

Followers into customers: 7 checks

Social media is NOT where you sell. It is where you earn the right to a private conversation. These checks turn borrowed attention into people you can actually reach.

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1 You count people you can reach directly, not followers.

How many can you message yourself, without a platform in the middle?

WHY Followers belong to the platform. It decides whether they see you today.

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2 Most posts give value freely.

Teach, entertain, make people feel something.

WHY All offers get scrolled past. Never asking gets likes and no action.

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3 Now and then a post carries a doorway to a private chat.

Not a hard sell. A DM, one person at a time.

WHY You are not pitching in front of an audience. You are taking someone aside and helping them.

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4 You run comment-to-DM.

A useful post, plus one line: "Comment GELATO for a free gelato on your next visit." A message fires into their DMs the moment they comment.

WHY The conversation starts without you lifting a finger.

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5 The gift saves straight into their phone wallet.

Apple Wallet or Google Wallet. No app to download, no account to create.

WHY A card in their wallet is a direct line for reminders. An email address alone gets very little response for most local businesses.

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6 A message with no keyword still gets a real answer.

"What are your hours?" is answered by an assistant that reads what they mean and knows if they are new or a regular.

WHY A first-timer gets a reason to show up. A regular gets recognised and rewarded.

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7 You remind people before their coupon runs out.

Send the coupon. Follow up as the deadline gets close.

WHY Most people who save a coupon never use it. Not because the offer was bad... life happened. Nobody sets a reminder for a gelato.

1 more habit from the video

- Once the reminders are built, let them run for every contact, every time. Capturing the lead is only half the job: the follow-up is where the money lives.