



BEAUTY BEHIND

L I F E

Chaos

WELCOME AND HELLO

GROW YOUR BRAND ON SOCIAL MEDIA

How to show up on social media to build your brand and credibility as an expert in what you do!



BEFORE WE START...

Hello there! I'm Ashley Nicole Stone, a serial entrepreneur with a passion for turning creativity into thriving businesses. I've transformed my hobby into a lifestyle, generating over 7 figures. Now, I'm sharing my expertise in leveraging social media and organic growth hacks to help fellow business owners break free from burnout and reclaim more time for what they love. Join me on the journey to business success and personal fulfillment!

MORE INFO ON
WWW.ASHLEYNICOLESTONE.COM



BEAUTY BEHIND

CHAOS

EBOOK CONTENTS

1. NUMBER 1 RULE TO SOCIAL MEDIA
2. 3 PILLAR POSTS
3. TIPS TO ENGAGE
4. SOCIAL MEDIA CHECKLIST
5. CONCLUSION



Let's get started



Ready to get started and overcome those roadblocks? Uncover the secrets to social media success in our exclusive guide. Address your fears, embrace imperfections, and discover the authentic you. Attract your tribe by understanding who you are and who you want to serve. Let's elevate your social game together!



RULE NO. 1.

Show up

Success starts with your presence. In the world of entrepreneurship, showing up is more than half the battle. Be present, be authentic, and let the world see the incredible value you bring. Your journey begins with that first step, and it starts by simply showing up.

Ever had a brilliant idea but hesitated to bring it to life? Or maybe you hit pause on going live because your hair wasn't perfect or your makeup wasn't done? We often link showing up with presenting our best selves, but the truth is, your best self is that unfiltered, raw moment of inspiration when your soul is on fire for your business! Show up as that person—flaws and all. Your passion is perfection, especially when shared authentically. Your mess IS your message, and your genius lies in the expertise others crave. So, how are you showing up? Consistency is key, so start right here. Just show up. As you grow more comfortable, you can refine your message and game plan.



RULE NO. 2.

Always Post Consistently

PRO TIP: Don't make this a job or overthink it. Document the journey. It is the easiest way to "create content".

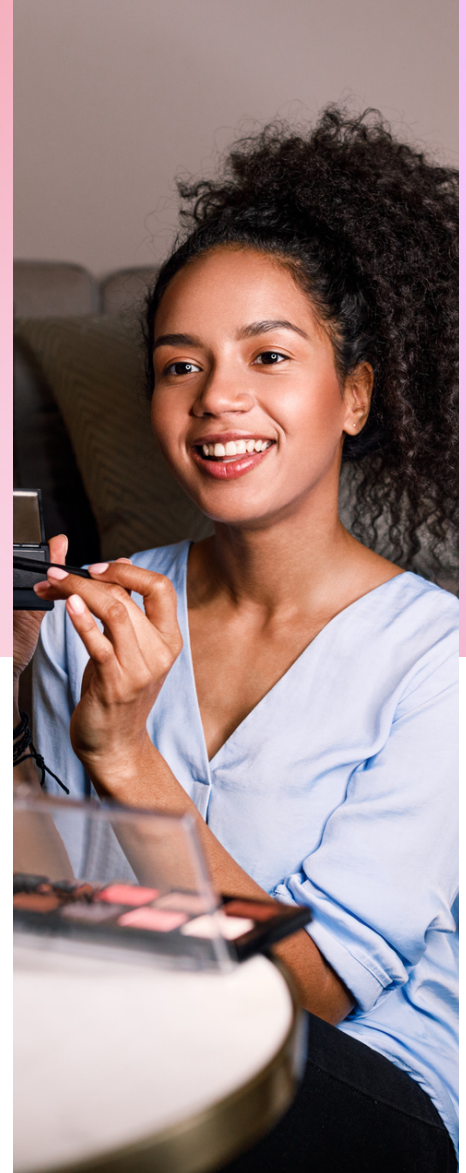
Consistency is the name of the game! Aim to show up three times a day for steady growth. My three pillar posts are the secret sauce that keeps things buzzing. Building your social media presence is a skill that takes practice and time to develop. Eventually, it becomes a habit, creating a structure around your natural way of being. Here are your three pillar posts:

1. **Tell a Story:** Share a story inspired by a picture that moved you or a memory from when you first started your business. Pair it with a complementary photo or post it as text only.
2. **Behind the Scenes:** Document your day with photos. Whether it's a new client, a product, or a service, snap a photo and share it. Give your audience a glimpse into your daily life.
3. **Your Choice Post:** Showcase your personality, a hobby, or a real-life moment. This post is your canvas—make it whatever you want!

RULE NO. 3.

BE SOCIAL

- 1.** Spend 10 minutes a day engaging with other posts. Like, comment, share. You stand out when you engage. This will also boost your algorithms to be seen!
- 2.** Join groups and follow accounts that are for business owners or are fellow business owners too. There is a level of accountability that will also inspire you to stay on track and in your zone of genius.
- 3.** Become an expert. Add value to groups and pages that need your advice or the information you would like to share. Comment as your page or your personal profile you want to build and connect with new potential clients or customers



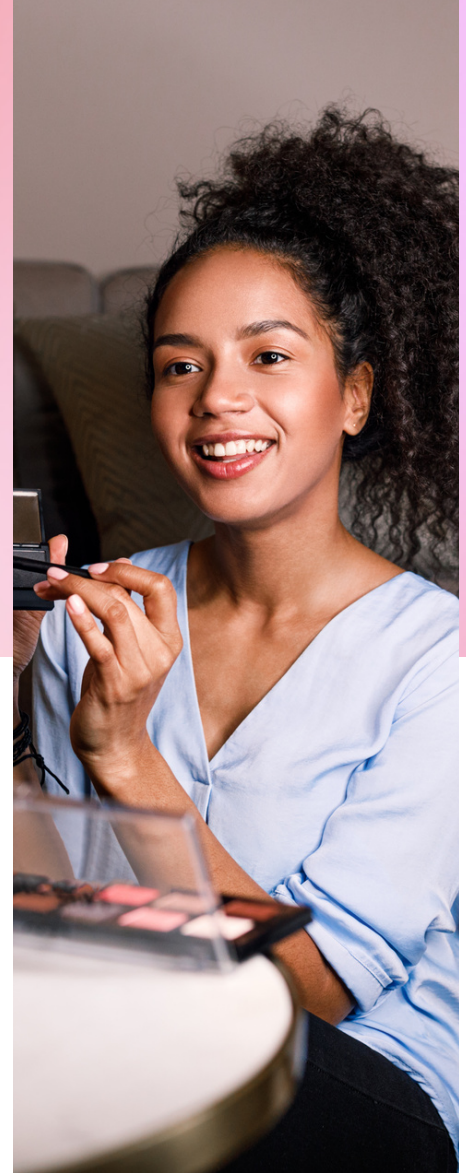
WE FORGET SOCIAL MEDIA ISN'T JUST ABOUT US AND WHAT WE SHARE WITH THE WORLD, IT'S ABOUT SHOWING UP AND ENGAGING WITH OTHERS TOO!

ASHLEY NICOLE STONE

RULE NUMBER 4

Use Apps and AI Tools

- 1.** Capcut is my go to for creating quick video clips for your reels and stories. By taking photos or 3 second video clips you can string them together easily with music using the autocut tool.
- 2.** Chat GPT. Leverage AI Writing to help inspire your captions with your authentic words. You can also use AI to create the hashtags relevant for your post. Prompt the chat to help provide copy for your target client.
- 3.** Canva is a tool all businesses should know about already. If you don't it is a gamechanger. Their new AI features help you create the imagery and the copy along with your design!

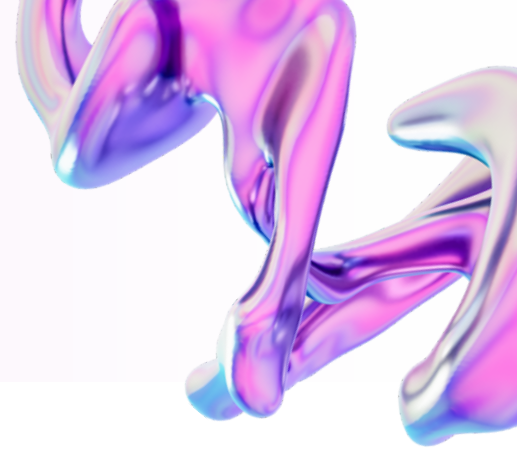


**LEVERAGE AI TO
CREATE QUICKER
OR SPARK NEW
IDEAS!**

ASHLEY NICOLE STONE

Checklist.

For Social Media Success



Setup your Social Media Accounts

Personal Facebook (use the one you have or start a new one.) Business Facebook Fanpage, IG Account (Snag the name at the very least)



Imagery & Branding

Consistency is key. Use your brand colors throughout your social media. Create visual content that aligns with you and your brand. Your personal brand is important alongside your business brand. Clean professional headshots are the best option for your profile photos.



Who is your target audience?

Get clear on who you are speaking to. Your audience and platform matters! Are you on the right platform?



Spend 10 minutes A Day Engaging

Comment, Like, share. Social Media is meant for you to GET SOCIAL. Start engaging. Comments will help you get seen while Likes will curate the content you see. Follow accounts that will inspire you and help you be accountable while also being in places with your business, that your target audience may hang out in.



Begin Posting!

Schedules and perfect times don't always exist and aren't always conducive to our entrepreneurial lifestyle. Create a business that shares in real time. Documenting the journey is an insider view of who you are and what you do. It is also the easiest way to create content because you are living it!



Growth Hack

Posting 3 times a day is a must. The algorithms are going to throw shade on your shine. I know this seems like a lot and how will you have time!? Stop making excuses and just start. Read on to learn about my pillar posts.