

# THE RULE OF 3

# 3 STEPS IN 3 MONTHS

## **PHASE ONE – EXPOSURE**

- FOCUS SOLELY ON CREATING AND POSTING CONTENT (USE OUR BRAND GUIDE)

## **PHASE 2 – ENGAGEMENT**

- THIS HAPPENS IN THE SECOND MONTH & IS THE TIME TO FOCUS ON CONSUMER FEEDBACK, GETTING YOUR CONTENT OUT THERE, TEACHING, ETC.

## **PHASE 3 – EXPANSION**

- THIS HAPPENS IN THE THIRD MONTH & IS THE TIME TO BEGIN COLLABORATING WITH OTHERS, GETTING YOUR BRAND OUT THERE ON MORE PUBLIC PLATFORMS & START PLANNING THINGS FOR THE FUTURE (REATREATS, SPEAKING ENGAGEMENTS, ONLINE COURSES)

# EXPOSURE

**ex · po · sure**  
**/ik' spōZHər/**

*the revelation of an identity or fact, especially one that is concealed or likely to arouse disapproval.*  
*synonyms: uncovering, revelation, showing, display, exhibition, disclosure, manifestation, unveiling, unmasking; discovery, unearthing, divulgence; publication, publishing*

for the first month, all I want you to focus on is putting yourself out there in a form that is most authentic to your brand. using our brand and color guide, you'll come up with an aesthetic that is unique to you and with that will begin posting consistently on social media. use ALL of the social platform's latest features – these are your tools. post daily and stop making it stressful, just get yourself out there and don't worry about one other thing for a full 30 days.

# HOW TO EXPOSE

## **FILL OUT THE BRAND GUIDE**

This is my single greatest tool for all clients – it will really get you thinking about where you want to come from when speaking to your audience

## **SIMPLIFY**

Make it simple, stupid! This is not about being tech savvy or using a million apps, this is simply about getting your 'why', your message and your face/thoughts/words out to the world. The harder you think about it, the less you'll get done.

## **HAVE NO FEAR**

What is holding you back – not what you've told yourself is holding you back, but what is really holding you back? 99% of the time, it's the fear of not being liked. Give it up! Go back to the definition of exposure – the word, 'disapproval' is in there, want to know why? When you are being your authentic, soul-bearing self, not everyone is going to like it, believe me, it doesn't matter how positive or politically correct you are, people will find a way to hate. Fuck 'em, do you...it's the only way.

# ENGAGEMENT

**en · gage**

**/in'gāj, en'gāj/**

*occupy, attract, or involve (someone's interest or attention); to participate or become involved in.*

*synonyms: capture, catch, arrest, grab, seize, draw, attract, gain, win, captivate, hold, grip, engross, absorb, occupy*

now that you have an understanding of how to post, it is time to get involved. The second month is all about engaging with your audience – talk to them, listen to them, ask them questions, get information, learn from them, make new friends, support them, BE GENUINE.

# HOW TO ENGAGE

## **LIKE & COMMENT**

This seems obvious, but your likes & comments need to get more meaningful. Like things that you genuinely like (if you're following the right people, that should be almost everything) and comment with at 4 words or more (not emojis...real words). Lastly, respond to people who comment on your photos & thank new followers for the follow a simple, 'glad to be connected' DM will do the trick.

## **UNFOLLOW TO FOLLOW**

Unfollow everything that makes you feel like shit or that is irrelevant to you & your message so you can make room to follow EVERYONE who inspires you, motivates you and who is on your same page.

## **STAY REAL**

The more genuine you are, the more people you will connect to. As humans, we connect to authenticity and realness and we can tell when someone isn't being either of those things, so stay legit.

# EXPANSION

**ex · pan · sion**  
**/ik' spanʃən/**

*the action of becoming larger or more extensive.*

*synonyms: growth, increase in size, enlargement, extension, augmentation, development, evolution*

alright, you're getting more comfortable putting yourself out there and now you've started to make some real connections on social. the third month is all about building – you're ready! it's time to start collaborating with your new friends and promote yourself/your business strategically.

# HOW TO EXPAND

## **REACH OUT**

Get fearless about reaching out to your new connections to collaborate. Make sure that you COLLABORATE; there are so many people who reach out with only themselves in mind – involve your collaborator and make sure that both of you are getting something out of the equation.

## **CALL TO ACTION**

If you have been being real & genuine and putting out value-adding content on social, it is now time to actively market yourself because your audience trusts you. Continue to add value, continue to be exactly who you are and begin to tell your audience how you can now help them by offering your product/service.

## **COME AT IT FROM YOUR WHY**

WHY do you do what you do? If you always come from a place of 'why', not just how or what, you will win the right people over every time.