

BERNARD REILLY

**FROM SIDE HUSTLE TO**

**SUCCESS**



**HOW TO HARNESS  
SOCIAL MEDIA FOR  
YOUR UW BUSINESS**

# INTRO

I'm not an expert, but I've learned how to find and attract prospects effectively.

Social media is powerful, but it can also be a huge distraction—use it wisely.

Finally plug into the official UW training on using Social Media ... there are some amazing tips.

# KEY STRATEGIES

**Avoid Distractions:** No social media apps on my phone—use desktop/laptop to stay productive.

**Multi-Channel Approach:** Use multiple methods—LinkedIn, WhatsApp, Nextdoor, Neighbour Letters, and the ‘3-Foot Rule.’

## **Know Your Platform:**

LinkedIn: Businesspeople & job seekers.

Nextdoor: Local community-focused sharing.

## **Set Up Your Profile Properly:**

Use a professional/personal photo.

Add a personal introduction.

Focus on you as a brand, not just UW.

**Do NOT Spam:** Spamming leads to zero engagement—provide value instead.

# KEY STRATEGIES 2

**Engage & Interact:** Like, share, and comment on others' posts to build connections.

**Social Proof Matters:** Ask customers for recommendations that tag you—this also helps them earn referral discounts.

**Facebook Groups:** Join relevant UW groups but avoid filling your friend list with only UW partners.

**Stay Neutral:** Avoid controversial topics and strong opinions—keep it professional.

# INTRIGUE POST IDEAS

**Use ‘Intrigue’ Posts:** Instead of direct selling, create curiosity.

## **Examples:**

“Just got free energy from my company—love these little wins!”

“Midweek pizza treat because I helped someone save money—best kind of thank you!”

“Choosing between a hybrid or full-electric BMW iX3—any thoughts?”

**Be Consistent:** Show up regularly to build trust and visibility

# SMART CONTENT MIX

**Value-Driven Posts** – Share practical tips on saving money, time management, or financial literacy. (e.g., “5 simple ways to cut household bills without changing your lifestyle”)

**Lifestyle & Personal Wins** – Share experiences that highlight flexibility and freedom without being salesy. (e.g., “Midweek coffee catch-up with an old friend—love being in control of my own schedule!”)

**Personal Growth & Mindset** – Post lessons learned, inspirational takeaways, or books/podcasts you’re enjoying. (e.g., “Just finished ‘Atomic Habits’—game changer! What’s a book that’s had a big impact on you?”)

# SMART CONTENT MIX

**Engagement & Fun Posts** – Ask for opinions, post polls, or start conversations. (e.g., “Would you rather work 4 days a week with the same pay or get a 10% raise but work more hours?”)

**Social Proof & Subtle Wins** – Show the benefits of what you do without being direct. (e.g., “Grateful for the unexpected perks of helping others. Just got treated to dinner—how do you like to celebrate your wins?”)

**Behind-the-Scenes & Journey Posts** – Share moments from your daily routine, team meetings, or personal progress. (e.g., “Starting my day with a quick planning session—what’s your #1 productivity hack?”)

# EXTRA PRO TIPS

**Storytelling Sells** – Share real-life experiences to connect with people.

**Use Direct Messages Wisely** – Start with rapport, don't pitch immediately.

**Leverage Video & Voice Notes** – These build trust faster than text alone.

**Use Hashtags Smartly** – On LinkedIn, 3-5 relevant hashtags per post help with discoverability.

**Follow Up Consistently** – Most people don't say yes immediately—stay in touch.

**Turn Engagement Into Conversations** – If someone interacts with your post, DM them and start a natural conversation.

# CLOSING

**Social media works when used correctly—  
be strategic, stay consistent, and let  
people come to you!**

# SUMMARY POINTS

- ✓ **No social media on phone** – use desktop/laptop to stay focused
- ✓ **Multi-channel approach** – LinkedIn, WhatsApp, Nextdoor, Neighbour Letters, 3-Foot Rule
- ✓ **Know the platform's purpose before using it**
- ✓ **Set up your profile properly** (photo, intro, personal brand )
- ✓ **No spam** – provide value, don't push sales
- ✓ **Engage with others** (like, share, comment)
- ✓ **Get tagged recommendations from happy customers**
- ✓ **Join relevant UW Facebook groups** (but don't overload on UW partners)
- ✓ **Avoid controversy** – stay neutral, keep opinions private
- ✓ **Use intrigue posts to create curiosity**
- ✓ **Be consistent** – social media is a long game!

# CONTENT MIX FOR SUCCESS

- ◆ Value-Driven Tips – Finance, saving money, time management, lifestyle hacks
- ◆ Lifestyle Wins – Share time freedom, fun experiences (subtly)
- ◆ Personal Growth & Mindset – Books, lessons, inspiration
- ◆ Engagement & Fun Posts – Polls, questions, lighthearted discussions
- ◆ Social Proof (Subtle Wins) – Show benefits without being salesy
- ◆ Behind-the-Scenes & Journey – Daily routine, progress, meetings

# CONTENT MIX FOR SUCCESS

Fancy a FREE Coaching Call?

Message me directly on Whatsapp

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# EXTRA PRO TIPS

- ✓ Storytelling sells – People connect with real experiences
  - ✓ Use DMs wisely – Build rapport first, no immediate pitching
  - ✓ Leverage Video & Voice Notes – More personal than text alone
  - ✓ Smart Hashtags – 3-5 relevant ones on LinkedIn, avoid overuse on Facebook
  - ✓ Follow up regularly – Stay in touch, nurture relationships
  - ✓ Turn engagement into convos – If someone likes/comments, send a DM!