harder, lets me see everyone using the #hashtags like #sillyfarm #Paintpal and allows me to respond to questions, posts, and see all my social media in one window.

In the past, Facebook didn't allow scheduled posts, and you would have to sit by your computer in order to post on your page. With programs like Hootsuite and Social Bakers you can schedule posts months in advance, (Yeah right), engage with customers without having log into each account, and track popular hashtags. You can respond to questions directly from Hootsuite, you can set notifications about mentions, hashtags you follow, set notifications for popular accounts you like and set auto responses for heavier traffic days. LONG gone are the times where you are committed to sitting in front of your computer waiting to post and reply. Programs like Hootsuite can help you maximize those 135 minutes and turn them into 135 profitable scenarios.

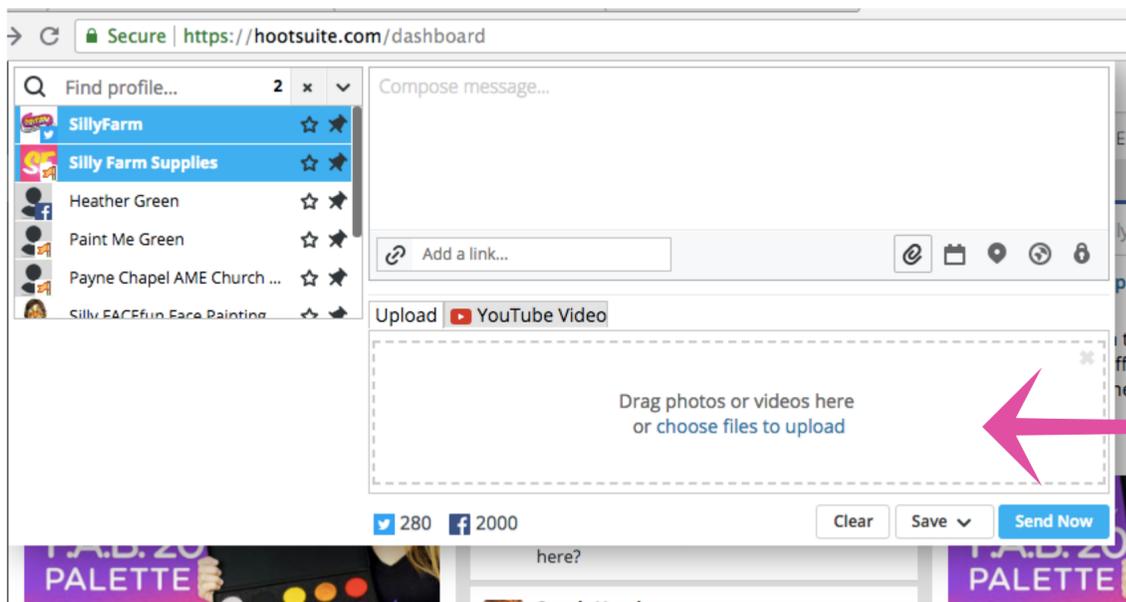


Great things TAKE TIME

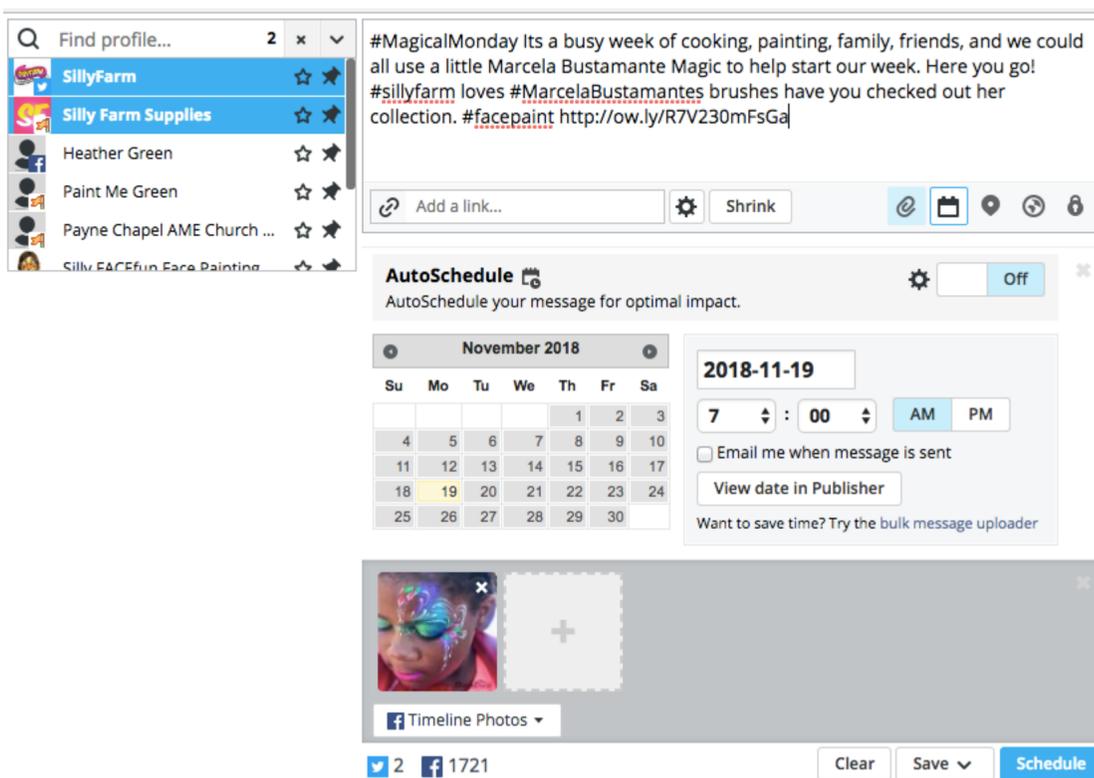
A Day of HootSuite: Example Part 1



Step 1: Choose your Social Media accounts in which you want to post on. Hootsuite lets you connect with Pinterest now. YAY!



Step 2: Select the image(s) you want to upload. You can also upload video too!



Step 3: TEXT is crucial. Posting a picture without content is like driving a car without gas. It wont get you far. Search engines read text and thats how they delver results. Take the time to write a nice caption and use necessary Hashtags. If you don't know what a Hashtag is or which to use for your business Google will give you the most popular hashtags of the day every day! Once you have added your images, and text, now its time to schedule your posts. You can schedule them for anytime and even set them to auto schedule.

I am NOT here to be average
I am here to be AMAZING

A Day of HootSuite: Example Part 2

In order to start getting traffic I recommend posting at least 3-4 times and day. I do not suggest spending all your time posting in the painter forums or on your personal page. I recommend finding groups that feature your customer base, like mom groups, Bar/Bat Mitzvah groups, etc and posting on your business pages. The example below is a suggested daily post routine for a Cupcake Business.



Call Today for Your Unicorn Cupcakes 954-477-000

Look for Trends and follow them. #Unicorns are trending and are the most popular they have ever been. If you don't have a picture of a Unicorn design you can either create one or google it and give photo credit. A good caption for this would be

#MagicMonday #Unicorn edition. Add some extra magic your next party with our Magical #UnicornCupcakes delicious as they are beautiful. Call Today #cupcakes #MiamiCupcakes

Please don't forget either a phone number or website for your customers to reach you



Consistent Quality Content. Give potential and current customers a reason to follow you. Share funny memes, share information that can help them. share other peoples images to help you build networks.

Caption: Take the Easy way out. Made from scratch is overrated unless you are us! Let us save you from a #cupcake fail. Call us today for the best cupcakes in #Miami #cupcakesareyummy #pinterestfail

Don't be the same
BE BETTER!

A Day of HootSuite: Example Part 2 Cont

Link Backs, or shares are the BEST ways to improve your visibility. The best way to achieve link backs, mentions and traffic is to share other peoples work and site with a great caption. Some people have asked me "why would I share my competitions work, wouldn't that hurt me? The answer will always be NO. You get more with sugar and thats how you build a positive network of influence. Give credit where its due and pay it forward.



This was a popular picture trending on Instagram, I would suggest re sharing it with a caption like this

#Cupcake and #Weddinggoals! @BakedBliss cupcakes are a work of art! We would be honored to take a selfie with these beauties any day. #cupcake elegance #cupcake excellence make sure to follow @bakedbliss for #cupcakeinspo

If Bake Bliss (which was made up BTW) saw your post. What do you think they would say?How do you think they would feel? Amazing right? They would be thrilled you shared their post, with a nice message and chances are they will one day want to reciprocate.

In addition to that, since you tagged and shared a popular image and if more people find it. It will link back to you and engage new followers. WIN WIN!

Important Tip: There's a fine line between sharing and stealing. If you are going to share images ALWAYS give credit and take the time to write a nice caption.



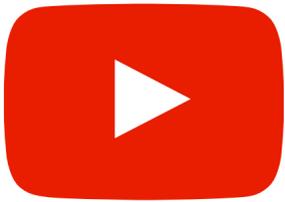
Youtube is the worlds 2nd largest search engine after Google. Sharing Youtube videos and posting your videos on Youtube is highly recommended.

Find videos that pertain to your business and share them. Like How to Make Doggie Birthday Cupcakes with a caption like this:

Know a special Pup celebrating a birthday soon. Here's a fun video on how to make #Doggie birthday wishes come true! #DogBirthday #Mansbestfriend

Be the **BADASS** today, that you were too lazy to be yesterday!

What about the other Social Media Platforms?



2nd Largest search engine in the world
I highly recommend using Youtube



iShot Video Editor Music, Cut
iShot Inc.
4.5 in Photo & Video
★★★★☆ 184.2K Ratings
Free - Offers In-App Purchases



iMovie
Turn videos into movie ma...
★★★★☆ 3.41K



PicPlayPost Vid...
Vertical Video Colla...
★★★★☆ 802
GET
In-App Purchases



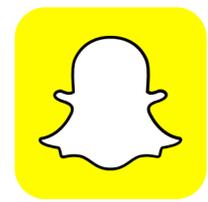
81% of Pinterest users are actually Females. ...
The median age of a Pinterest user is 40, however, the majority of active pinners are below 40. Half of Pinterest users earn \$50K or greater per year, with 10 percent of Pinteresting households making greater than \$125K.



Believe it or not it's not just Trump on Twitter. Cities, Schools, and corporations LOVE using Twitter. It's a great way to reach Corporate Accounts @McDonalds @CityofMiami



Necessary Social platform for anyone selling a product, following trends, video sharing, and hashtag research



Mostly for personal use. No one is following your snapchat for business unless you are Kim Kardashian

Why is Video so important?

Youtube is the 2nd largest search engine in the world. The average hours of video watched daily is more than 1 billion!
By uploading little clips of your art, service, or business you are giving yourself a SEO boost without doing much.
Youtube is in the DATA business. They survive off of harvesting data and interests and sharing them with the world. Which means they collect a lot of data for you. If you take the time to upload 1 video a week for 30 days you will be able to collect enough data to build a marketing strategy. I know most of you are thinking HOW? Who? What? would I make videos about. Start with your business and the image you want to create. I started my Youtube channel 11 years ago and it has opened so many doors for me. Not just a national audience but an international audience. It took me 11 years to build a brand and image I am proud of, but thats the investment I made in myself, and my business. Decide if that strategy is for you.

You will never have this day again
Make it count!

Video, Video, Video



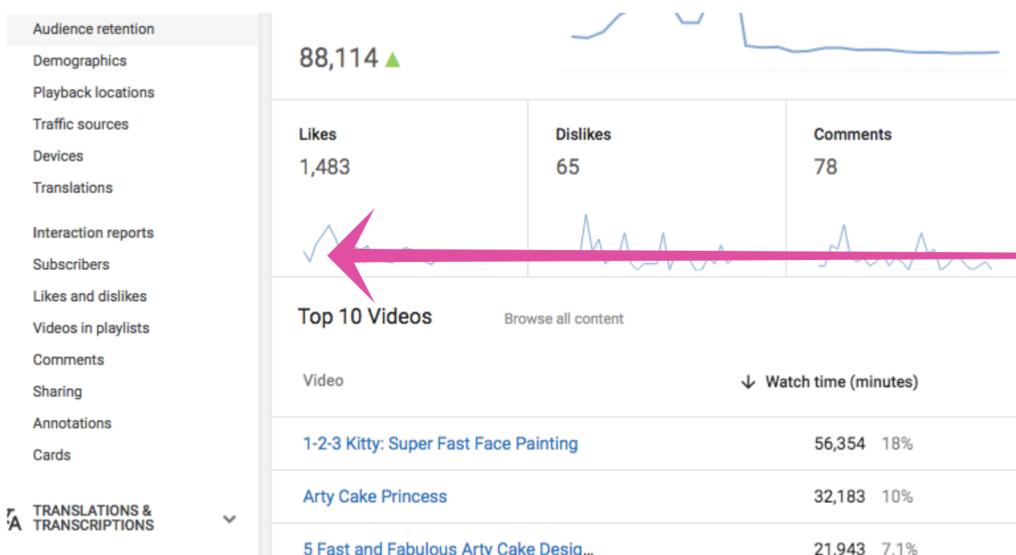
I create my first Youtube from my handheld camera. I had no idea about video, editing, content, or even how to effectively use Youtube. The world of video has evolved and now you can film amazing quality videos from your cell phone, edit them and post them directly to Youtube, Facebook, IG or any other platform that hosts videos. If you are going to take the time to make videos please make sure you are tagging them correctly and adding your logo. Imagine if your video goes viral with NO information linking back to you.

Video is visually stimulating. It also feels in the moment. At the beginning of each gig, or after when you are cleaning up, take a 30 second video. Start adding them to your page, to your youtube channel, and to your facebook. You will instantly see an increase in audience.



What equipment is necessary to make videos?

Start with your Phone or your Ipad. No need to break the bank to start getting into video. Use the extra time and resources to properly upload, tag and watermark your videos. Most importantly track your progress and reach.



Youtube has an amazing analytics section. You can see when, how long, most frequently searched terms, and make a little MONEY from your videos. It wont make you rich but you can make money,



TRANSLATIONS & TRANSCRIPTIONS

Make today so awesome
Yesterday gets jealous

Back to the Basics

Business Cards... Yes or No?

Time for our business cards to catch up with 2018/9. Business cards are like chocolate and annoying boyfriends. We cant live with, or without them. We buy 10,000 at a time because Vista Print sells 2 for 1 boxes, but then they sit around and collect dust. Sadly, we even forget their purpose. The purpose is the actually give them out (a social act), but more often then not we forget, run out, leave them at home, or don't place them in a visual spot. I hate to admit this but I am guilty too.



2 BILLION people log on to Facebook and Social media platforms every single hour. If you are serious about passing out business cards and keeping your calendar filled with events its time to start circulation your business cards online and not just passing out a few card board cards here and there. Digital business cards are necessary. Treat every post as a online business card.

Why are you comfortable passing out a business card to a stranger, but uncomfortable adding your phone number to every photo you share online?



HOW DO YOU want your customers to reach you? For me I am constantly trying to drive traffic to the Silly Farm site. Which is why every picture I post online is a visual business card. It either has my logo, website or both.

So now ask yourself how you want to drive sales and bookings? If you want your clients to call you, it s time to give your online presence a boost.

I challenge you to start turning your posts into your business card I challenge you to add your preferred method of booking to your posts.

Do it for you and not for them

Business Card Basics



Here are a few things I recommend for your physical business card:

YOUR PICTURE! I want your customer to connect with you. Not a piece of card stock. I want them to know you are a person, a business and to help them build a social connection.

Your business name: Name recognition

The best way for the them to reach you... website site, email phone and let them know how you prefer them to reach you. I always say Call me. But you might prefer email me or visit my site today

2 pictures at most. Please do not ruin your cards with microscopic pictures that no one can appreciate. One good picture is all you need to capture a client. Otherwise its overkill.

Please please please add a name to your card. Imagine meeting someone at the bar, hitting it off, you exchange numbers and you forgot to ask his or her name? Wouldn't you feel awkward calling them? Don't just add your business name, add your first name too. So clients know who to ask for.

Some of you might be thinking... people are going to think I'm annoying? Now ask yourself are those people booking you? Are those people the ones that are hiring you for the next gig?

As a consumer I appreciate businesses that make it easy to do business. I am a stickler about my staff answering the phone. During business hours we answer every call. Why? Because so many people don't. It shows a lack of customer connection and consideration.

If you begin adding your phone, email or website to every picture you post online what do you think the chances are that someone will actually call or text you? Probably GREAT ... why? Because they don't have to work to find you.

Face Painters think alike. Lots of us have very similar business names. Face Painting BY... Face Art by...If your picture has a watermark, and says Face Paint by your potential client still has to google you. Do the work for them... make it pleasurable, easy and fast to give you a call.

*It's time to stop calling it a dream
and start calling it a plan!*

Think outside the box

Let's address the cons to the New and Improved Social Business card idea.

Scenario 1: My friends will get annoyed with me. Social media isn't JUST about friends. Social media is the new phone book, its the new Yellow pages, and mailers on steroids. Soon it will be clear as a quality diamond why adding your number to your posts is step 1 to utilizing your Social Media to its maximum capacity.

Business can be uncomfortable. It can be vain, it can be scary, it can be embarrassing. I once broke up with an Ex boyfriend because he was embarrassed to tell his mother I was a face painter. He made me question my career choice. Good thing I dumped him!

Scenario 2: Do a little more work. If you don't want to post your favorite face of the weekend on your favorite forum with your number on it, do the extra work and post the same picture 2 different ways.

On your business page with your call to action and

In the forum with just your watermark

The easiest way to maintain and build a social connection is for it to be **authentic**. If you are posting what you like, when you like it will be easier and more fluid and natural. So if you feel more comfortable posting twice GO FOR IT!



Back to rethinking, reworking and reviving the business card...

I use a Craft N Go when I paint. I store my business cards in a pocket bag in the lid of my case. One time I stuffed the bag with baby wipes by accident and ruined all my cards. I couldn't give out one card that day. So I started rethinking the whole business card game and how to make business cards fun again!

I made a sign that said I LOVE Parties.. Let me add some colorful fun to your next event. Take a pic of this sign so you don't forget me! You will have my information for your next event stored in your phone.

I place this on the outside of my Craft n Go. It has helped me SO much and parents get a kick out of it. We live in a day and age where people NEVER leave home without their phone, and the iPhone put Kodak out of business. Join the trends, make it easy for people to find you, call you and WANT your business cards.

Before you toss out your business cards lets put it in context. Physical business cards and social cards are like a success football team. They need to have veterans players to be the backbone, and they also need new fresh players, with more speed and fresh ideas to help you reach your goals. So to make them both work you will want to do an audit, which is just a review of your cards and online cards to make sure you are hitting the mark.

YOU GOT THIS!

Thank you!

I wasn't kidding when I said that this ebook was jam packed with a lot of fun stuff! I hope you make use of this ebook and that it helps you build a business that not only makes you money, but one that you truly love.

People ask me why I still face paint, and I tell them because I LOVE it. I want you to be passionate about making yourself happy. Working smarter will help you do that.

Creative Boss Part 3 is all about setting goals, creating a feasible plan of action, and holding yourself accountable.

I look forward to seeing your progress at the end of December.

If you need any help with your social media or have questions about apps, posts etc. I am always happy to help. Please keep in mind I get lots of emails and I travel for Silly Farm, so if I don't answer right away I promise I will answer.

Last but not least, be easy on yourself. While some people think I was an overnight success, it actually took me 15 years to even make a dent. I have made many mistakes and I am not where I want to be yet. You can't rush something you want to last. Take it day by day, set small goals, crush them and keep on building. The only person that can define success in your life is YOU!



Heather Green

