

Learn 3 Tips for Promoting your **Hustle** using your **CELLPHONE**

Day2Day Enterprises LLC



GET THESE
3 POWERFUL TIPS,
PLUS A LITTLE
SOMETHING
EXTRA FOR FREE
BY SIMPLY
JOINING MY
EMAIL LIST



www.sonnieday.org

Hello SUNRAY,

I call my tribe “Sunrays” because we are a ray of light and a sunbeam to every atmosphere we find ourselves in. Thank you for joining my email list! I am excited to give you this for **FREE!** You will learn from this information that your cellphone is your best friend. Oftentimes our phones are not being used for its full capacity and can become profitable to your business.



Your cellphone is your best-friend! It contains so many different operations that can help you improve or expand your business practices. Many people tell me that I'm always on my phone. But, what they don't know is that my phone is an employee of my business. I have to pay the bill on a monthly basis, therefore it has to do some work. I'll share with you 3

Tips for using your cellphone to promote your hustle. These tips will be the same techniques that I use. My hope is that you will use these consistently and see an increase in your business.

TIP #1: TEXTING

Text messaging is our first tip for promoting your hustle. Your cell phone has the capability of storing 2000 plus contacts. It has the capability of sending group text and categorizing the contacts. With this ability your promotional campaign could be booming based on your consistency and organization.

If you have more than one hustle it would be smart to group your contacts based on the customers. For example, if you're having an event that you want everyone to attend, all of your contacts can receive a general text. But, if it is for a specific purpose then send it only to those that would appreciate receiving it. Nothing is worse than sending someone a text who could care less or it doesn't fit their interest. So, imagine having a customer base that you can directly talk to via text. Your contacts should receive a message, photo, video or something from you on a weekly basis. If your goal is to promote your brand, business, or ministry using your texting capability in your phone it will work. I know a person who has over 500 contacts in his phone he uses for his prayer calls and send out the information weekly. He has been consistent and has had a great response from it. Consistency is key and texting short messages. You don't want to be overbearing and cause someone to put you on the block list. With the text messages it should be weekly or bi-weekly. Unless you have developed a correspondent list of customers who signed up for your text list. But, even so, don't become annoying, use it wisely.

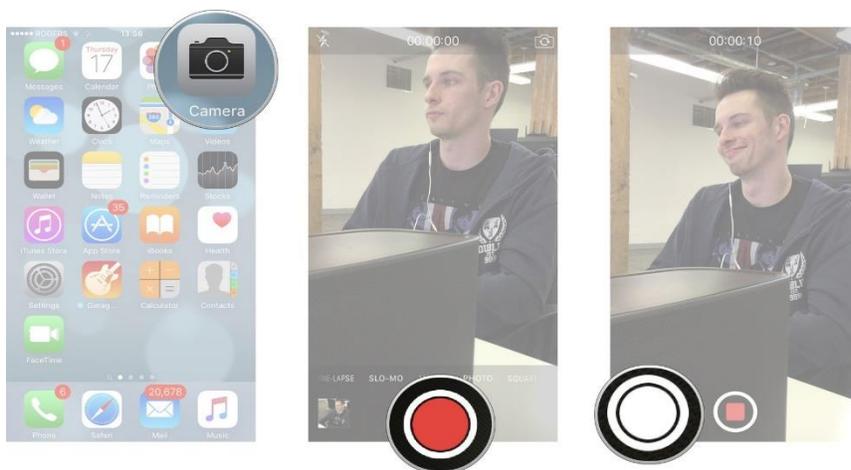


TIP #2: VOICE MEMO



Voice memo is one of my favorite tools to use for promoting your HUSTLE. Voice memo allows you to record your voice. Also, you can add music to the background and sound like it's a professional type commercial on the radio. Find the song you would want to play in the background. Make sure the music in the background doesn't drown out your message and fits the type of recording you're making. Once that is set, press the record button and make your invitation, share information, make an announcement, etc. I love to use this method when I have an event coming up. I play my music in the background and then I act as though I'm producing a major radio commercial. The advantage is you can erase and redo as many times as you like until you get it right. You can perfect your voice and your skills by doing voice memo commercials. You never know, someone may ask you to create one for them, "extra cash". Voice memo allows you to create a title and stores more than 30 memos. Remember it stores on your phone and takes up space. So, I suggest making the voice memo's under 45 seconds. You can save to your phone and send out as a text message or an email. You can send your message out to your entire contacts in your phone and email list. WOW!! See how fast you can get your message out creatively and right from your phone.

TIP #3: VIDEO RECORDER



This video recorder image I thought was a great image to give you a better look how it works. Of course, video is found under your camera button (hmmm why?). Anyway, you'll slide the button over to video. Video gives you 3 options to record a

video if you're using the I-phone 5 or higher. The options are time-lapse, slo-mo, and a regular video. Depending on what type of video you're creating will determine which kind you'll make. Lets discuss the different options:

1. Time-lapse: The time lapse video makes a video that shows in a fast motion as if you're fast forwarding on your DVD player. This can be used if you're wanting to showcase several products you offer in a fast pace. Maybe you're modeling a product, or you do make-up and have different parts of the face you want to highlight. It's a fun way to get the eye of the viewers to play the video more than once. Try it out and see how it best fits your brand!

2. Slo-mo: The slo-mo has to be one of my favorites. It is the ultimate slow motion video. I like to use this to put emphasis on a product or service. Your creativity using slo-mo can really bring views to your videos and potential clients. I recently used the video slo-mo choice for creating a fun scene on the beach in Hawaii with my homegirl. This video we did running across the beach, was hilarious. It started conversation with those on the beach and inspired others to do their own videos. This brings opportunity to make connections or share your business with strangers. We posted this video to Facebook and it got over 500 Likes and almost 2000 plus views. A ONE minute video from our phone garnered new Facebook friends and showed us the power of video and your phone. Please send me some of the videos you'll make after reading this and the impact it has. I'd love to watch.

3. Regular Video: The regular video option is always the go to for basic footage you want to gather. I enjoy using this option when I'm hosting my vision board parties. I use video on my phone to not only capture what's going on, but the reactions. At the end of my events, I always interview someone and record them on video. This allows me to post to my social media pages and promote my next event. Everyone in business that has a product or service should be utilizing the video button on your phone. The video footage can later be used to compile a professionally developed commercial for your business. I love to use it to create my own videos to invite people to my events or ask for their financial support. It's been proven that more people would rather watch a video than read text. Again, the same video can be sent via text or email. So, it becomes another tool that is interchangeable using your phone. If you don't mind send me a video sharing with me how this information was helpful to you. Or how you plan to use it with your HUSTLE.

I hope these 3 Tips were helpful and I pray your business expands and prospers.

Thank you for joining my email list and please tell a friend to join my email list to receive their free copy.

Sonnie Day is a Vision Coach, Educator, Recording Artist, Motivational Speaker and Entrepreneur. She speaks and conducts workshops in the educational, entrepreneurship, music business, and personal development fields. Sonnie is a Doctoral candidate in Education with emphasis on Education Leadership. Visit her website to learn more www.sonnieday.org.

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