

WITH SADIE NARDINI
@SADIENARDINIOFFICIAL

STANDING OUT, BRANDING YOU!

DEEP CORE STRENGTH MOVE!



FREE CARDIO CORE



not a 'before' not an 'after'



SAME BELLY.

THIS SESSION:

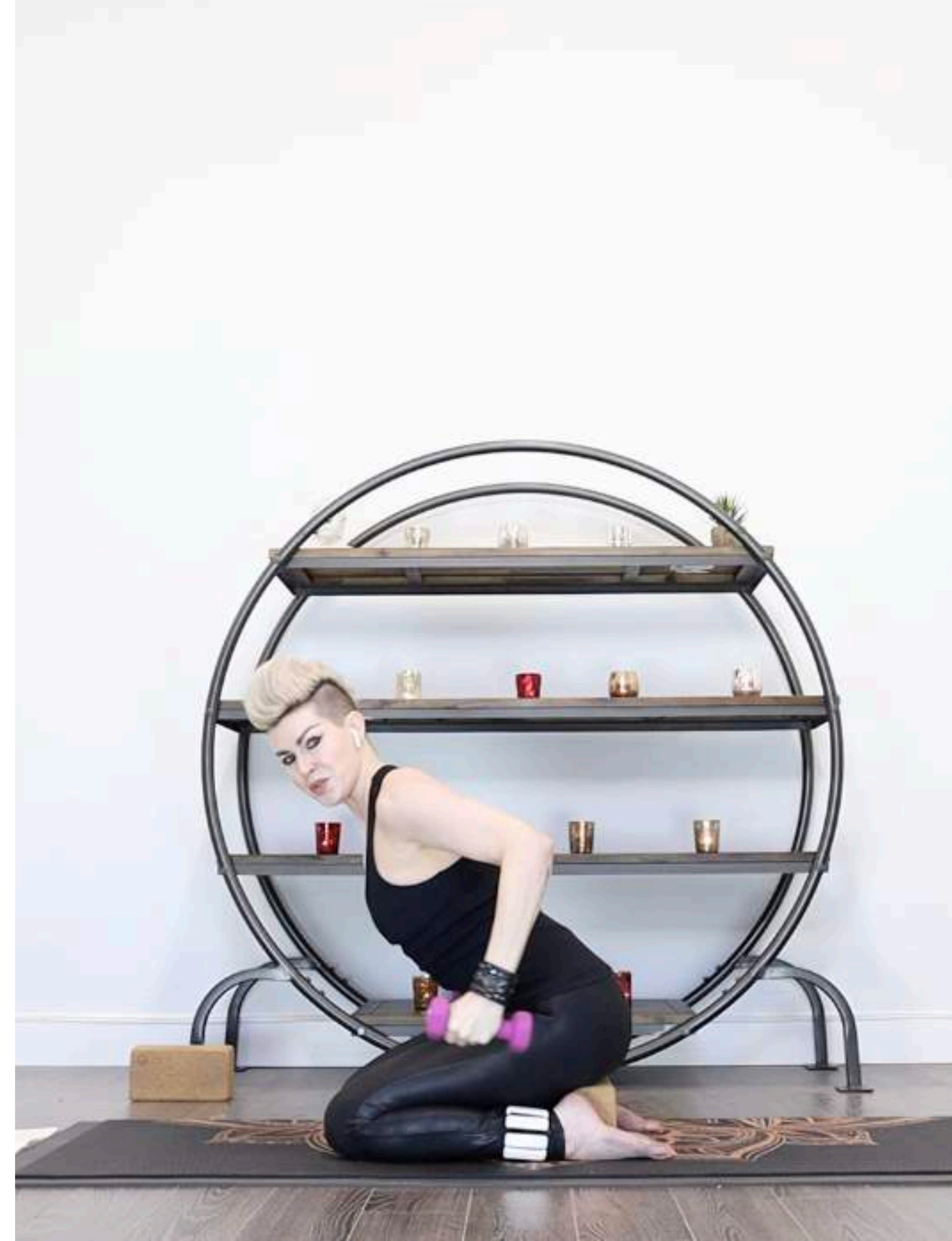
WILL OPTIMIZE YOUR SOCIAL MEDIA OFFERINGS TO WORK BETTER FOR YOU AND YOUR CLIENTS.

Social media has become one of our main channels of communication with our personal and professional communities.

Now more than ever, as the pandemic drags on, competition has risen sharply, and client finances are tight. It's crucial for you to quickly optimize your social media to keep yourself in business.

You can use social media positively to serve others and showcase your unique expertise, which can lead to more financial abundance. But how?

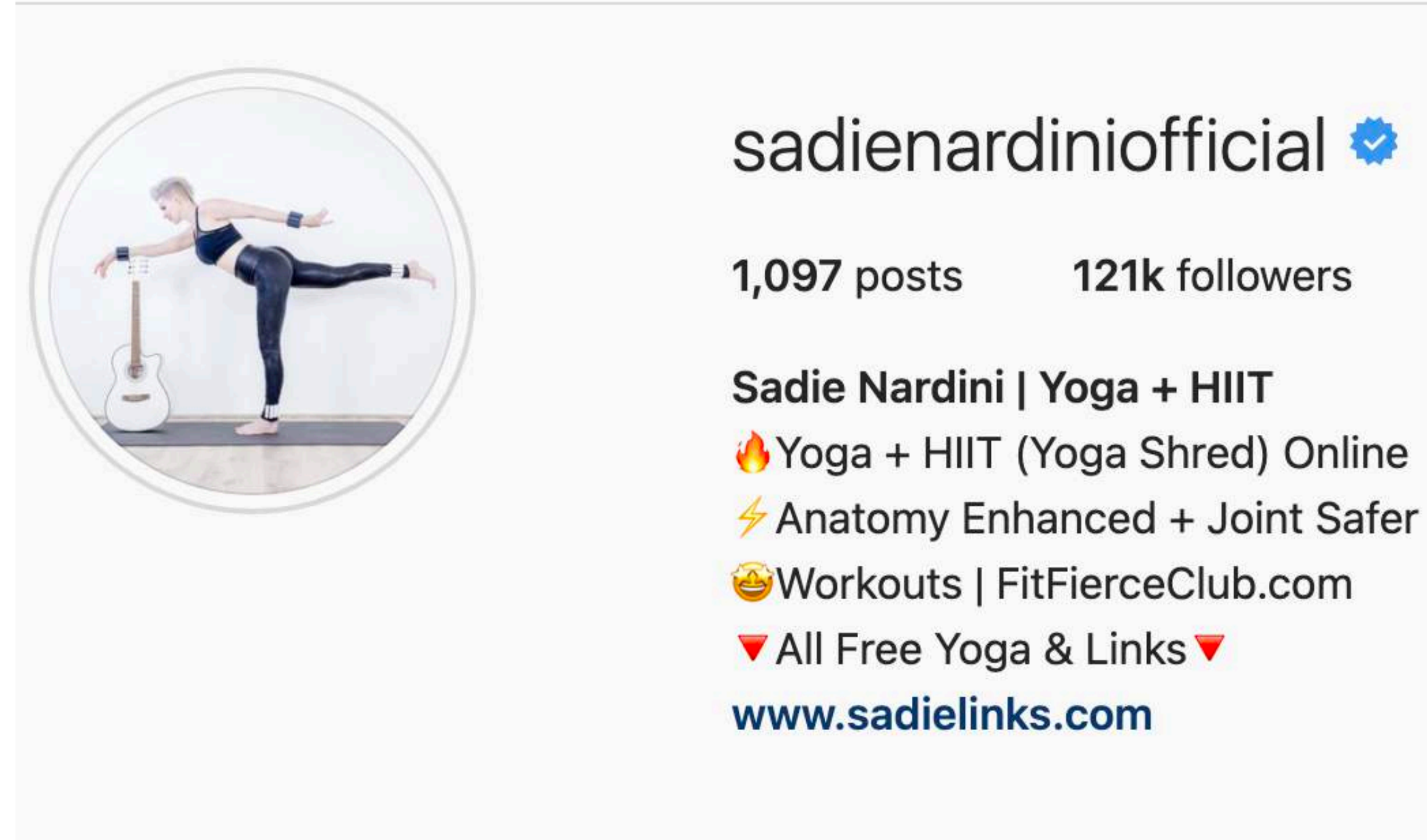
Q: What challenges do you have right now around your social media, and your professional success?



MY SOCIAL MEDIA:

- Over 350,000 people strong and growing.
- It's a warm, engaged, energized community.
- Allows me freedom to work when I choose.
- Gives me freedom from financial anxiety, even in these tough times.
- Grow your audience by avoiding the following 10 pitfalls, and use my 10 rescues on your pages to gain quick improvement, too.

Qs: What is the current purpose of your social media pages? Are they optimally aligned with your professional goals? Do they work for your business?



100%

**OF SOCIAL MEDIA PAGES THAT I'VE SEEN THAT DON'T WORK TO INCREASE THEIR AUDIENCE OR SUCCESS
HAVE FALLEN INTO AT LEAST ONE OF THE FOLLOWING 10 PITFALLS.**

**The most effective social media pages follow the advice I'm about to give you. These rescues
helped me increase my social media following by 500%, and made it possible to comfortably
live off the passive income generated.**

These may seem simple, but they are extremely effective.

Let's get to it!

FIRST THINGS FIRST

Today, my desire is to simplify the chaotic, confusing world of social media, and free you to focus on a few things you can do yourself that will absolutely make a difference.

We will dial in and optimize the two biggest social media outlets with the most disposable income age bracket (25-55): Instagram and Facebook.

But you can use most of these tips to level up other social media outlets, too.

There will be a Q&A at the end, so let's get rocking.

FREE YOGA CLASS!



THE TOP 10 PITFALLS MOST PEOPLE MAKE ON SOCIAL MEDIA AND HOW TO AVOID THEM!

PITFALL #1

DOING IT FOR THEM, BUT NOT FOR YOU.

I watch many online professionals give scattered instruction to anyone and everyone, because they are trying to please every audience at once. They don't realize that providing clear, specific offerings that please themselves will help them reach their best community.

Just because you COULD help everyone doesn't mean you should. If you attempt to be everything for everyone, your true core clients will not be able to see you clearly.



THE ANSWER:

**OFFER WHAT LIGHTS YOU UP,
AND LET YOUR CORE COMMUNITY FIND YOU.**

Please get comfortable with the reality that you are not for everyone, and you are not here to teach everyone. You are here for a specific reason, and that's what you're most passionate about.

Yes, you are here to serve your community. AND when you do it in a way that lights you up, and uses your unique skills and personality, you're much more likely to shine online.

Q: What's your true professional passion, and are you honing in on this on your social media pages, or are you still trying to be everything for everyone?



HOW TO:

BECOME MORE SELF-CENTERED ON YOUR SOCIAL MEDIA

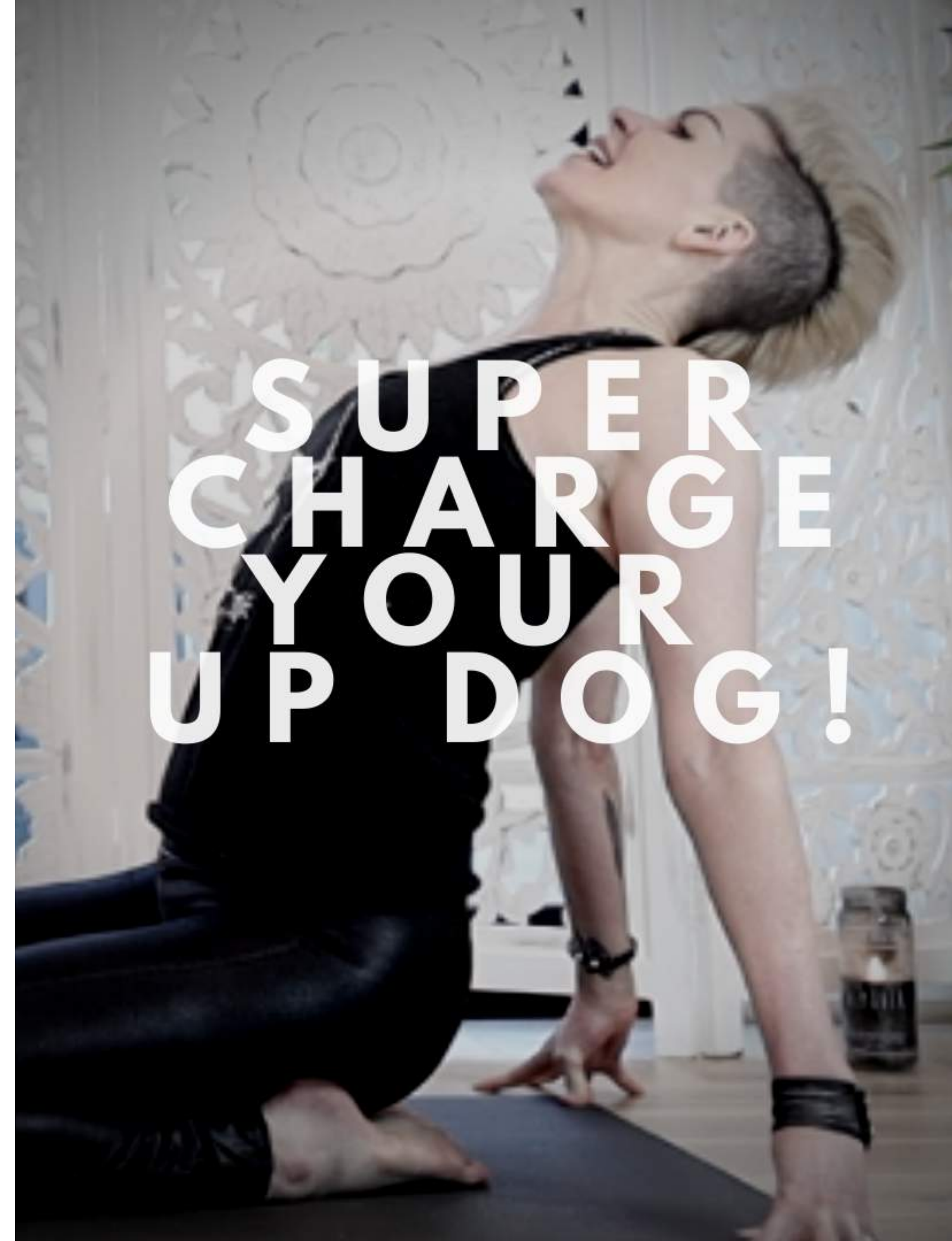
For a moment, clear your mind of what you actually offer to your clients. Or even what you practice personally.

Ask yourself: What would my practice & offerings look like if I was leaning into my own happiness and passion? Would I still be teaching this way, or would I shift?

Some of you may want to make a radical change to re-align with your best vibe. Some may need smaller tweaks.

Make a list of 3-4 things you are driven to express, personally and professionally. Make these the foundation of your page.

The energy on your socials will be so much more bright and interesting when you are lit up around it.



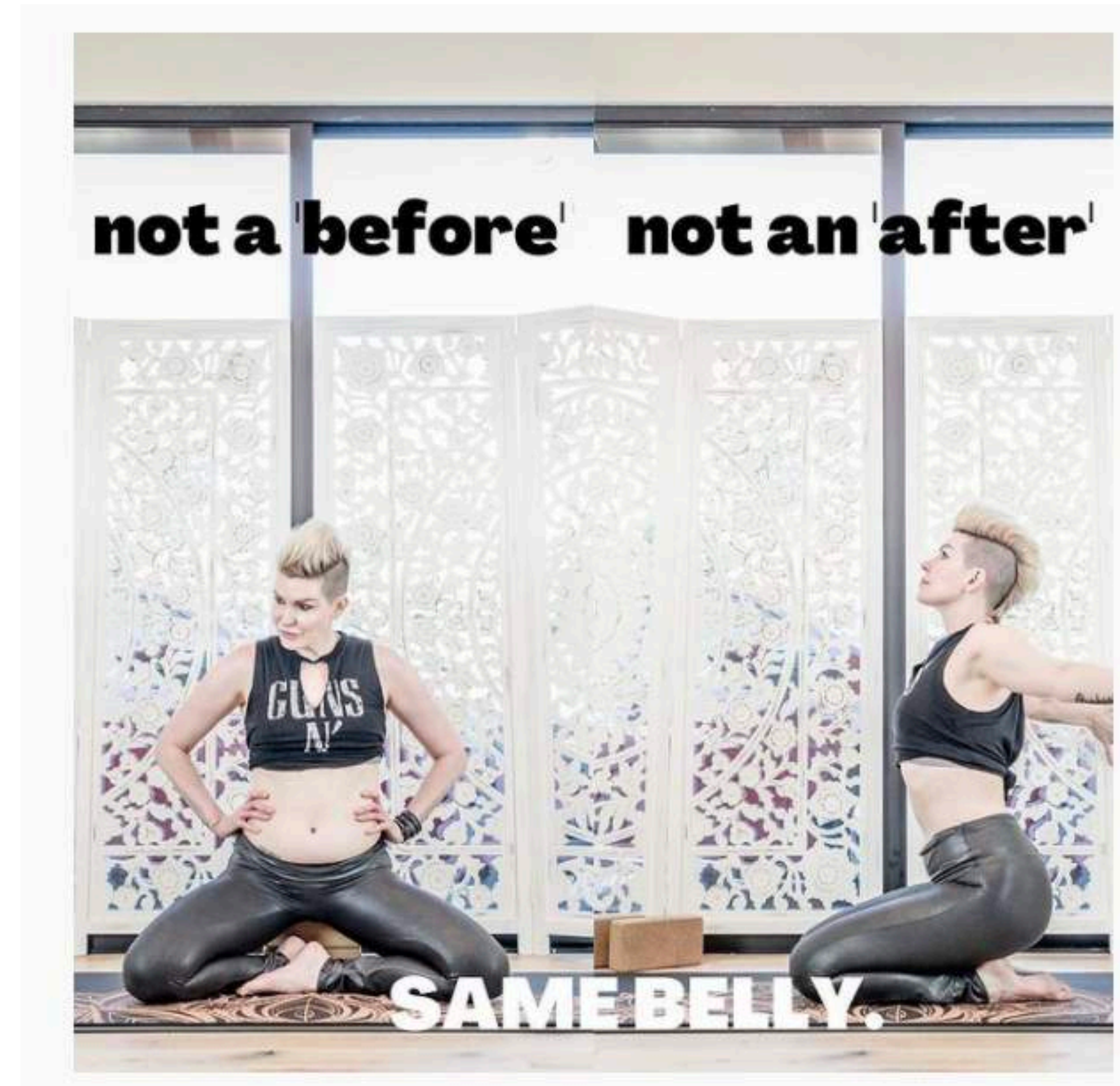
PITFALL #2

COPYING OTHER INFLUENCERS OR TEACHERS WITHOUT PUTTING YOUR OWN AUTHENTIC STAMP ON IT.

I see a lot of similar pages, videos, and teaching styles on social media. It's as if one teacher copied another and then they got copied by another, until I can't tell one influencer from another. It's as if nobody has any unique content.

To stand out, you will need to become comfortable and honest in your own skin, speak with your own voice, and share your expertise in ways that are unique to both your teaching style, and your personal lifestyle.

People won't follow someone they can't see.



THE ANSWER:

TAKE WHAT'S TRUE TO YOU AND SAY IT WITH YOUR VOICE.

If you see another person in your field becoming successful, trying to *become* them is pointless.

Take the general aspects of their success that feel authentic to you, then filter them through your own unique voice.

Q: What aspects of another's success could you turn into your version, yet still remain YOU? Are these aspects central to what you're trying to offer your clients?



PITFALL #3

AIMING FOR VISIBILITY INSTEAD OF COMMUNITY.

Successful social media pros don't just post to fill space. We don't "phone in" our posts.

We consciously post to connect with our audience, and drive real communication.

I don't create my posts just for sales or meaningless attention.

Ultimately, my social media exists because I love my online family and want to help them and hear from them, and it shows.

Did this resonate with you? I'd love to hear about it, and your comments help more people see this who may need it.



3d



bigbitestinykitchen I love food and cooking so I am definitely not going to feel bad about eating. I try to balance loads of veggies, beans and legumes with meat and cheese, and when I eat pasta, I do so with utter joy. No guilt. I also work my a\$\$ off in the club with you. I feel great thanks to you and your workouts! ❤️❤️❤️💪



Liked by **karinsyogaworld** and 620 others

THE ANSWER:

**BUILD YOUR COMMUNITY THROUGH RELATIONSHIP
AS WELL AS KNOWLEDGE.**

Numbers don't matter as much as social media would have us believe. Audience interest & engagement does.

Relying on quick growth sites or buying followers only confuses the algorithms and slows your success.

Attracting 10 new, engaged people who choose to follow you is worth 1000 fake or less interested ones.

You do this by being a real person - one who is truly interested in creating conversations with your community.

Show who you are. Pick some ways you'll be authentically you and reveal parts of your life to your audience. Relatable people usually build their audiences faster!



HOW TO:

QUICK WAYS TO BUILD CONNECTION AND GROW YOUR AUDIENCE!

- Start a newsletter, to reach more of your most interested audience & ensure you have their contact information apart from social media.
- Offer something exclusive and free in your newsletters and share that you're doing this in advance on your social pages to boost signups!
- Have a newsletter signup on your website, send your newsletter through Mailchimp, twice a month.
- Post conversation-starting things, like a solution to a common issue your clients have, or an empowering quote and personal story about your life. *Then ask them what they think!*
- Encourage comments, shares, and @ a friend in many of your posts.
- Regular giveaways in partnership with another page are a great way to organically boost your following (they @ 3 people and follow both pages to enter).

Q: Have you optimized all of these areas yet?

FREE YOGA CLASS!



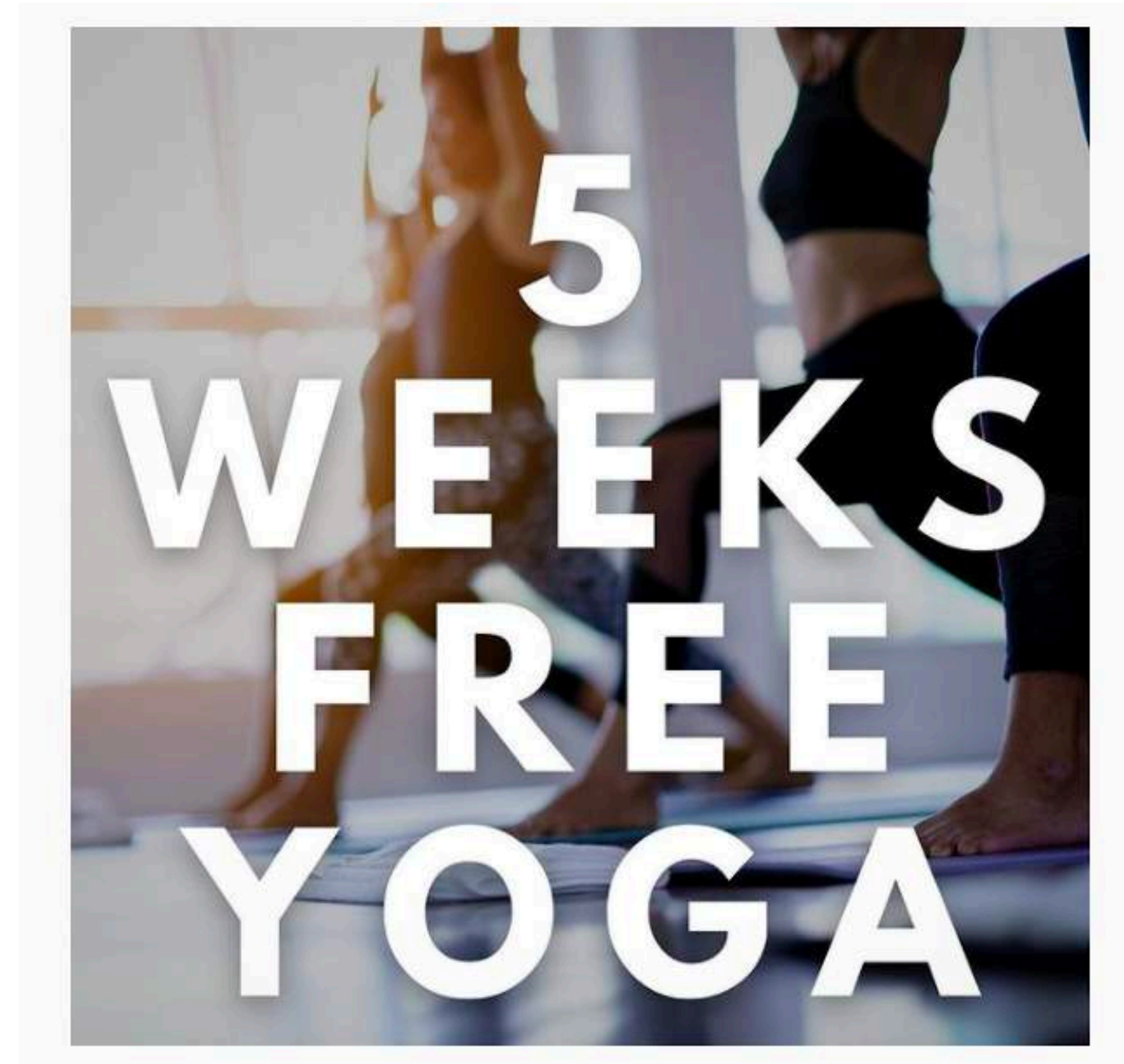
PITFALL #4

OFFERING DRY POSTS, INSTEAD OF JUICY VALUE.

The idea of a “purposeful post” is widely misunderstood by less successful accounts.

Posting photos of your life with short captions “Having some summer fun!”, a photo of your meal, or an announcement post about an upcoming class are all ways to bore your audience.

*Nearly all of the less successful accounts I see (from professionals who I **know** have tons of interesting expertise) make this mistake.*



THE ANSWER:

1) MAKE EVERY POST AN APPETIZER.

- Think of your posts as an appetizer to the main meal; your paid full classes, sessions, trainings, workshops, book, merch, etc.
- Whatever you post needs to be juicy but bite-sized. Most social media pages either give too much or too little.
- When you offer too much for free, your audience won't value your expertise. They are far less likely to pay you for the something they can get for free on your pages.



THE ANSWER:

2) EVERY POST SHOULD IMPROVE YOUR CLIENT'S LIVES.

- Posting photos of your meals is MEH. But add the recipe and some of the benefits of the ingredients for post-workout repair —you're golden.
- Posts that offer value: how-to videos, memes that inspire (with your own experience and thoughts about them in the caption), a video explaining why your upcoming Zoom class is so great, giveaways, quick workouts, recipes, infographics they can share, and yes—posts about your life that also provide some kind of inspiration for your clients, too.
- See my pages for an example of how every post provides value for my audience in some way.
- Pick 3-4 types of posts that would help people *and* showcase your areas of expertise. Make them the ongoing backbone of your pages.
- Mine: Yoga. Yoga Shred. Fierce Female Empowerment. Body/Belly Confidence.
- **Q: Name one way you could uniquely provide value to your clients with a type of social media post?**



PITFALL #5

POSTING WHAT STRIKES YOUR FANCY INSTEAD OF HAVING A STRUCTURED PAGE PLAN

Most social media pages consist of whatever the person felt like posting. Or, they felt like they should post something, so they just made something up on the fly.

This creates confusion about who you are and what you really offer. It also makes potential clients feel that you're not that into your page, so you must not be that into them. Instead of following or engaging—they will scroll on by.

Think of your online audience just like the in-person classes and clients you serve. If you consciously create a plan for their programs, they get more value. The relationship blooms.



THE ANSWER:

MAKE A PLAN AND STICK TO IT!

At the end of every month, I sit down with a calendar and write out the posts I'll do the next month to make sure I hit the foundations of maximum value and connection for my audience.

Usually this includes:

- Video yoga or yoga shred tutorials/workouts 2x a week
- An empowering body confidence quote and story 1x a week
- A live Monday Motivation on IG and FB on Mondays
- A Live Fierce Friday class that's free to the public 2x a month
- Announcements of the Friday classes, and any new class posted at the Fit & Fierce Club

	• Evolutions bo...	
25 • Film Thursda...	26 • Film Fierce Fr...	27 • Go live for Im...
4 • Film Thursda...	5 • Film Fierce Fr...	6
11 • Film Thursda...	12 • Film Fierce Fr...	13

STRUCTURE YOURS!

I post other lifestyle tips and stories among these foundational posts—but I know if I at least offer those important posts, my page will remain value-based and robust.

Q: What 3-4 things could you post each week that add maximum value to your audience's lives and showcase your expertise?

Sit down with a calendar and decide when you'll post what each week. I recommend posting similar themes (meme, video teaching, recipe, live motivation etc) on the same day each week. People will know to look for it, and you will know what your weekly tasks are.



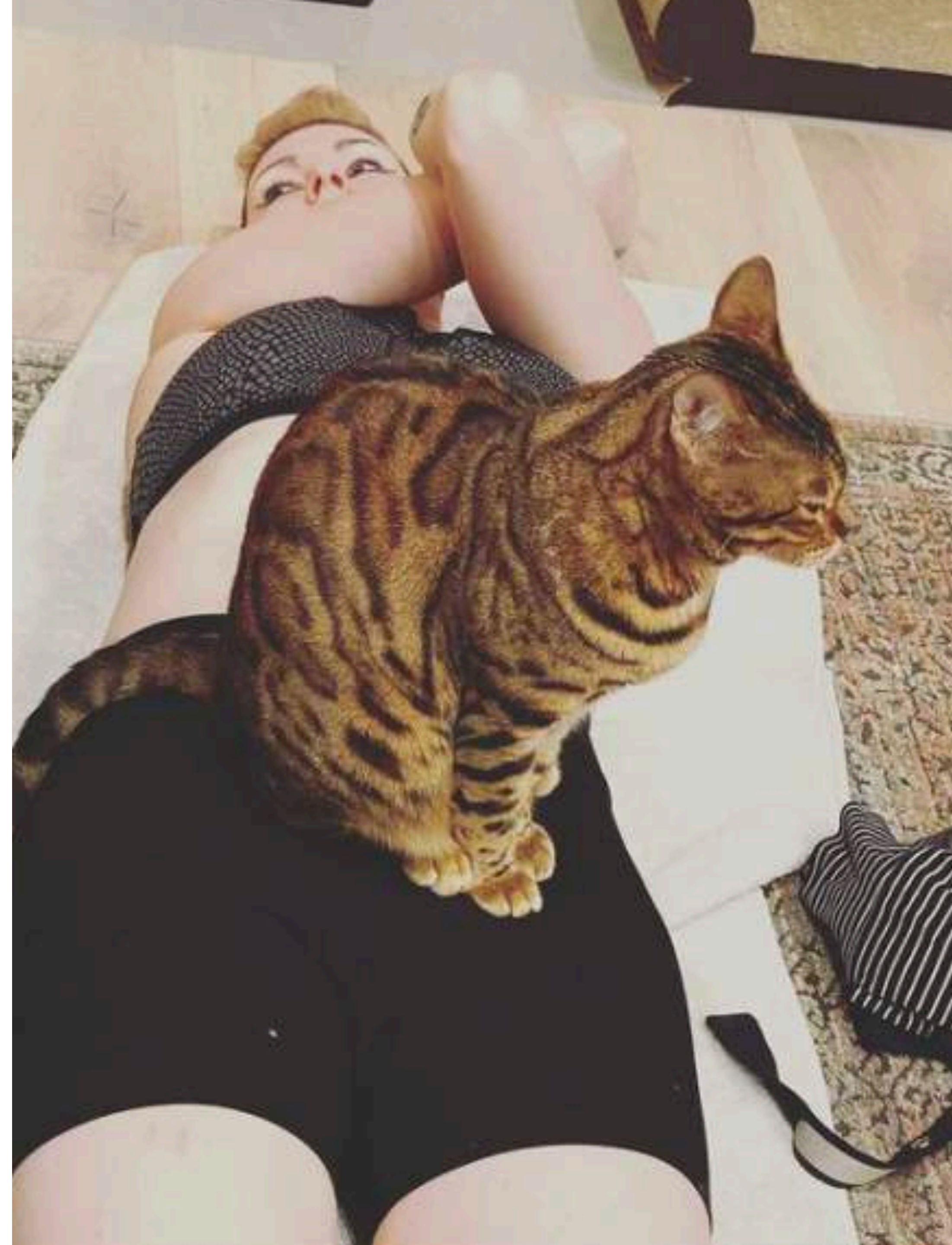
PITFALL #6

CREATING 'SMALLER PICTURE' POSTS BUT NOT LEADING THEM TO YOUR 'BIGGER PICTURE' ITEMS.

The most successful social media pros know that they are posting for 2 main reasons:

1. To attract and provide value for a specific audience
2. To occasionally market their larger classes, workshops, events, trainings, etc. to that audience.

You don't want to only post about sales, but if you optimize the first point, then neglect the second, your page won't work for you as well as for them.



THE ANSWER:

PLAN YOUR UPSELL.

We all want to financially thrive doing what we love. And we deserve to!

Choose a bigger picture item each week to point your audience toward. Is it your upcoming Zoom class, online course or training, or other professional offering?

Then break that offering down into 2-3 bite-sized posts you can make during the time leading up to it that:

- Add value.
- Are mini versions of what they can get if they sign up for your paid offering.

Example: My upcoming Yoga Shred TT: I post how-to videos on making burpees joint-safer, A 4 minute cardio Shred, and a better cueing tutorial for teachers - all leading to the TT with a discount code that expires at the end of the week.



PITFALL #7

POSTING TOO MANY AREAS OF EXPERTISE.

One big pitfall I see is that people get too expansive about what they post on their page. This leads to social media accounts that look like messy yard sales—everything is everywhere, and no one is quite sure who the person really is, or what they're offering.

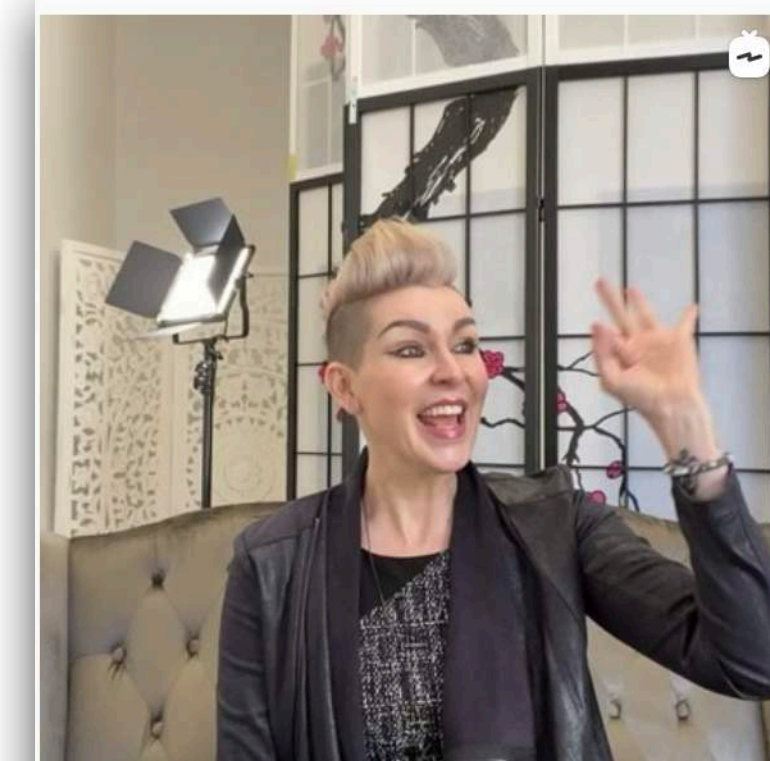
Instead of a yard sale, make your page into a boutique store that only has a few items, created from your passions, and curated for those specific clients who will most appreciate what you have on display.



honestly what aesthetic even is this?
"haunted bohemian shrine aunt"??
"bad vibes core"??
"powerful smothering divorcee aura"??
"indie victorian hellscape"????

HOW TO: CONSOLIDATE YOUR OFFERINGS

- Have a business FB and IG page. Make your personal pages separate and private, *with a username that's not yours if your professional name includes your name*, so clients who search for you don't get confused.
- Pick 3-4 areas of expertise you'll stick to. These are larger areas, like for me: Yoga, Yoga Shred, Body Confidence, Yoga / Fitness Teacher Tools. Post 90% about these things and 10% other areas of your interest.
- Let the variation come in your post topics, *not* the general areas of expertise.



Live Class with me ^{on}
Friday Feb 5th!

Fierce Friday 2/5 @ 1pm PST:
Free 30 - minute "Happy
Heart Cardio Yoga Shred
Workout" + Chat!

CLASS IS
OPEN TO
ALL!

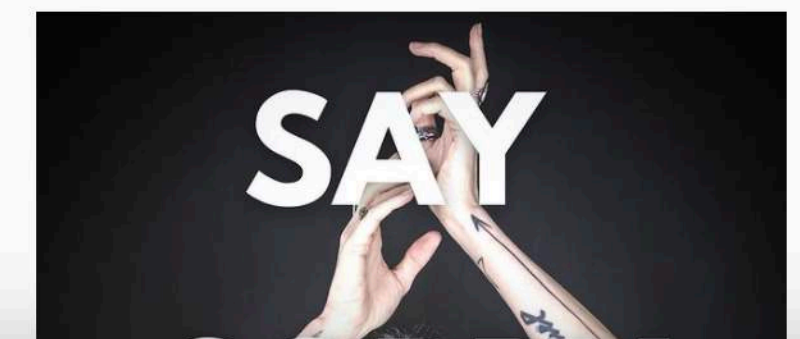
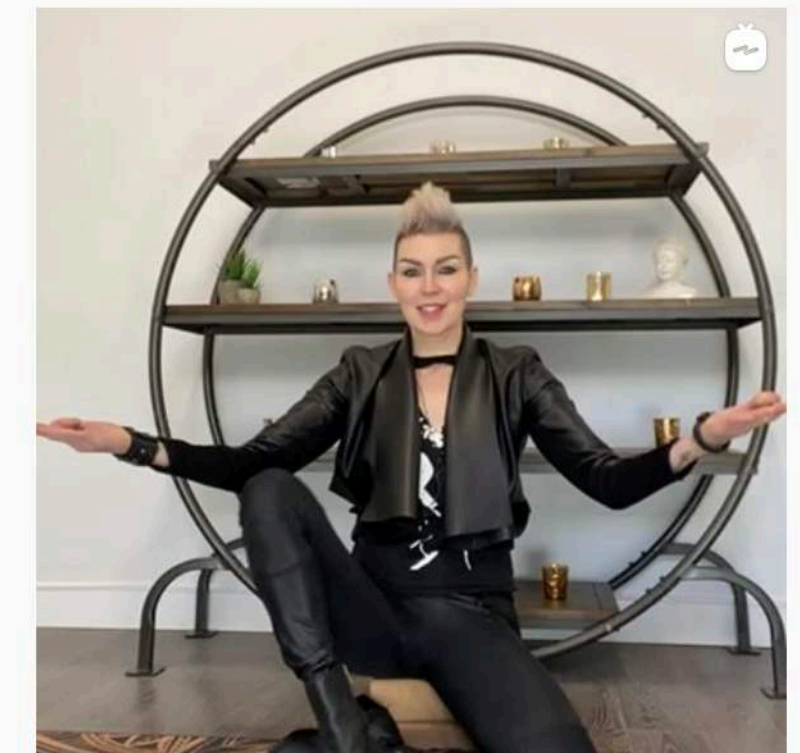
ON FACEBOOK LIVE &
AT THE FIT & FIERCE
CLUB. LINK IN IG BIO
AND DESCRIPTION
BELOW

NEW AT THE CLUB!
**BODYLISHIOUS
YOGA FLOW**



FIT**FIERCE**CLUB.COM

FEB CHALLENGE
**BRAVE HEART →
YOGA SHRED FUSION**



Not all traumas were caused by
that require a lesson to avoid r
them. In fact, most serious traum
mistakes on the part of the vict
weren't events summoned by
unconscious or their karma to t
something they need to learn. T
victimizations. They were attack
stop telling trauma survivors tha
learn a lesson from their experien
just another form of gaslighting.
there is no lesson. Sometimes, th
can do is heal. Lets support

JEFF BROWN

COMING
THIS WEEK
AT THE FIT & FIERCE CL

Feb 1st: Brave Heart Yoga/ Shred Fusion
with Sadie

Feb 2nd: Bodylishious Flow (30 mins) w

Feb 3rd: Brave Heart Rockstar Flow (30
mins) with Alyson

Feb 4th: Meditation for Forgiveness &
(20 mins) with Judy

Feb 5th: Fierce Friday Live class (30 min)
with Sadie!

Feb 6th: Have Your Own Back (18 mins)

Feb 7th: Flying F*cks Discussion & Med
(15 mins) with Anya

YOGA SHRED FUSION
**DANCE IN
THE NEW Y**

PITFALL #8

MAKING VIDEO CONTENT THAT LOOKS LESS PROFESSIONAL THAN YOU ARE.

Video is king when it comes to attracting a larger audience and bringing them value.

You can have the best knowledge in the world, but when you present yourself with lower quality videos, people automatically assume your content and expertise are not as valuable as someone with a more professional presentation.

The good news is that you don't have to buy thousands of dollars of equipment to level up your look! Videos that are too slick can actually turn people off—they look more like a hard sell and less like a connective moment with you.



THE ANSWER!

LEVEL UP YOUR SHOOTING SPACE:

- Clear it of clutter & too many knick-knacks
- Intentional: props/decor match your video content
- Optimal sound: Rode VideoMicro mic for your smartphone or use airpods with the MoviePro or Filmic Pro apps
- If your space is echoey, create sound panels with room screens and glue sound proofing foam squares onto them. Put them around you offscreen.
- Good lighting: We use 2 Fovitec soft boxes and a large ring light.
- Make the mat straight even if the room isn't.
- Straightforward angle works best. You move to show them other angles-just like when you teach in person.

Q: What can you change to make your videos look and sound even more professional?



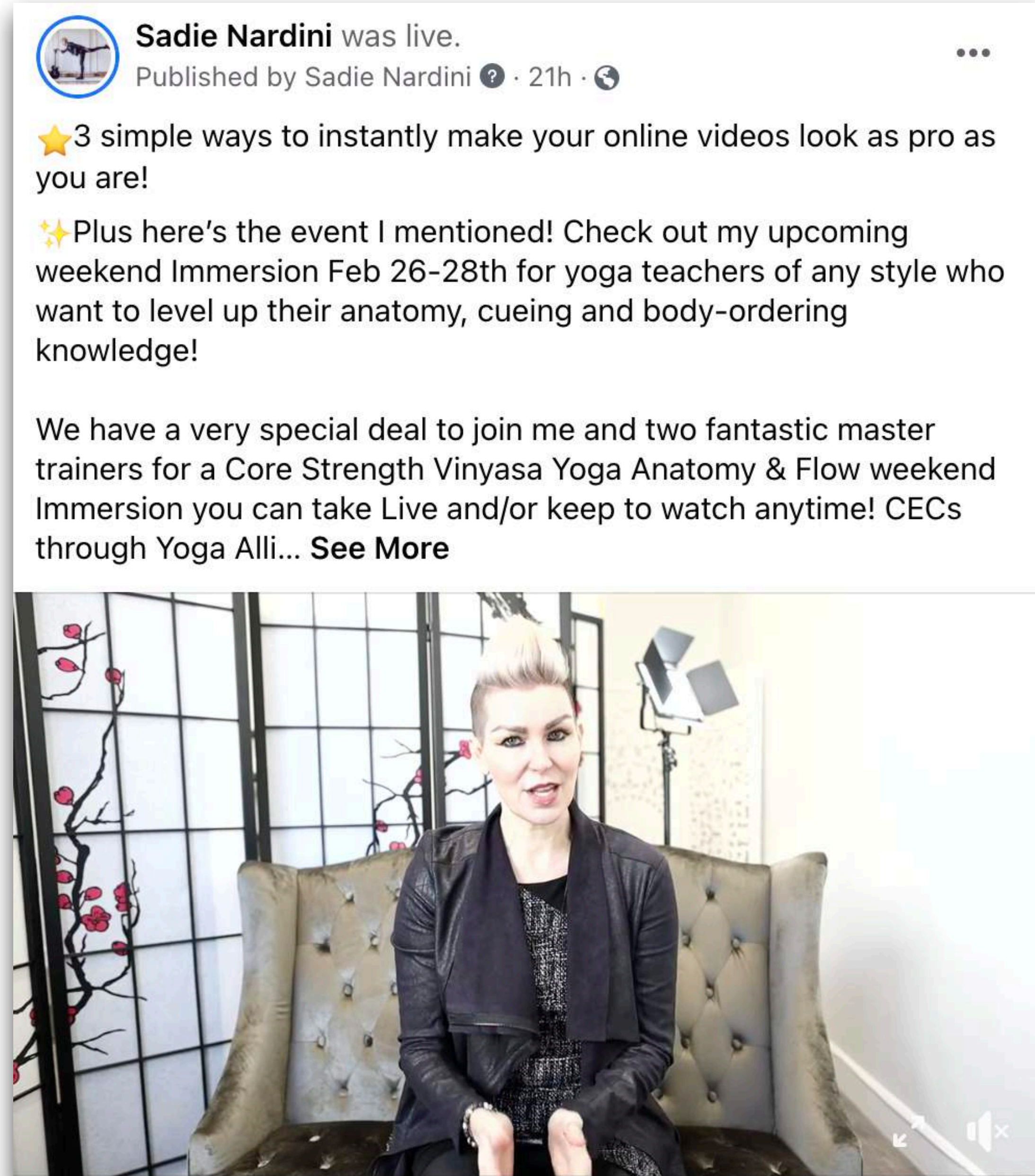
PITFALL #9

NEGLECTING IG/FB STORIES, LIVES, REELS - AND LINKS

You can have awesome posts on your pages, but I see so many almost-there pages who hit a dead end because they hide from interacting with their audience in real time.

They also don't provide enough specific links in their stories, lives, post descriptions, or IG/FB bios. Most people just send them to the same website or studio page, and they lose people quickly who can't figure how to navigate around and find what they were pointed to.

Reels are a great Instagram tool that opens you to a far wider audience than just your page posts alone.



THE ANSWER:

SHOW UP!

Stories, Live videos, and Links (in posts and in your bio) are some of the best ways to keep your audience growing and drive engagement. Make sure you include the following on your pages weekly:

- Instagram Stories: Lifestyle (let them get to know your life), “New post!”, Sharing stories about you from your audience, anything you want. Use the “swipe up” GIF and link to a specific page online. **2-3 x a week**
- Instagram and Facebook Live: Share a motivation, show them how to cook something, co-live on IG with another expert, or a live class just for your social media audience. These videos get archived in your IGTV and FB videos so you can add links and descriptions that will click through. **1-2x a week**
- Check out Campsite.bio for an example of an easy way to provide (and easily switch up) all links to your specific sites off of social media. Then you can put one link on your social media bios and say “link in bio” on IG or provide the main Campsite link or direct url on FB posts.



Sadie Nardini was live.

Published by Sadie Nardini · February 1 at 1:07 PM ·



Get Your Head Straight- Meditation & Stretch: This feels GOOD.

Here's a quick, mind centering meditation and tension relieving stretch you can do anywhere, anytime to feel more focused and stressed less!!



Join me here Thursday and Friday at 1 PST for free live Teacher Tool Thursdays and Fierce Friday free Yoga Shred & Yoga classes too! ... **See More**



PITFALL #10

GETTING OVERWHELMED INSTEAD OF CHIPPING AWAY.

I know this is a lot of information, and some things will require you to do some work on your social media business, and perhaps Google and watch tutorial videos until you learn how to use some of the features and apps I've described.

Just remember that this isn't rocket science. It's work, but work that moves you in the direction of freedom and professional success.

Many people give up because they're uncomfortable with what they don't know, and they just keep doing things the familiar, easy way. Eventually, the easy way leads to money stress and a limited audience that will deplete over time.



THE ANSWER:

***Sit with your beverage of choice, and a notebook.
Envision the big picture for your pages:***

Write about what you want your IG and FB pages to look like, offer, and do for your audience. What kinds of content are you posting, and when? Don't worry if you don't know how to do everything yet.

Then begin to pick one aspect of your page to learn about and optimize. Maybe it's making videos or posting quotes and telling your story around them. Perhaps it's going Live on IG and FB once a week.

Begin to watch tutorials on what you want to do, and learn it in steps until you can make it happen.

Then move on to the next aspect of your pages. Pretty soon, they will completely rock!



HELPFUL TECH:

- Canva app & canva.com desktop: Beautiful posts, video posts and designs for anything and everything social media
- Facebook Business Suite app: makes posting to your FB a lot easier + business tools & tutorials.
- Caption Writer app: Type all IG posts into this first, so it will keep your spaces. Has a Hashtag creator function so you can search for popular ones and make batches of your preferred hashtags.
- Post on IG first, then push your main IG posts to Facebook. Let the weekly Lives on FB be new content there.

Q: What other apps, sites or functions do you use and love? Type them into the chat now!



RECAP

10 WAYS TO ROCK YOUR SOCIAL MEDIA - YOURSELF!

- Do it for you first - offer what lights you up, and the audience will find you.
- Don't copy - DO translate your influences to your own voice!
- Add value to your client's lives with every post.
- Stay structured - create a weekly content creation plan!
- Upsell - design some of your smaller bite-sized posts to lead to bigger picture sales!

RECAP

10 WAYS TO ROCK YOUR SOCIAL MEDIA - YOURSELF!

- Level up your shooting space to be clean, clear, good light/sound, and personalized.
- Regularly post Stories, Lives, and Reels. Remember your swipe up urls & added links! Create an IG/FB bio link like Campsite for your regular posts.
- Think smaller or you'll get overwhelmed. Chip away - watch a tutorial video, or do a little something else every or every other day toward your plan and it'll add up quick!
- Consistency is key! Create a schedule you can stick with regularly. Every relationship needs this to thrive.
- Create relationship. Let them see and know you in ways you choose. Be real and honest. Be human. Share your knowledge but also your relatability!

QUESTIONS WELCOME!



STAY IN TOUCH!

IG: [www.Instagram.com/SadieNardiniOfficial](https://www.instagram.com/SadieNardiniOfficial)

FB: www.Facebook.com/sadienardiniofficial

**Online Yoga Studio:
www.fitfierceclub.com**

Use code: FITFIERCEFIVE for 5 weeks unlimited classes for \$5!

Upcoming Trainings: <https://courses.sadienardini.com/events/>

(including a deeper in-person Immersion on **Your Yoga Business!**
Perfect for any style yoga, fitness/ wellness instructor or studio too.

