



HEATHER HARTMAN'S

SOCIAL MEDIA

Engagement TRACKER

HEY THERE, *Love!*

WHEN TRYING TO BUILD YOUR BUSINESS THROUGH TARGETED ENGAGEMENT, TO GROW YOUR AUDIENCE, GROW YOUR LIST, AND BRING VALUE INTO THE MARKETPLACE SO THAT YOU'RE DEVELOPING YOUR OWN KNOW, LIKE & TRUST FACTOR WITH THE ONLINE COMMUNITY, YOU MUST BE ENGAGING ON SOCIAL MEDIA, MAKING DIRECT OFFERS AND "CALLING PEOPLE TO ACTION" (CTA = CALL TO ACTION! LOL) USE THIS SPREADSHEET TO KEEP TRACK OF THE VARIOUS WAYS YOU'RE ENGAGING IN YOUR COMMUNITY, THIS HELPS YOU SEE WHAT METHODS WORK BEST FOR YOU AND HELP YOU DISCOVER WHAT YOUR "MONEY MAKING ACTIVITIES" ARE! USE THIS WEEKLY SPREADSHEET TO STAY ORGANIZED!

How do I use it?

- > SAVE A COPY OF THIS TO YOUR COMPUTER.
(I RECOMMEND SAVING AS A "MASTER" FILE, AND THEN YOU CAN USE IT AND RE-USE IT!)
- > FEEL FREE TO PRINT, OR USE IT ELECTRONICALLY- YOUR PREFERENCE.
- > TRY TO DO AT LEAST TWO THINGS FROM THE LEFT COLUMN PER DAY. CHECK THE BOX ONCE YOU'RE DONE!
- > TRY TO ALTERNATE & MIX UP THE DIFFERENT ACTIVITIES THAT YOU CHOOSE TO DO!
- > I MADE SAT & SUN RED, PRIMARILY TO REMIND YOU THAT YOU NEED TO HAVE DAYS OFF, SO THAT YOU CAN FOCUS ON SELF CARE ETC. HOWEVER, DON'T FEEL OBLIGATED TO HAVE THOSE DAYS BE SAT/SUN - I KNOW MANY ONLINE ENTREPRENEURS WHO DON'T WORK MON/FRI, OR SUN/MON....JUST REMEMBER TO DO WHAT FEELS BEST FOR YOU!

SOCIAL MEDIA *Engagement* TRACKER

	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
POST ON BIZ PAGE							
POST ON PUBLIC FB GROUP							
POST ON INSTAGRAM							
GO LIVE ON BIZ PAGE							
POST IN YOUR OWN FB GROUP							
GO LIVE IN YOUR FB GROUP							
ENGAGE IN PUBLIC FB GROUP							
OFFER/ASK FOR HELP IN FB GROUP							
OFFER FREEBIE IN FB GROUP							
MAIL LIST A NEWSLETTER							

WHO IS HEATHER HARTMAN?

HI, I'M HEATHER! I'M A VISIBILITY & BIZ
COACH FOR THE UNAPOLOGETIC HEART
CENTERED SERVICE BASED
ONLINE FEMALE ENTREPRENEUR.

MY PASSION FOR HELPING WOMEN BE SEEN
IN THE ONLINE SPACE REALLY STEMMED
FROM MY OWN FEAR OF GETTING STARTED,
AND NOT FEELING GOOD ENOUGH TO
REALLY SHOW UP AND GIVE VALUE.

SELF DOUBT, FEAR OF FAILURE, REJECTION
AND YES – EVEN FEAR OF SUCCESS, HELD ME
BACK FOR A LONG TIME. IN FACT, THESE
THINGS KEPT ME STUCK IN A CORPORATE
ENVIRONMENT FOR NEARLY 20 YEARS
WHERE I NEVER REALLY FELT LIKE I COULD
FULLY BE MYSELF.

I BELIEVE THAT NO WOMAN SHOULD EVER
FEEL THE NEED TO "HIDE" OR SETTLE IN
ORDER TO SURVIVE. AND I LOVE HELPING
MY CLIENTS GET PAST THEIR OWN FEARS
OF SHOWING UP, SO THAT THEY CAN
CREATE A BUSINESS AND DESIGN A LIFE
THAT THEY NEVER NEED A VACATION
FROM!

I'D LOVE TO INVITE YOU TO SCHEDULE A
FREE STRATEGY SESSION WITH ME TO SEE
HOW I CAN HELP YOU TAKE YOUR BIZ TO
THE NEXT LEVEL!

TAP THE RED STAR TO BOOK YOUR FREE
CALL!

