



FAQs about the Smart Business Owner's Social Media Help Desk

What makes this program unique?

- **One-stop shopping.** No more spending hours on end watching lengthy webinars given by social media specialists who are trying to sell their programs at the end. Get all of your questions answered in one place, from an unbiased expert.
- **True expertise.** When you join, you won't be relying on other business owners to answer your questions. Instead, you'll have my advice, expertise and vast experience.
- **I don't play favorites.** I will provide information and insights about all the various platforms. I keep my finger on the pulse of the hottest networks. (SnapChat for business, anyone?)

Why maintain a monthly membership?

- **Consistently updated content.** One of the biggest challenges about social media is that it is *always* changing. When you maintain your membership, you receive regular, updated news and information about social media trends via links and information I post in the group, so you won't miss out on opportunities.
- **The information you want, when you want it.** Once you're up and running with your strategy and online content, you'll want someone to answer questions *as they come up*. If you don't want to spend hours Googling to figure out how to do something every time Facebook or LinkedIn make changes, maintain your membership and I will help overcome the inevitable roadblocks inherent when using these evolving tools.

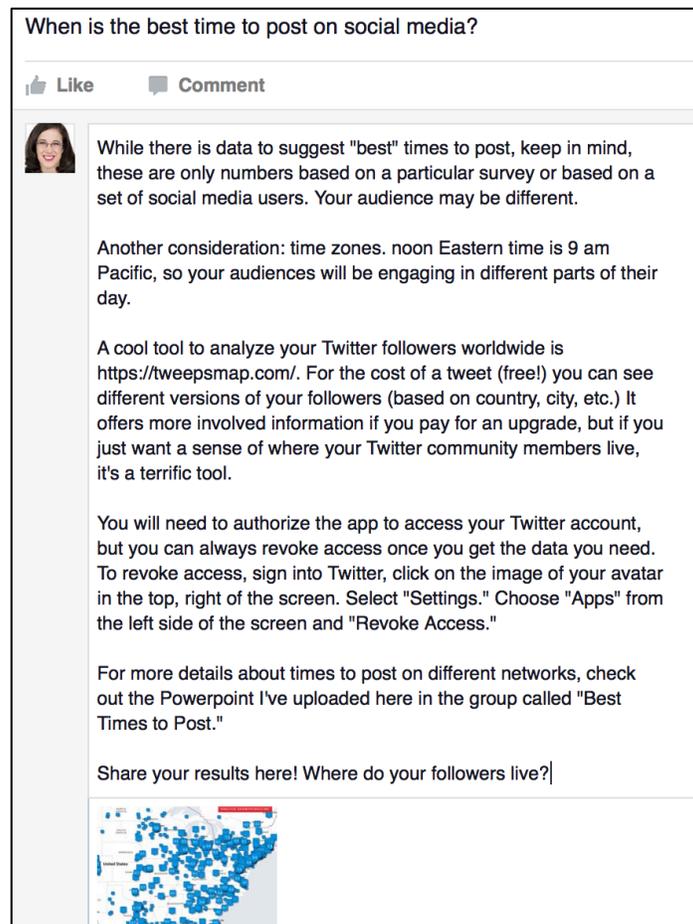
- **Your needs evolve.** Just because you create a great profile bio and you're using your go-to social media strategies doesn't mean you won't want to regularly pivot, tweak or reevaluate what you're doing. When the time comes, you'll be able to post your question about updates in the group and get an answer from me.
- **You need answers.** I will provide answers to your SPECIFIC questions, including detailed videos, write-ups and checklists. Whether you are a true novice, or you've been around the social media block, I will provide information to help move you forward.

How long should I expect to wait for an answer after I've posted a question?

My goal for this program is to provide timely and in-depth replies, with a response as soon as possible to your questions. Since I prefer to under-promise and over deliver, and seeing as I am not a robot, it's probably advisable to say you should expect a reply within one business day. However, don't be surprised if it is a lot sooner.

How detailed of an answer should I expect?

I provide useful, actionable information, and share details you didn't know you needed to know. See this sample reply to a question from the Facebook group.



Why is there an upfront investment?

Don't you always pay more attention to something when you invest something for it? I hope to attract business owners ready to really improve their online presence. In addition, it helps offset the incredibly low \$19.99/month membership, which doesn't go up for you as long as you are a member. Plus, I'm offering several free bonuses – the 6-week e-course and accompanying guide.

What's the Money-Back Guarantee?

If you don't agree you've gotten your investment back in valuable information within the first month, you can ask for your money back. You have nothing to lose! Just contact me within the month, and I will refund your money.

What are *your* qualifications?

I'm glad you asked! I built my business, Keppie Careers, into a six-figure consultancy using social media tools to showcase my expertise and attract clients. As a result, top media outlets, including *Forbes*, *The Wall Street Journal*, *The New York Times*, *Business Insider* and others recognize me as an expert resource.

In addition to coaching small business owners and job seekers, I'm an in-demand writer, speaker and trainer for groups and organizations. I create online bios and articles for company blogs and conduct trainings and presentations about social media tools. Author of seven books, including *Social Networking for Business Success*, I've used social media tools to attract clients without ever being salesy. I created this program to show other business owners how I leveraged social media. I can show you how to enhance your reputation, grow your brand, expand your businesses and be in a position to make more money. I tell clients that Twitter is the reason for my biggest business successes.

What if I need one-on-one coaching or have in-depth strategy questions about my business?

My goal in this group is **not** to create a funnel of coaching clients. The idea is to provide resources and information you will use to ensure social media works for you. However, if you decide you'd like some individualized strategy sessions, or you want me to create your profiles and get them up and running for you...Or, you decide you love social media, but you'd prefer to hire someone else to run it for you...I can help!

I do provide coaching packages, as well as social media profile creation and management. I'll even give you a discount, since you're in the group. ***However, if you are willing to roll up your sleeves and consider yourself a do-it-yourselfer, expect to get the information you need to do this yourself.***

Have a question I haven't addressed?

Please email me directly and I'll gladly get back to you within one business day!

Miriam@keppiecareers.com

I look forward to seeing you in the Facebook group!

- *Miriam*