



LETHIA OWENS
MARKET DOMINATION STRATEGIST

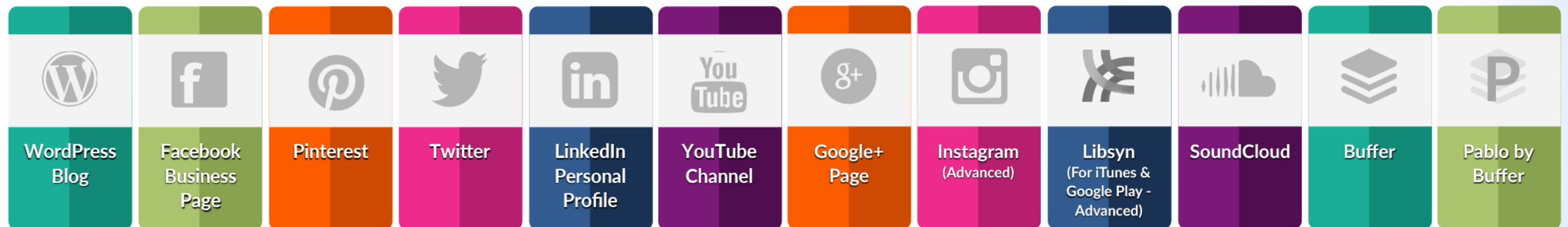
MARKET DOMINATION BLUEPRINT

Weekly Plan to Explode Your Visibility and Generate Massive Traffic

www.MarketDominationMastery.com

STEP 1 - SETUP ONCE

Completely configure your social media accounts by adding a keyword rich description, your picture and a link back to your website. You only have to setup your accounts once. If you are a member of the Market Domination Mastery community, log in to access the account setup instructional videos. To learn more visit www.MarketDominationMastery.com

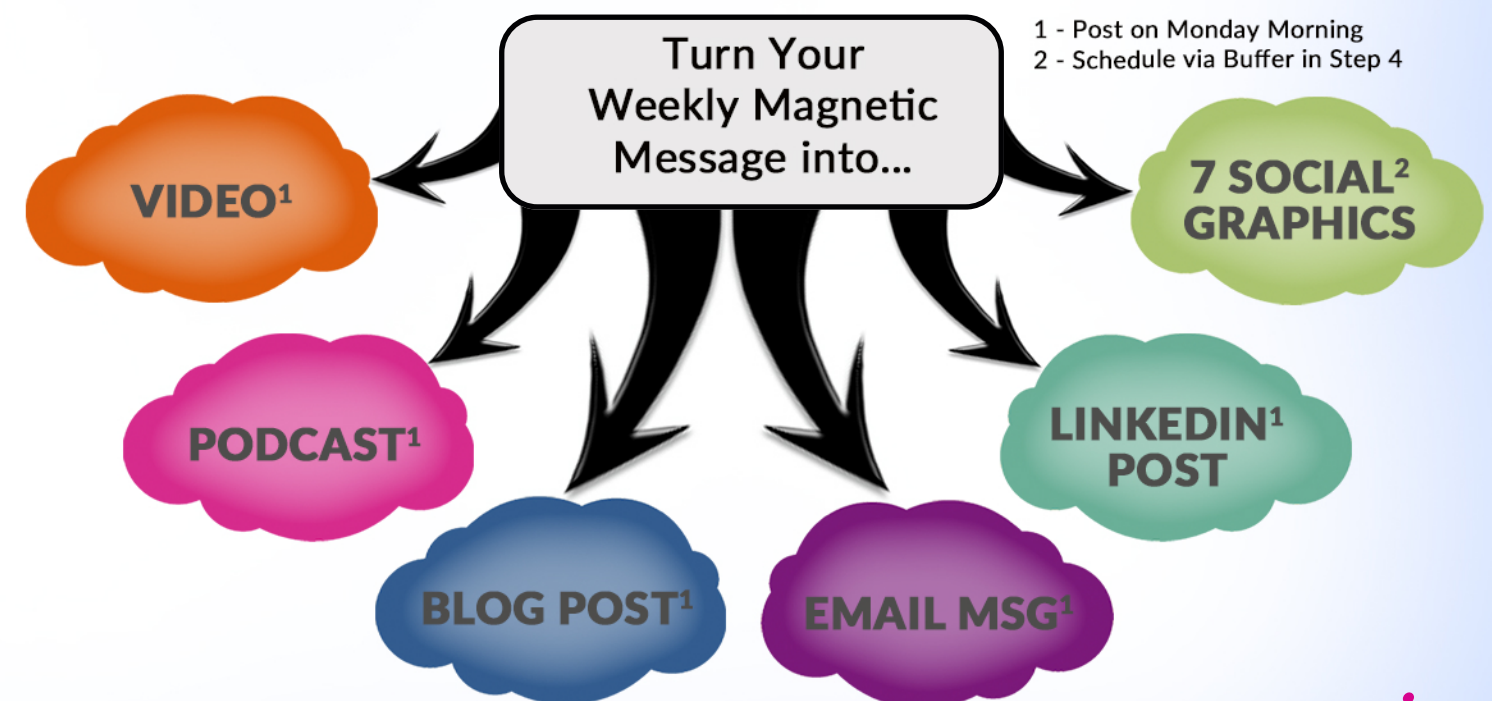


STEP 2 - CREATE WEEKLY

Use the following checklist to create a **Weekly Magnetic Message** your tribe will Like, Love and Share!

- | | |
|---|--|
| <input type="checkbox"/> Magnetic Title
<i>Shoot for 30+ EMV using the Headline Analyzer</i> | <input type="checkbox"/> 2% Keyword Density
<i>Use Keywords in your title, headlines and body text</i> |
| <input type="checkbox"/> Point, Story, Application (PSA)
<i>Be sure to include a Point, Story and Application within your message</i> | <input type="checkbox"/> Brand Language
<i>Include signature phrases and language to build your brand</i> |
| <input type="checkbox"/> Call-to-Action (CTA)
<i>Be sure to include a CTA with instructions to Like, Comment, Repost, Retweet, Share or point to a Squeeze Page, Sales Page or Website.</i> | <input type="checkbox"/> Spirit-to-Spirit
<i>Create a powerful emotional connection with your message</i> |
| <input type="checkbox"/> Use Bullets and Pictures | <input type="checkbox"/> 7 Sound Bytes for Social Graphics (SG) |
| | <input type="checkbox"/> Write 300 - 900 Words |

STEP 3 - REPURPOSE WEEKLY



STEP 4 - PUBLISH WEEKLY

This publishing schedule will help you explode your visibility and generate massive traffic. Content should be scheduled to post on the specific day via Buffer instead of just adding the content to the Buffer queue. You can explore the optimal scheduling tool in Buffer to adapt your posting times to the the times when your audience is most active.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Buffer SG1 Link to Your Blog	Buffer SG2 Link to YouTube	Buffer SG3 Link to SoundCloud	Buffer SG4 Link to Your LinkedIn	Buffer SG5 Link to Your Blog	Buffer SG6 Link to YouTube	Buffer SG7 Link to SoundCloud

