



INSTAFAMOUS

BUILD YOUR BUSINESS
GROW YOUR BRAND
& DOMINATE YOUR INDUSTRY



JOHN'S INTRODUCTION

Back in 2008, I owned a Personal Training business and a guy persuaded me to advertise in his magazine. 16,000 magazines went out to the local area and my Bootcamp would be featured.

"You're guaranteed to get new customers John, it's a 3-5% conversion rate"

The magazines went out and I waited by the phone like some love sick teenager waiting for a call. A few days went by and nothing! But **I knew I had to be patient.** I visualized the phone ringing and still nothing.

Then a call from an unknown number YESSS... Here we go!
Let the flood gates open...

"I've seen the advert in the magazine and I'm interested in your Bootcamp - I need to lose weight"

"Ok, I can help you!" I replied.

"But firstly let me ask you a few questions..."

Without sounding awful, her voice seemed a bit more *mature* than my current clients.

"How old are you?" I asked

"67, darling." was her reply.

WTF?!

"The Bootcamp may help you lose weight but you may also lose you life..."

We had a bit of a laugh about it to be honest and I passed her details on to a zumba and yoga Instructor I knew, and recommended a great nutrition book to help with her nutrition.



The phone never rang again.

£350 in advertising and a call from the oldest kettlebell swinger in town. What a joke! If I didn't laugh about it I'd cry...

I was broke, my gym was struggling, my online nutrition business was making me about £60 per month (if that), I was living at home with my folks and driving car that resembled a jelly bean on wheels.

What's funny is over the years I'd spent thousands on education, my degree, personal training courses and equipment.

But my marketing skills were shocking!

I just didn't know how to get my name out there, I didn't know how to get people into my Bootcamp.

I could get people results and they loved working with me, but referrals were few and far between because my client base was small to start with.

I'm a great believer in its not what happens it's what you do with what happens.

So I flipped the situation and learn from it.

Why didn't spending £350 on a magazine ad work?

Well firstly it went out to the wrong demographic, the wrong target market, the wrong tribe!

See I fell into this trap... Advertise to the people that have money!

The problem was they were too old for business.

The advert itself just had a picture of a gym full of equipment.

No pictures of results so no social proof.

No compelling offer. (Not discount - I hate discounting things and rarely do it.)

No information about the PROBLEM and the SOLUTION.

If the moon was my target my advertising ended up closer to Pluto.



You see people don't buy a hammer because they want one, **they buy a hammer because they want a picture up on the wall.**

They want a problem to be solved.

The hammer provides the solution.

It's was time to take action and step up my game, I read the books, watched the YouTube videos, found a mentor, and invested my money into "where my people hang out" - **social media.**

7 years on I'm now a multiple 7 figure income earner, I have business in 25 countries and I get paid residual income every single day, whether I'm sat on the beach, sprinting on the treadmill or trying to improve my tennis serve.

The £350 I paid for the magazine was actually the best investment I ever made.

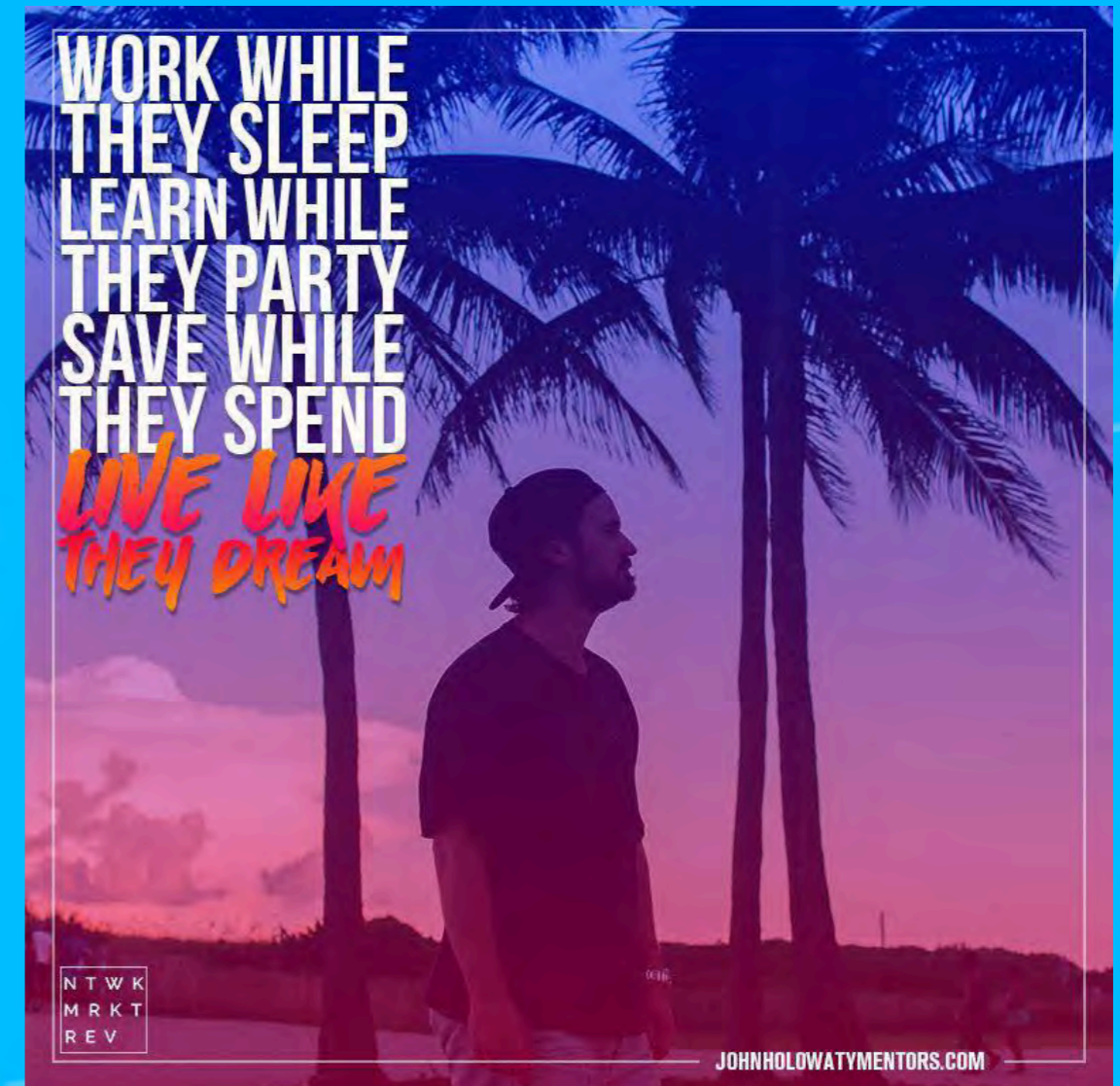
Because I learned from it!

Now I don't have the biggest social media following in the world. But what I do have is massive amount of engagement with my audience. Whether it's with social media or my free daily emails (johnholowatymentors.com if you're not already signed up).

The tips in this short ebook can be used for any business, traditional or online.

Once you have read it and applied i would love to know how it's helped you in one feel free to drop me a message.

John Holowaty



GET INSTAFAMOUS

If you're looking at some people out there KILLING it on social media - and you're thinking to yourself...

"Why aren't I doing this?" - then this book is for YOU!

From growing your audience to building long lasting relationships, you're going to learn what it takes to get **INSTAFAMOUS!**

NTWK
MRKT
REV

1. PLAY THE LONG GAME

Most people fail because they try something for 5 minutes then change strategy.... For example: Try a few Facebook ads and don't get a response so quit and try something else. They try to organically grow online post 2 or 3 things don't get an order and quit.

How long have you being doing your strategy,

Are you consistent with it and have stuck at it for At LEAST 90 days?

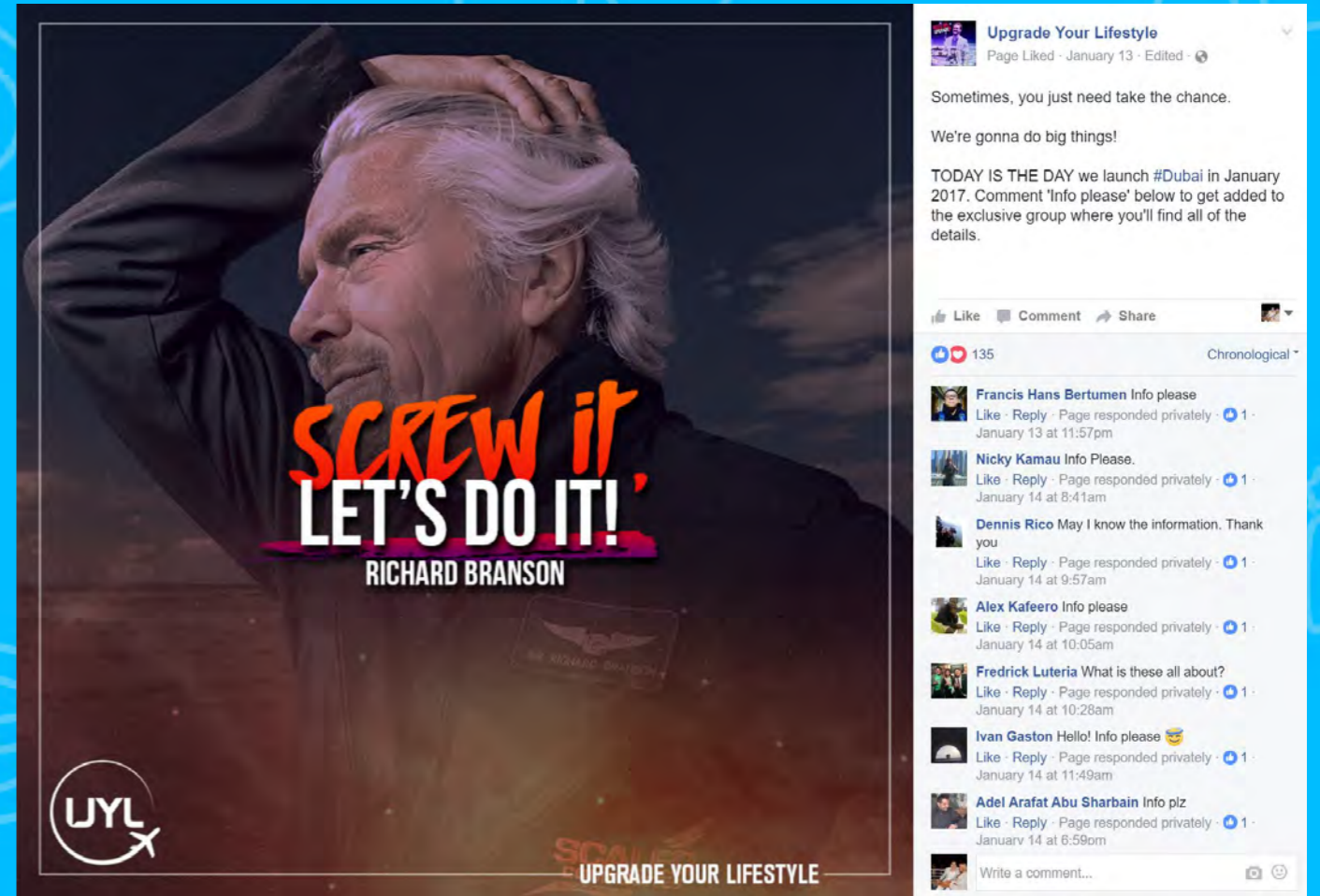
2. ADD VALUE

Do your posts, comments interactions and pictures actually **add value** to other peoples lives or are you just posting pictures of your product? Buy my shit, buy my shit, buy my shit...



3. ATTRACT ENGAGEMENT

Do your posts provoke comments, questions and reactions or is it the same old boring motivational quote everyone does?



4. COMMUNITY

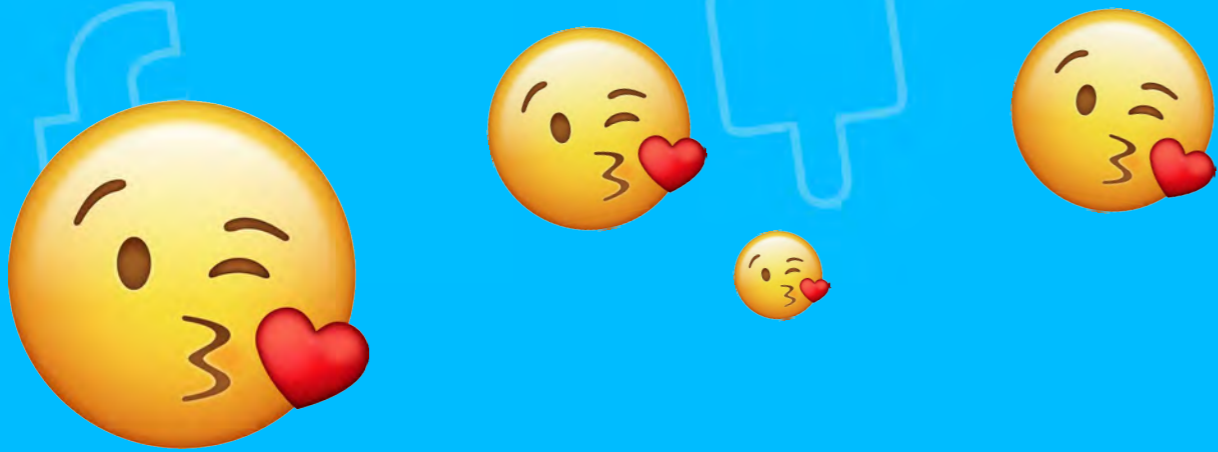
Do you CAPTURE your followers and create COMMUNITY?

When people engage, do you direct them to a group a page or something where you can add even more value?

5. TRUST

Do you go into the kiss too soon? We've all been there, right?!

You add a bit of value then ask for the sale and blow trust out of the water. The person then sees you had a hidden agenda to just get a sale.



6. GIVE TO GIVE

Are you GIVING TO GET or GIVING TO GIVE... Like this e-book, I'm giving to give, I'm not selling anything to you I'm sharing value because it just might change someone's life. Try to distance yourself from the outcome. If you keep giving to receive you won't get what you want... GIVE VALUE, BUILD TRUST, CREATE COMMUNITY!

Without expecting anything in return.

7. AUDIENCE

ARE YOU BUILDING A NEW AUDIENCE DAILY?

I bet some people reading this do the top 6 tips so far but still don't get the RESULTS they DESERVE.

Here's the reason you aren't getting what you want...

You need to UPDATE your AUDIENCE... HOW? Add new people in your tribe. Run ads to attract people. How do I have a continual flow of new people join my team?

I don't change my message. **I just grow my audience...**

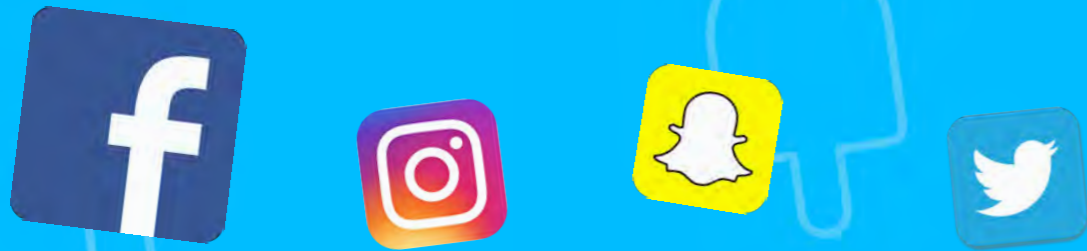
If your Profile is flooded with people already on your product and in the business... FREE up some space... Those guys won't ever join your team or take the Product because they're already on it! The UNFRIEND and UNFOLLOW option is your biggest asset.



8. MASTER ONE

Are you a Jack of all Trades and a master of none - or a MASTER of ONE! Pick your favourite platform.

FB, Twitter , Instagram, Snapchat, E-mail - and **MASTER IT!**



9. RINSE & REPEAT

Paid advertising is nothing new in business. Companies have been doing it for 100s of years. They have massive advertising budgets.

You should have the same for your social media adverts - but it doesn't need to be massive! Try some ads. **If they don't get a great response, tweak it and try again.** Slowly you will get success.

BUT you will have to spend money on it, that's for certain. So have a budget in mind. Relate it to your product sales. For example £10 = 1 product sale. Try to improve the ad or boost so it's gets you more for your money. Once you have a system that is bringing in leads then you can increase your budget accordingly.

10. ADAPT

Change is coming!

As I said on my Facebook Live, the days of free advertising on social media are coming to an end. They want their cut! So be ready to embrace change when it comes. It doesn't mean it's the end of your business. **You just need to be flexible and willing to learn the next strategies and tools.** Think about brands and ads you used to see on TV. Where are they now? Social media!

New platforms are coming all the time so active not just reactive.



11. SPAMMER

ARE you a subconscious SPAMMER?

Posting about your product and opportunity every 10 minutes... Boring the pants off your audience, alienating your friends... STOP IT!

Become a human being not a SALES VAMPIRE!



12. FIND A ROLE MODEL

DO you have a social media role model?

Find someone on you wall who does all of the above things and Model them, Emulate don't imitate... BE YOU but adopt their strategy.



JOHN'S CONCLUSION

So There you have it... short but powerful a bit like me!

The reason it's short is simple. Think about how peoples attention spans have changed over the years. Especially with flicking from one thing to the next on social media.

A mentor of mine once told me "if it's not on 1 side of paper people won't read it" that was about a training manual I wanted to write for my team. He was so right.

I wanted you guys to win! Get some value and have something to implement. If it's the first book you have read this year then congratulation. Progress is progress and I'd urge you to dive into more education on marketing and social media. If you're already big into reading, personal development and education then it's another notch on the bookcase.

My life changed when I changed.

I changed my thoughts, I changed my peer group, I changed my actions and I changed my business!

You can do the same.

Stay humble, stay focused and always hustle.

John Holowaty

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