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BEST PRACTICES FOR BUILDING A STRONG SOCIAL MEDIA FOLLOWING

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INTRODUCTION



Social media platforms such as Facebook, Twitter, and Instagram make it almost effortless to create and share content for a potential audience of billions.

Prior to the rise of social media, businesses would gain customers through traditional advertising methods.

Traditional advertising requires you to understand how to brand your company, informing customers about what your company stands for and everything that comes with it.

Best Practices for Building A Strong Social Media Following

This allows customers to see how it differs from competitors. Using social media is similar to traditional advertising in that it is a direct reflection of your company and what it can do for your customers.

There are a few things you must do to ensure that your brand is what you want it to be on the various social media platforms. A good brand will be engaging to customers, will allow them to see how you differ from your competitors, and will present your company in the best light possible.

To build a loyal social media following, you must be consistent, provide great visuals, do things differently, and opt for simplicity.

Choosing the right social media network and the right way to advertise your business will help you make the most of your social media marketing campaign.

While you can eventually expand to more than one network, it is best to start with a single platform because it will be easier to manage as you learn what works and what doesn't. There are methods for determining which social media platform is best for you.

Best Practices for Building A Strong Social Media Following

There are algorithms that will direct people to your page even if you do not invite them. The algorithms are constantly changing, but Facebook is constantly devising new methods to ensure that they are fair to all businesses with pages.

They want to ensure that companies that put their trust in the site can get the traffic they require, which necessitates the site changing the algorithms on a regular basis.

This can make getting organic traffic to your Facebook page extremely difficult, but it's not impossible. There are a few things you can do to make the most of your Facebook page and build a loyal following.

● Filling Out Your Information

You can use a handy feature on Facebook to design your business page. It works much like a wizard would to help you set up something, ensuring that you don't forget to include all of your important business information.

It will ask you for your company name, hours of operation, website address, and some other information that will help your business page stand out. It will also request that you describe your company.

It is critical that the description you provide is accurate and reflects your company's values. This is critical if you want people to notice your company and follow your brand.

While SEO may not be as effective on Facebook as it is on your website, there is nothing wrong with including some natural keywords in your information, particularly in your description.

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You should conduct keyword research to find the best words to use in your description, making use of the top keywords for your business. As an example:

"Seattle Fitness Coach." "Florida Wellness Coach."

These are just a few examples of how you can incorporate SEO into your Facebook business description to drive more traffic to your page.

● Adding Pictures

One of the first things Facebook will ask you for when you create your business page is a profile picture. This image should be a reflection of your company.

You can use a photograph of a collection of your products, a photograph of the front of your business, or a photograph of you or one of your employees performing a service that you provide.

The profile picture should always appear semi-professional and should reflect what you want people to think about your company. What is happening in the image should be relevant and simple to understand.

Another image that Facebook will request is a cover photo, which will appear at the top of your page. Consider designing a photo that includes your company's name and contact information for this purpose.

Even if you have already included this information on your page, using your [logo](#) in your cover photo is always a good idea. Including your contact information in the cover photo will make it easier for customers to contact you when they are ready to do business or have a question.

● Developing Daily Updates

The most valuable thing you can do once your business page is set up is to use it. Make a habit of posting about your company on a regular basis, and make sure the information you share is relevant to your company and industry.

While you should avoid having all of your posts focused on things like sales and promotional material, Facebook is an excellent place to post any discounts or deals you are offering in your company.

In general, you should limit these types of posts to no more than once per week to avoid annoying your customers with obvious sales promotions.

While posting something to your Facebook business page every day can be difficult, especially if you don't have a social media manager, you should make an effort to do so.

To make things easier, you can schedule future posts using a convenient and simple tool provided by Facebook, or you can use a free or low-cost online tool such as [Phalera](#).

Take the time once a week to create the posts and schedule them to post when you want them to throughout the week.

Remember to schedule them at various times throughout the day. Numerous studies have found that the best times to post on Facebook are 9 a.m., 1 p.m., and 3 p.m.

● Using Original Content

When you post to Facebook, you want to make sure that the content is of high quality.

The general rule of thumb is that no more than 20% of your posts should be promotional, with the remaining 80% being value-added content, articles about your industry and business.

This will demonstrate to your customers that you are knowledgeable about the industry.

Posting content, articles, or links on controversial topics is something you should avoid.

Don't post anything political or that may give the impression that you are siding with one side of a contentious issue.

In general, you want to keep your Facebook business page lighthearted and avoid any heavier topics that might upset some of your potential customers.

The last thing you want to do is lose potential customers because of a post you made, even if it is something personal to you.

● Get to Know Yourself

You should make an effort to become more personal with your Facebook page.

You want to make your personal profile as professional as possible so that it can be linked to your business page.

You might want to consider posting content on your business page from your personal Facebook page.

Consider posting links to your page a couple of times per week, but only from your personal Facebook page.

Connecting your personal profile to your business profile is an excellent way to ensure that people recognize you as the company's face.

Most customers prefer to see a person behind the business. They don't want businesses and organizations to constantly post, especially if they don't know who is behind the company.

When you link your business page to your personal profile, you give your company a face. People will be interested to learn who works behind the scenes and who runs the company.

To earn your customers' loyalty, try to establish a personal connection with them.

● Make the Most of Buttons

No other social media platform has a fun feature like Facebook. You can add a button to your profile when creating it. In most cases, the button will be placed on your cover photo.

The button can be configured to allow people to instantly call you, visit your website, or message you on Facebook.

It enables customers to form an immediate connection with your company.

Your customers will appreciate how simple it is for them to contact you.

Another advantage of including a button on your business profile is that it is clickable.

Facebook, for the most part, requires that users must manually message each other in order to find the information required to search something.

The button feature allows your audience to easily contact you because when they click on it, they are immediately redirected to your phone number, website, or messenger app, where they can send you a message about something they want to discuss with you.

● Gather Reviews

Don't be afraid to ask for a review every time you do business with someone. No matter how frequently Facebook's algorithms change, the reviews you receive will influence them in some way.

This will improve the appearance of your business and allow you to appear more frequently in searches using keywords related to your business.

You can even request positive feedback from family and friends. People can leave reviews without purchasing anything, which helps your business.

The reviews that your friends and family leave are not even lies; they are aware of the type of work you do and are proud of it, so they are just letting others know.

You should keep in mind that all five-star reviews will appear suspicious on your Facebook profile.

There isn't a single company that does flawless work, so keep that in mind.

Having a four-star rating every now and then will not harm your rankings and may even make your company appear more legitimate.

● React to Messages

It is critical that you respond to any message that a customer sends you.

The more you respond to customers, the more your business will be perceived as legitimate on Facebook.

The site will keep track of when and how long you take to respond to messages.

Customers will notice this as well, and they will realize how important their business is to you.

It's a good idea to keep responding to your customers, no matter what they're saying.

If you are exceptionally good at responding to customer messages, you will receive a special badge on your Facebook page indicating that you are quick to respond to messages, which can boost your rankings for people looking for your page.

Facebook will place the badge on your profile if you consistently respond to people within an hour of receiving their message.

This will help you increase the number of people who visit your page and want to connect with you and shop with your company.

● Communicate with Your Customers

You must be willing to [communicate with your customers](#) not only when they send you messages, but also when they leave a comment on your page or say something to you on the page.

This will allow you to connect with your customers and provide you with an excellent opportunity to resolve any issues they may have. Always leave the option for people to post to your business page enabled.

If someone makes a negative comment about your company or chooses to post a complaint or problem on your page, it is critical that you respond quickly.

Don't be rude to them, and treat the comment as if they walked into your store with the same problem.

This will give you the opportunity to demonstrate how you handle negative feedback.

What are the keywords you'll be using while filling out your information? Not sure yet?

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CHAPTER 2: UTILIZING YOUTUBE



YouTube is the most popular video sharing website in the world, and it was one of the first social media sites to allow users to post videos they had created in an online format.

It predates smartphones and has enabled people to establish themselves in the online world. YouTube, unlike the other social media platforms, focuses solely on videos.

While users of the social media site can comment on the videos that others have posted, and the creators of the videos can respond to the comments, there is no messaging system, and there is no timeline with information about the people in the videos.

Even the video creator's profile is limited to information about the videos they create.

The advantage of using YouTube is that you can reach millions of people without having to deal with a complicated algorithm.

Since the beginning of allowing people to search for profiles, pages, and videos on YouTube, they have mostly used the same type of algorithm.

There are a few steps you can take to ensure that your YouTube channel is the best option for your business and that your customers will be drawn to it.

YouTube can be an effective marketing tool. It works particularly well for people who want to ensure that they are getting the most out of their YouTube experience.

While it is an excellent option for businesses that sell services because it allows them to showcase those services, you can also sell products on the site by creating videos of your products in use.

● Creating Your Account

The most important thing to do when creating a YouTube business channel is to ensure that you can have a channel for your business.

If you already have a YouTube account, this entails making changes to your existing account.

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If you don't already have a YouTube account, you can create one with a Google account or even your Gmail account. You will only need a small amount of information to properly set up your YouTube business channel.

When you set up your YouTube account, make sure it is linked to your business email. It is critical to keep your personal and professional channels separate.

It is critical to avoid any crossover that may occur between the two channels; the people who have decided to view your business may not want to see that you can crack an egg with one hand.

Your YouTube channel should primarily feature business-related videos. Showing off your products is one of the ideas for business videos.

Make videos of how to use your products, showing your employees performing the services that you provide, and you can even include promotions that people can take advantage of on your video.

Take inspiration from each of these ideas and create a separate channel for each.

Whatever type of video you create, all of the videos you post on your channel should be related to your business.

They should also be able to back up your claim that you are making the most of your business.

● Create Your Own Channel

The channel you create should be related to your business and should only feature videos from your company. After you've created your account, you can start creating channels.

To keep things simple at first, try to limit yourself to just one channel. This also gives you the opportunity to ensure that you are getting the most out of the experience.

The videos you intend to post should be directly related to your business.

If you want to share videos created by others for the industry, make sure to ask them first before adding them to your channel.

You should make sure that the channel to which you upload these videos is distinct from your own business channel so that people can tell the difference.

When naming your channel, always include your company name. As an example:

"How to Create Flawless Outfits from Katherine's Boutique" "Best Computer Tips from Todd's IT Services"

Including your company name in the channel name allows viewers to see not only the name of your company but also how you do business.

To avoid excluding anything important, avoid making your channel names too specific. You should never put specific ideas or even a specific tip in the channel title.

● Video Uploading

You can begin uploading your videos once you've established your YouTube account and created a channel with the title and information that your customers need to reach you.

If you are going to upload videos, make sure they are linked to your account.

It is critical to be cautious about the content you use when uploading videos. You are not permitted to film any of your customers without their express written permission.

Also, avoid using money terms or prices in your videos because they can cause you a headache if they change.

● Always prioritize quality over quantity.

As you begin to create your videos, consider what your customers might want to see.

Do they want to see a shaky, grainy, and blurry video? Or do you believe they want to see high-quality videos that appear to have been created by a professional?

If you want to create a video that your customers will enjoy watching on your channel, you must always consider your customers and have a good understanding of what they like.

The best part about creating professional-looking videos is that you don't have to hire a professional videographer to get it right.

You want to make the most of your experience and have videos to be proud of.

Always use a tripod when shooting a video to eliminate shaking, and consider using a real camera instead of your cell phone.

When you create high-quality videos, you won't have to increase the quantity to compensate for the low quality.

● Choosing Titles

While YouTube does not have complex algorithms like Google or Facebook, you can still benefit from the search engine feature.

Try to find keywords related to your video and include them in your description and title

This will provide you with the opportunity to ensure that people can find your videos.

People will be able to find your videos and get what they need from them if you include keywords in the title.

Consider the content of your videos when deciding which keywords to use in them.

Consider the keywords you would use to find the content in your video.

You can use software to assist you in determining this, or you can ask your family and friends what keywords they would use in a search engine to find a video similar to yours.

This will enable them to provide you with the keyword terms that you will need to include in the title of your video. The name you give your video can make or break how many views it receives.

● Call to Action

Your videos, like any other marketing effort, must include a call to action. It is critical that you include something in your video that encourages viewers to shop with you.

The call to action informs your audience that there is much more to your company.

It could be as simple as saying, "If you want to see the difference in [BLANK], come visit us at [BLANK]." This is the most basic call to action that you can tailor to your specific needs.

You should keep it brief and straightforward.

When it comes to calls to action, they should always be placed at the end of your videos. If it appears at the start of your video, people will forget about it by the time they finish watching it, especially if the content is engaging.

If you place it in the middle of your video, it may appear too much like a sales pitch, and your audience may leave before they get to the end of the video on your channel.

Your call to action will be fresh if you place it at the end



CHAPTER 3: TWEETING ABOUT YOUR BUSINESS



While Facebook is all about making a general connection with your customers and YouTube is all about making videos to show your customers what your business is all about,

[Twitter](#) is all about showing your customers what you're up to during the day through quick blurbs.

Because of its simple platform, Twitter is a quick and easy way for customers to keep up with a business and the world in general.

If you've never used Twitter before, here's a quick overview

Twitter allows you to write 280-character posts about anything.

It is simple to say a few words about something, leave it at that, and go about your day without having to worry about writing lengthy posts.

Twitter's feeds are constantly updated, which means your feed can change drastically from one minute to the next.

It is a rapid recall of everything that is going on in the world, from current events to business news to people's opinions on a variety of topics.

When it comes to your business, you should use the platform to tweet about industry news and events that are relevant to your industry.

● Your Company's First Tweets

The most important aspect of your first tweet is that it introduces your company to the Twitter universe.

Before you send your first tweet, make sure you've finished setting up your account completely.

To capture your audience's attention, the first tweet you send should be witty and clever.

While you can create a free Twitter account, you may want to consider paying for the business version so you can fully utilize the advertisement feature on Twitter to help you gain more followers. When it comes to the platform, only business accounts have the option to advertise.

It is critical that you include a link to your website in the first few tweets you send. If you don't want to waste characters, you can make your URL much shorter by using URL changes.

It's also a good idea to include at least one image in your first few tweets. While Twitter isn't the best place to promote your photos, it does allow you to share images and show your followers what your business is up to.

● Following in the Footsteps of Others

After you've created your account, you should begin following other site users. Follow your personal Twitter account, as well as other businesses that are similar to yours and industry insiders.

You can also follow news and other informational accounts, but be cautious because showing people how you feel about specific controversial topics can be detrimental to your business.

With 100 million active daily users on Twitter, there are more than enough people and businesses to follow on the platform.

There are no restrictions on who or what you can follow on the site, so follow as many people as you want.

This is one of the best ways for you to expose your company to the world and try to gain followers without having to ask for them or pay for advertising.

When you follow a business or resources related to your business or industry, you give yourself and your company a better chance of gaining more customers and increasing traffic to your company's website.

It also allows you to demonstrate to others that you are current and knowledgeable about current industry issues.

● Retweeting

Retweeting is similar to sharing someone else's original post on Facebook. This gives you the opportunity to network with other companies in your industry.

This is especially true for larger companies, such as wholesalers, which you may use. You give them a connection to you by retweeting things they've said.

With the various connections that Twitter allows you to make, it's a good idea to try to retweet relevant information and Tweets as frequently as possible.

While you should still create your own tweets and post information about your company on your account, retweeting other people's information is just as important because it ensures that you are getting the most out of the platform and allows you to connect with other businesses.

● The Use of Hashtags

While hashtags can now be used on any relevant social media site, they first appeared on Twitter and remain a prominent feature of the site.

When someone searches for something, they do not always want to search for all of the words. Instead, they look up a specific hashtag to see what others have said about the topic.

As a business, you should try to create your own hashtags in addition to using popular ones like #sale or #success.

When you do this, anyone who searches for a common hashtag will see the hashtags you've created for your company.

They can click on it to see every tweet with that hashtag. When they see the hashtag, they are likely to visit your Twitter profile and learn more about your company.

The more people who view your profile, the more traffic your other social media sites and website will receive.

When you attract people to your Twitter account, they have the opportunity to see that you can provide them with the best products and services, according to you.

If you include links in your tweets and have them on your profile page, people can quickly go to your website to learn more about your company.

● Teaming Up

The links you post on Twitter are very important. This is due to the difficulty in connecting your Twitter account to any of the other social media accounts.

This means that you must ensure that the information from your other social media accounts is easily clickable on your Twitter account, redirecting your audience to your other social media pages.

It is also critical that you include links in your profile, giving customers additional ways to contact you outside of Twitter.

● Customers' Reactions

If someone tweets to or about your business, just like on your other social media sites, you must respond.

Even if they only link to you or tag you in something with a hashtag, you should make an effort to respond to them as soon as possible.

Customers want to feel connected to you and your company, so when you respond to them and let them know that you are available, they will feel more connected to you and your company.

By paying attention to what they tweet, you will demonstrate to them that they can connect with you.

Keep an eye out for hashtags related to your business or industry.

Keep a list of the ones you've seen before and try to find new ones whenever you can to stay current with the information contained in the hashtags.

As your company grows and your Twitter followers increase, you may find it difficult to keep up with everything.

At this point, you may want to consider hiring a social media manager to ensure that your accounts are up to date and performing optimally.

● Consider Twitter Advertising

The advantage of advertising through a business account is that anyone can see the tweet, not just those who follow you.

This means that your tweet does not need to be retweeted or liked in order for it to be seen by everyone.

This can help you get more organic Twitter followers and likes. The cost of Twitter advertisements is determined by the number of people who can see your ad and the frequency with which it appears.

CHAPTER 4: CAPTURING FOLLOWERS ON INSTAGRAM



If you're unfamiliar with Instagram, it's essentially a massive photo album with contributors from all over the world.

When users upload photos to the site, their followers and anyone else who visits the site can see them.

Like Facebook and Twitter, this site allows users to showcase their photography skills without requiring them to do much else.

While Instagram allows users to upload videos, the vast majority of users only upload and view photos to see what their friends and favorite businesses are up to. Instagram is very easy to use.

The Importance of Mobile Devices

If you decide to use Instagram to promote your business, you must first obtain a mobile device. The only way to upload images to the site is via the mobile app.

This is due to the fact that Instagram allows you to take photos directly from the app and upload them to your account.

● Taking Pictures

Since images are the platform's primary focus, you must ensure that you have an abundance of images of your business.

You should include images related to your business and industry, the products and services you provide, and a few pictures of yourself and those who work for you.

You should have several of these types of images before signing up for your account to ensure that you get off to the best possible start on the social media platform.

When running a business, there are numerous things that you will want to photograph and upload to Instagram.

The images you post to your account don't have to be as professional as the ones you post to your other social media accounts, but you do want to make sure you're uploading the best pictures you can.

You should ensure that they are simple, have a clear subject, and are well-focused on the subject. Your followers should understand the purpose of the image and how it relates to your business.

● Optimizing Your Account

Instagram's advertisement program can assist you in gaining the followers you require to build your tribe.

If you're unfamiliar with Instagram and don't have a personal account, you might want to consider using their paid advertisement program to gain as many followers as possible.

This gives you the opportunity to ensure that you are gaining the highest-quality followers.

While Instagram cannot provide you with followers, they can share your advertisements in the feeds of people who are interested in different things.

You'll be able to appear in the right feeds if your business account is optimized with the right information about your company.

Instagram's algorithm allows your company to appear in the feeds of people who require the products and services you provide.

There are numerous options available for your account. As you set up your account, you should always ensure that you include all of your pertinent information.

You should include your location, contact information, and a description of what your business is all about.

This will enable you to make the most of the image-sharing social media platform.

● Adding Tags to Your Photos

When you first start out with your Instagram account, you won't have many followers, which makes it difficult to tag the actual people or products in the photo.

To get around this at first, tag your personal account so that it appears as if you are tagging someone.

You can tag the people in the photos as your follower base grows and you add more people to your audience.

This allows your company to be more visible on the platform and gain more exposure.

● Including Hashtags in Your Photos

Instagram hashtags are the same as they are on any other social media platform.

The main difference is that the hashtags appear in your picture's caption.

Your followers can see the hashtags and search for other posts with the same hashtag.

When creating hashtags for your photos, keep them as short as possible, as simple as possible, and always relevant to your business.

Best Practices for Building A Strong Social Media Following

When you're coming up with hashtags, consider what people are looking for when they're trying to find information about your company.

You should do everything possible to optimize the hashtags you use on Instagram, just as you would when creating descriptions or optimizing your website.

The number of organic followers you gain is primarily determined by the hashtags you use.

People tend to follow specific hashtags based on what they like, so the hashtags you use should be something that allows people to find your business on social media.

Are you wondering which social media platform to get started with?

— Join Coach Bruce for a free consultation [here](#)

CHAPTER 5: CONTINUING YOUR SUCCESS



Social media marketing is not a passive marketing strategy. It is something you will need to keep working on if you want to expand your business, gain more followers, subscribers, and likes.

Even the companies and individuals with the most followers must work on improving their social media profiles so that they can continue to convert those people into actual sales.

Once your accounts are up and running, you will need to perform some maintenance. Similar to other types of marketing, you must ensure that you are maintaining your social media profiles and that your company remains relevant within the industry.

● Creating Social Media Networks

After you've mastered your first social media profile, consider adding a second to your portfolio.

While you do not need to use all four of these social media platforms, having more will help you gain more followers.

By using more than one platform, you can cross-post and get the assistance you need to make the most of all your profiles.

After you've created a second profile, make sure to connect the two.

● Post on a Regular Basis

You must ensure that you post on all of your social media profiles on a regular basis.

All of the sites will let you postdate your content, either before or after you are ready to publish it.

This allows you to do everything at once while keeping each post unique in terms of the content it presents.

You must ensure that everything you post on your social media profiles is relevant to your business and industry, and that you always post high-quality content.

● Consider Hiring a Manager

As your social media presence grows and you gain more followers, you may find it difficult to keep up with and become overwhelmed with information management.

This can be a major issue unless you are in the social media marketing business.

The last thing you want to do is spend all of your time and energy updating your social media accounts while ignoring the aspects of your business that keep your doors open.

If you find yourself becoming overwhelmed by the process, you may want to consider hiring a [social media manager](#) to contribute all relevant information to your sites.

It will be their sole responsibility to manage and keep your accounts up to date, allowing you to focus on the more important aspects of your business.

● Experiment with Different Methods

Different sites are better suited to different businesses and even industries.

Not every method will work and may not be the most effective way for you to gain more followers.

Don't give up if one website doesn't work. Always experiment with different types of social media until you find the one that works best for your company.

● Never Give Up



If you believe that one of the social media sites isn't working for you, **don't give up**. Allow some time and ensure that your profile is properly optimized.

If the issue hasn't been resolved after a few months, you can try another platform.

If you decide to change social media platforms, it is critical that you notify your followers of the change. Inform them that you are changing platforms and include a link to your new profile.

Unless you've completely closed your account, you should return to the original site from time to time to ensure there are no customer inquiries on the account.

● Include a Link to Your Website

In the same way that you cross-post to your various social media accounts, you should also cross-post to your website from your social media accounts.

You should always include a link to your website on all of your social media profiles so that people can easily find you.

This is critical if you want to convert your followers into buyers.

You should also make sure that your social media accounts are listed on your website.

The more people who follow you, even if they've already visited your website, the wider your reach, which leads to even more followers.

CONCLUSION

Despite the fact that social media was designed to connect people on a personal level at first, it has evolved into so much more.

You can now communicate with others while playing games, getting discounts on services and products, and keeping up with the latest news.

The various social media platforms have essentially replaced the various things that people used to require different avenues to be able to do, and business marketing is no exception.

Businesses can now use social media as a powerful marketing tool.

Whether you are an established business owner or are just starting out, you will be able to benefit from the various social media platforms.

The power of social media lies in your ability to do anything for your customers while using various platforms.

You'll be able to reach more people and build your brand while watching your business grow if you use social media in your business.

There are numerous aspects of social media that can be used to help your business achieve the results it requires to be successful. While social media was not designed with businesses in mind, it has proven to be an invaluable tool in allowing businesses to work the way they want.

Best Practices for Building A Strong Social Media Following

It's a fantastic advertising tool that, if you're not already using it, could be the missing link in your overall advertising and marketing strategy.

The next step in growing your tribe and gaining followers is to decide which social media platform to use and to create your business profile so that you can get the most out of your efforts.

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MEET THE AUTHOR

Tonika Bruce, #1 Best-selling author, is a well-sought-after coach, registered nurse, and passionate leader.

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She is devoted to educating and empowering people to find purpose, fulfillment and prosperity. By imparting life-changing wisdom, insights, and principles, she helps people find success in their personal and professional life.

She is a firm believer in excellence, commitment, vision, and hardwork. She aims to challenge, inspire, motivate, and empower you to reach your wildest dreams and goals.

