



Advertising  
Specialty  
Institute®

## **Leverage Social Media to Build Rapport & Revenue**

Marki Lemons Ryhal

**GOT A  
MINUTE?**



1440



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24
GMT-05	#SundayReading	#MondayMotivation National Amaretto D	#TuesdayTips National Look Alike	#WellnessWednesd Queen's Birthday (U	#ThrowbackThursd Earth Day	#FeelGoodFriday National Picnic Day World Book Day	#SmallBusinessSat National Pigs in a B
6 AM	Miracle Morning 6 – 7am	Miracle Morning 6 – 7am	Miracle Morning 6 – 7am	Miracle Morning 6 – 7am	Miracle Morning 6 – 7am	Miracle Morning 6 – 7am	Miracle Morning 6 – 7am
7 AM		Just Listed/Just SO 7 – 8am			BLOG (vend/neigh 7 – 8am		
8 AM		Team Meeting, 8am	Team Meeting, 8am	Team Meeting, 8am	Team Meeting, 8am	Team Meeting, 8am	
9 AM		Power Hour 9 – 10am	Promoshc Power Ho 9 – 11am 9 – 10am	Power Hour 9 – 10am	Power Hour 9 – 10am	Power Hour 9 – 10am	
10 AM		Call Top VIP Clients 10 – 11am	Status Call Update 10 – 11am	Hot Leads and Data 10 – 11am	Database/Past Clie 10 – 11am	Business People 10 – 11am	
11 AM	FORD=Family, Occup 11am – 12pm						
12 PM	Social Media Postin 11:45am – 12:45pm	Social Media Postin 11:45am – 12:45pm	Social Media Postin 11:45am – 12:45pm	Social Media Postin 11:45am – 12:45pm	Social Media Postin 11:45am – 12:45pm	Social Media Postin 11:45am – 12:45pm	Social Media Postin 11:45am – 12:45pm
1 PM		Client Appointment 1 – 2:30pm	Client Appointment 1 – 2:30pm	Client Appointment 1 – 2:30pm	Client Appointment 1 – 2:30pm	Client Appointment 1 – 2:30pm	
2 PM					Manicure and 2 – 3:30p		
3 PM		Client Appointment	Client Appointment	Client Appointment	Client Appointment	Client Appointment	

# TARGET AUDIENCE

## TARGET AUDIENCE SNAPSHOT & MARKET OVERVIEW

TAGET AUDIENCE OVERVIEW	
AGE:	NOTES:
GENDER:	
LOCATION:	
EXPERIENCE LEVEL:	
OCCUPATION:	
EDUCATION:	
AVG MONTHLY INCOME:	OTHER INFORMATION:
COMMONLY USED FLATFORM: <input type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input type="checkbox"/> Pinterest <input type="checkbox"/> YouTube <input type="checkbox"/> _____ <input type="checkbox"/> Facebook <input type="checkbox"/> LinkedIn <input type="checkbox"/> Snapchat <input type="checkbox"/> TikTok <input type="checkbox"/> _____	
<b>TOP PRODUCTS SOLD</b> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<b>TOP FACEBOOK GROUPS/FORUMS</b> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>
<b>TOP MARKET INFLUENCERS</b> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<b>TOP AUTHORITY BLOGGERS</b> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>
<b>NICHE RESEARCH NOTES</b>	

Age Range	Women	% Women	Men	% Men	Custom Gender	% Custom Gender
13-17		0 0%		0 0%		0 0%
18-24		5 0.9%		1 0.2%		0 0%
25-34		42 7.3%		5 0.9%		0 0%
35-44		115 19.9%		11 1.9%		1 0.2%
45-54		177 30.6%		20 3.5%		0 0%
55-64		137 23.7%		15 2.6%		0 0%
65+		43 7.4%		6 1%		0 0%

	A	B	C	D	E	F	G	H
1	<b>Age Range</b>	<b>Women</b>	<b>% Women</b>	<b>Men</b>	<b>% Men</b>	<b>Custom Gender</b>	<b>% Custom Gender</b>	
2	13-17		0 0%		0 0%		0 0%	
3	18-24		18 0.3%		13 0.2%		0 0%	
4	25-34		417 7.8%		155 2.9%		0 0%	
5	35-44		1075 20.2%		295 5.5%		24 0.5%	
6	45-54		1327 25%		302 5.7%		2 0%	
7	55-64		956 18%		225 4.2%		0 0%	
8	65+		384 7.2%		123 2.3%		0 0%	
9								
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32								

# SIX-FIGURE PROMO PRODUCTS SALES TRACKER

Build rapport by identifying the F.O.R.D of your ideal client.

The **F.O.R.D** is an acronym for  
**Family,**  
**Occupation,**  
**Recreation,** and  
**Dreams.**

Every day people share their F.O.R.D with the world via social media, email, and text messaging.

The key to growing your real estate business is understanding your clients' pain points and desires.

Add each person's F.O.R.D to your Customer Relationship Management System (CRM) daily.

Idea: On Facebook and LinkedIn, spend one-hour Monday-Friday identifying each person's birthday, promotions, accomplishments, and favorite activities. Implement an 8 x 8 campaign where you make eight people feel special by 8:00 AM daily via email, messaging, or mailing them something special.

To earn \$100,000 per year, you need to add 2,880 contacts to your CRM if your average price point is \$5,000. These actions statistically will net you 20 closed transactions.

To accomplish your six-figure earning goals, you need to add eight new contacts to your CRM or connect in a meaningful way to the contacts that are already in your system daily.

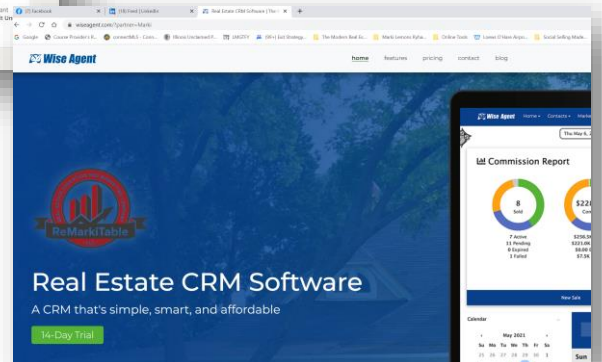
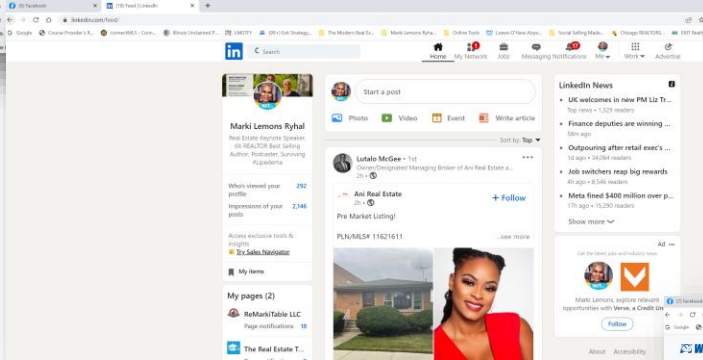
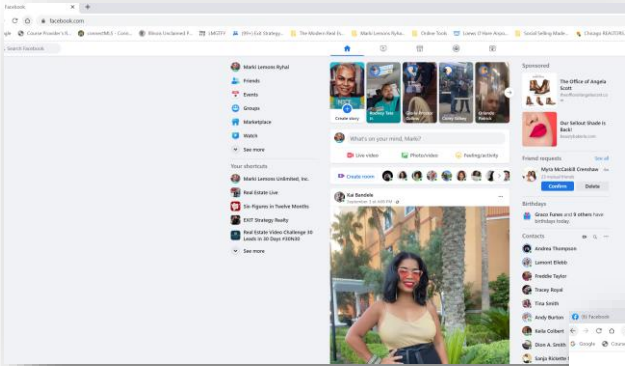
Every time you generate a new lead or communicate in a meaningful way one-on-one with a contact, add or update the contact in your CRM and place a checkmark in the box below that corresponds with the week and day of the month.

# SIX-FIGURE PROMO PRODUCTS SALES TRACKER

MONTH:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1							
WEEK 2							
WEEK 3							
WEEK 4							
WEEK 5							





← **TC Bradley**  
• Mobile • 1h ago

**TC Bradley • Nationally Syndicated TV Host** • 11:44 AM  
Hey Marki Lemons, I'm looking to build quality connections with Business Leaders like yourself who might have an interest in being featured on television... would you care to connect?

TC

**TC Bradley • Nationally Syndicated TV Host** • 11:46 AM  
Thank you for connecting Marki Lemons, I understand you are busy so I will be quick - I feature business leaders on our "Business Leaders Spotlight" segment which airs on FOX television this is a "pay to play" opportunity that is more affordable than you think, and can have an IMMEDIATE IMPACT on your business, (if done correctly)

You can come to the studio, or do your ap  
↓ Latest message

+ Write a message...

← **Vickie Bradley • National ...**



**Vickie Bradley • National TV Booking Producer**  
We Feature Business Leaders, Entrepreneurs, Authors, and Speakers On Our Nationally Syndicated Television Show

AUG 10

**Vickie Bradley • National TV Booking Producer** • 3:15 PM  
I would LOVE to connect with you and discuss possibly having you appear on my nationally syndicated TV show that features faith-based entrepreneurs on The WORD Network.

Please connect with me and reply to this message if you want me to send you more details.

Vickie

AUG 11

**Vickie Bradley • National TV Booking Producer**  
One Na  
↓ Latest message

+ Write a message...

← **Jon Heise**  
• Active now



**Jon Heise**  
Helping Nonprofit & Associations build out their Marketing, Creative & Finance teams - President at Covert Recruiting

JUL 29

**Jon Heise** • 6:44 PM  
Marki Lemons, thanks for connecting.

How have your hiring efforts been going the last few months in this crazy market for marketers?

JUL 31

**Jon Heise** • 6:45 PM  
Wanted to follow up on my previous message.

From our perspective, we're seeing our clients' growth outpacing the ability to find really great marketing & digital  
↓ Latest message

+ Write a message...

← **Billy Samoa Saleebey**  
• Active now

AUG 10

**Billy Samoa Saleebey** (He/Him) • 3:11 PM  
Hi Marki,

I noticed you are the podcast host of Social Selling Made Simple. I'd love to connect if you're open to it! To introduce myself...I'm based in LA, led Global Sales Training for Tesla, and now run a podcast production company called Podify.

Billy

**Billy Samoa Saleebey** (He/Him) • 10:42 PM  
Thanks for connecting Marki! 😊  
How long have you been hosting Social Selling Made Simple?

AUG 11

**Marki Lemons Ryhal** (She/Her) • 6:36 AM  
Almost three years.

**Billy Samoa Saleebey** (He/Him) • 9:22 AM  
Awesome congrats Marki! Do you do all the production work yourself or do you have a team?

+ Write a message...

← Search

105 friends posted on Kara's **timeline** for her birthday. ...



BIRTHDAY: TODAY  
Kara Wootson

Send Gift

← Search

108 friends posted on Ej's **timeline** for her birthday. ...



BIRTHDAY: TODAY  
Ej Williams

Send Gift

## Today's Birthdays



Rachel Tristano

Message



Cassandra Sneed

Write on her timeline...



Celebrate her birthday by sharing your memories together!



Create Post

Change Photos



Graco Funes

Write on his timeline...



Tom Brandt

62 years old

Write on his timeline...



Melody Hendrix Mwo

Write on her timeline...



Alex Romo

Message



Ollie Buchanan

Write on her timeline...



Shawn Person

Write on her timeline...



Nina Williams



Today is Cassandra's Birthday

We thought you wouldn't want to miss a chance to wish her happy birthday!




Add a birthday wish for Cassandra...


Gift ideas for Cassandra

See all

Shop items for birthdays and more



**\$32** · LANEIG...  
Shipping available  
21 sold recently



**\$10** · The Ordi...  
Shipping available  
12 sold recently



**\$15** · 5" ·  
Shipping available  
1 sold recently

Shop gifts for Cassandra



Cassandra Sneed (Real Estate Broker)

4K followers · 1.4K following



Friends

Message



Posts

About

Photos ▾

Cassandra's posts



Write something to Cassandra...





# Profile pictures

Updated Jun 30 at 8:43 PM • 🌟



# I'M PHOTOGENIC



Instagram



Canva



InShot



WordSwag



Camera



SmileDirect  
Club



Photo Lab



StyleSeat



Photofy

Photo Lab

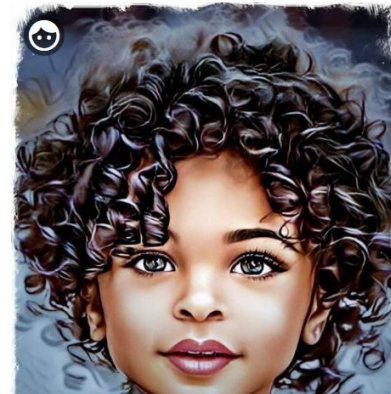
Get Photo Lab app to apply these effects to your photos

Download on the App Store

Download on Google play

HUAWEI

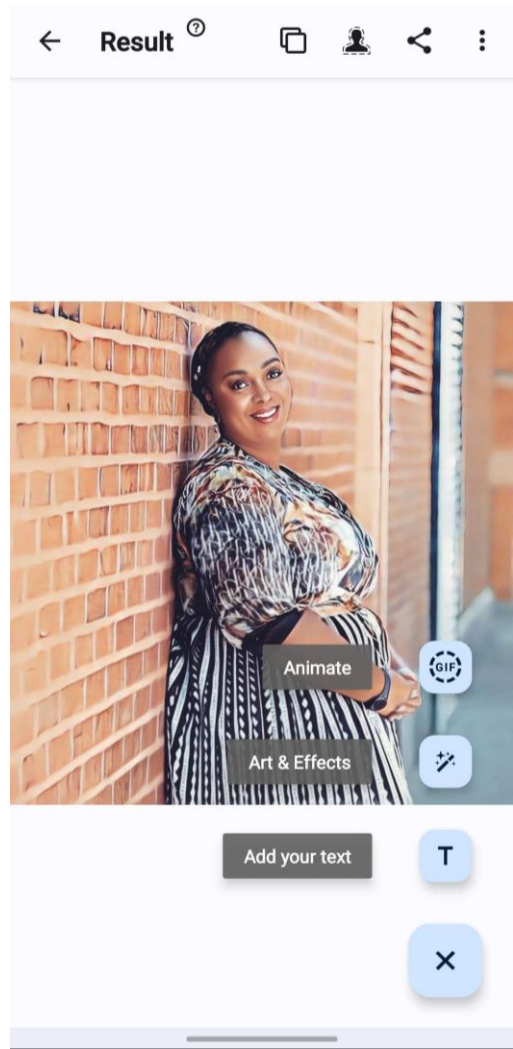
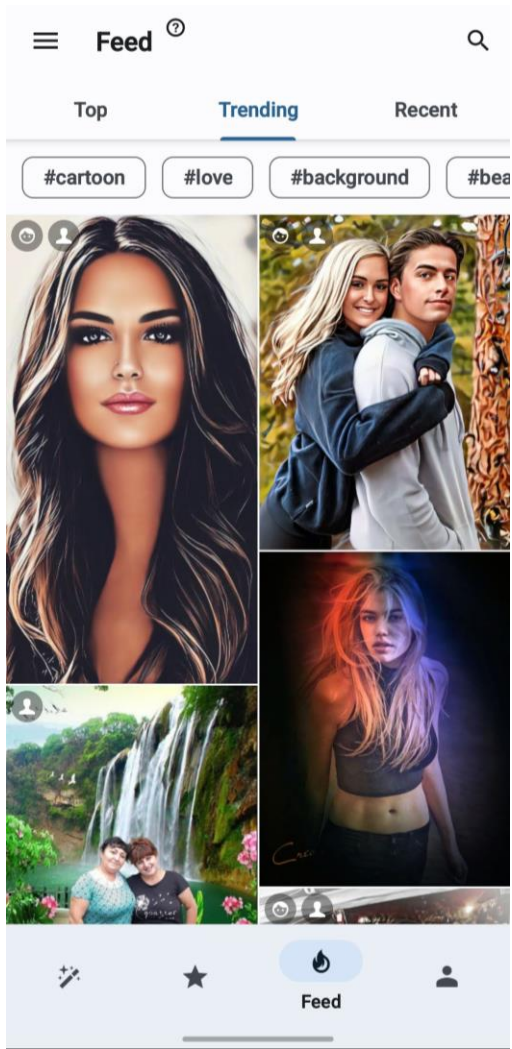
Top combos   Trending   Recent



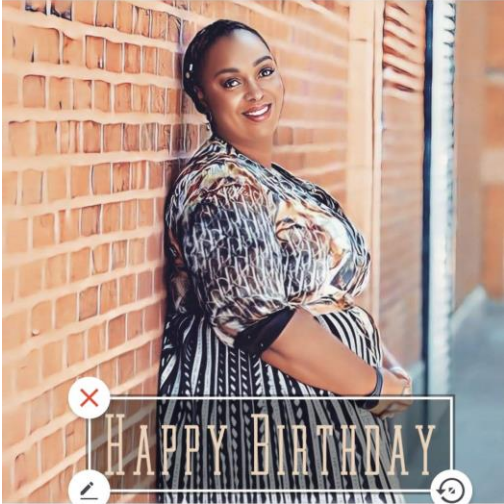
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✕ Edit text



Abc ABC ABCC A|bc @b

✎ Aa ★ ✎ 🔍

← Save & Share



Photo Lab



Download



Instagram



Facebook



Messenger



Cassandra



**Cassandra Sneed**

Connected



**Cassandra Galloway**

Connected



**Cassandra Pâtissière Tate**

Connected



**Cassandra Olivier Tate**

Connected • (773) 370-8000 Mobile



**Cassandra Sneed**

Connected • (773) 503-3352 Mobile



**Chandra Ware**

Connected



**Sandra Connor**

Connected



**Referral**

Cassandra, Nicole Wheatly



**Marki Lemons Unlimited, Inc., +2**



**Marki Lemons Unlimited, Inc., +2**



**Marki Lemons Unlimited, Inc., +2**



**Deja and Prince Elijah**

Denise Artavia Smith, Purposefully Nora, La, +11



Cassandra Sneed  
(773) 503-3352

EDIT



More



Add to story



● promotional products  
Search term

+ Compare

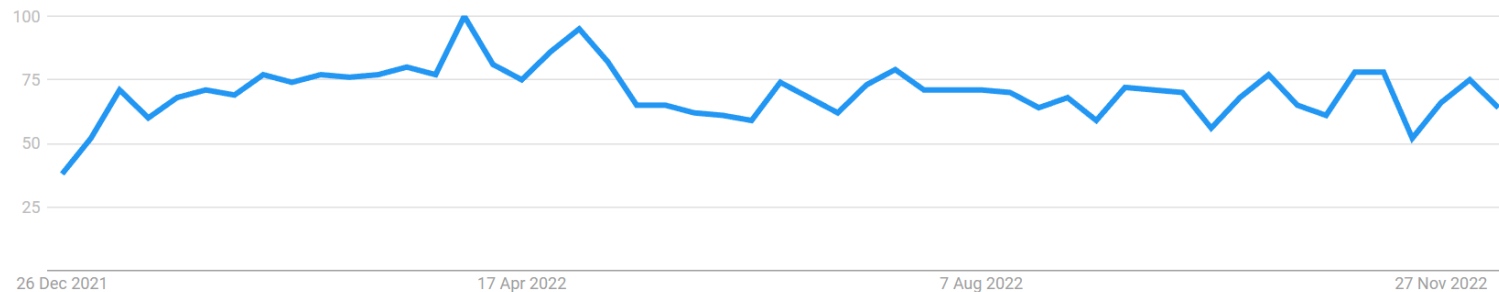
United States ▾


Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time ⓘ




Related queries 

Rising    

1	hand sanitizer promotional products	Breakout
2	hit promotional products jobs	Breakout
3	oriental trading company	Breakout
4	michelle runs a shop on etsy. one month, she s...	Breakout
5	beacon promotions	Breakout

< Showing 1–5 of 24 queries >

Related queries 

Rising    


16	logomark	+190%
17	alphabroder	+160%
18	koozie group	+150%
19	promotional products with logo	+60%
20	leads	+50%

< Showing 16–20 of 24 queries >



Discover what people are **asking** about...

SEARCH

 Use 1-2 words for best results





	A	B	C	D	E	F	G
1	hand sanitizer	- en	Suggestions - Created: 20-12-2022				
2	Modifier 1	Modifier	Suggestion	Language	Region	Keyword	
3	questions are		are hand sanitizer fumes harmful	en	us	hand sanitizer	
4	questions are		are hand sanitizer bottles recyclable	en	us	hand sanitizer	
5	questions are		are hand sanitizer wipes fsa eligible	en	us	hand sanitizer	
6	questions are		are hand sanitizer allowed on planes	en	us	hand sanitizer	
7	questions are		are hand sanitizer bad for your skin	en	us	hand sanitizer	
8	questions are		are hand sanitizer liquid	en	us	hand sanitizer	
9	questions are		are hand sanitizer bad	en	us	hand sanitizer	
10	questions are		is hand sanitizer toxic	en	us	hand sanitizer	
11	questions can		can hand sanitizer get you drunk	en	us	hand sanitizer	
12	questions can		can hand sanitizer kill bed bugs	en	us	hand sanitizer	
13	questions can		can hand sanitizer kill mold	en	us	hand sanitizer	
14	questions can		can hand sanitizer be used as rubbing alcohol	en	us	hand sanitizer	
15	questions can		can hand sanitizer clean wounds	en	us	hand sanitizer	
16	questions can		can hand sanitizer kill lice	en	us	hand sanitizer	
17	questions can		can hand sanitizer freeze	en	us	hand sanitizer	
18	questions can		can hand sanitizer kill sperm	en	us	hand sanitizer	
19	questions how		how hand sanitizer is made	en	us	hand sanitizer	
20	questions how		how hand cleaner	en	us	hand sanitizer	
21	questions how		how much hand sanitizer is lethal	en	us	hand sanitizer	
22	questions how		how much hand sanitizer can i take on a plane	en	us	hand sanitizer	
23	questions how		how much hand sanitizer can kill a dog	en	us	hand sanitizer	
24	questions how		how to hand sanitizer	en	us	hand sanitizer	
25	questions what		what hand sanitizer has been recalled	en	us	hand sanitizer	
26	questions what		what hand sanitizer kills norovirus	en	us	hand sanitizer	
27	questions what		what hand sanitizer did costco recall	en	us	hand sanitizer	
28	questions what		what hand sanitizer is being recalled	en	us	hand sanitizer	
29	questions what		what hand sanitizer is safe for babies	en	us	hand sanitizer	
30	questions what		what hand sanitizer ingredients are bad	en	us	hand sanitizer	
31	questions what		what hand sanitizer brands have benzene	en	us	hand sanitizer	
32	questions what		what hand sanitizer kill c diff	en	us	hand sanitizer	

<b>MONTHLY</b>	<b>WEEKLY</b>	<b>DAILY</b>
1-30 MINUTE VIDEO	1-10 MINUTE VIDEO	ONE-60 SECOND VIDEO
EXTRACT 30-ONE MINUTE VIDEOS	EXTRACT 10-ONE MINUTE VIDEOS	1-ONE MINUTE VIDEO



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Free Social Calendar  
December 2022

Sync with My Calendar Share

Sunday 25	Monday 26	Tuesday 27	Wednesday 28	Thursday 29	Friday 30	Saturday 31



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## Get Your Calendars in Sync



Google



iCal



Outlook

Sync Wave.video social calendar with yours  
and get inspirational ideas for social media  
daily.

	SUN 25	MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 31
GMT-06	#ScienceSunday	#MondayMotivation	#TechTuesday	#WisdomWednesday	#ThinkPositiveThursday	#FoodieFriday	National Champagne Day
	Christmas	Boxing Day	National Fruitcake Day	Pledge of Allegiance Day	Tick Tock Day	National Bacon Day	New Year's Eve
6 AM	Miracle Morning 6 - 7am	Miracle Morning 6 - 7am	Miracle Morning 6 - 7am	Miracle Morning 6 - 7am	Miracle Morning 6 - 7am	Miracle Morning 6 - 7am	Miracle Morning 6 - 7am
7 AM							
8 AM		Team Meeting, 8am	Team Meeting, 8am	Team Meeting, 8am	Team Meeting, 8am	Team Meeting, 8am	
9 AM							
10 AM		Power Hour 9 - 10am	Power Hour 9 - 10am	Power Hour 9 - 10am	Power Hour 9 - 10am	Power Hour 9 - 10am	
11 AM		Call Top VIP Clients 10 - 11am	Status Call Update 10 - 11am	Hot Leads and Database Follow Up 10 - 11am	Database/Past Clients 10 - 11am	Business People 10 - 11am	
11 AM	FORD=Family, Occupation, Recreation, and Dr 11am - 12pm						
12 PM	Social Media Posting and Interactions 11:45am - 12:45pm	Social Media Posting and Interactions 11:45am - 12:45pm	Social Media Posting and Interactions 11:45am - 12:45pm	Social Media Posting and Interactions 11:45am - 12:45pm	Social Media Posting and Interactions 11:45am - 12:45pm	Social Media Posting and Interactions 11:45am - 12:45pm	Social Media Posting and Interactions 11:45am - 12:45pm
1 PM		Client Appointment 1 - 2:30pm	Client Appointment 1 - 2:30pm	Client Appointment 1 - 2:30pm	Client Appointment 1 - 2:30pm	Client Appointment 1 - 2:30pm	
2 PM							
3 PM		Client Appointment 3 - 4:30pm	Client Appointment 3 - 4:30pm	Client Appointment 3 - 4:30pm	Client Appointment 3 - 4:30pm	Client Appointment 3 - 4:30pm	
4 PM	Date my MAN 4 - 7pm				Manicure and Pedicure 2 - 3:30pm		
5 PM					Barbershop 4 - 5pm		
6 PM				Facebook LIVE 6 - 7pm			
7 PM							

Holidays Birthdays

DEC





















## JANUARY HOLIDAYS

FEB

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

JAN 2

MONDAY

	<b>55 mph Speed Limit Day</b>	Special Interest	American, Conservation, Safety
	<b>Ancestry Day</b>	Appreciation	Civic, Federal, Historical
	<b>Day after New Year's Day</b>	Federal	Activities, Civic
	<b>Happy Mew Year for Cats Day</b>	Animal	Cat, Pet
	<b>National Buffet Day</b>	Food & Beverage	Cooking, Food
	<b>National Cream Puff Day</b>	Food & Beverage	Baking, Dessert, Sweet Food
	<b>National Erika Day</b>	Special Interest	Appreciation, Fun
	<b>Motivation and Inspiration Day</b>	Special Interest	Lifestyle, Mental Health, Work
	<b>National Personal Trainer Awareness Day</b>	Health	Awareness, Career, Sports
	<b>National Pet Travel Safety Day</b>	Animal	Pet, Safety
	<b>National Science Fiction Day</b>	Arts & Entertainment	Books, Movie
	<b>National Thank God Its Monday Day</b>	Fun	Crazy
	<b>Reconquest Day</b>	Federal	Historical, Military, Spanish
	<b>Run Up the Flagpole and See if Anyone Salutes Day</b>	Special Interest	Activities, Crazy, Lifestyle
	<b>Saint Basil's Day</b>	Religious	Catholic, Christian, Historical
	<b>Swiss Cheese Day</b>	Food & Beverage	Cheese
	<b>Tournament of Roses Parade</b>	Special Interest	American
	<b>World Introvert Day</b>	Special Interest	Lifestyle
	<b>Folic Acid Awareness Week</b>	Health	Healthy Food
	<b>Someday We'll Laugh About This Week</b>	Fun	Funny, Lifestyle, Mental Health

# Fill in Holidays and Social Media Dates

## Schedule in Content Based on Those Days

What is one date in 2023 you plan to incorporate into your business plan?



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# MARKETING IDEAS

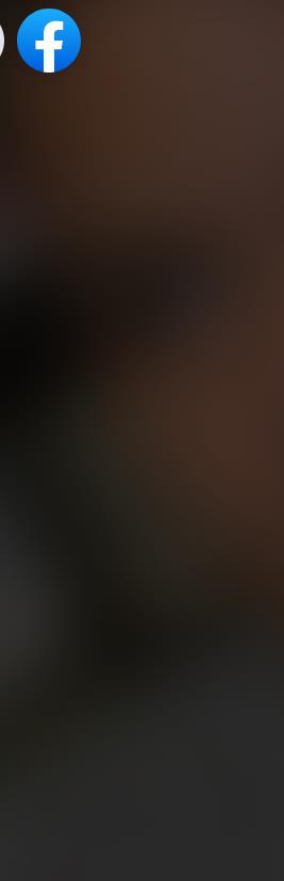
<p><b>JANUARY</b></p> <p>NEW YEAR'S DAY MARTIN LUTHER KING DAY NATIONAL #PIEDAY</p>	<p><b>FEBRUARY</b></p> <p>BLACK HISTORY MONTH VALENTINES DAY PRESIDENTS' DAY</p>	<p><b>MARCH</b></p> <p>WOMEN'S HISTORY MONTH DAYLIGHT SAVING TIME ST. PATRICK'S DAY</p>
<p><b>APRIL</b></p> <p>APRIL FOOL'S DAY EASTER SUNDAY TAX DAY</p>	<p><b>MAY</b></p> <p>CINCO DE MAYO MOTHER'S DAY MEMORIAL DAY</p>	<p><b>JUNE</b></p> <p>FATHER'S DAY JUNE SUMMER SOLSTICE #NATIONALSELFIEDAY</p>
<p><b>JULY</b></p> <p>INDEPENDENCE DAY PARENT'S DAY #NATIONALCHEESECAKEDAY</p>	<p><b>AUGUST</b></p> <p>PURPLE HEART DAY SENIOR CITIZEN DAY #NATIONALDOGDAY</p>	<p><b>SEPTEMBER</b></p> <p>LABOR DAY NATIONAL GRANDPARENTS' DAY FIRST DAY OF FALL</p>
<p><b>OCTOBER</b></p> <p>#NATIONALTACODAY COLUMBUS DAY HALLOWEEN</p>	<p><b>NOVEMBER</b></p> <p>VETERANS DAY DAYLIGHT SAVING TIME THANKSGIVING</p>	<p><b>DECEMBER</b></p> <p>CHRISTMAS EVE CHRISTMAS NEW YEARS EVE</p>



# THE PLAN FOR 20\_\_

<p><b>JANUARY</b></p>	<p><b>FEBRUARY</b></p>	<p><b>MARCH</b></p>
<p><b>APRIL</b></p>	<p><b>MAY</b></p>	<p><b>JUNE</b></p>
<p><b>JULY</b></p>	<p><b>AUGUST</b></p>	<p><b>SEPTEMBER</b></p>
<p><b>OCTOBER</b></p>	<p><b>NOVEMBER</b></p>	<p><b>DECEMBER</b></p>



# EQUAL PAY DAY



 **Marki Lemons-Ryhal** September 17 ·  ...




Closed mouths don't get fed! Acquire skills, have a proven provocative track record, conduct research and ask for what you are worth. I'm worth my weight in gold. #stable & #predictable

**Edit**

   508    115 Comments 9 Shares

 Like     Comment     Share

View previous comments

-  **Toni Thomas**  
Love the hairstyle ...  
Like · Reply · 8w
-  ...
-  Write a comment



***THE PROMO  
PRODUCTS INDUSTRY  
IS CHANGING.***

***JANUARY 5, 2023***

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