**Visionary Leader Summit #2:How to Use Social Media To Share Stories People are Proud to Share to Build Up a Cult Following and Generate Sales**

FIND THE INSPIRATION TO START GROWING YOUR SOCIAL MEDIA FOLLOWING!

**Join the 2019 Visionary Leader Social Media Summit: How to Use Social Media To Share Stories People are Proud to Share to Build Up a Cult Following and Generate Sales**

Have you just started or are about to start a business? You may think that your budding businesses social media sites should take a backseat until everything is well established and recognized. But, that couldn’t be farther from the truth. Social Media is a powerful tool for yourself and your business. Social media can help you to connect with your customers, increase brand awareness, and improve your sales. But first, you need to build up a following! That’s where we come in!

The Visionary Leader Summit has been curated to give you the most effective formulas needed to succeed in your new social media adventure. It has been designed to bring together some of the most established professionals across multiple business disciplines for an exciting5 daysof gaining knowledge and growth in all things social media**.** Over the next **5 days** attendees will engage in daily **3 part sessions** of insightful learning and practical approaches to setting up their social sites, building an impressive cult following, and increasing sales.

So what are you waiting for? Let’s get connecting! There’s never been a better time to start!

GET CONNECTED, BECOME ENGAGED!

# **About The Summit**

“Social Media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.” - Amy Jo Martin.

Social Media can be intimidating to a business who is just getting off of the ground. Many may believe that if you are not a celebrity or influencer you cannot truly wield the power of social media. Well, as Amy Jo Martin very eloquently put it, anyone willing to engage can utilize the powerhouse that is social media. We want to take the fear out of social media, and open your business up to its vast potential. This is the idea behind the design and organisation of the **2019 Visionary Leader Social Media summit**. We believe that with the right tools, anyone can harness the power of social media and build a cult following.

We believe in matching individuals who have just started their business with the right social media experts, and together they achieve the growth their seeking. The summit equips potential entrepreneurs and already budding entrepreneurs with the tools to succeed and grow their social media following, increase sales, and generate awareness for their businesses.

**Claim your free spot in the 2019 Visionary Leader Social Media Summit today!**

The 2019 Visionary Leader Social Media Summit is more than an event, it’s an experience. We are bringing top speakers across multiple business disciplines to equip you with the right tools to hit the next level.

**What you will gain in the 2019 Visionary Leader Social Media Summit: How to Use Social Media To Share Stories People are Proud to Share to Build Up a Cult Following and Generate Sales:**

* Activate support to start your social media sites
* Insights on how different social media platforms can grow your business
* Gain Tools to make social media connections
* Tools to build and keep a cult social following
* Help others discover your business
* Finally dissolve your fears surrounding your social sites
* Help to grow your business in an organic way
* Learn how to make social media work for you
* Insight into being a boss in business and life while building a 390K following
* Achieve a visibility breakthrough
* Learn how to use a book to boost your business
* Discover tools needed to break into influencer marketing
* Support to become a media insider
* Gain skills needed to use your words to move people to take action
* Understanding how to win with Facebook Ads

**IT’S URGENT!**

**subscribe NOW!**

# **Who should join the Summit:**

* Businesses seeking to harness the power of social media
* Individuals wanting to gain their first 10K followers
* Individuals who are ready to explore more social media sites
* Businesses hoping to generate more sales through social media
* Businesses that want to stay connected to their customers
* Businesses who want to increase brand awareness
* Individuals looking to scale their business via social media
* Individuals looking for authentic engagement with consumers
* Businesses seeking to stay on top of consumer engagement, customer service, and quality assurance

Hurry and sign up today, it’s **free**! Spots are filling up fast!

**Meet Our Visionary Leader Summit Experts**

While we were curating out Summit Experts, It was important for us to bring you the stories behind the story. Each and every one of our Summit Experts has a successful business and accompanying social media accounts, but is that all their stories entail? Of course not!During each interview and lesson, we also wanted to provide an insight into the journeys that each summit expert has encountered, and offer a real guide to navigating your own journey on social media. After the Summit we wanted to ensure that you feel empowered, and inspired to apply what you have learned in real time.

What You’ll Learn from The VL Summit Experts

**Dr. Aikyna Finch**

Social Media Coach, Podcaster, Speaker

Dr. Aikyna Finch is a Podcaster, Social Media Coach, and Speaker. She is also a Forbes Coaches Council Member. She likes to livestream (a great social media tool) to speak about important topics, like motivation, education, and social media. She has a social media following of over 10K and uses her social sites to help others learn the magic of social media.

What You’ll Learn:

* How to make social media work for you
* Learn to create content based on what your audience wants
* Post information that solves your followers issues
* Insight into remaining consistent, growth takes time

**Candace Edwards**

Mompreneur, Author, Creative Spirit

Candace Edwards noticed some major discrepancies towards black individuals in the internet. Frustrated with the way mainstream media portrayed black people, she created “I am Beautiful 365” a social media platform. Edwards was "sick and tired of being sick and tired" so she created a platform to promote and celebrate her people. With a following of over 390K she is now in a position to write her own narrative focusing on the beauty and success that lies in the black community.

What You’ll Learn:

* How to be a boss in business and life while building a brand of 390K followers
* Learn to work to your strengths on social media
* Insights to practice what you preach across your platforms
* How to harness your expertise and use it to build a following

**Candace Ledbetter**

Candace Ledbetter is recognized as the “go-to” girl in the industry of media and entertainment. She is the owner and principal consultant at CNBetter Media, a multifaceted communications agency specializing in public/media relations, brand building, event planning, experiential marketing, and social media strategy. She works with her clients to strategically place their projects in front of their target audiences and is an expert in amplifying awareness and involvements in her clients personal brands and consults with them to position themselves to get the visibility they deserve.

What You’ll Learn:

* How to achieve a visibility breakthrough
* Learn to establish a strong foundation and lay the groundwork for social media success
* Learn to have a clear message and clear strategy to generate leads, establish trust with customers, and build a tribe of brand evangelists
* Define and align your story to broadcast across social media platforms

**Crystal Swain Bates**

Children’s book author, diversity publishing pro

Crystal Swain-Bates is a celebrated children's book author and diversity publishing pro on a mission to combat the lack of diversity in children's literature. She regularly consults with major publishing companies such as Ingram and Amazon on how aspiring authors can leverage those platforms and find success. Swain-Bates has also leveraged her own social media platforms to boost her book sales and become a bestseller on Amazon.

What You’ll Learn:

* How to use a book to boost your business
* The best way to brainstorm idea possibilities for your book
* Escape the cookie cutter approach to publishing and find your own way
* Effective strategies to writing one chapter at a time

**Daniel Calderon**

Brand Strategist, Social Media Expert, Film Producer

Daniel P. Calderon is a brand strategist and film producer, who works with his clients to build brand marketing strategies and tells compelling stories through digital media platforms and film. He is known for his creative approach to influencer marketing and helping brands achieve their ideal campaigns to reach target markets, engage with customers, and increase profits.

What You’ll Learn:

* How to break into influencer marketing
* How to create a compelling social media campaign
* How to research and execute the right influencers for your campaign
* How to successfully repeat the process to gain multiple influencers for your business

**Diane White**

PR, Marketing, and Social Media Expert

Diane White is an an award-winning TV reporter and anchor. After 15 years in the industry she wanted to branch out and become an entrepreneur. She is now the founder and president of DWPR, a Strategic Public Relations & Marketing Firm. She specializes in strategic planning and media relations, but provides a full range of marketing services including advertising and social media services. White has been know to get her clients national media attention on outlets such as The Today Show, Good Morning America,CBS This Morning, Fox and Friends, Fox Business, MSNBC, CNN, Inside Edition.

What You’ll Learn:

* How to become a media insider
* How to determine your measurable goal for gaining media coverage
* How to determine who you want to reach and how to share your expertise with the right people
* How to determine the amount of time you want to dedicate to seeking media coverage and determine if you want to hire a professional

**Donnie Bryant**

Donnie Bryant is a direct response copywriter. He's unofficially known as “The Most Interesting Copywriter in Chicago.” Donnie is different from other copywriters out there. He will never show up with ready-made answers, is driven by the service side of the business, and argues that copy isn’t the most important part of a marketing message. Most importantly, he knows the message is never all about him!

What You’ll Learn:

* How to use your words to move people to take action
* How to overhaul your marketing materials and make sure they are directed towards your target audience
* How to research the problems, dreams, and desires of your target market
* How to work through different marketing messages to test the effectiveness of the message

**Terry Foster**

Terry Foster is the owner and founder of Terry Foster Consulting in Pittsburgh, Pennsylvania. Terry Foster Consulting is a digital marketing agency offering customized marketing solutions through paid online advertising channels that deliver measurable results. Some of his achievements include generating over $50 million dollars of sales of physical products, generating over $10 million dollars of sales of services/digital products, helping 11 different businesses surpass $1 million dollars in sales during a calendar year, and managing as high as $44K for a single client on a single day.

What You’ll Learn:

* How to win with Facebook Ads
* How to craft a strong advertising offer
* How to hire strong creatives
* How to authentically get to know your audience

**Only a few spots left, sign up for your free spot today!**

# **Summit Bonuses**

We’ve worked hard to find the best coaches, social media experts, and entrepreneurs to guide and inspires you. But that’s not all you’ll have access to! By signing up for the 2019 Visionary Leader Social Media Summit you get access to these bonuses as well:

* **VL Summit Social Media Playbook**



**What’s in Your VL Social Media Summit Playbook:**

To further leverage your steps to success, we have made it easy for you to take home the information and inspiration gotten from the summit. The summit playbook is a surefire way to ensure that you start to see fast results from your time spent. The playbook will include a blueprint of resources to make the most of your summit. It has detailed bios of all our experts, checklists, lesson plans, space to take plenty of notes, and map out the next steps to harness the power of social media, gain a cult following and increase sales.

# **Why it’s Urgent! Seriously, Don’t Sleep on This!**

While there are many reasons to make the  **2019 Visionary Leader Social Media Summit: How to Use Social Media To Share Stories People are Proud to Share to Build Up a Cult Following and Generate Sales** your next destination, we have listed some of the most urgent ones.

* Social Media isn’t going away. It is now more important than ever to get connected and engaged with your customers.
* Let’s go viral! Social Media allows the potential for your content to go viral! That is unparalleled promotion, seen by millions of viewers around the globe.
* Social Media can help to humanize your brand. Through social media you can share your story, and your businesses unique journey with the world!
* Drive traffic to your site using social media and ads! This is a proven way to increase traffic to your companies website and increase sales!
* Connect with customers all over the world! Social media allows you the power to connect with people from other walks of life and discover a common ground and a unique connection.
* Influencer Marketing is blowing up. By learning to communicate with influencers, you can find the right individuals that align with your ideas to help get your products and services recognized.
* Using social media, your business can learn to detect problems with customer care and quality assurance in record time. Customers can contact you directly via social media, and you can address any possible problems right away.
* Many social media sites allow you to view analytics so you can see who has been viewing your sites. You’ll know right away if you need to adjust your content or if your reaching your target audience.
* Social media can be fun! You can engage with your audience, and swap human stories. It is an excellent way to engage in human connection!

**Find answers to these critical questions when you join the summit!**

* How can I get to my first goal of 10K of followers
* How do I navigate across different social media platforms
* How to manage to stay on top of every profile I have
* How to I grow a cult following of customers on social media
* How can I use social media to increase sales and brand awareness
* Influencer marketing seems promising, but how do I fit the right fit
* I want to start using social media analytics but it seems confusing

# Consider These FACTS!

* According to Oberlo, there are 3.2 billion active social media users daily around the world. That equates to 42% of the population.
* Hootsuite notes that 366 million new individuals signed up for social media in 2018. That's over a million people every day.
* Facebook remains the most popular social media site, with around 2 billion active users, according to Sprout Social.
* More than 40% of digital consumers use social networks to research new brands or products.
* Most businesses have between 4 -10 social media profiles.

Meet The Summit Curator

# I can’t wait to share this with you..”

Traciana Graves.

Traciana Graves, corporate strategist, key note speaker, curriculum developer is also an internationally award-winning vocalist. In addition, she was voted ‘America’s Most Fearless Women’ by the Huffington Post, for the work that she has accomplished in helping individuals to be more authentic and inclusive in the places of work and learning.

Over the past two decades she has leveraged her voice in a variety of ways to help leaders create powerful breakthroughs. In 2014, Traciana Graves spoke at Madison Square Garden in partnership with the WNBA, to introduce the mission of her newly launched platform, The Visionary Leader Network (The VLNetwork). The VLNetwork is an extension of the deep work that she has achieved with corporate and business leaders to help them meet the needs of a 21st century multicultural workforce and marketplace.

Traciana has spoken and consulted throughout the country facilitating corporate training and organizational workshops for fortune 500 companies, the WNBA and hundreds of higher education institutions.

Traciana’s seasoned insights are featured on national media outlets throughout the United States.They’ve made an impact on thousands of clients and are creating a legacy.

**Don’t miss out this amazing opportunity! Sign up now, it’s free!!!**

# The Final Word

Finding success on social media is largely contingent upon having access to the RIGHT information, network, and support for growth. Our social media summit is dedicated to supporting you to succeed.

The **2019 Visionary Leader Social Media Summit: How to Use Social Media To Share Stories People are Proud to Share to Build Up a Cult Following and Generate Sales** is targeted to individuals and small businesses who are ready to get connected. Individuals and businesses who are ready to grow their following and share their story with the world.The summit aims to equip the attendees with the right resources, tools and information to make success at their endeavours.

The summit is to also serve as an SPV (special purpose vehicle) to help small businesses scale their market, grown their sales, find support, network, mentorship and funding opportunities.

OUR SUMMIT WILL GIVE YOU ACCESS to the stories, lessons and formulas to help you learn.

You don’t want to be left out? Click to join NOW!

**Claim your free spot in the 2019 Visionary Leader Social Media Summit Today!**

# Frequently Asked Questions

**Who is the summit for?**The 2019 Visionary Leader Social Media Summit: How to Use Social Media To Share Stories People are Proud to Share to Build Up a Cult Following and Generate Sales, is for individuals and small businesses looking to harness the power of social media. It is ideal for any individual or business ready to understand analytics, connect and stay connected to their customers, share their story, and increase their sales. The VL Social Media summit will provide these groups of individuals with the right resources, tools and support for growth and success in their businesses.

**How long do I have to listen to each lecture?** The Summit Lectures and Lessons will be available for 42 hours after the initial summit.

**What is the summit schedule? The summit will take place on \*\*\*\*** [You can review the week's schedule here](https://her-business.lpages.co/business-growth-summit-2019-intfb/#your-summit-schedule). One the dates of the summit we will be sending out emails of the daily summit schedule and what to expect.

**What time each day will I have access to the Summit?** Each day's sessions will be released at approx \*\*\*\*

**How do I listen to / watch the Summit sessions?** Every day during the Summit we'll send you a link to view the lectures for the day You can stream the video on your devices (mobile and desktop).

**What if I am unable to watch?** The Summit sessions are available from \*\*\*\*\*. So, be sure to set aside time to watch. Each session is approximately 1 hour. Once the Summit ends, the session recordings will be made available for members of the Visionary Leaders Entrepreneurship Network. You can [request an invitation to the network here](http://herbusinessnetwork.com/). Membership gives you access to the most supportive and collaborative community for entrepreneurs who are growing and scaling a business or side hustle.

Are there audio downloads? The Summit Sessions are available only as streamed videos.

**When will I get access?** Every day during the Summit \*\*\*\*\* we'll be opening up three Sessions. The schedule, which details which day each speaker is being released) will be published before the start of the Summit.

**Can I get advance access?** Access is available from **\*\*\*\*\*\***

**Can I get access after the Summit ends?**

**How do I join the Visionary Leader Entrepreneurship Network?**

**What if I have a question that’s not answered here?**[Email us here](mailto:info@herbusiness.com) at any time with your questions. Or you can **call us on \*\*\*\*\*\*\*\*** from 9.00am - 5.30pm Monday to Friday.

**References**

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