



**LETHIA OWENS**  
MARKET DOMINATION STRATEGIST

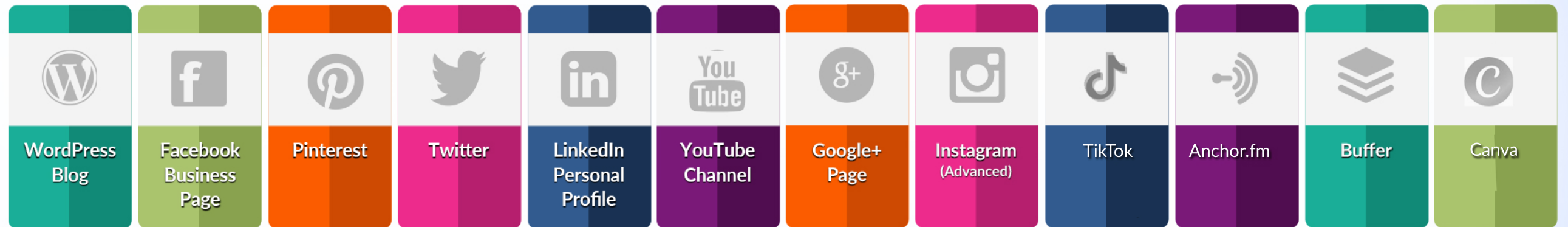
# MARKET DOMINATION BLUEPRINT

Weekly Plan to Explode Your Visibility and Generate Massive Traffic

[www.MarketDominationMastery.com](http://www.MarketDominationMastery.com)

## STEP 1 - SETUP ONCE

Completely configure your social media accounts by adding a keyword rich description, your picture and a link back to your website. You only have to setup your accounts once. If you are a member of the Market Domination Mastery community, log in to access the account setup instructional videos. To learn more visit [www.MarketDominationMastery.com](http://www.MarketDominationMastery.com)

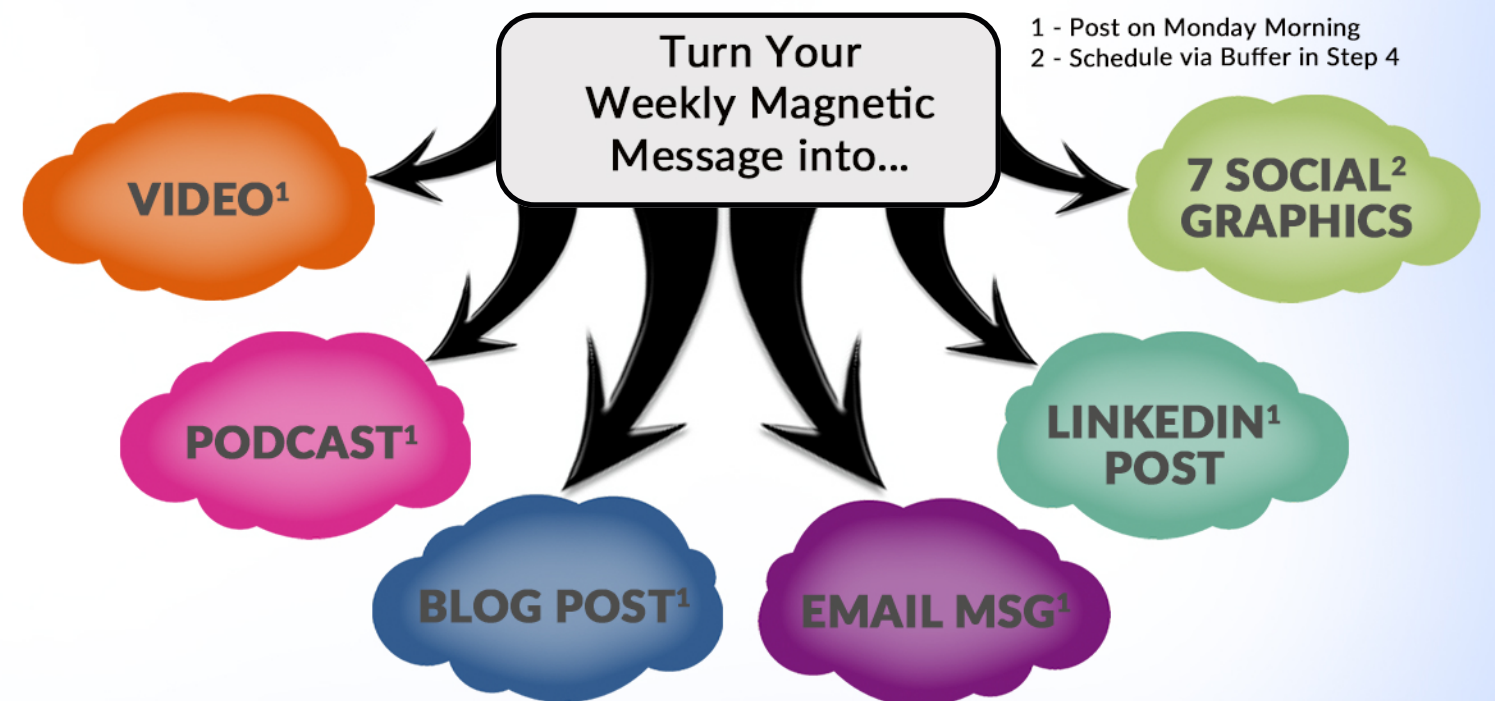


## STEP 2 - CREATE WEEKLY

Use the following checklist to create a **Weekly Magnetic Message** your tribe will Like, Love and Share!

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Magnetic Title</b><br><i>Shoot for 30+ EMV using the Headline Analyzer</i>   | <input type="checkbox"/> <b>Brand Keywords</b><br><i>Use Your Brand Keywords in your title, headlines and body text</i> |
| <input type="checkbox"/> <b>Point, Story, Application (PSA)</b><br><i>Be sure to include a <b>Point, Story</b> and <b>Application</b> within your message</i>  | <input type="checkbox"/> <b>Brand Language</b><br><i>Include signature phrases and language to build your brand</i>     |
| <input type="checkbox"/> <b>Call-to-Action (CTA)</b><br><i>Be sure to include a CTA with instructions to <b>Like, Comment, Repost, Retweet, Share</b> or point to a <b>Squeeze Page, Sales Page</b> or <b>Website</b>.</i> | <input type="checkbox"/> <b>Spirit-to-Spirit</b><br><i>Create a powerful emotional connection with your message</i>     |
| <input type="checkbox"/> <b>Use Bullets and Pictures</b>   | <input type="checkbox"/> <b>7 Sound Bites for Social Graphics (SG)</b>  |
|  | <input type="checkbox"/> <b>Write 300 - 900 Words</b>   |

## STEP 3 - REPURPOSE WEEKLY



## STEP 4 - PUBLISH WEEKLY

This publishing schedule will help you explode your visibility and generate massive traffic. Content should be scheduled to post on the specific day via Buffer instead of just adding the content to the Buffer queue. You can explore the optimal scheduling tool in Buffer to adapt your posting times to the the times when your audience is most active.

|  |   |  |  |   |  |   |
|--|---|--|--|---|--|---|
| <b>MONDAY</b><br>Buffer SG1, Email Blast<br>SMS Blast, Upload Video<br>to Facebook | <b>TUESDAY</b><br>Buffer SG2<br>Link to YouTube | <b>WEDNESDAY</b><br>Buffer SG3<br>Link to SoundCloud | <b>THURSDAY</b><br>Buffer SG4<br>Link to Your LinkedIn | <b>FRIDAY</b><br>Buffer SG5, Link to<br>Your Blog and Host a<br>Show on Clubhouse | <b>SATURDAY</b><br>Buffer SG6<br>Link to YouTube | <b>SUNDAY</b><br>Buffer SG7<br>Link to SoundCloud |
|--|---|--|--|---|--|---|

