

**THE ALGORITHM PROOF**  
**BLUEPRINT**

**HL.**



**This simple training will tell you how virtual events for relationship building can help you to exponentially grow your business on social media.**

**FOCUS ON YOUR NETWORK AND THE NUMBERS WILL FOLLOW.**



## **Relationship building is the foundation of selling in business.**

Businesses that spend time building relationships with their audience always end up generating more sales. This isn't a trend and it won't go away.

**Want more engagement? Want to make more money? Build your network. Build relationships.**

**YOU HAVE TO GIVE THIS TIME AND TAKE ACTION OR NO RESULTS.**

# **BEGIN WITH THIS AUDIT**

- Are you actively building relationships?
- Are you getting the response you desire?
- Are your relationships turning into sales?
- Do you feel that you can improve?
- Do you want to improve to get better results?

**the next step is the audit chart for your Facebook Group. you can apply this to other platforms you use to market to your audience as well. rating yourself a 5 is amazing and a 1 means you can improve.**

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## TRUST

do your members trust you without freebies?

## GENUINE REPLIES

are you showing up daily with genuine replies in the comments section of posts?

## MEMBER ATTRACTION

is your audience finding you or being referred to you without social media?

## VISIBILITY

do you feel seen and heard at least 90% of the time by your audience?

## CONVERSION

are you converting as much as you'd like?



**the audits are here to help  
you understand areas of  
improvement, so you can  
take action with intention!**

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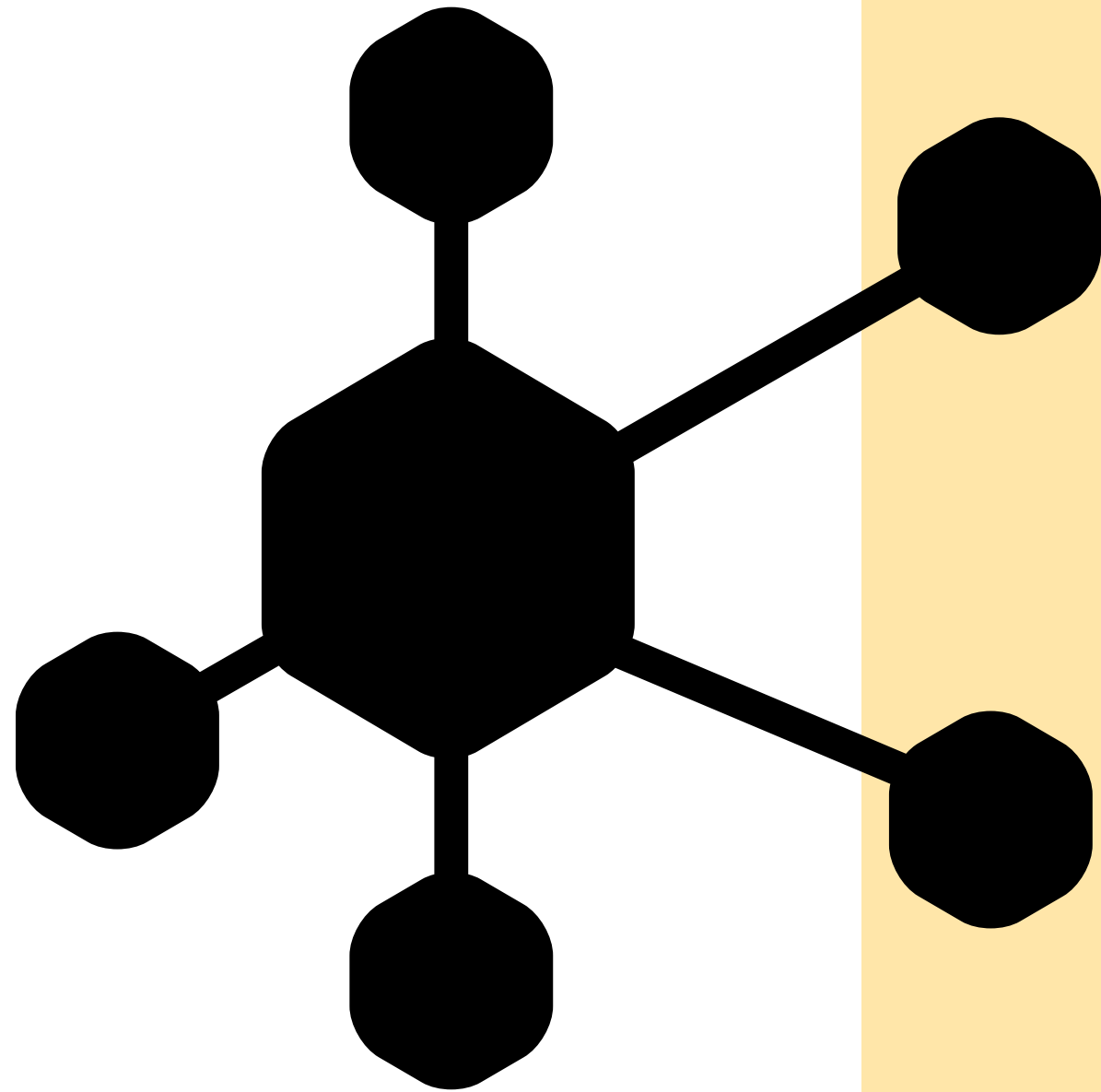


**Imagine you post on Facebook and you have 100 Facebook friends.**

Imagine you know these Facebook friends.

When you post, these Facebook friends will see your content because you interact with each other.

**The more you interact, the more they will see your content.**



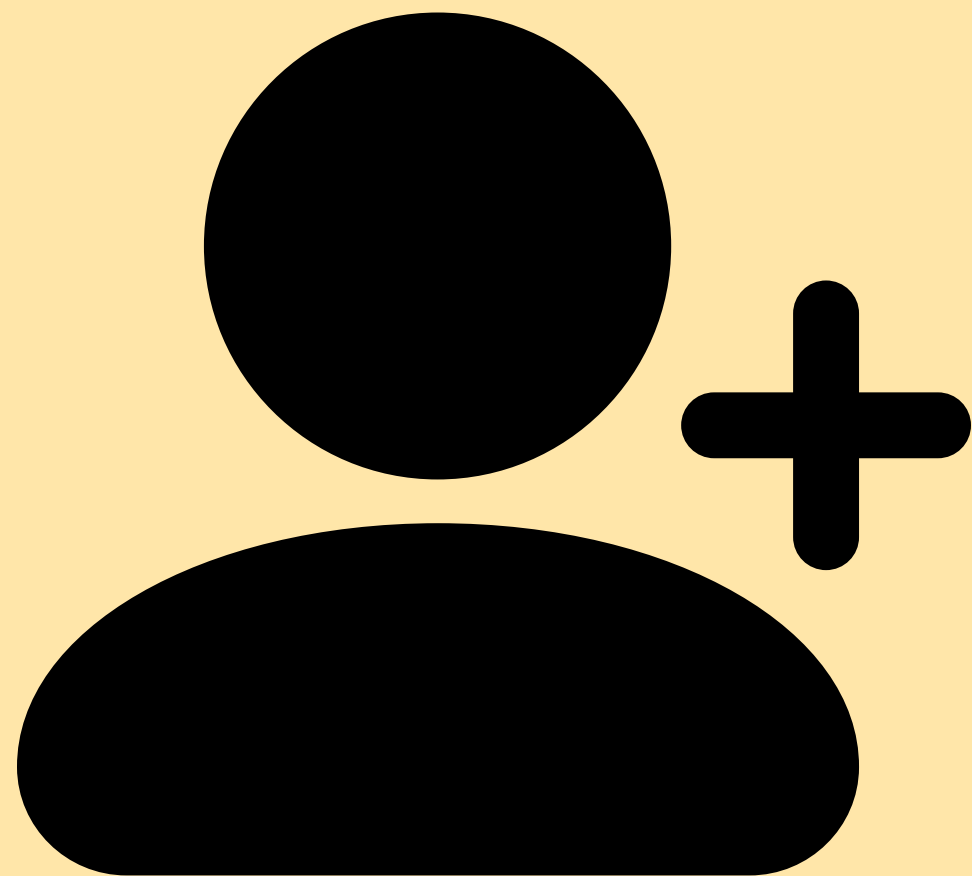
**Imagine you post a funny meme on Facebook.**

Your 100 Facebook friends are going to see this.

**Maybe 25 of them think it's funny and "share" your post with their Facebook friends.**

You just built automatic trust with 25 new audiences because you had a relationship with the person that shared your funny meme.

That's a lot of exposure, right?



**Imagine you wake up the next day to 100 friend requests with mutual friends.**

Those instant friend requests came from tapping into a new network because someone within your network that you have a relationship with SHARED your content.

**Your content is SEEN because you have a network that interacts and they interact because they know you.**

The same concept applies to business.



**Imagine you have a Facebook Group with 500 members.**

Imagine you do a post and get zero interaction.

**HERE ARE A FEW REASONS THAT CAN HAPPEN:**

- ✔ You have the wrong audience
- ✔ You aren't building relationships with them
- ✔ Not enough consistency in the Group
- ✔ Or there is lack of clarity



**Imagine you keep posting and posting and then use other Facebook Groups and do the same thing with zero interaction.**

That is not because the algorithm is changing. This happens when the focus isn't on the relationships. The right relationships.

This strategy keeps you from growing on social media platforms because **social media becomes successful when you have established relationships.**

**PLEASE ANSWER THE  
FOLLOWING QUESTIONS.**

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**what is your current strategy  
for leveraging other  
audiences?**

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**what is your current strategy  
for building relationships?**

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If you build relationships with people that are your target audience and within other industries, the doors open.

**SALES ARE MADE WHEN TRUST IS FORMED.**

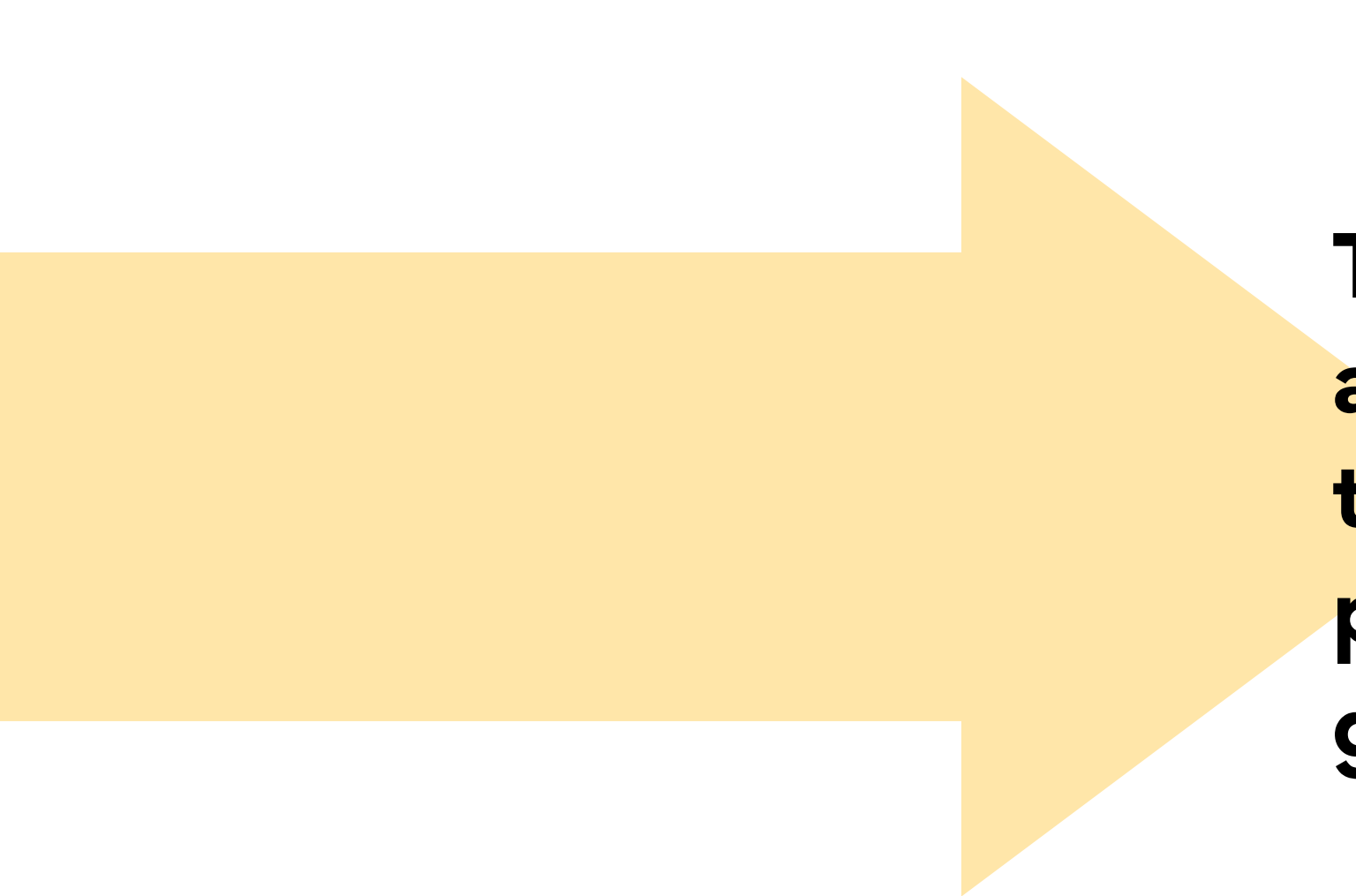
Building relationships through different types of virtual events can make social media growth and engagement easier because everyone attending is CHOOSING to be there. **Meaning, they are OPEN to getting to know you going into the event.**



**Get to know people OFF of social media and give yourself a designated space specifically for connections, productivity and brainstorming.**

Because when you establish these real relationships off of social media, those relationships become your friends on social media.

**When you create those posts, you attract the people who know and trust you.**



**Those people that you got to know through any type of virtual event will be more likely to share your content, refer you or tag people in your posts because they genuinely trust and like you.**

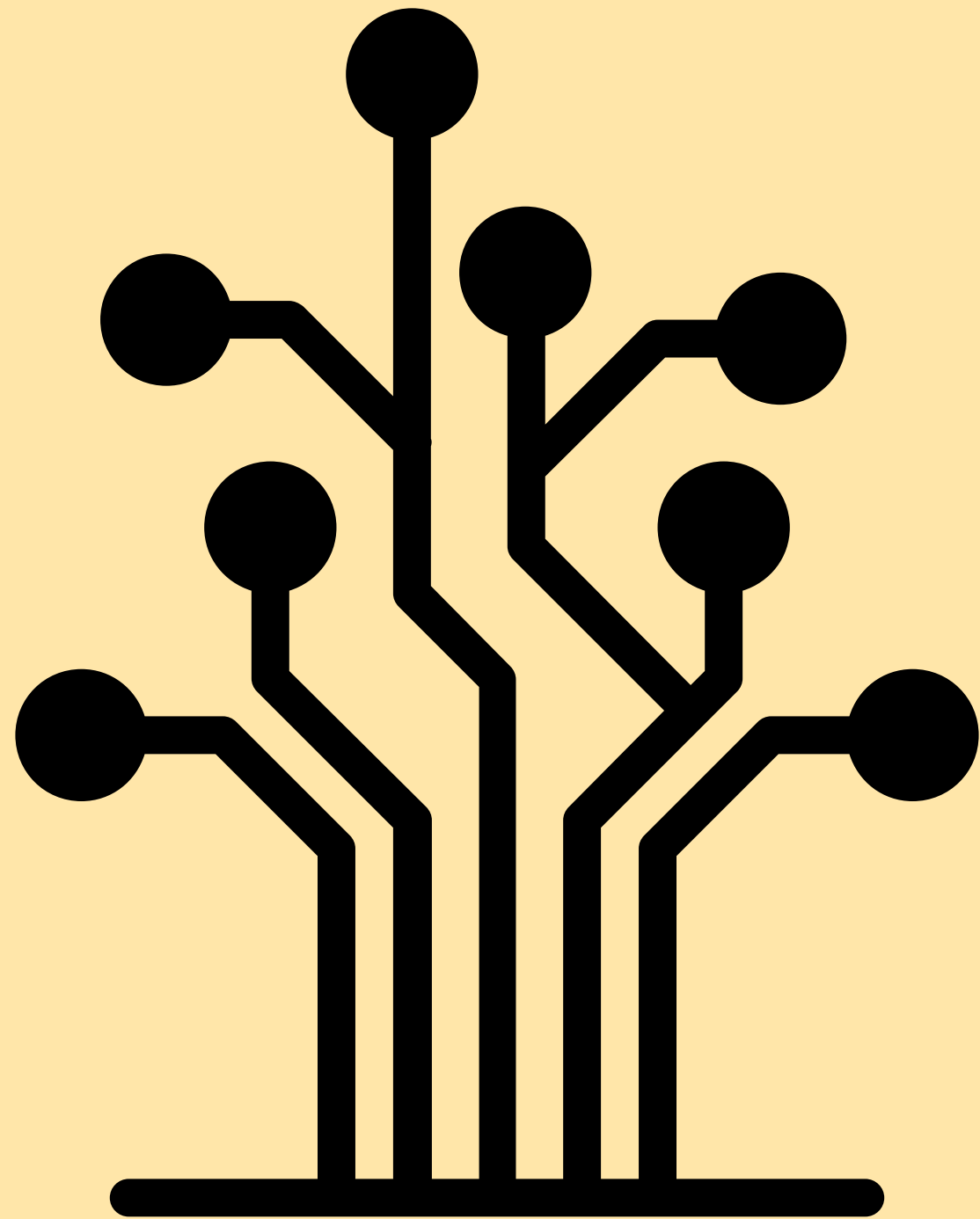
NOT because you're "supposed" to do that on social media or because there is something in it for them.

That is why building a network OFF of social media is **algorithm proof!** It becomes more real and your social media engagement will reflect that.



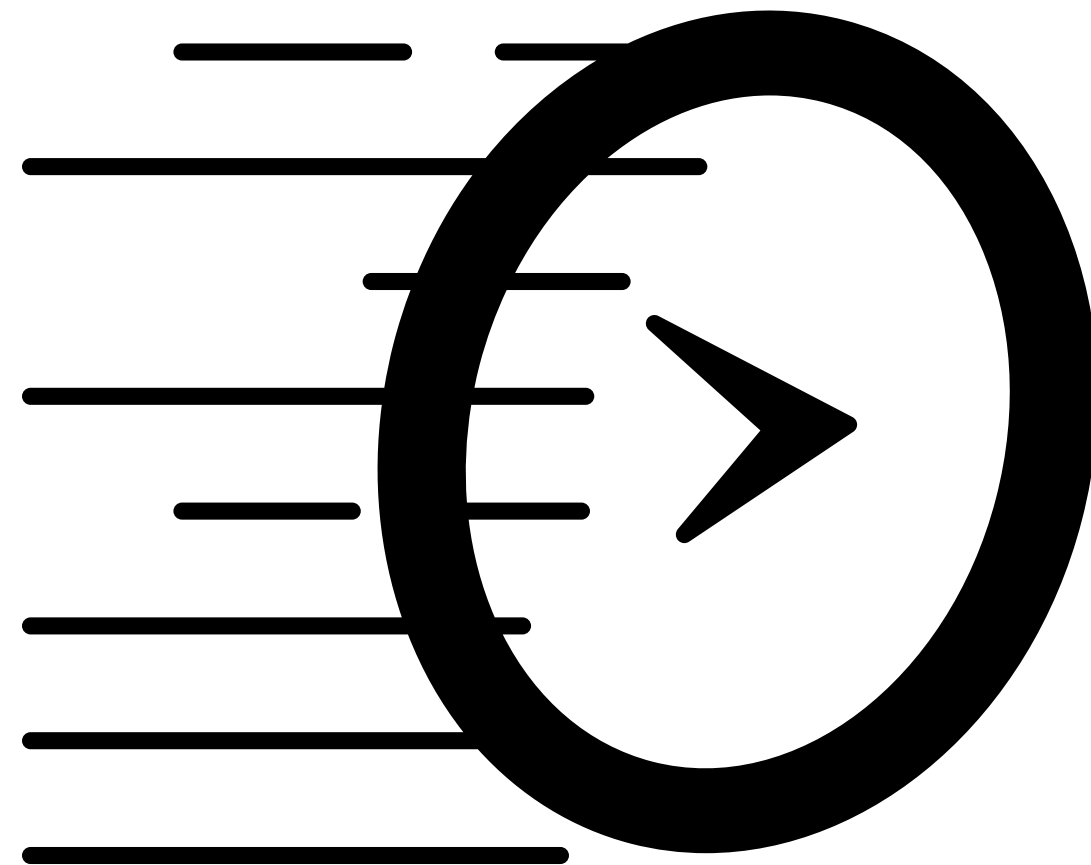
**You know how people just leave emojis or "lack of interest" comments to show "support?"**

That isn't going to help you get more engagement or consistent sales.



**By building real connections, you have now created a strong network for massive amounts of opportunity, proper exposure and genuine trust that results in sales.**

Instead of people leaving comments on your posts that don't go anywhere, the right people will connect you to those that you can impact.



It CAN take longer to build trust through email and DM.

**Getting to know people virtually will speed up your process and lead to the right referrals, the right engagement and credibility when you go back to social media.**

People will know who you are, what you stand for and will want to connect you with the right people.

**Resulting in more engagement, which results in more leads and develops into more sales.**

✓ GET THE RIGHT PEOPLE ON YOUR FRIENDS LIST.

✓ GET THE RIGHT PEOPLE IN YOUR NETWORK.

✓ GET THE RIGHT PEOPLE IN YOUR GROUP.

✓ GET THE RIGHT PEOPLE IN YOUR CIRCLE.

**...watch your social media engagement, interaction and sales positively shift overtime.**





A single connection can lead to a new collaboration.



A single connection can lead to a sale.



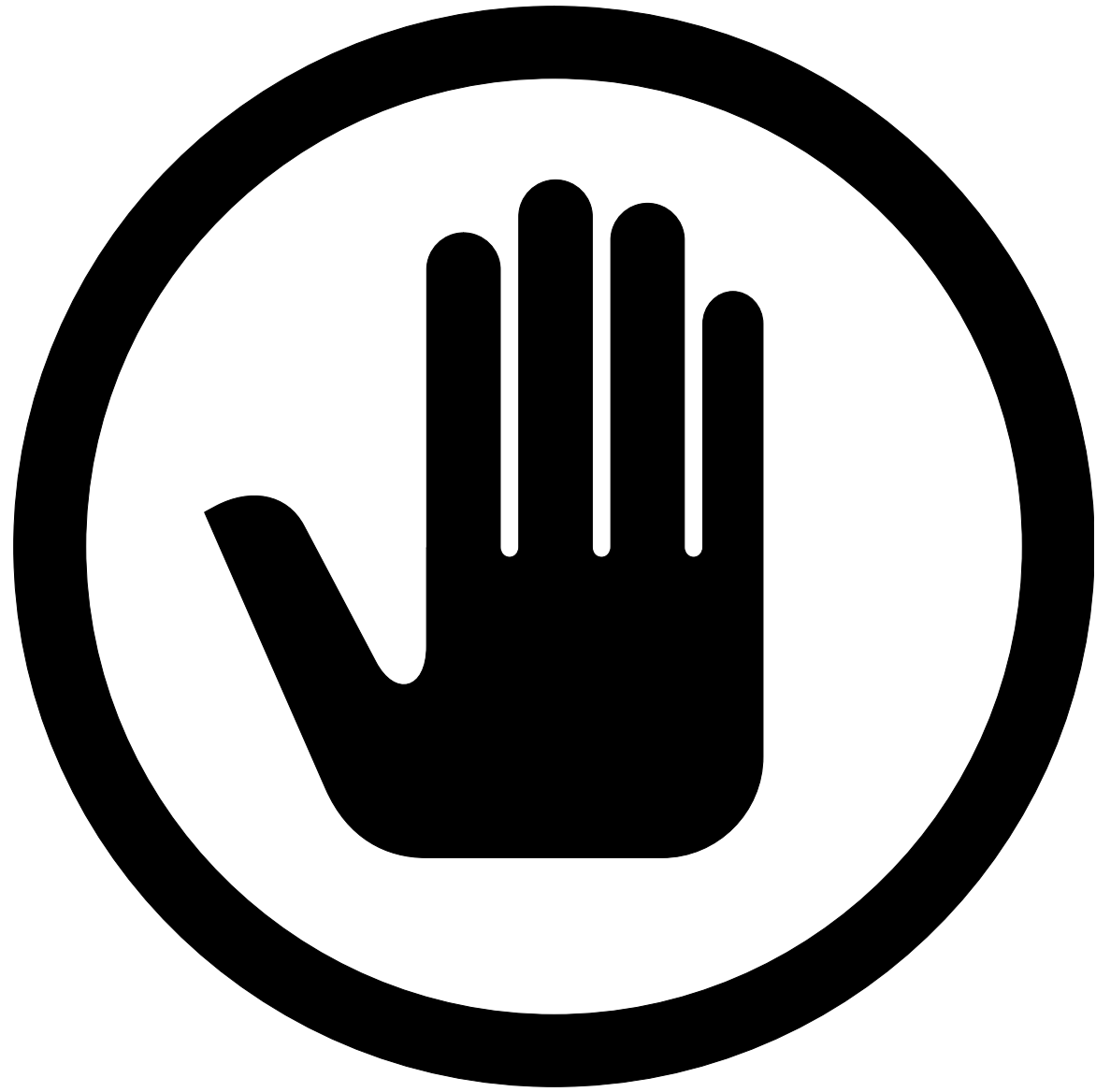
A single connection can lead to 100 referrals.



You have to establish trust.



When there is trust, your business expands.



Hour League™ gives you a space off of social media to build a network, so that when you go back to social media, you get high quality interaction.

**Stop focusing on the numbers and start focusing on the relationships.**

The numbers of comments, likes, leads and subscribers will grow with quality when you make this shift.

**try taking the following  
steps to begin.**

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## **STEP ONE**

Create a list of aligned industries so you know the right people in which to connect, who you want to buy from you, different ways they can buy from you, write out all of your offers and opportunities you're open to receiving.

## **WHY THIS MATTERS**

Go into any virtual opportunity prepared to build connections even if you're brand new! This way, you can start to build out a network in order to bring that to social media and enhance your results.



## **STEP TWO**

During any virtual event you attend, make it a goal to genuinely connect with a couple of people. You must follow up and the "Relationship Building Blueprint" training will teach you how to do this.

## **WHY THIS MATTERS**

Building the genuine connections AFTER you know who you want to connect with will save you time and allow you to take that relationship to social media, resulting in more high quality interaction and opportunities.



## **STEP THREE**

Discuss how you can help one another. Go back to your lists that you developed and share new ideas, while also listening to their ideas as well. It can be as simple as sharing each other's content or creating a referral partnership and tagging the right people in the comments of each of your posts.

## **WHY THIS MATTERS**

You are building out a quality network of people that want to help you grow. They are going to help to create the right engagement due to established trust and credibility!

**evaluate your actions with  
the audit and then  
implement these tips to get  
the best results!**

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ready to create  
opportunities **on and off** of  
social media? Let's go!

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