

LAW OF BEING

Social Media Communications Guide



Law of Being (LOB) is a complete, step-by-step coaching system for exploring and expanding consciousness—and boosting your coaching business’s revenue!

If you’re curious about how to best share this transformative program with your social media audience and potential clients, we’ve got you covered!

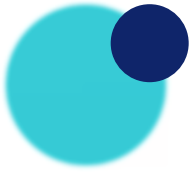
The Law of Being Social Media Communications Guide is your roadmap to success, empowering you to shine brightly in the digital landscape and fulfill your unique mission as a coach using LOB.



This short guide aims to provide you with actionable tips and strategies to effortlessly market LOB so you can bring about a positive shift in the consciousness of humanity *and* your business revenue.

Let's get started!





First things first...

Clarify your message:

We encourage you to start by clarifying your understanding of LOB and its core principles. If you haven't already, embark on the journey for yourself to more effectively communicate it with others!

Once you have a thorough understanding of LOB, begin to develop a clear and concise message that resonates with your unique target audience.

Start by asking yourself these questions:

- What are their interests?
- What are their pain points?
- What are their aspirations?

By fully understanding your audience, you can tailor your content to speak directly to them!

Communicate the essence of Law of Being in a way that ignites curiosity and captures the hearts and minds of the kinds of people you'd love to guide through this journey.



Create engaging content:

High-quality content is the cornerstone of any successful social media strategy. Here are some content ideas for you to consider for your audience:

1. Educational posts:

Share valuable insights, tips, and lessons related to Law of Being. Help your audience understand the principles of LOB and how it can positively impact their lives. (Pro tip: speak to your target audience's unique pain points and aspirations!)

2. Inspirational stories:

Share success stories or personal experiences that highlight the transformative power of LOB. Authentic narratives can ignite curiosity and inspire potential clients to embark on their own journeys of self-discovery.

3. Live videos:

Host live Q&A sessions, workshops, or mini coaching sessions to engage directly with your audience. This allows you to showcase your expertise, build trust, and address their specific LOB-related questions, hesitations, etc.

4. Visual content:

Utilize visually appealing graphics, images, and videos to capture attention and convey your message effectively. Infographics, quote cards, and short video clips can be highly shareable and help increase your reach. (Pro Tip: be sure to utilize the already-done-for-you posts and captions in your toolkit. We'll be adding to this regularly so be sure to bookmark it!)



Be social!

Social media is all about building relationships. Engage with your audience by responding to comments, messages, and direct messages—each one is an opportunity! Actively seek out conversations and join relevant groups or communities to establish yourself as a helpful and knowledgeable resource. Show genuine interest in your followers' stories and be supportive.

(Pro Tip: how can you best flex your Level 4-muscle on social media? You'll be amazed at all the opportunities you'll create from supporting the success of others!)

A final note...

By delivering compelling content, leveraging social media, and building authentic connections, you'll effortlessly attract Law of Being clients. And above all, we (highly!) encourage you to tap into your Level 6 by bringing joy to your marketing efforts.

Approach your social media strategy with a playful and lighthearted mindset. Find joy in creating content that reflects your unique personality and showcases the consciousness-shifting power of Law of Being. Let your passion shine through every post, video, and interaction.

Remember that social media marketing isn't about "selling" in the traditional sense; it's about sharing and connecting. Celebrate your audience's wins, encourage their growth, and support them through their challenges.



Your genuine care and enthusiasm will create an uplifting and joyful space where people feel seen, heard, and inspired—and that's the best kind of marketing there is.

