

## LESSON 26 & 27: EVERYTHING & REPEAT

Tips, tricks of the trade, video how-to's, selfies, quotes, memes, articles, links to longer posts of yours, links from friends and businesses you like... We hope this course has opened your eyes to all the possibilities and outlets that you can creatively, effectively, and authentically build trust with your fan base.

The playing field is wide open, and there are countless ways you and your brand can communicate with your audience.

Our suggestions are merely that. Both Rob and I have taken what we've done with clients and condensed it into advice that we have seen work.

We recommend you try out different ideas that resonate most with you, test if they work and tweak anything that doesn't seem to work for your brand.

This training is the building blocks for you to take and build upon for your own strategy.

Think of your social media as a way to share what interests, inspires, humors, or resonates with you, like you would if you were meeting with friends and having a conversation.

Once you have earned the trust from your fans, you have permission to "sell" them on your idea, business, book, service, product, art... What ever it is for you.

**NOTE:** If you have questions or comments, feel free to join us over in the [Facebook Group](#) where you can engage with other business owners, see what is working / not working for others, and get direct feedback from Rob and I (Devani) on anything you're confused about or want 2nd opinions on.