

HOW TO LEVERAGE SOCIAL MEDIA IN ORDER TO
RETURN TO WORK, CHANGE CAREERS
OR START A BUSINESS



Social Media Success



Joy Foster, Founder of *TechPixies*

Don't be afraid.

*Be **focused**.*

*Be **determined**.*

*Be **hopeful**.*

*Be **empowered**.*



Michelle Obama

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INTRO



I suspect if you've found this book (or this book found you!) that you:

1. Want to up your game when it comes to your tech skills, with social media being one of the top pieces of tech you are interested in improving
2. Want to contribute financially to the household bottom line
3. Desire a fulfilling and stimulating career

My promise to you is that by the end of this book, you'll have an action plan to jump start your ability to take control of your future, feel confident as to exactly which digital skills you need to hone, and start to believe that financial independence is a real thing that's within reach for you.

THE PROBLEM



What we know from our research ([The Confidence Gap Report](#) and [Infographic](#)) is that YOU ARE NOT ALONE. In 2018, we interviewed 1000 women who had returned to work following a career break.

Regardless of whether you have had a career break or not, we found shocking evidence to show that a HUGE percentage of women who have returned to work feel:

1. Under confident with their tech skills (33% are anxious that their colleagues are more up to speed than they are)
2. 42% feel underpaid and 29% feel undervalued
3. 46% view their work as a 'means to an end'

This research BREAKS MY HEART.

I do not want to see women held back by their fear of technology.

I want women to do work (whether for themselves or someone else) that is FULFILLING and STIMULATING.

And above ALL, I want women to realise that they can become financially independent.

TECHPIXIES



If you have never heard of me or my company, TechPixies, then now might be a good time to introduce myself and tell my story.



My name is Joy Foster and I'm the founder of TechPixies. TechPixies is an award-winning Continuing Professional Development (CPD) accredited online learning platform helping women to upskill in social media in order to return to work, change careers or start a business. Our signature course 'Social Media Magic' has helped over 450 women leverage the power of social media and was recently named 'Digital Course of the Year' in 2020 by Digital Women.

My company has been featured in The Times, Stella, Business Insider and Forbes. Ex Prime Minister (the honourable Teresa May) name dropped us on national television during the campaign trail in 2017, which skyrocketed interest in our programme. We have also won several other awards including Enterprise Nation's Female Startup of the Year 2017 and Women in Business Startup of the Year 2018.

But one thing I know to be 100% true is that I never started TechPixies to win accolades or awards. I started by simply wanting to help just 12 women in my local community of Oxford, England, return to work following a career break.

While I have always LOVED technology, I haven't always felt well paid or fully valued and until recently, I didn't really understand how important it is that women become financially independent.

But more importantly, if we rewind to the woman BEFORE all the awards and accolades, I experienced first-hand the three things we are going to cover in this book. I have returned to work twice, changed careers ten times and started a business three times.

I can speak directly to all three of these circumstances and I want you to know that there is hope. I know what it's like to be in your shoes because I've been there.

Beneath the glossy photos of me dolled up and accepting coveted awards ... is a woman who has experienced loss, been broke and in debt, struggled in my marriage, been unhappy to 'just be a mom' and at a loss for how it was all going to change. ALSO a woman of faith who, through prayer and hard work, has taken control of her future.

I hope my story encourages you to reflect on your circumstances and take strength from them. It is my deepest desire that by sharing my story, you'll be able to take inspiration from it. Motivation that will propel you into action and help you to take control of your future like I took control of mine - starting with understanding and leveraging the power of social media.

MY FAITH



A big part of my personal story is my faith. It would be almost impossible to tell you about my success without giving credit to God because absolutely everything I have done and every decision I have made since the age of 27 has been done through the lens of my faith: regular prayer, connection to a faith-based community (aka church) and journaling.

In my short life (I'm 40 years old), I've experienced pain, suffering, and loss at a very deep level. From my biological mother skiing into a tree and becoming permanently brain damaged when I was just 4 years old, to my biological father taking his own life when I was months away from graduating from university, to experiencing first-hand the loss of my best friend's 3-year-old son.

One of the many verses that got me through all of these circumstances can be found in Jeremiah 29:11:

“For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future.”

Whether you are Christian or not, everyone wants hope. Hope is what keeps us going even when we can't see how it is all going to work out.

For me, the bedrock of my success, the thing that keeps me going when quite frankly some of these situations would have led others to a lifetime curled up in a ball of fear and despair, has been my faith.

Hebrews 11:1 says *“Faith is being sure of what we hope for and certain of what we do not see.”*

I'm here to tell you that hope exists for you if you want to return to work, change careers or start a business - all you need is a little bit of faith. What I do know is that if you are still reading this book, it found you for a reason. Nothing is an accident.

As we like to say at TechPixies, *“You are where you are”* and I'm glad I found you there. Faith is the first step, action is the second. If you have ever cried out to God for a solution, I hope He has used this book to find you because I have a solution.

Not only have I experienced the solution first-hand and used these methods to return to work, change careers or start a business, but I've helped hundreds of women do the same. Even in our free training programme which has touched thousands of women's lives, we've seen incredible transformation in as short a period as 2 weeks just from applying some of these principles.

THE SOLUTION: WORK ON YOUR MINDSET

These transformations start with a mindset shift.

You might be thinking - I thought the promise of the book was how to return to work, change careers or start a business by leveraging social media?

What does mindset have to do with it?



EVERYTHING.

There is a famous quote by Henry Ford which goes:

"If you think you can or you think you can't, you are right."

I must confess that when I read that the first time, I didn't quite get it. In fact it wasn't until I started to see the power of mindset work in my own life that I really understood what he meant.

I've since read ferociously about mindset and paid tens of thousands of pounds to work on my mindset. Here's what I've learned:



Your brain is extremely powerful

80% of what happens to you is based on how you think

You can be a woman of faith and still leverage the power of the science behind how your brain works

Your mindset is a HUGE indicator of how successful you are going to be at literally anything you are going through: parenting, marriage, work, building a business, etc.

I could go super deep on this but for the sake of keeping it simple, let me give you ONE key takeaway. Let's talk about the 'power of yet'.

THE POWER OF 'YET'



I first learned about the 'power of yet' from a very good friend of mine, Jess Rogers, an award-winning business coach who helped me in the early days when I was setting up TechPixies.



Then a mentor of mine, who has set up several successful businesses, encouraged me to read a book called 'Mindset' by Dr. Carol Dweck. While the book itself is a bit academic, it breaks down the core argument for mindset and the concept of 'yet'.

"In the fixed mindset, everything is about the outcome. If you fail - or if you're not the best - it's all been wasted. The growth mindset allows people to value what they're doing regardless of the outcome." - Dr. Carol Dweck

With a fixed mindset, you might look at social media and think:

"I don't know how to use social media professionally in order to return to work, change careers or start a business."

But with a growth mindset, you would flip that on its head by adding one simple word to the end of the sentence:

“I don't know how to use social media professionally in order to return to work, change careers or start a business YET.”

That is the power of YET and for most of us, whether we're in our 20s, 30s, 40s, 50s or 60s -in fact any age, you'd be forgiven for not fully embracing this way of thinking because the science and understanding behind it didn't exist until recently.

What I want you to take away from what you've just read is the fact that most of the time, most of us live in a world of limiting beliefs. We repeat these limiting beliefs over and over again until they become our beliefs and **THAT IS WHAT STOPS US** from taking control of our future or changing our lives.

I want you to take a moment and write down some limiting beliefs you have been living with. Then I want you to bust those limiting beliefs by adding the word 'YET' to the end of them.

Here is one I hear a lot...

“I'm too old.” That becomes, “I'm not too old YET.”

Or... “It's too late” which becomes “It's not too late YET.”

Or... “I don't know how to start a business” which becomes “I don't know how to start a business YET.”



Try it for yourself.

One piece of advice I'd like to pass on from one of my mentors, Dr. Shannon Irvine, is to start to carry a notebook around with you. Every time you catch yourself thinking about a limiting belief, write it down and reframe it. Her system, the Mind Matrix, goes into this in a lot more depth, but for now, let's just start by recognising what your limiting beliefs are and then regularly reframing them. By doing this, you start to open up your mind to the possibility of achieving something that you had previously thought to be impossible.

It is only when the brain sees that the impossible is possible that it begins to work in your favour and help you work towards that possibility. I love this quote from Audrey Hepburn, one of my favourite actresses:

“Nothing is impossible, the word itself says ‘I’m possible!’”

WHEEL OF LIFE (ON STEROIDS) & THE MODEL



Another tool I like to teach to women who go through our free training programme and subsequently our larger, 90 day transformational programme, is the Wheel of Life.

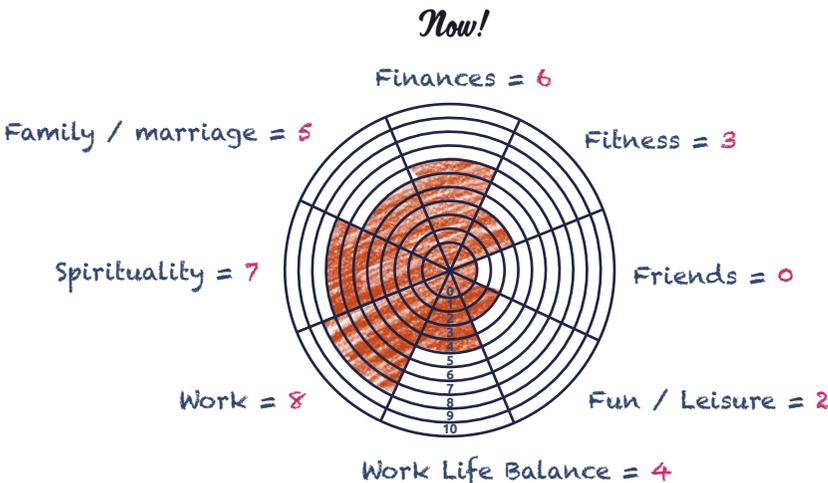


This tool was also introduced to me by Jess Rogers when I brought her in to help me develop the core curriculum for what is now known as our signature course offering: Social Media Magic.

The Wheel of Life gets you to look at different areas of your life to determine where, on a scale of 0 to 10, you currently feel you are relative to where you want to be.

Knowing where you are now is an important step in figuring out where you want to be.

Here is an example of the Wheel of Life I created for our largest free training programme which I ran in April of 2020 right in the middle of the Coronavirus pandemic:



Your Wheel of Life is changing all the time - and part of what impacts your wheel are your circumstances. In this case, you can see that in my life, things like work/life balance, fun/leisure, friends and fitness had all been impacted by COVID-19.

There is immense power in how we think and feel about these circumstances, because it is our thoughts and feelings that drive the actions and results that we get from taking those actions.



Neill Williams, a master coach on the topic of time, taught me about The Model which originated from Brooke Castillo, founder of 'The Life Coach School.'

In explaining The Model ([Listen here](#)) Brooke says that "Every issue is a thought issue" and more importantly, that our thoughts "are optional". What she teaches is that most people don't think their thoughts are optional. They think their thoughts are FACT, when in reality, your circumstances are FACT and your thoughts are the way you see your circumstances.

Still with me? Mind blown!?! I know, right?

According to The Model, CIRCUMSTANCES trigger THOUGHTS which cause FEELINGS which cause ACTIONS which cause RESULTS.

The Wheel of Life is all about recognising how you feel about your current circumstances. And what I love about The Model is how it ties into your limiting beliefs SO THAT you can reshape your thoughts in order to take action and get better results.

Here is an example of what I mean.

Circumstance: COVID-19 (no judgement, just a fact - something you could prove in a court of law and something you have no control over)

Thought: It has forced me to limit or restrict my ability to connect with my friends (one sentence that comes to mind when you think about the circumstances)

Feelings: Anger (one feeling that comes to you when you think about this - like a vibration in your body)

Action: Stop talking to friends (an action or reaction that you take as a result of your feelings)

Result: Lose connection with your friends (the result that action created in your life, which always proves your original thought)

And this is why right now, on my Wheel of Life example, friends sit at zero. If I think that I can't connect with my friends, chances are I won't connect with them and that thought, which is just a thought, becomes a fact in my mind. In reality, I can still connect with my friends, just not in the same way I could before - but my anger is preventing me from taking positive steps to improve my situation.

When TechPixies started, it was a face-to-face only programme. I NEVER in a million years thought it would go online. For many reasons I won't get into here, the business became unsustainable with the face-to-face model. In January 2018, I made the tough decision to lay off most of my staff and seek out investment in order to raise enough money to move my programme online.

My Circumstance: Broke (that was a fact, TechPixies had next to no money in the bank account)

My Thought: I am going to have to quit TechPixies and walk away

Feeling: Sadness

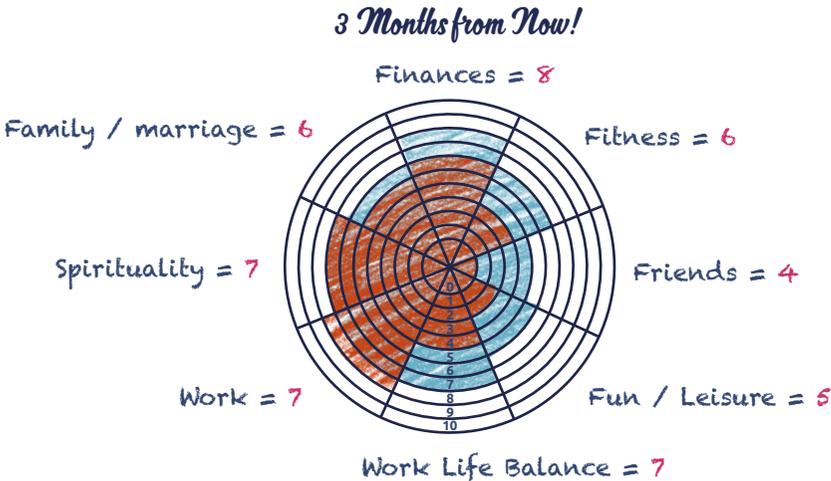
Action: Raise money to move TechPixies online

Result: Build an award-winning business that helps hundreds of women return to work, change careers or start a business by leveraging social media. I still felt sad about it, but instead of letting sadness stop me from taking action, I used it to fuel my action and the result was incredible (more on this later!)

By not giving up, I found a solution and moved my business online just over two years ago. Which is why even though we're in the middle of a pandemic my 'work' is going gangbusters and my friends are sitting at a zero.

So as you reflect on each area of your life... think about where you are NOW and pay attention to the thoughts and feelings that come up as a result of your circumstances. Being aware of these thoughts and feelings is the first step. Once you know where you are, it is much easier to see where you want to be. And remember that your feelings, positive OR negative, can fuel your actions to change your result.

Here is my version of the Wheel of Life (on steroids):



In this example I've coloured out in blue, where I'd like to see things go. You might think it is interesting that I've gone backwards with work BUT my circumstances may be different from yours.

It is important to remember that everyone perceives their Wheel of Life with their own circumstances, thoughts and feelings. So for some, having more work would be a blessing and for others it causes overwhelm. The important thing is to recognise what it causes you to think and feel so you can take the appropriate action and get the results you want.

Right now, I run an online business. Thanks to the Coronavirus pandemic, online is the only way people can learn. My business is booming and I've been working many more hours than I'm comfortable with, which has had a knock-on effect on my family and my marriage.

And as I explained above, my friendships have taken a complete backseat in the current circumstances - but that is by choice. I know I can only do so many things at one time. In fact, I choose to focus on three things at any given time and in the current environment, I've chosen to focus on work/life balance, family/marriage and fitness. For now, I've let my friendships and fun/leisure take a backseat.

But how do you pick the three you want to work on?

THE BIG 3 AND YOUR
LEVEL 10 LIFE

I first heard about the BIG 3 on my favourite podcast. Amy Porterfield, on her 'Online Marketing Made Easy Podcast', interviewed Michael Hyatt, a New York Times bestselling author of several books, my favourite being 'Free to Focus'.



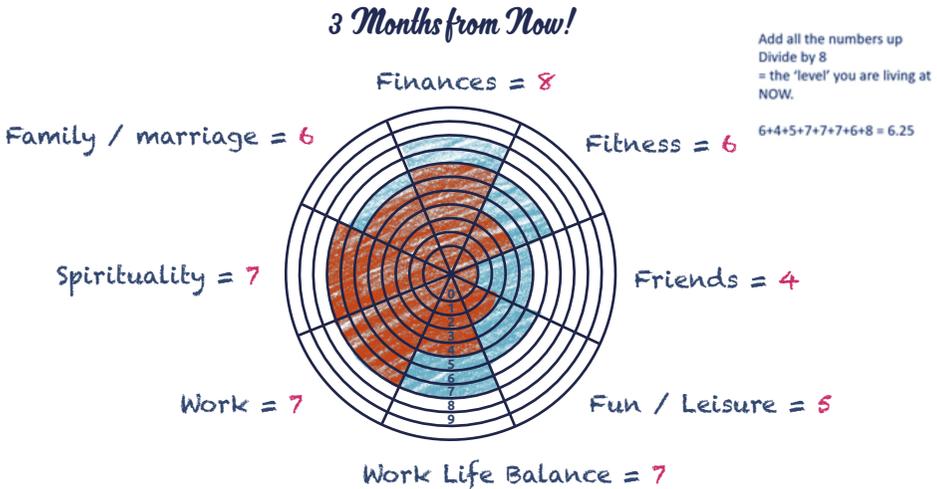
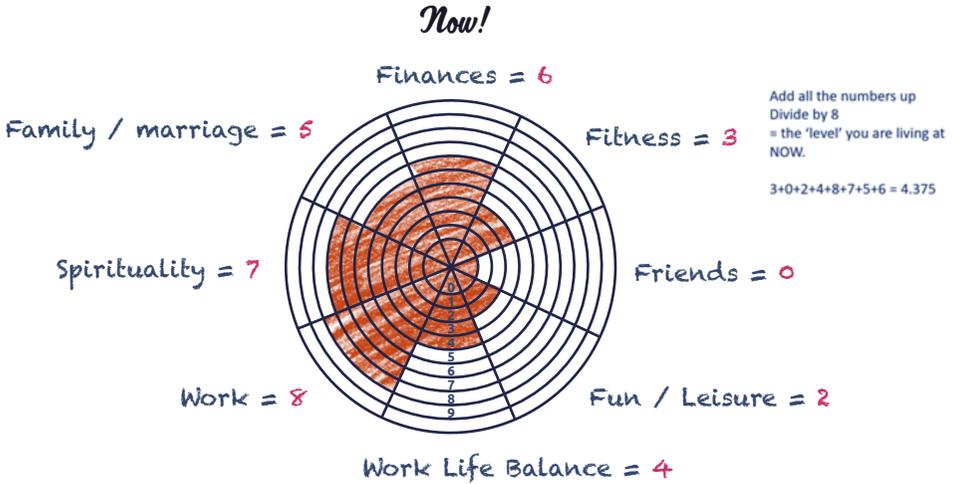
In his book, he talks about having a quarterly, monthly, weekly and daily BIG 3. This has been revolutionary for me. Using Michael Hyatt's Full Focus Planner, I've been able to really hone in on my BIG 3. Constantly thinking about the three things I want to focus on that get me closer to the bigger vision for my life is incredibly impactful as a daily, weekly, monthly and quarterly exercise.

When you start accomplishing your BIG 3 on a regular basis, what you are doing is working towards your level 10 life. This is a concept also covered in 'The Illusion of Money' by Kyle Cease and 'The Miracle Morning' by Hal Elrod. Both of these books talk about what your life would look like if everything that mattered to you in life was a level 10.

The goal here is to look at where your life is and where you want it to be, and to start asking yourself the question... what would my life be like if I was living my level 10 life? How would I make decisions if I was making them as a person living a level 10 life?

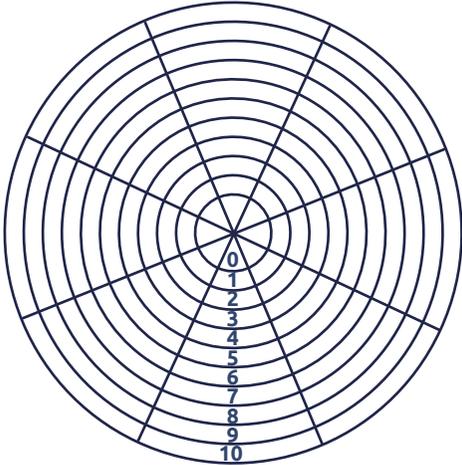
What level are you currently living in? You can figure this out by drawing your 'Now' Wheel of Life and your 'Desired' Wheel of Life (say 3 months from now if we stick with the quarterly model given to us by Michael Hyatt). Assign a number to each of the sections on your Wheel of Life and then divide by the total slices.

For example you can see from my 'now' Wheel of Life and my '3 months from now' Wheel of Life that in my current circumstances, I might feel like I'm living a level 4 life but that 3 months from now, I'd like to be living a level 6 life:

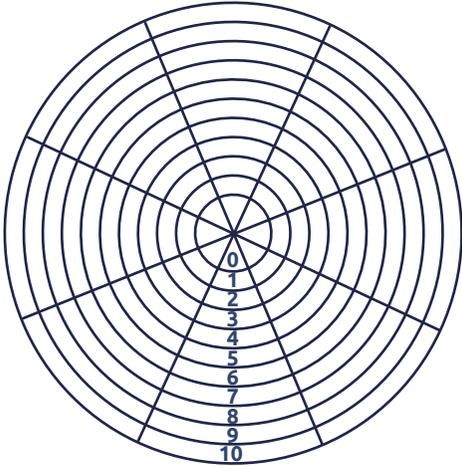


On the next page, I want you to have a go at mapping out your 'now' Wheel of Life and your '3 months from now' Wheel of Life. I want you to fill it in and work out what level you are living in. You get to decide the eight areas of your life that are important to you.

*The Wheel of Life
(Now)*



*The Wheel of Life
(Three months from now)*



WHAT TO FOCUS ON FIRST

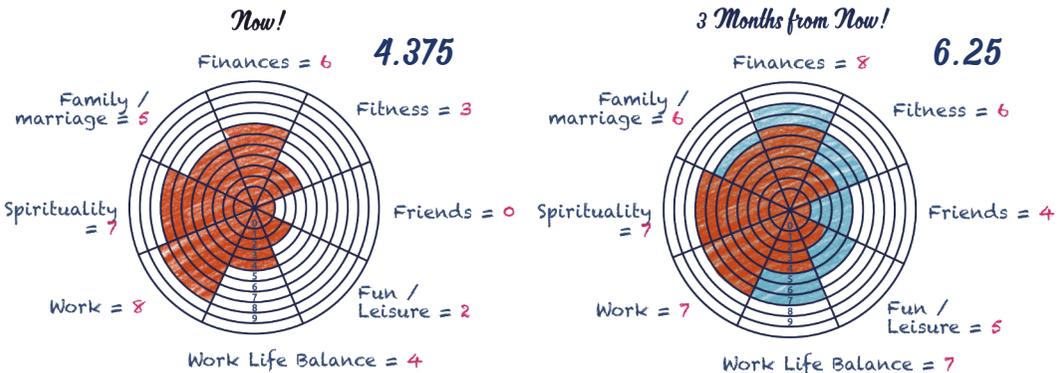


Now that you've done this exercise, you may feel like you have several areas in your life you want to improve. But if we stick with the concept of the BIG 3, it is impossible for you to focus on all 8 areas of your life.



This is where I can apply what I've learned from Kyle Cease (author of 'The Illusion of Money') and Dr. Shannon Irvine (EPIC Success Academy VIP) to help you work out which three areas to focus on first.

I want you to find the three areas where you have the biggest gaps and start there. So in my example, if I wanted to improve my life, I would focus on my friends, fun/leisure, and work/life balance. But you also have freedom here and given the pandemic circumstances, I've chosen to focus on work/life balance, family/marriage and fitness.



The 3 areas that need the most work are the areas with the most difference:

Friends (4 - 0 = 4)

Fun/Leisure (5 - 2 = 3)

Work/Life Balance (7 - 4 = 3)

If you want to go even deeper and just focus on ONE thing, here's another way of looking at this. Think about which ONE area, if focused on, would improve all the other areas of your life. I learned this from successful female entrepreneurs Rachel Hollis and Marie Forleo in their books 'Girl, Stop Apologizing' and 'Everything is Figureoutable'.

Whether you pick ONE or pick THREE doesn't really matter. I've done both and I've found both works. What I've also found, however, is that focusing on more than 3 areas of your life at any given period of time causes you to feel overwhelmed and leaves you frozen, unable to take action.

And what I know about inaction is that it is the death of dreams.

Remember why you picked this book up? Chances are if you did your Wheel of Life, returning to work, changing careers or starting a business might be high up on your list of BIG 3. Finances and fitness might also be something that you feel you can improve.

If I had to guess, I'd say you've spent the past several years looking after those you love and your cup is filled there, but it is empty when it comes to feeling fulfilled and satisfied with your career. You may literally feel like you have no financial independence because you haven't been earning money (or as much money as you'd like to be earning). Your thoughts and feelings around not doing something you love, not earning what you feel you deserve, cause you to feel overwhelmed. This causes you to freeze, which causes you to take no action, which leaves you with the result of not feeling satisfied or fulfilled... and this can have dire consequences, not just on you but on those you love.

Have I just struck a chord? Do you need a box of tissues?

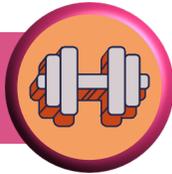
Good - that means you are normal and I LOVE that you have just leaned into this.

I knew this would hit home because I've spoken to thousands of women about their circumstances and what I just described is how many of them feel when they find TechPixies.

THIS is what I'm here to teach. YES, I teach social media and when you finish reading this book, you'll know how to leverage the power of social media to return to work, change careers or start a business. But if you don't do the real work ... the mindset work ... then NOTHING I can teach about social media matters.

Got it?

DO THE WORK



If you've got to this point and skipped over limiting beliefs and the Wheel of Life, please go back and do them. It is so important. Nothing I teach you next will work if you don't start there. I've been in the game long enough to know this is true.

I've come back from two career breaks, ten career changes, and set up three businesses and it wasn't until I started doing this kind of work that I started seeing real, long-lasting, life changes. The speed with which things start to change in your life has everything to do with how serious you are about doing the exercises in this book.

I spent thirteen years from 2002 to 2015 trying to figure it out on my own without this kind of guidance - to be fair to me much of this information wasn't readily available* but now that it is, you, like me have no excuse. If you choose to take what you've just learned and NOT put it into practice, the result will be inaction and three months from now, your life will look exactly the same as it does now.

** Here are when all the resources I mention in this book were originally published:*



[Mindset](#) by Carol Dweck (originally published in 2006, republished in 2017)



[The Miracle Morning](#) by Hal Elrod (2012)



[The Illusion of Money](#) by Kyle Cease (2019)



[Free to Focus](#) by Michael Hyatt (2019)



[Full Focus Planner](#) by Michael Hyatt (2018)



[Everything is Figureoutable](#) by Marie Forleo (2019)



[Girl, Stop Apologizing](#) by Rachel Hollis (2019)

WHAT NEXT?



I'm assuming if you have read this far that you've done the work. You know exactly what level of life you are living and you know exactly where you want to be in the next three months. You might have even started to think beyond three months! When I mentioned where you'd be a year from now, you might already have thought ahead that far in advance. What most women find tricky, including myself at first, is how to visualise yourself 10 years from now.

We've had women do our visualisation exercise and come up totally blank. Either they have never thought about their future OR circumstances (remember those pesky facts that impact your life with a single word like cancer) have prevented them from thinking about their future.

What we know about visualisation is that the more you do it, the more clear it becomes. What I want to challenge you to do now is step into a quiet space and run through a visualisation exercise with me.

I've asked the amazing Jess Rogers to film the visualisation exercise that we run women through in our programme so that you can work through

it for free. You can watch it [here](#) or if you have printed this out and can't click through, please search for 'TechPixies Life Coaching Toolkit - Guided Visualisation - Video 3' in Google and it will bring up our free YouTube video.

After you've watched this video, I want you to answer these questions:

Describe the dwelling place of your future self:

Blank space for writing the answer to the question: Describe the dwelling place of your future self.

What does it look like? What kind of landscape does it have? Are there trees, are there flowers, what kind?

Blank space for writing the answer to the question: What does it look like? What kind of landscape does it have? Are there trees, are there flowers, what kind?

What does your future self look like?

Blank space for writing the answer to the question: What does your future self look like?

What is her essence?

What was it that your future self remembered about the last 10 years?

What do you need to be most aware of in order to make the journey from where you are now to where your Future Self is?

What was the gift you received and what did it mean?

Like the Wheel of Life, you can come back to this exercise regularly and repeat it. As you progress through your vision, it will change.

What you see now and what you see a year from now will be totally different based on your circumstances and the thoughts and feelings you have around them.

My hope for you is that you now have a much better picture of where you are now and where you want to be. What you need next is the how...

SMART GOALS



How do you get yourself in motion? The easiest way to start moving in the right direction is to start ... moving.

Inaction is the death of dreams so there's nothing more important than taking action. The good news is, just by doing the exercises in this book, you have started taking action. So if you haven't done the exercises, stop right now, go back and do them. Reading this book can help you but taking action will help you even more.

The next thing that Jess taught me is something called SMART goals. Most people have probably heard about SMART goals by now, but her version of SMART goals is very different from the traditional version. Traditional SMART goals are Specific, Measurable, Achievable, Realistic and Time-Bounded.

What Jess and I have both realised by working with women over the years is the same thing that Rachel Hollis has realised - time-bound is great, but doesn't always work to a woman's life which often includes caring responsibilities for young and older members of one's family.

Jess changed SMART goals to be Specific, Measurable, Accountable, Resonant and Thrilling.

According to Jess:

Specific means you know exactly what you want to achieve.
Measurable so you know if you've achieved it or not.

Accountable - who is going to hold you accountable to whether you have achieved that goal or not?

Resonant isn't just about saying it, but about believing it in your mind, heart and GUT.

Thrilling means that your goal is something that makes you want to jump out of bed in the morning; that is, a goal you would be thrilled to achieve.

Having guided thousands of women through Jess's version of SMART goals, I can tell you the results are astounding.

Let me give you an example of a SMART goal that I see a LOT of women set who are looking to return to work, change careers or start a business. Ironically, it has nothing to do with their career.

Most women make their first goal about losing weight BUT they do it all wrong. They focus on the weight they want to lose. They might make a SMART goal that looks like this:



Specific: To lose weight



Measurable: 2 stone



Accountable: Myself



Resonant: If I lose 2 stone, I'll feel better about myself and be more confident which will help me to (fill in the blank)



Thrilling: I will be thrilled to fit into my old clothes again and show off my body

The reality is that this kind of SMART goal rarely works and there are a couple of reasons why.

Setting SMART goals is not about the end result. SMART goals are about becoming the person who does or feels (fill in the blank) on a regular basis.

If you want to have more confidence and feel better about yourself, your SMART goal has to be about becoming a person who is more confident and feels better about themselves.

I want to stick with the example of weight because I see it all the time as being a trigger for women.

What if your SMART goal wasn't about losing weight, but about becoming a person who lives a healthy lifestyle? What would that look like? How would you shape or craft that goal to give you the life you are looking to have?

Let's try it again through this lens:



Specific: I want to become a person who lives a healthy lifestyle.



Measurable: I will do things every day that help me to become a person who lives a healthy lifestyle such as walking 10,000 steps 5 days per week for 6 weeks.



Accountable: I have shared this with a friend of mine who wants to do the same thing and we will text each other each day once we have done our 10,000 steps.



Resonant: I will feel so proud of myself if I can walk 10,000 steps 5 times a week for the next 6 weeks. In my head, heart and gut, I know I will have made an active decision to become a person who lives a healthy lifestyle.



Thrilling: I will be thrilled if I can get to 6 weeks straight of 50,000 steps as that will mean I've walked 300,000 steps which is more than I've ever walked in a 6 week period. I'll be so proud of myself!

Now you might be thinking, why not 7 out of 7 days? Surely walking 10,000 steps 7 days a week for the next 6 weeks is going to be better than just 5?

Friends, we are going for progress here not perfection; done, not perfect. Six weeks of perfection would kill just about any dream. Promise me right now that you will not go for perfection, but you will go for progress?

Now it is your turn... What SMART goal do you want to achieve?

Specific

Measurable

Accountable

Resonate

Thrilling

HABITS



Another SUPER trick I learned from the book '[Atomic Habits](#)' by James Clear is that when accomplishing goals, you have to put in place small habits. I knew about habits already from reading the book '[Habits](#)' by Charles Duhigg but, again, like 'Mindset', 'Habits' is a very academic book. What James Clear does in 'Atomic Habits' is break down habits in a much more palatable format.

Here's the basic premise:

1. Changing one habit will have an effect on other habits
2. Habits are made up of stages called the Habit Loop (cue, craving, response, reward)
3. Habits can't be erased (which is why bad ones are hard to break!)

The nitty gritty of these are important, but not as important as the steps you need to take to create a new habit that overrides your old habits. Since you can't erase them (they are literally grooves in your brain that become more defined and deeper each time you repeat the habit), you MUST create new ones so that when faced with a choice between the old habit or the new habit, your brain decides to choose the new habit.

Here are three (of many) suggestions courtesy of James that struck a chord with me:



The 2 Minute Rule - if you want to start a new habit, don't make it too complicated. If you want to start running, just commit to running for 2 minutes to start. Anyone can do anything for 2 minutes and 9 times out of 10 when you've gone running for 2 minutes, you'll find that you end up going out for longer than 2 minutes. Getting out for the run is actually harder than the run itself and as long as you know that, the battle is won.



Don't Skip Twice Rule - this rule was a total game changer for me. I absolutely love it. Let's say we go back to the 10,000 steps five times/week rule. The don't skip twice rule means that if you go out on Monday and do your walk, but then you miss Tuesday - that is ok, just don't miss Wednesday. When I was trying to get into a habit of being a person who ran five times per week (so I could eventually run a marathon - because a person who runs a marathon runs five times a week), this is exactly the rule I followed and lo and behold, I have been running five times per week pretty regularly ever since.



The 1% Improvement Rule - this rule basically says that making a 100% improvement in a single day isn't as good as making a 1% improvement day by day. When you make a 1% improvement regularly, it eventually compounds and you surpass any major leap in improvement you could make as a one off.

How long does it take to form a habit?

There are a lot of different opinions on this one. According to my neuro-coaching mentor, Dr. Shannon Irvine, it takes up to 67 days to solidify a new neuro network in your brain (remember that groove I was talking about?) and make a habit stick.

Dr. Irvine explains it like this. Think about water flowing along a river. When it comes to a fork, it will flow in the direction of the deepest fork. From her perspective, to make sure the new fork (new habit) in the river is deeper than the old fork (old habit), takes 67 days.

In 'The Miracle Morning' Hal Elrod talks about how long it takes to implement a morning routine. He found with his clients that it is somewhere around 30 days. I love how he describes what it feels like to create a new morning routine: the first 10 days are unbearable, the next 10 days are uncomfortable and after the third 10 days you become unstoppable.

As someone who has always HATED early mornings and has preferred to stay up late working on things when the house is quiet and there are no interruptions, adopting the 'Miracle Morning' routine was definitely a challenge. But thinking back to *The Model*, I decided to take Coronavirus as an opportunity to try out this new morning routine without the pressure of doing the school run every morning.

Hal was right, the first 10 days were unbearable. So unbearable that I quit. Then I re-read the book and started again. The first 10 days were still unbearable, and the next 10 days were uncomfortable but in the final 10 days, I became unstoppable and I started to actually crave my morning routine. I've now been doing my morning routine for the best part of two months and it is my most favourite part of the day. Without an alarm, I naturally wake up between 6-6:30am every morning and I get a full 60 minutes all to myself.

During this time, I listen to my morning brain priming from Dr. Shannon Irvine, review my visualisations, read, pray and do a little bit of yoga. My whole outlook on the day has changed and as a result, I've also found a whole bunch of other things have changed too! Like my running, which I'm regularly doing five times per week (and craving) or helping more around the house (something I've been accused of not doing enough of since I work all the time!). I've also found that I'm craving sleep earlier and at about 11pm, I'm more than ready to hit the hay; before this I was going to bed at 1am, 2am, or even 3am. This in turn has impacted my weight as I'm no longer eating late at night to stay awake - and my marriage, because I'm actually in bed at the same time as my husband (I'll leave the rest to your imagination).

I am sharing all this with you because I know that if I can do it, you can do it. The only difference between me and you is that I've spent the past few years reading and listening to all these books and podcasts from influential leaders every chance I can get (usually on my morning runs or while I'm doing my morning yoga)!

The beauty is that by reading this one book, you don't even need to go and read all the others. Of course, you absolutely could if you want to solidify your learning and dive deeper into what I've touched on - but you've got enough here to get going, so don't make not reading them stop you from taking action.

What really matters is not whether you go and read or listen to all these books. It's what you do now that I've transferred all this knowledge to you.

TAKE ACTION



Inaction is the death of dreams.

I can't say that enough.

It is now time to take action.

Look back at your SMART goal and in the space below, write down at least one habit (and no more than 3 habits) you are going to start putting into place in order to achieve your SMART goal.

The habits I need to put in place to accomplish my SMART goal are:

Three large, empty rectangular boxes stacked vertically, intended for writing habits.

A final note: One of the most powerful things you can do when setting yourself up for success is to get an accountability partner. We covered this earlier in the SMART goals section, but I want to remind you of it now. Don't hold yourself accountable to yourself - that is a recipe for disaster. Find a friend who you know will support your growth and change, and get them to help hold you accountable. You can return the favour and do the same for them.

I love this African proverb which I was recently reminded of: *"If you want to go fast, go alone but if you want to go far, go together."*

Remind yourself here of who your accountability buddy will be:

and before you do anything else, send them a text message and ask them if they are keen to help hold you accountable. If they say yes, you're golden! If they don't respond or don't feel able to support you at this time, think of someone else and keep asking until you find someone who will.

What you've just been given is a roadmap to success in literally any area of your life and I hope you will follow it. I also know that if you are reading this part of the book, you didn't skip over the mindset work and go straight into the social media section. You, my friend, are one hundred times more likely to be successful just by absorbing this part of the book rather than skimming over it.

Before we move on, let's take a moment to review the roadmap to success that you've just read:

1. There is a plan for your life and you are not alone in thinking it has been temporarily derailed. There are hundreds of thousands of women, if not millions, who feel the same way you do right now.
2. In order to change anything, you have to lean into that plan and have faith that it will come to fruition.
3. Hope will help you to keep going, even if you can't see how it will all work out.
4. In order to change your life and find a solution to your problems, you need to start leaning into a 'new you'. You can do this by identifying your limiting beliefs that are holding you back and start by reframing them using one powerful little word, 'YET'.
5. The next step is to look at the bigger picture of your life holistically and figure out where you are now and where you want to be. You can use the Wheel of Life (on steroids) to help you work out which areas to focus on first.
6. Start with 1-3 key areas of your life that you want to change and put in place some SMART goals. Remember when setting SMART goals to focus on the person you want to become and NOT the outcome.
7. Spend some time visualising what your life will look like if you accomplish that SMART goal. Or if you can't come up with a SMART goal, work through the visualisation exercise I've given you to help bring a vision of your life together.
8. Once you have a clear idea of your SMART goal and you can visualise what your life will look like when you complete it, you will need to take action. That starts with forming habits that get you closer to your SMART goal. Remember rules like the 2 Minute rule and the Don't Skip Twice rule.

9. Finally, make sure that you have accountability to help you stay committed to accomplishing your goals. If the person you've picked isn't holding you accountable, find someone else who will.

I'll wrap up this section on mindset with a famous Chinese proverb, one that I first heard from another of my online mentors, Jeff Walker:

“The best time to plant a tree was 20 years ago, the next best time is now.”

So what are you waiting for? Get going. If you feel overwhelmed by all the different methods I've given you, just pick one that feels right and run with it. Once you've done that, pick another one and put that into action. You don't have to follow the roadmap exactly how I laid it out - doing it in 'your' order is better than not doing it at all. We are after progress not perfection - 'done, not perfect - right?'

In my heart of hearts, I pray that you will just take action. How you take it is up to you. There is no right or wrong way to act. But doing nothing is the surest way to guarantee that you'll wind up in the same place you are now a year from now.

SOCIAL MEDIA IN 2020



My promise to you was that by the end of this book, you'd have an action plan to jump start your ability to take control of your future, feel confident as to which digital skills you need to hone, and start to believe that financial independence is a real thing that you can obtain.

If you haven't worked out by now, doing the mindset work IS the action plan. Let's now shift to your digital skillset.

You likely bought this book to learn how to return to work, change careers or start a business leveraging the power of social media.

In order to feel confident as to which digital skills you need to tap into in order to accomplish your goals, you need to know which digital skills matter in 2020.

Social media sits at the very top of the list of digital skills you need. There are other vital skills in today's age, like how to set up a website and how to start list building, but none of these skills will boost your confidence faster than social media.

I think many businesses have the impression that social media is something they 'need' to do and because they don't really 'want to do it', they never leverage it correctly. Think about the last time you did something that you didn't want to do - you probably didn't give it your all and your results probably reflected your action. Sound familiar!?!

Let's run social media through The Model the way most businesses see it:

Circumstance: Social media exists

Thought: I have to be on it

Feeling: Yuck

Action: Sporadic posting, no plan or strategy, no heart

Result: Social media doesn't work

Here's a little secret ... doing social media badly is worse than not being on it at all.

You heard me right - a business (or a person for that matter) who doesn't want to leverage social media properly, shouldn't be on it. Social media is an INCREDIBLE tool. It can be used in one of two ways: for community and for ROI (return on investment).

When social media is all about community, this is what we call 'organic' social media. It means you aren't paying to get your message in front of more people, but people are gravitating naturally toward your message. When social media is all about ROI, then you bet it involves spending.

I have used BOTH methods to grow my business to six figures, multiple times. I've had friends who have built their businesses to multiple six and seven figures.

There are a LOT of factors that go into a successful business and to be sure, social media is only one part of the puzzle.

Recently I came across a very successful entrepreneur. She has a very good 'funnel', as in, an excellent way of securing her pipeline (via social media, namely Facebook ads).

She has a seven-figure business. She is financially independent BUT what she doesn't have is community. If you go and look at her Facebook and Instagram posts, you'll find less than a dozen likes and maybe one or two comments and yet she has over 40,000 followers.

When I look at her accounts, I see 40,000 missed opportunities.

On the other hand, what I see a LOT with women who start our 90-day Transformational Social Media Magic Course is that they have a decent following BUT they don't understand how to get ROI. They may be building community but they don't know how to leverage list building, landing pages and paid advertising to capture leads and grow their customer base.

The ideal world involves a bit of both. In my opinion, it should start with community and then move into ROI activities.

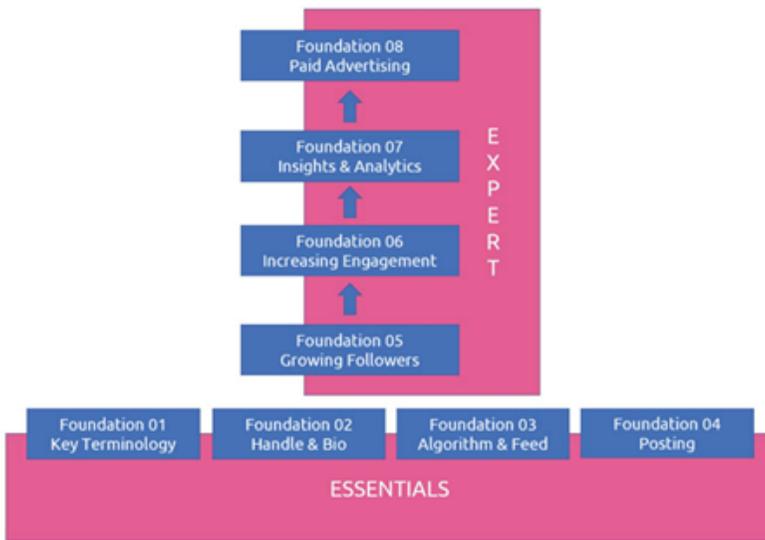
Let's back up for a second and look at how social media works in 2020. In my free training programme and in our 90-day Transformational Social Media Magic Course, I teach three key pieces of information that explain this in more detail: 'The 8 Foster Foundations for Social Media Success', 'My 6 Bs' and the 'Sunflower Effect'.

THE 8 FOSTER FOUNDATIONS FOR SOCIAL MEDIA SUCCESS



Let's start with the 8 Foster Foundations for Social Media Success (and yes, I did name it after myself as I've spent years working out this framework!).

Foster Foundations Flow Chart



I love the parables in the Bible, and one that has always meant something to me is the parable of the wise and foolish builders. It must be important to God too as it shows up in both Matthew AND Luke.

The basic premise is that if you build your house on sand, when the wind and the rain comes, it will blow away. If you build the house on rock, it will still be there even after the storm hits.

It is for this reason I've divided the 8 main stages of social media into two groups of four.

The essential foundations cover things as basic as key terminology, understanding the algorithm, and learning how to post properly.

The expert foundations are the more advanced level of social media - things like: how to grow your following, increase your engagement, how to read your analytics, and finally paid advertising.

If you don't know the basics, you will really struggle when it comes to leveraging social media properly. Educate yourself on how to use it professionally and you'll start to see the difference.

Let's start with the essentials:

FOUNDATION 01: KEY TERMINOLOGY



Each social media network has its own nuances. For example, one of the most common mistakes that I see ALL THE TIME with newbie Instagram users is thinking that you can put a URL in the copy under a picture that goes on your Instagram grid.

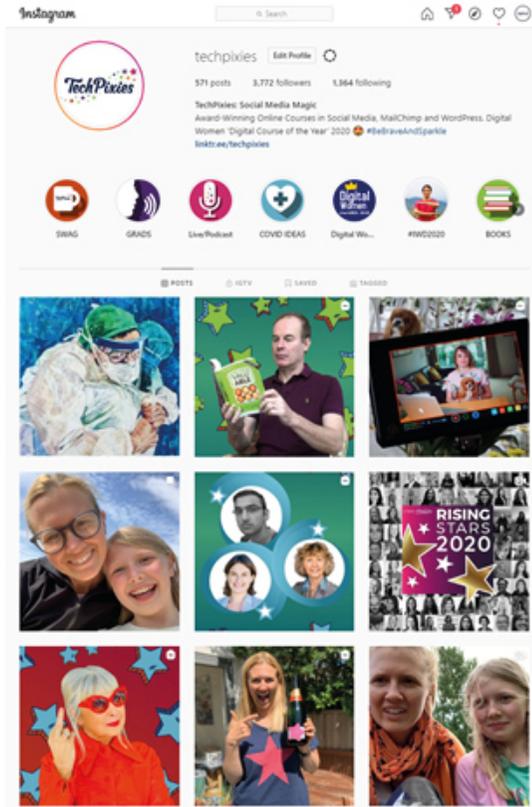
Just in that sentence alone, I dropped three key terms:

URL: aka link or hyperlink... for example <http://techpixies.com/> is a URL. The domain would be just the techpixies.com part of the URL. The URL we use to encourage people to sign up to our weekly tips at TechPixies is: <https://techpixies.com/weekly-tips/>

Copy: the text that accompanies an image that you post on Instagram (which is just as important, if not more important than the image itself these days)

Grid: on Instagram, when we are talking about 'the grid' we are referencing the squares of images/videos on your Instagram profile.

Key terminology matters because it is the language by which you can easily communicate with others on a higher level within social media. Being fluent in key terminology sets you up for success and this is why you start here. In our 90-day Transformational Social Media Magic Course, we go deeper into the key terminology for all 4 of the leading social media networks: Instagram, Facebook, LinkedIn and Twitter. We will shortly be adding a SEO bonus module which covers Pinterest (which contrary to popular belief is a SEO tool and not a social media network).



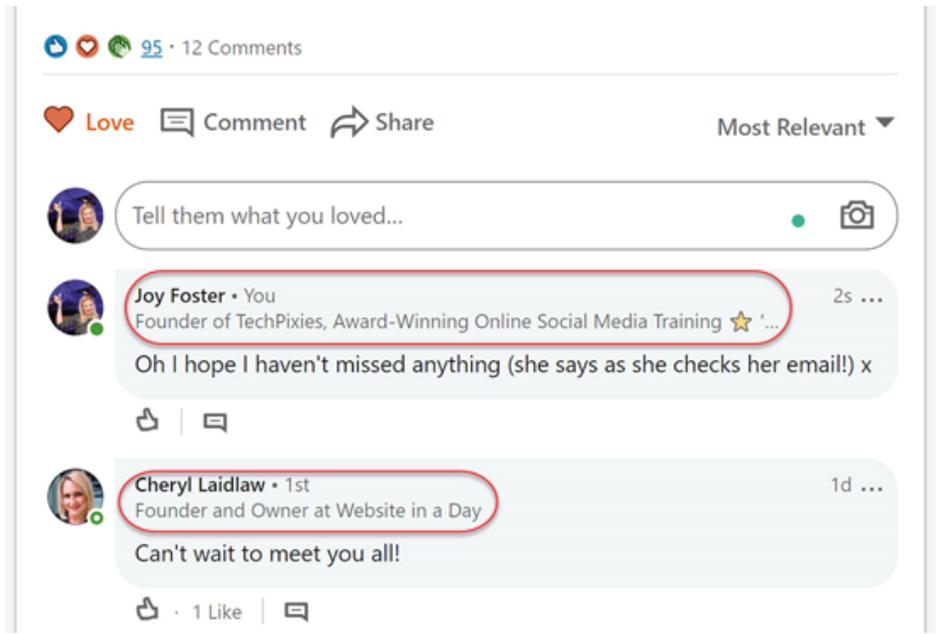
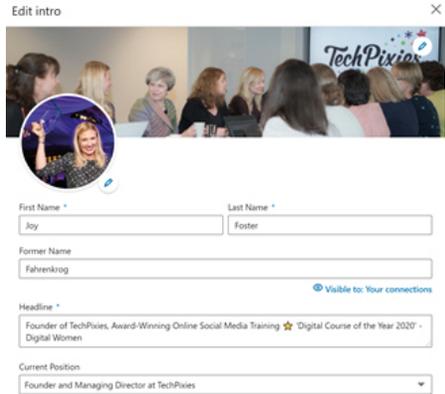
**FOUNDATION 02:
USERNAME & BIO**



Each network has a username and bio section. Even these sections have nuances. For example, you have a character limit in each of them and some are more complex than others. Facebook for example, has a very extensive bio section which allows you to go into a lot of detail.

Another good example of nuances within a bio is LinkedIn. On your LinkedIn profile, you have the ability to add your first and last name, your former name (very useful if you have changed your name through marriage), a 'headline' AND a 'current position'.

There is a significant difference between your headline and your current position. Every time you comment on anything in LinkedIn, your headline accompanies your name:



This is effectively your 1-second elevator pitch. By adding emojis or awards you've won, or even saying something like 'seeking opportunities in copywriting' you can increase people's interest in you. This is an opportunity to capture attention rather than just stating what you do. Cheryl Laidlaw happens to be a friend of mine, and I know that what she creates for her clients is amazing - but by simply listing her 'job position' she is missing out on that extra chance to wow.

**FOUNDATION 03:
ALGORITHM & FEED**

Like the Coca-Cola™ recipe, getting the social media networks to open up about their algorithms is not easy, as they are well guarded secrets. What we do know is that they change and adapt as the network changes and adapts. I know of a very, very successful entrepreneur who has millions of followers who still teaches that women should post five times a day on Instagram to grow their following. The irony is that she only posts once per day!

Now to be fair, when she started out, posting five times a day worked and it got her A LOT of followers. Back in the day (6 October 2010 to be precise), the Instagram algorithm showed posts chronologically. Facebook and Twitter and LinkedIn all did the same. In fact, Facebook used to show ALL your Facebook posts to ALL your followers.

But as millions and millions of businesses have worked out that Facebook is a great place to be to reach customers, the algorithm has changed and an organic Facebook post will now only be seen by 3-10% of your audience. That means that if you have 1000 followers, a single post - unless it gets a ton of engagement (reactions, comments and shares) - will only be seen by around 30 to 100 people. When a post gets a lot of engagement right away, however, Facebook will notice its popularity and then push that post in front of more people.

That is how the algorithm works now. You must create content that is 'edutaining' - educational and entertaining. It must generate a reaction and it must generate a reaction relatively quickly or else it dies. It is this rule that also dictates why some content, particularly on Facebook, picks up speed and runs for a very long time - to the point that millions of people see it. When this happens, it is called a 'viral post'.

A friend of mine, Christa Joy, runs a website which provides resources for children with special needs. She is a mother of a special needs child

herself so she knows first-hand the value of ‘done for you’ material to help parents educate children with special needs.

When the Coronavirus hit, she decided to give away a set of free learning modules to help parents who were now homeschooling their children.

The post went viral and was seen by 1.2 million people and shared by 15,000 people. The result? Christa had more than 10,000 parents register for her free modules.

Overnight, she went from a company with a few hundred parents who knew about her to 10,000 parents.

Because she was able to serve them in a time of need, they are very likely to be interested in supporting her business by buying her paid resources.

Getting a post to go viral is harder than it seems. It is a combination of getting it in front of the right people, being something that people want, luck and timing.



This happened to another friend of mine, Nicole Burke, founder of [@gardenaryco](https://www.gardenary.com). Right before she was about to launch a book on the Revival of the Kitchen Garden, one of her Instagram posts went viral:

Overnight she went from 80,000 followers on Instagram to over 100,000 followers - and not long after that, her new book sold out in the Amazon pre-sales BEFORE you could even buy it.

I did an incredible interview with Nicole on the Sparkle and Thrive Podcast [Episode 25](#), right before this video was picked up and shared on ‘Goodful’.

But viral success doesn't just happen to the big guys. Following our biggest and most successful free training programme ever, TechPixies ran our 21st cohort of Social Media Magic. One of our students, Michal Kahn, had previously been skeptical about how she could use Instagram to reach anyone with her passion: Elegant baking.



Using our teachings she went from 100 followers to 1000 followers in a fortnight, and legitimately stamped her place in the baking world. By the end of the Techpixies 90 day course, she had 3400 highly engaged followers.

Here's what this experience did for her confidence and happiness:



Michal Kahn

★ Rising Star · 23 hrs



#THANKYOU tech pixies and everyone doing the course. I hated social media, I wanted to live before the industrial revolution never mind the digital one. I cringed when I posted on fb which I did maybe 3 times a year, never knowing what to say and actually wanting to be private. Now I totally love social media!! Who knew it could be so fabulous?? It's such a community builder and motivates me to create constantly. I feel like I've found my tribe in my followers, I enjoy them so much and they make me laugh all the time. I'm getting so much joy from it all and my skills are rocketing, both digital and in my own art!! It's demanding, but my relationship with it has changed completely. It's like having a new lease of joyful life. Thanks guys. 🥰🥰

This is why I LOVE what I do. I get to help women like Michal find their voice and their purpose in life through social media.

The algorithm works in mysterious ways but if I could leave you with one really powerful piece of advice, it is the age old adage “you are what you eat” or in the case of social media, “you are what you consume”. If you want to feel totally sh!t about yourself, go and follow the Kardashians. Instagram life is not real; it is a glossed-over version of reality. What and who you follow can quickly morph into a negative self-bashing pity party.

This is why teenagers need guidance and why parents / guardians of teenagers NEED to know how the algorithm works. For example, when a young girl follows one account connected to anorexia, they will be presented with suggestions for hundreds of other similar accounts to follow.

Be careful what you consume, be careful what your children consume. Another one of my favourite Bible verses comes from Philippians 4:8. *“Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable - if anything is excellent or praiseworthy - think about such things.”*

Follow women like:



Dame Stephanie Shirley ([@damestephanie](#))
 Suzi Grant ([@alternativeageing](#))
 Amy Porterfield ([@amyporterfield](#))
 Marie Forleo ([@marieforleo](#))
 Oprah ([@oprah](#))
 Jennifer Allwood ([@jenniferallwood](#))
 Rachel Hollis ([@msrachelhollis](#))
 And of course, TechPixies! ([@TechPixies](#))

These people keep it real. They also run very successful businesses. When you step into their world, you'll be inspired and you'll see the good, the bad and the honest truth.

FOUNDATION 04: POSTING (PROPERLY)



I touched on this earlier when we were talking about key terminology. Each social media network has its own nuanced way of posting. The wrong way to post on Instagram, for example, is to include the URL in your grid posts. (How cool are you that you know what all this means because I addressed it in the key terminology section? Very cool.) Another mistake people make is using random made up hashtags on the spot. Hashtags work differently depending on the network. On Instagram, for example, you can use up to 30 hashtags. Does that mean you should? No!

You want to do your hashtag research and work out which hashtags are the best ones for your audience. You don't have to look much further than the hashtag #girlsnightout to understand what I mean.

If you immediately went from this book to Instagram and looked up that hashtag, I'm sorry.

You now know why, when TechPixies does a girls night out, that we use totally different hashtags to describe the night. We're much more likely to use hashtags like: #lovemytribe and #favouritepeeps BECAUSE we've researched them. We know that they are a good fit for our brand and the type of women we are trying to attract.

Congrats! If you are totally new to social media, I've just given you a crash course in the essentials. This just scratches the surface of the type of information that we teach in our Social Media Magic course but it gives you a good idea of why the essentials are so important.

Let's move on to the Expert Foundations. They are made up of: growing your following, increasing your engagement, reading and understanding your insights and analytics as well as supercharging your social media with paid advertising.

FOUNDATION 05: GROWING YOUR FOLLOWING



The best way to think about social media is like a shop front. When someone decides to follow you, it is like they've chosen to walk into your shop.

The mistake that many people make when someone walks into their physical shop is that even if they sell an item, they rarely collect the customer's contact details so that they can continue to connect with them long after that initial transaction.

As you grow your following, you also want to be growing your email list. The beauty of social media is that it allows you to connect with people you otherwise wouldn't be able to connect with. Having a social media presence is what allows people like my friend Nicole Burke (@gardena-ryco) to have customers all over the United States even though she lives in Chicago. It is what allows me to have students all over the UK (and very soon the world) even though I live in Oxford, England.

Social media is BETTER than a storefront BUT if you don't grow your following and your mailing list, you are missing an opportunity to grow your business (or the business that you work for).

The person who taught me this was Amy Porterfield. I'm a HUGE fan. I have a total girl-crush. I like to describe my business before Amy came into my life as similar to Captain Scott's exploration of the South Pole. If you don't know the story, Captain Scott made it to the South Pole but he (and his crew) never made it back. He wasn't equipped to handle the journey there and back.

The gift that Amy Porterfield gave me was the gift of list building. If you want more information on list building, she has an amazing free master- class you can watch [here](#).

To this... If you decide to sign up for her List Builder's Society (which is how I learned how to list build, then definitely use the link I've given you above and forward your receipt to support@techpixies.com so you can join our bonus TechPixies + LBS Facebook Support Group).

Amy recently created a podcast, How to Grow Your Email List Using Social Media (#316), that brings this concept home.

It is all good and well to say you should use social media to drive your list building activity but the bottom line is that if you don't know how to use social media properly in the first place, this will be very hard to do! While growing your social media following comes naturally when you invest in paid advertising, that doesn't necessarily mean you will be growing an engaged following.

It is important to know how to grow your following so that you can gain the benefit of numbers because business, at the end of the day, is a numbers game.

What does this mean? Have you ever heard of the term ‘conversion rate’? A conversion rate is the percentage of your following/email list who actually take the step to buy something from you.

Let’s say you have 1,000 followers and you put a post out to sell spots to an upcoming workshop. If 10 people sign up, that is a conversion rate of 1%. What we know statistically is that your conversion rate via email can be much higher and your highest conversion rate will be off of a live offer (like a live webinar or a live free training).

For people who sell products, one-time discounts connected to a holiday (think Black Friday or Cyber Monday) are all promotions that encourage conversions (or sales).

When you are just getting started though, social media growth is an indicator as to how much your product or service resonates with people.

Women often ask me if they should wait until their product is done and polished before they launch on social media and I always say, don’t wait. Waiting is always a mistake. By sharing your journey, you start to build the Know, Like and Trust (KLT) factor, another amazing tip I picked up from Amy. The more you establish the KLT factor, the more likely you are to get better conversion rates and better engagement rates.

So, yes, growth matters - growth of your social media accounts and of your mailing list. It is the combination of these two that make for a very powerful business.

Both my friend Nicole ([@gardenaryco](#)) and I were able to grow our businesses to six-figure businesses with just a few thousand followers and this is because we both understood this concept.

Whether you work for yourself or someone else, this principle holds true. Yet 99% of people don't fully understand it. My hope is that by reading this chapter, you'll now have a better understanding of why growth matters and how you can leverage your social media storefront to create not only a community of people who know and love your stuff BUT who also convert and become superfans.

FOUNDATION 06: INCREASING ENGAGEMENT



It is one thing to have a huge following. It is entirely another to have a huge ENGAGED following.

Engagement matters for soooo many reasons. For one, it provides 'social proof'. When someone reacts to, comments on or shares your post, that post then gets shown to their friends. So whenever someone engages with your content, their friends see it too.

The best type of organic growth? Word of mouth! Remember my friend Chrita's viral post? Over 15,000 people decided to share it - that is social proof and that is why she got 10,000 email subscribers overnight. Sharable content is always the aim but it can take you a while to figure out how to create content that people want to react, comment and share.

I love how Nicole Burke explains this on the Sparkle and Thrive podcast ([episode 25](#)):

"Find ways to celebrate and come together as a community. One thing I do is something called 'gram your garden' and I would do different contests. So I did a month where I would provide 30 post ideas for each day of that month. Each day, they would post pictures of their garden using the hashtag #gramyourgarden and then we would run contests and I would feature people."

Other ways to engage with your audience include using stories on Instagram or asking an irresistible question on Facebook.

Here’s an example of what I mean:



A couple of weeks ago in our closed group which has (at the time of printing) 450 women in it, Angie Hiscott, my Facebook Community Manager posted an ‘irresistible question’. It took off and the stories that came out of our community were hilarious! From getting a massage from Richard Branson to being a model on the box for an air mattress to finding £60k worth of crack cocaine in a hotel ... over half of our amazing community got in on the conversation.

Engagement matters because it connects people to you and to each other. An engaged community is a powerful community. This kind of engagement can’t be bought.

Here’s another stellar example of engagement at its best. Proviz Sports regularly runs competitions and during the Coronavirus lockdown, they ran a #localheroes giveaway. This competition was set up and run by one of our TechPixies. It generated 1.3k reactions, 502 comments and 68 shares which got it in front of 260,568 people!



Proviz Sports

Published by Rachel May [?] · April 16 · 🌐

#LOCALHEROES GIVEAWAY! 🎁

Know someone quietly helping behind the scenes during this difficult time? Want to gift them a #Proviz jacket?

It could be a friend, colleague, neighbour or family member - send us your nominations! 🙌

To enter, like this post, tag your nominee in the comments, and tell us why you think they're ace! ☑️

Two prizes - one for them and one for you - up for grabs. Choose from any two jackets in the pic 🙌

- Prizes: Nightrider 2.0 men's or women's cycling jacket; Classic men's or women's waterproof running jacket
- T&Cs: bit.ly/33KN0mK
- UK and Europe entries only
- Nominations close midnight Thursday, April 23rd
- Winner chosen at random

[#Giveaway](#) [#ThursdayThanks](#)






Choose TWO jackets!

260,568

People Reached

6,256

Engagements

[Boost Post](#)

 You and 1.3K others

502 Comments 68 Shares

**FOUNDATION 07:
INSIGHTS AND ANALYTICS**

I've just shown you that engagement matters - but how can you tell if you are getting good engagement or not? A lot of that has to do with the size of your following.

We have a major competitor in the social media training space who I used to worry a lot about in the early days. I stopped worrying when one day, I had a huge epiphany. They may have had many, many more thousands of followers than me BUT they didn't have the engagement I had.

It was a good lesson on why you should focus on your own game and not your competitors. As soon as I realised that we had much better engagement rates on social, I stopped worrying.

Building an engaged following is an art and it takes time and effort. I also believe that if you are looking at your insights and analytics on a regular basis, you'll be able to work out whether or not your social media following is healthy.

I can tell you with a lot of confidence that it is very hard to reverse the effects of an unengaged following, so take it from me. It is better to build slowly but with an engaged following than to build fast without engagement.

Insights and analytics tell you whether or not you are healthy. On an account like Proviz, where we had very little involvement in building the first 20,000 followers, my team has had to work extremely hard to get 4-5% engagement out of their now 50,000 followers. The first 20,000 followers were effectively unengaged followers. Reversing that pattern has been a challenge but one that we have, for the most part overcome.

At TechPixies, it is very rare that a Facebook post will have an engagement rate lower than 5%. In fact a 10-17% engagement rate is the norm - and it is not unheard of for us to have upwards of 26% engagement!

Stats matter. You can make decisions on stats. If you see something doing well, do more of it. If you see something underperforming, ask why. Get curious. Can't figure it out? Drop it and move on, doing more of what works and less of what doesn't.

The irony here is that at TechPixies, we only post once per week on Facebook. That might change in the near future, but we worked out that video does better than a static post and live video does better than pre-scheduled video so.... I now do a live video pretty much every single week and the weeks that I don't do a live video, we do a pre-scheduled video.

ONE POST. That is it and then we repurpose that post across all our other feeds. We convert it into shorter 2-minute videos with subtitles for LinkedIn and Twitter and we extract the best 15 minutes for IGTV. On Instagram, I only post two to three times per week and we throw a couple stories up in between the posts. Simple!

You do NOT need to overcomplicate social media. It does not need to rule your life!

Yes, I now have a team who run my social media, but that is because now that we have money in the business, we can start to be super strategic. We are also leaders in the social media industry so we need to be on top of our game - not just for our own benefit as a company but because we have a curriculum we need to keep up-to-date with all the latest information about social media.

But you don't have to post every day to be successful. In fact, if you are on social media all the time, you'll never get the other part of your work done that actually drives the sales ... like your email sequences or your webinar or sales pages or your partnerships.

The beauty of analytics and insights is that they help you shortcut your efforts. They help you to do more of what works and less of what doesn't. Do me a HUGE favour, and don't ignore them!

FOUNDATION 08: PAID ADVERTISING



As I write this, we are in the middle of totally revamping our paid advertising offering at TechPixies. While learning from Amy Porterfield, I was introduced to Rick Mulready and I am now a part of his Accelerator Mastermind.

Rick is a mentor and friend and has helped me overcome my fear of advertising on Facebook and Instagram and for that, I am eternally grateful.

Hands down the most powerful way to advertise in 2020 is via Facebook and Instagram ads. LinkedIn and Twitter don't hold a candle to the flame that is Facebook and Instagram advertising. If you think back to pre-Facebook advertising days (if you can remember them), you'll know that the only way to get in front of your customers was via traditional advertising and Google AdWords.

The problem with this kind of advertising is two-fold. Traditional advertising has very low direct ROI and is much more about brand awareness. A couple of years ago, TechPixies hired a PR specialist to help get the word out about TechPixies via the traditional press route. Our PR person did a great job helping us to put in place some research that backed up why we were in the business of helping women return to work. (Remember that confidence gap report we mentioned in the beginning of the book?) She was even able to get us a spot on the BBC South programme as well as a solid mention in STELLA.

But traditional advertising cost us a LOT of money. What's more, I can only attribute one actual enrolment to the STELLA article and no enrolments whatsoever to the BBC South programme.

I can tell you that had I spent the same amount of money on Facebook advertising (to be clear, I'm not talking about boosting, but actual targeted conversion-focused ads) we would have grown a heck of a lot faster in those early days.

But you don't know what you don't know and now you know! So you have no excuse.

When it comes to Google AdWords, there again is nothing majorly wrong with them except for the fact that it relies on someone actually searching for you and/or your product. And if you have good SEO (search engine optimization) you may get to the top of the Google search engine results without needing to pay for Google AdWords.

While AdWords is still something we are learning about, my focus at the moment with regards to growing our business is to leverage Facebook advertising to its full extent.

The game changing thing about Facebook (and Instagram) ads is that they go find your ideal customer AND measure your ROI. Why is this important? Where else can you put money in and get a direct payment back? Best of all, you are ideally getting more back than you are putting into it!

That is why companies LOVE Facebook advertising - because when you figure out the formula, you can scale your business much quicker than you can with any other type of advertising.

It is definitely not easy to figure out on your own and I'll be the first to raise my hand and say there is no way I thought I would ever be able to do it myself. But someone who helped me to get started with Facebook ads Rick Mulready. Click [here](#) for Rick Mulready's Masterclass on Facebook advertising.

That is how I started, with the free training provided by Rick. I then signed up to his Facebook & Instagram Foundations Ads Course and for the better part of a year, I personally ran the ads for my company (with great success I might add - which surprised yours truly more than anyone else in the world!).

So there you have it, paid advertising is the final rung on the expert ladder when it comes to social media. It's the best way to scale up while getting the most bang for your buck.

I'm not going to lie. To be successful at selling something online, there are a whole host of other things you've got to learn how to do, like ...



- Learn how to create an email sequence that sells
- Learn how to run a webinar or a video series
- Learn how to overcome your fear of sales
- Learn how to craft an online product that gets results (online course, one-on-one coaching or group coaching) or create an online product people want to buy (think t-shirts or candles or dog products)

I've had to do these things too BUT what I do know is that if I hadn't learned how to do social media first, pretty much none of the rest of this would have mattered.

If you can conquer your fears of social media and learn how to use it professionally, you'll have the confidence you need to take the additional steps to ...



- Set up a website
- Set up an email service provider
- Set up a podcast (Our free guide [here](#))
- Accept payments online

It is not easy, but it is 100% doable and I believe that with all my heart. Keep reading as the next couple of things I'm about to teach you will give you some amazing and practical 'how tos' for using social media that you can get started with TODAY. (And if you don't feel comfortable yet with how to use social media, you can join our wait list for the next 90-day Transformational Social Media Magic Course [here](#) or sign up for our Instagram and LinkedIn Bootcamp [here](#). The first step is reading this book, the second step is taking action!

JOY'S 6 BS



I have a sweatshirt that I bought on Instagram. It says ‘Hug more trees, love our seas and save the bees’. It is one of my favourite sweatshirts. If you just read the last section on paid advertising, you’ll know that this sweatshirt found me. It found me because I love the outdoors.

I also happen to love bees. Maybe not getting stung by them, but I do love their honey and I know that environmentally they are very important. I love them so much, I recently painted one (thanks to a free online tutorial from Elle Smith Art).



Now that you know this about me, it won’t be a surprise to know the next resource I created for our 90-day Transformational Social Media Magic Course involved bees! Here are my 6 Bs; follow them and your social media will fly! Corny yes, but true.

DO JOY'S 6 Bs AND YOU'LL *Fly*

Be on brand and Professional

Be relevant with your content

Be aware of
your analytics



Be on when your
followers are on

Be engaged

Be consistent

Joy's 6 Bs Diagram

Let's dive into these ...

Be on brand and professional - when people see your social media feed, there should be a clear theme. At TechPixies, our underlying theme is 'stars'. You'll see subtle (or not so subtle) hints of this on nearly all our posts. I wear star earrings, necklaces and shirts. I have stars hanging on my wall, etc.

I learned this trick from Martha Keith, founder of stationery company Martha Brook. She has one of the most beautiful Instagram feeds I had ever seen ([@marthabrookldn](https://www.instagram.com/marthabrookldn)). When I interviewed her about it, she said one of the game-changing things for her was when she started to visibly live the brand, even down to buying clothes in a particular colour and style. Seeing as she had sold over 200,000 notebooks and had an Instagram following at the time of nearly 15,000 - I thought if it worked for her, it might work for me!

Be relevant with your content - this is a super easy one to get wrong and I am soooo guilty of it as I'm sure you are too. Often when we post on social media, we post the message we want to give to our followers and not the message they want to receive. Being relevant means LISTENING to your followers and answering the questions they are asking.

In our visualisation and vision board training (which you would have been encouraged to purchase as a bonus alongside this book), we encourage women to think about words and phrases that describe the woman they want to become - or the woman they are, but might just have forgotten alongside raising a family or looking after elderly parents. So many women struggle with this exercise that I decided to do a videocast/livestream/podcast all about values with the very man who helped me to discover my values for TechPixies, Mike Jennings. We filmed the interview live and it was one of the most interactive posts we've ever done! Why? Because it was relevant, it resonated.

Be on when your followers are on - I work mostly with women and many of them have children. If you look at our stats, the best times tend to be around 10/10:30am and around 8:30/9pm. This would make sense because it is after the school run and after bedtime.

An absolutely appalling time for me to post would be 9am or 6pm, both key family times. For my own sanity, I don't post then! The key is to know when your followers are online and, equally, when you want to be online.

One of my favourite quotes with regards to the age-old question of "when do I post?" comes from Neil Patel, a guru in the digital marketing space. His answer to that question is ...

"Post as often as you can consistently post for the rest of your life." So if you can't post twice a day consistently for the rest of your life, then DON'T DO IT.

The reason I only post a few times a week on Facebook and Instagram is because I don't have time to post every day, let alone more than once a day. I also don't have the ability to reply to all the comments if I post at that frequency.

As my team expands and our social media superpower expands with it, that might change because I'll have dedicated people on each of my

social media channels (with specific strategic aims mind you!).

The beauty of posting once to three times per week on my Facebook and Instagram feeds and posting at 10/10:30am or 8:30/9pm is that apart from those days and times, I don't actually need to be on the network.

It is important to note as well that you DO NOT HAVE TO REPLY in real time. Instagram influencers like Suzi Grant might say otherwise BUT I am a firm believer that you can wait 12-24 hours to reply to your followers and everything will be just fine.

That said, if you follow my rule and you are on when your followers are on, then you should be able to reply when they leave a comment relatively easily. If I know that a post is going out on a Wednesday night at 8:30pm, I know that either myself or a team member needs to check that it went out and then follow up with any comments. But often, we leave the comments for the next morning and we batch reply to all the comments when we are back on the clock.

NOTHING in the social media world is an emergency (even if your boss tries to convince you otherwise). Black Friday, which used to be a single day, now spreads across 2 weeks in the social media world. You can walk away from your social media accounts for 12-24 hours and the earth will not shatter; you will not die. In fact, by taking time away from social media, you'll come back refreshed.

When I'm not working on the weekends, I often will go to the lengths of deleting my social media apps just so I'm not tempted to jump in and check on them. Because I work in social media, one of the last things I want to do on the weekend is check it - that is like taking a busman's holiday!

Trust me when I say that if you are in this game for the long haul, boundaries are very important. I'm not always great at sticking to mine, but I do make an effort on a regular basis to keep working towards putting them in place and keeping them in place. I know deep down this is very important for my mental health and my connection with my family.

Another top tip of mine, if you haven't done it already, is to turn off ALL your notifications. You just need to go to Settings -> Apps and then turn each app's notifications off one by one.

Sure, you'll miss out on messages and dings as they come in. But it means you are in control of when you check your phone and not the other way around. Removing notifications was a total game-changer for me and I hope it will be for you too.

Be consistent - this is a biggie and ties very much into what I just wrote about. Remember that Neil Patel quote? Consistency is king (or queen, whatever your preference!) as they say.

It is a thousand times better to post once per week for seven weeks than seven times in one week and then take a six-week break.

Do all you can to create a consistent schedule, the algorithm will thank you for it!

Be engaged - at TechPixies, we have a rule called the 'no comment left behind rule'. I have always had this rule in place but it was reinforced recently when I interviewed the amazing Angela Laws, who in her early 70s runs the social media channels for Trusted Housesitters.

Angela manages a community of over 250,000 pet lovers. She has a post that went viral and has over 6000 comments. Angela has personally replied to each and every comment on the post.

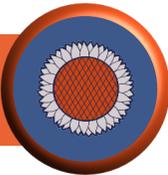
I don't do client work anymore but I can't tell you how many times clients I've worked with have tried to save money or cut corners by not wanting to pay for someone to reply to each and every comment they get on social media. It is an all too common situation where a company will put up a post, get a ton of comments and then not bother to reply back.

Replying back makes people feel heard and if people feel heard, they will continue to engage in conversation with you. So many brands just simply don't get this.

The exception to this is when you are getting tens of thousands or hundreds of thousands of comments, but really, even with 6,000 comments, you can go through and acknowledge each one. And you SHOULD. The people replying are your customers and potential customers. Customers who feel loved and heard become raving fans. Super successful customer-centric businesses love their communities and turn their followers into fans.

Be aware of your analytics - We already covered this in the 8 Foster Foundations to Social Media Success (Foundation 07). But I will tell you with 100% certainty that the majority of people do NOT check their analytics and this is a HUGE mistake. If you are aware of your analytics, you are also aware of what is working and what isn't working, so you can adjust and make better decisions about what to post and what to stop posting. Now that you've got my 6 Bs, let's go deeper into the garden and talk about the Sunflower Effect, a framework for digital marketing that I've been teaching for years!

THE SUNFLOWER EFFECT



The Sunflower Effect basically breaks down how marketing in 2020 works in a very simple way. To me, modern day marketing (aka digital marketing) is made up of three major parts: the stem (a product or service you sell), the seeds (weekly content which is useful to your ideal customer avatar) and the petals (your social media/ website/email list) which help you get that weekly content out to the world.



Let's dive deeper into the model starting with the stem. In this model the stem is the product or service that is the basis for a business. Ideally this product or service solves a problem that your ideal customer has. How well established a product or service is has a lot to do with how long the company offering that product or service has been in business. If a business isn't yet established and doesn't yet have a product, identifying a problem that needs solving and narrowing down on the customer who needs that problem solved is a great way to start.

If I think back to the early days of TechPixies, the product we offered was delivered in a completely different way to how it is delivered now. But over the years, the core elements of what we teach have remained intact. One of the things that has really worked for us is keeping what works and dropping what doesn't.

The other thing that has really worked for us is encouraging feedback (good or bad!) from our customers. That way we are always working towards improving our offering. We are always listening to our customers, always asking ourselves (and them) questions: Is this the best way to present this information? Could we improve the delivery? Where can we add value? Have we solved your problem?

If you are always thinking about your customer and stay in regular contact with them, you can gain a TON of information about what their true needs are. Then when you can create a product that solves their problems, you make them happy AND you grow your business.

This works in both the service and product realm. TechPixies is all about upskilling women with social media so that they can return to work, change careers or start a business by leveraging social media. Proviz, run by my friends Ant and Bob Langley-Smith (and powered by TechPixie pixie dust), sells reflective sportswear. The customer problem is that they don't feel visible at night when they are riding their bikes, walking their dogs or running. The solution Proviz provides is cutting-edge reflective sportswear that helps people to be more visible, which makes them feel more safe.

Now let's talk about the seeds. Seeds come in many forms but one thing I can tell you with the utmost certainty is that the traditional blog format is more or less dead. When I wrote up this 2020 Trends Report it was clear that video was top of the list for reaching your customers. I know that not everyone loves video, but the stats don't lie. Video does much, much better than any other format AND there are some amazing things you can do with video.

In our Free Podcast Guide, we talk about how you can download your live videos from Facebook and turn them into podcasts. You can also take a longer video and edit out shorter videos for IGTV, LinkedIn and Twitter. You can even add captions using amazing services like Rev.com. The reason videos and podcasts work so well is that they help people to get to know, like and trust you. If there is one thing I know from setting up three businesses selling three totally different products it is that people buy from people. As I write this, we are in the middle of the Coronavirus pandemic and the ONLY way you can connect with people right now is through video. If people buy from video and the only way you can currently sell to them is on video, it is time to get comfortable with video!

What I've learned from working with over 2,000 women in our free training and over 450 women in our paid programme is that fear around video has everything to do with fear of being judged.

The reality is, most people, regardless of whether you have a small or a large audience, tend to get positive feedback on their videos. Rarely, if ever, have I seen or experienced negative feedback on my videos. Unless you get political, you are unlikely to receive negative feedback.

Here are my top tips for video:

1. Have good lighting (ring lights are quite popular for this)
2. Have a microphone (I love Yeti Nano mics)
3. Learn how to have a 'permasmile' (for video to work, you need to bring a smile and energy)
4. Plan a couple of bullet points you want to cover before you speak so you stay on track
5. Keep your videos short in the early days (5-15 minutes max)

You've probably picked up on the fact that there is a little bit of overlap in the seeds and the petals. Traditionally, the petals are the mechanism by which you get your weekly content out to the world.

Regardless of whether or not you create your content on social media, you 100% need to have it on your website and you need to email it out to your mailing list.

Why? Because not everyone is on social media all the time and they might need a prompt to go and check out what you've created for them. Also, in reality, you don't own social media, but you do own your website and you own your mailing list - no one can take those two things away from you and no one can change the algorithm on you either! There are a lot of tips and tricks to growing your mailing list but let me bring it full circle and say that it all starts with social media. Remember the storefront analogy I gave you earlier? You can use social media to connect with people you don't know. And if you can encourage them to give you an email in exchange for a useful piece of information or a discount on a product, then you benefit from the full trifecta of the Sunflower Effect.

I love this model because it is so powerful in its simplicity. Hopefully by now, you are starting to understand the importance of learning to leverage social media to sell a product or service.

Here are a few questions that you might be asking right now...

What if I don't have a product or a service yet?

These days, the only caveat I give is that you don't even need a product in the early stages of setting up your business. You could use your social media, email and website to find out what your followers want more information about or what keeps them up at night. Once you know, you can then create a product that serves them.

My one caveat to this is to remember the saying, "Sell them what they want, give them what they need."

In the early days of TechPixies, one thing that came up over and over and over again was that women lacked confidence. I bought into this and thought it would be a good idea to set up a 'confidence course' - but it totally flopped. Although women want confidence, they don't want to admit it!

That is why I sell a course called Social Media Magic. I give you what you want (social media) but sneak in what you need (mindset training) which gives you confidence!

Be honest, if you were tossing up between buying a book about confidence or a book about how to use social media to return to work, change careers or start a business - which one would you choose? And I can back that up with statistics. Simply by running two ads, one positioning this book as a social media book and one positioning it as a book about confidence, which do you think I will sell more of?

Joy, you've talked a LOT about how to leverage social media to connect with your ideal customer BUT I want to return to work or change careers? How does social media help me?

You are right, I've focused a LOT on the business side of leveraging social media. From my perspective, this knowledge is very powerful and very valuable to employers who aren't yet aware of how marketing in 2020 works.

They need incredibly talented people like you who bring a wealth of knowledge and background and a fresh approach to social media.

I'm going to walk you through some stories of women who went through our Social Media Magic programme and show you how they used what they learned in order to return to work or change careers.

First up is Anna Meachin. Anna is a Business Psychologist but stopped working after having three children - including a set of twins! When the twins went to school, she decided she wanted to return to work but couldn't return to consulting with its unpredictable hours. And so she decided to upskill with social media. Not long after the course ended, Anna got a job doing marketing for a psychology-based company. Anna graduated from our programme in March 2016 and has been working for the same company on a flexible, well-paid contract ever since.

Next, I want to tell you the story of Louise Boitout. When Louise found TechPixies, she was looking for a new direction. Following a long and successful career at Nielsen, she had left to take some time to support her family. Initially she set out on her own as a consultant, then as an associate lecturer at Oxford Brookes whilst working part-time at John Lewis. Here was an extremely talented woman having to work behind the counter at John Lewis to make ends meet. She decided to upskill and explore social media management as a career path. While Louise enjoyed social media, she realised what she loved even more was commercial strategy. Louise was able to leverage her social media skills to impress an interview panel at the National Trust and paired with her knowledge of the Trust, she landed her dream job. She will tell you that without the support and encouragement of the TechPixies, and the essential life coaching element of the course she wouldn't even have applied for the role.

I have so many stories like this that I can share. Not everyone who learns how to use social media loves it, but the power of knowing how it works alone gives you an edge over other candidates when you are going for a job. For many women, learning how to use social media properly goes back to that initial desire to improve their confidence with technology. If that is you and your chief desire is to be confident with tech, I promise you that starting with social media is the perfect place.

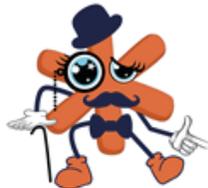
THE SOCIAL MEDIA SUCCESS PATH: HOW SOCIAL MEDIA SAVVY ARE YOU?



At TechPixies, we have a quiz you can take that helps you to quickly identify where you are on the Social Media Success path. Over the years, we've been able to identify four different types of people when it comes to their social media savviness.



**Savvy
Spectator**



**Savvy
Dabbler**



**Savvy
Star**



**Savvy
Superstar**



If you are a Savvy Spectator, you very likely have an older email address (AOL, yahoo, hotmail, Btinternet) and if you have a social media account it is usually just 1 account (typically Facebook) and you are mostly afraid to use it. Apart from checking out what others are up to, you rarely comment.

A Savvy Spectator is looking to return to work, change careers or start a business. If you are working, it is likely you are working in a low-paid job that doesn't involve a ton of tech. You tend to not spend a lot of time on yourself (YET!) and income-wise, you are not likely earning what you'd like to be earning.

The milestone for a Savvy Spectator is that you know in your heart of hearts that you need and want a change - and you have bought this book to help you find out more and start moving in the right direction. Lynne Artus is a perfect example of a Savvy Spectator. Before she went through the TechPixies programme, she was working part time as a TA in a special needs school. She loved her job and the flexibility it gave her but she felt like there might be something else out there. Before taking a career break to raise her children, Lynne was a senior level PA in London.

Reflecting on her career break, she said, “As time flew by, my tech skills became rather outdated and I felt that even if I didn’t go down the social media path, I could see how the Social Media Magic programme would be incredibly beneficial for upskilling and opening lots of doors.” I’m happy to say that not only did Lynne progress all the way through the success path, but she got her dream job!



Next up, we have our Savvy Dabblers. Similar to Savvy Spectators, Dabblers tend to have older emails (AOL, Yahoo, Hotmail, Btinternet). If you are a Dabbler, you tend to have a few social media accounts, but really only use one. While you aren’t afraid to comment, you don’t do it that often.

Dabblers also want to return to work, change careers or start a business - but you know that you need to up your game when it comes to tech in order to get the kind of job you want. Often dabblers spend a bit more time on personal development than spectators. You'll be doing yoga, running, meditation and you might have thought about doing some life coaching but spending money on yourself might not feel like something you can justify particularly as you aren't earning what you'd like to be earning (YET). You also know that if you invested in upskilling, your immediate income would be negative and you just aren't sure you can justify it.

The milestone for dabblers is that they can feel a shift in their mindset and they are starting to have a desire to learn more - and earn more. A perfect example of Savvy Dabbler turned Savvy Superstar is Daniela Tulip. Prior to finding TechPixies, Dani was a Senior Corporate Social Responsibility (CSR) Consultant at a major brand in the UK. Having left her job in order to be more available to her son, she also wanted to do something rewarding that kept her brain active and used her skills while at the same time making money. Right after she completed the course, Dani secured a job in social media for a well-known family magazine. Here's what she said:

“This is a HUGE turning point for me since I quit my corporate job and I couldn't have done it without this brilliant course and the support of all you amazing women!”

I share these stories because the methods I teach, which are based in everything you've just learned, really work! Having now worked with 21 different cohorts of women, I can say with confidence that I've seen real transformation in hundreds of women. While it all starts and finishes with mindset, a huge part of the success women see is by actually taking action and putting into practice everything we have just talked about: The 8 Foster Foundations for Social Media Success, my 6 Bs, and the Sunflower Effect.

There are two more stages in the Social Media Success path, the Savvy Star and Savvy Superstar.

The Savvy Star is best described as the one who suffers from imposter syndrome. Often we find that Savvy Stars have been practicing social media for a while but don't know how much they actually know! If you are a Savvy Star, you probably have a more modern email like Gmail or Gsuite or Microsoft Office 365.

You are ready to return to work, change careers or start a business. If you could just get over that imposter syndrome, you'd be much more confident about the type of work you want to do and how much you want to earn. You're not averse to life coaching and know that you would gain a lot from working on your mindset.

Income-wise, you've invested in yourself and have upskilled in social media. You're likely already working for someone in either a paid or volunteer capacity.

The big milestone for a Savvy Star is that you know that if you can just overcome your imposter syndrome, you've got the skills to start earning what you feel you deserve. You could do with some like-minded accountability, some mindset work and a way to fill in any missing gaps in your knowledge.

A great example of someone who was a perfect Savvy Star turned Savvy Superstar is Jo Cox. When Jo started the Social Media Magic programme, she had been in marketing for eight years already and had done some basic social media. She was working part-time as an office manager whilst she built her business.

Before even finishing our programme, I got an email from Jo that said, "I had this clever plan that I would start my business whilst still working 3 days a week and doing my course ... I've been incredibly fortunate to have found myself in a position where I now have six clients I am managing and have handed in my notice for the day job ... hooray!"

I love that story and I'm sure you can see why! Jo is in control of her time and her money as she has gained the confidence to set up her own business leveraging social media. And that is what a Savvy Star looks like.

Savvy Superstars use professional email (GSuite or Microsoft 365), and know how to set up and run social media professionally. If you are a superstar, you know how to make strategic decisions that grow your following and increase engagement.

If you are a Superstar, you've done it: you've returned to work, changed careers or started a business. You are earning money doing something that you love and you know that continuing your personal development is key to your success.

Our alumni group is full of superstars. Women like Sophie Bradley, a Social Worker who became a sought after Social Media Consultant, Or Verity Ardnt, who went back to work following a career break as the global Head of Communications for Hitachi High Tech Analytical Science. Or Meirion Hood, who went on to be a Digital Marketing Manager for Classlist, one of the UK's fastest growing startups helping parents connect at the virtual schoolgate.

All of these women had the following things in common: they believed in the power of 'yet', and they knew that accountability and taking action were important steps for their personal development. That's why they joined TechPixies and learned how to leverage nine different pieces of technology in 90-days.

THE 9 PIECES OF TECHNOLOGY THAT YOU SHOULD KNOW HOW TO LEVERAGE IN 2020



At TechPixies, over a 90-day period, we teach nine different pieces of technology. We work hard to reduce overwhelm by organising the content in an easy to understand, easy to refer back to structure, complete with printable support documents, hundreds of click-by-click, step-by-step 'how to' videos, quizzes, badges, implementation and quick-start guides and certificates of completion.



But even if you don't join our amazing programme, the point of this section of the book is to walk you through the nine pieces of technology that we teach. Whether you teach yourself or you learn with us, it's important to know what technology you should be using in 2020.

Let's start with Canva. I still remember the day that I joined a free webinar about this incredible tool. Early on as a Social Media Manager, I felt super limited as to what I could create that looked professional enough to pass off on social media without needing a graphic designer. Many of the clients I had in my early social media management days could barely afford me, let alone a designer.

It turns out Canva was super duper powerful and free! I have been teaching Canva in our Social Media Magic programme since cohort 1 and it has been a game changer. With Canva, you can create amazingly beautiful designs. Many of the designs are sized perfectly for social media (not all though - so always check the sizing before creating!) but you can do so many other things with it. Think birthday invitations for your children, posters for your local community - even your vision board!

When I first set up TechPixies, one of our very first exercises was to do the visualisation you did earlier and then follow that up with a vision board that we created using magazine cutouts. When our programme went online, I wanted to create a way for women to make a digital vision board and Canva was the solution!

When you bought this book, you were offered our Canva Vision Board Bonus where we teach you how to create gorgeous vision boards on Canva. This is one of the exercises that women absolutely love doing at TechPixies as it creates a visual representation of what they are hoping to achieve in their lives.

Here are some examples of vision boards created by our students:



Next up is Instagram! For many women Instagram is a perfect outlet for their creativity. We encourage women to learn how to use Instagram because it helps them to get in touch with the things they love. It is so important to do this because when you are returning to work, changing careers or starting a business in the mid to later part of your life, you don't want to waste your time going down the wrong path. There is an urgency to chase your dreams in a way that just doesn't exist when you are in your early 20s and think you've got the better part of a century to accomplish your life's mission.

Many women don't know what to post on Instagram but the truth is, as you start exploring it, you'll discover what matters to you. We also encourage women to reference their vision board. We even have a branding workshop that goes much deeper into the psychology of colours to help women come up with a colour palette that suits their personal style, aims and ambitions.



Sophie Bradley, one of our star students, had never used Instagram before joining TechPixies and now she is a sought-after Instagram consultant and trainer. From that very first post just over 2 years ago to a following of nearly 3,000, Sophie's dog Amber has become quite a social media star.

Facebook is a network that many of our students know how to use personally but not professionally. In my opinion, Facebook (which also owns Instagram) is one of THE MOST POWERFUL social media networks out there.

Fun fact: Mark Zuckerberg and I graduated from the same high school, Phillips Exeter Academy. Facebook was inspired by a book published annually with the faces of all the students in the academy ... called 'The Facebook'.

The thing that makes Facebook so powerful are the advertising tools and the fact that Zuckerberg is relentless in his efforts to innovate Facebook to keep it current and relevant to its users.

Social media isn't perfect, don't get me wrong. But if you have just lived through the Coronavirus pandemic, you will know that social media was an incredibly powerful tool during that time for solidarity and personal connection during a time when being physically close to others was impossible.

Facebook isn't just about personal profiles, business pages and ads. In the past few years it has made a real shift towards community and put an emphasis on improving the tools within Facebook groups.

TechPixies has benefited massively from these upgrades. In April 2020, we ran a free training programme (teaching much of what you are reading in this book). We were able to leverage Facebook ads to encourage 4,000 women to sign up to our free training programme. Of the 4,000 women who signed up, not only did over 1,000 of them show up for our live free training sessions, but they joined our private pop-up group. In that group, we created a safe environment where they could try out some of the things that we've taught in this book - vision boards and live videos.

It was an incredibly empowering experience that would have been otherwise impossible to do without Facebook. At the end of the two weeks, we invited women to join our 90-day Transformational Social Media Magic Course and had an incredible response, with more than 110 joining our April cohort.

From a 'do good' perspective, we were able to help more than 1,000 women upskill with social media in a short period of time. And from a 'business' perspective, we had our largest intake of paying students EVER in a single cohort.

That is the true power of social media. And I'm so thankful that I have a fulfilling and stimulating career using it to transform the lives of the women we work with.

Now I would venture to guess that if you are of a certain age, you set up a LinkedIn account when it first launched and then haven't looked at it since! I know I did!

LinkedIn is an incredibly powerful tool for reconnecting with old colleagues. Many women underestimate the power of reconnecting with people you have worked with in the past. I always say to women going through our programme that if returning to work is your goal, then you 100% need to be working on leveraging LinkedIn.

Here's a LinkedIn top tip that I got from Lisa Unwin, author of the book '[She's Back](#)', LinkedIn profiles with smiling faces get looked at 25% more than profiles without smiling faces. One of the best things you can do is get a great professional headshot done with a nice big smile! Don't worry, you don't need a professional photographer unless you really want one. Smart phones have great cameras these days, so just set yourself up with a nice clean background, a professional shirt, add a little makeup and get someone you know to take a couple of photos.

When connecting with people on LinkedIn, always add a note. It is too easy to just fire off a connection request, but if you give your request

some context it will go a lot further. Make sure that you are also leveraging the ‘headline’ and ‘about space’ on your profile.

LinkedIn also has an up-and-coming business pages section. While groups have all but died out, business pages are gaining traction because LinkedIn has made it so much easier to invite your connections to like your business page.

Twitter is a network that most women we work with are afraid of.

Fast-paced and full of trolls, people who play with Twitter tend to love it or hate it!

It is a great place if you are involved in politics or want to develop relationships with journalists or business-to-business partnerships. You can also use it to keep up with industry updates. Twitter chats (fast-paced conversations on Twitter) are also still popular in 2020.

My general rule of thumb with Twitter is that unless people are talking about you already, you don’t really need to be on it. A couple of years ago with Proviz, we were trying to decide if we should stick with Twitter or not. In the end, I decided it was worth it because hashtag research proved that people were using the brand hashtags to talk about the brand.



In the end, Twitter came in very useful in August 2017 when we ran a £100,000 Kickstarter campaign to launch a new colour reflective jacket (CRS) jacket. Thanks to Twitter, we were able to run round-the-clock tweets that we wouldn't have been able to run on other social media networks due to the sheer speed and volume at which people consume Tweets.

Next up we have 3rd-party schedulers for social media like Buffer, Later, Planoly and Hootsuite. Scheduling software allows you to pre-plan your content in advance so that you don't have to be creating all the time.

When you pre-schedule several posts at the same time, it is called 'batching' and the goal with batching is to save you time. At TechPixies, we try and pre-schedule most of our posts so that we can focus on other areas of the business.

If we think back to that Proviz example in the Twitter section, the ability to post around the clock without having to be present 24 hours a day was amazing.

Pre-scheduling doesn't mean you give up on my 6 Bs, it just means that you leverage the knowledge of insights and analytics to work out when to pre-schedule your posts. You still need to go and engage with your following and reply to their comments. The major advantage is helping you to stay consistent.

I don't recommend pre-scheduling more than 1-2 weeks in advance. I would also recommend that whenever you are promoting something on Twitter, be it an in-person event or a virtual one, that you use pre-scheduling to build anticipation in the lead-up to the event. You can of course tweet from the event itself and post about the key takeaways from the event afterwards too!

There are three more pieces of technology that I think are important to embrace in 2020: **Google Drive, WordPress and MailChimp.**

Google Drive comes free with Gmail and most people have no idea how powerful it really is. Google Drive includes software that rivals Microsoft Office and it is entirely free: Sheets, Docs, Slides, Forms, etc. Google Drive is a very powerful set of tools that hardly anyone knows how to use properly. If you signed up for the Instagram and LinkedIn bootcamp when you bought this book, you'll know just how awesome this tool really is as we gave you a Google Drive technical video library as a bonus.

WordPress started out as blogging software, however, it quickly became a very powerful website building tool. The entire TechPixies platform runs on WordPress and I've worked with it for nearly as long as it has been in existence - and I'm not the only one! Over 33% of ALL websites are powered by WordPress so learning how to use it will be one of the fastest ways to return to work, change careers or start a business.

And finally ... MailChimp! MailChimp is a well-known email service provider that allows you to create landing pages and set up automated email sequences so that you can capture the email addresses of potential customers and nurture them with a set of emails that help them to get to know, like and trust you.

There so many other pieces of technology out there BUT with these 9, you can build a very successful multiple six-figure business. It took me years to learn how to use all of these pieces of technology but the goal of TechPixies is to break it down and teach you the 20% that gives you 80% of the results. I hope if you take nothing away from this book, you at least take away confidence in knowing that if you were to leverage even some of these tools, you are headed down the right path.

Once you know how to use these technologies, stacking on more complicated ones becomes much easier. It is also important to remember that you do not need to be on every social media network. For TechPixies, our customer base is on Facebook and Instagram but we use Twitter and LinkedIn to solidify partnerships with people in our industry. You really only need to be where your customers are and where you get the best return on investment.

WHAT NEXT?



If you've made it this far, I'm so proud of you. This book is intense! We've covered so much ground, from the 'power of yet' to the Wheel of Life and SMART goals that create lasting habits. Doing the mindset work is the foundation for leveraging the full power of social media. I then walked you through the 8 Foster Foundations, my 6 Bs, and Sunflower Effect model for social media success. Put this all together and you now have the confidence and skills to leverage social media to make real changes in your life.

What I would encourage you to do now is to take action.

When you bought this book, you were likely offered the option to purchase a bonus Canva Vision Board training. I totally understand if you didn't take it up - after all, you didn't know me and here I was not only selling you a book but trying to sell you additional online products too!

Regardless of whether you bought the Canva Vision Board training or not, I'm so glad you bought the book and I sincerely hope it has helped you think through your options around returning to work, changing careers or starting a business by leveraging social media.

If you haven't already done so, I would encourage you to go and create your own Canva Vision Board using our training. If you didn't opt in, then you can purchase it [here](#). This exercise will not only help you to tap into your future self but you will have a total blast using Canva to create a vision board, which will remind you every day of the woman you intend to become. By learning how to use Canva, you'll also have a great sense of accomplishment and a skill for life!

We also have an Instagram and LinkedIn bootcamp to help you get started on your social media journey. It comes complete with a Google Drive bonus and a Branding bonus. It is effectively the essential foundation that will show you:

1. Key terminology
2. How to set up your profile (username and bio)
3. How the algorithm works
4. How to post properly

This mini bootcamp will help you to get familiar with two of the most powerful networks for starting a business (Instagram) and returning to work (LinkedIn). As for the bonus, women who have been using Gmail for years email me regularly and say they can't believe just how powerful Google Drive is!

The two bootcamps and the bonus come packed with step-by-step, click-by-click 'how to' technical videos. We do not leave you hanging! To get access to these self-paced bootcamps, [click here](#).

If you like our Canva Vision Board Training, you'll probably also LOVE our [Branding Workshop](#) run by Lisa Mellis, the TechPixies Head of Brand. Lisa is an experienced graphic artist with a demonstrated history of working in the design industry. She is skilled in graphics, further education, logo design, Adobe and Affinity. A strong arts and design professional, she has a masters degree in Graphic Art from University of the West of England.

And of course, there is our 11-week transformational programme, Social Media Magic. If you decide to join our upcoming Social Media Magic course when enrolment opens again, we will credit you with the full price of this book, the Canva Vision Board, the Bootcamp and the Branding Workshop (or any combination thereof!) as they are all part of our larger programme. You can join the wait list for our next programme [here](#).

Lastly, we have some amazing free resources on our website which you can find [here](#).

MY WISH FOR YOU

During our enrolment period, I pray over every name that comes into our programme. I know there is a reason they chose TechPixies and I don't take that responsibility lightly.

My wish for you is that whatever you do next, you commit to being brave. As my mentor Amy Porterfield says:

“If you don't have the confidence, grab the courage.”
I couldn't agree more.

This was never more true for me than a couple of years ago when I was trying to decide if I should keep TechPixies going or if I should close the doors.

As I mentioned early on in this book, our face-to-face programme became unsustainable and I had to make big decisions regarding the future of the company.

On the one hand, I had reached one of my goals and had helped 100 women upskill with social media in order to help them return to work, change careers or start a business. On the other hand, I was running out of money.

I knew that I could walk away without debt and get a 'real job'.

Keeping the business open would require bravery. It meant laying people off and raising money, two things I knew nothing about.

In the end, the decision was made for me. In order to buy myself time to make a final decision about raising money, I decided to lay women off. I felt awful and I wrote in my journal that it was one of the darkest days of my life.

But when I called the team one by one to let them know that I was thinking about shutting the business down and that I had to let them go, each and every one of them said, “I will be fine but whatever you do, don’t let TechPixies die. It is too important.”

Being brave isn’t easy, but it is the only option if you want to see change.

A few months after laying most of the team off, I was at an invite-only lunch at the House of Commons for women who were making a difference in the UK.

I had resolved to move forward with TechPixies but I was unsure exactly how I was going to do it. A very successful woman stood up and said, “If I can leave you with one piece of advice today, it would be this: Jump and the net will be there.”

Turns out, someone else had given her this advice early on in her career and she had embraced it. After I raised £150,000 to move TechPixies fully online, I ran into her at another dinner.

With tears streaming down my face, I thanked her for saying the right words at the right time. I decided to jump and the net was there. Today TechPixies is thriving, not surviving.

Whether you join us or not on the 90-day Transformational Social Media Magic Course, I hope you will use this book as the impetus to start working now towards the person you want to become. Don’t ignore the small quiet voice in your heart saying you were meant for more. Find a group of like-minded women who will encourage you on your journey.

And whatever you do, just get started. Remember ...

Inaction is the death of dreams.




TechPixies
WWW.TECHPIXIES.COM