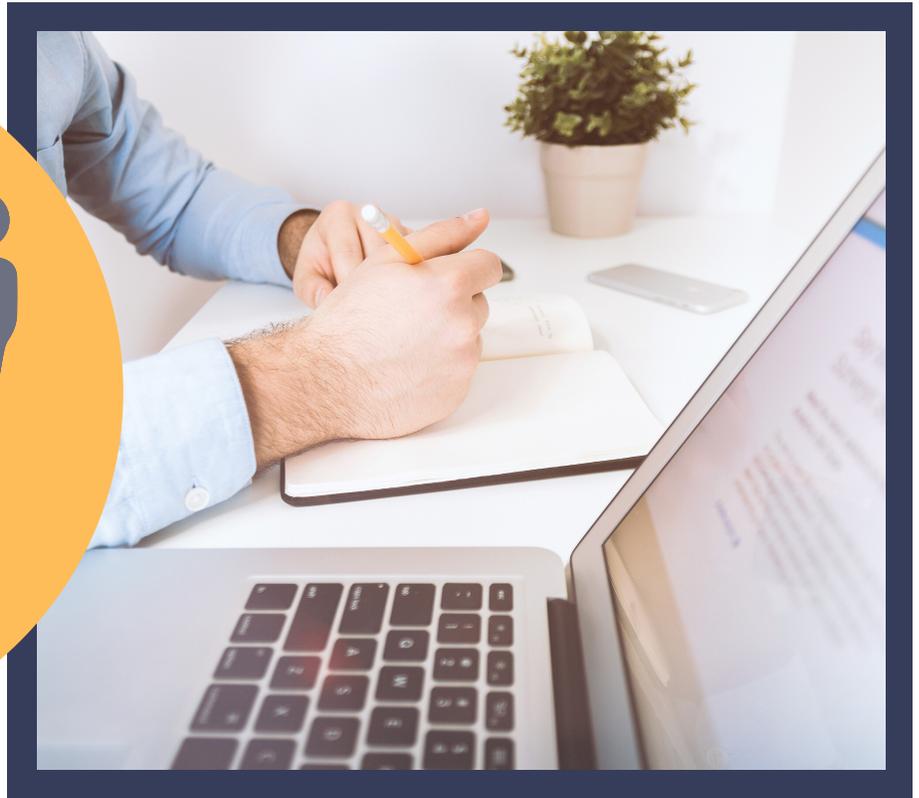


# DROPMOCK

A MONTHLY NEWSLETTER FOR OUR AMBITIOUS COMMUNITY



## Who's in your circle?

They could be stopping your personal growth & future success.

You've probably heard the saying that you become like the handful of people you hang around the most. It's true that your environment, including the people in it, will have a major impact on the man or woman that you show up as each day. Have you ever been around a super negative person and just simply being around them, instantly brought down your own mood? That's the power of influence. We have to be diligent of keeping people in our life who are helping us to grow, not holding us back.

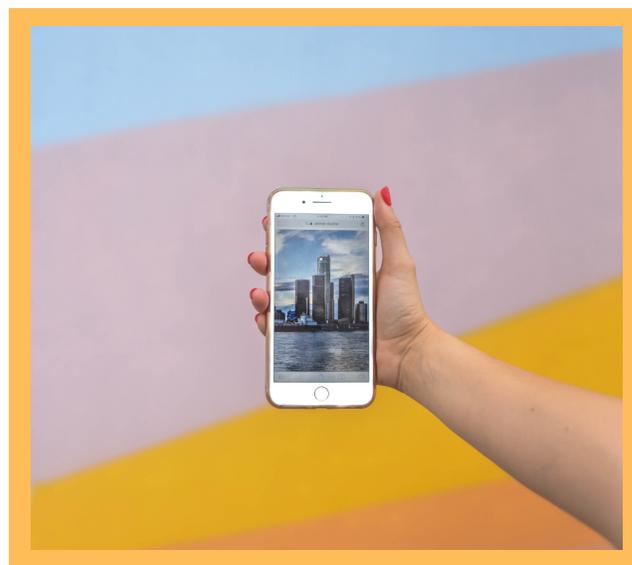
As a business professional, you need to think not only of yourself and where you want to go in life, but you also need to keep your business in mind and have people in your circle of influence who can help elevate & push you both personally and professionally. Maybe you need to take a step away from a relationship for this season, unfollow someone from social media, join a mastermind to get new people in your life or go to a conference to be around people who are farther along in the business journey than you are. You need to surround yourself with a circle of people who are better in the areas of life and business that you want to improve in.

# Why your business needs to be on social media in 2020

With more than three billion people around the world using social media every month, getting on these platforms as soon as possible with a game-winning strategy to back you up, is going to help you create a brand that is known, liked & trusted in the 2020 business market. Here are a few valuable reasons why you need to get your business on social media as soon as possible.

1.) You can connect with potential customers or clients.

- Social media is a valuable tool to build awareness about your business! No one can buy from you or work with you, if they haven't even heard of you!



2.) Build credibility

- You can establish your business as the authority in your specific niche when you show up & create valuable content that builds an engaged, online audience! Having social media in 2020 is like having a business card ten years ago. It builds your credibility and shows that you're serious about the work you do & the people you can serve.

3.) Your competition is already on social media

- Do you want to be a winner or a loser? Do you want to be ahead or fall behind? Your competitors are more than likely building their online presence, while you're still hesitating about even starting! If you don't think you'll do the job justice, hire a team who can do it for you! The important thing is that you make it happen.

***Never let what you  
want to say, get in the  
way of what your  
audience needs to hear.***

***- Les Brown***



# THE MAN IN THE ARENA

*Written by Theodore Roosevelt*

**"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat."**



## FOUR SOCIAL MEDIA CONTENT IDEAS

Don't know what to post online this week?

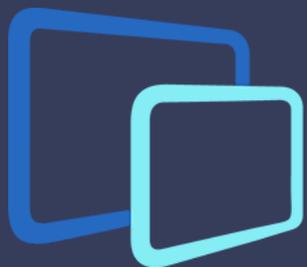
**1.) Share a valuable life building lesson- What has life or business been teaching you lately? Do you remember a lesson from your childhood that could inspire your audience? Build that know, like & trust factor by sharing something that's special to the man or woman that you've become!**



**2.) Tell them your best tips on a specific topic- What topic do you know quite a bit about? What topic have you recently learned something on? Share about it with your community! How can you relate it back to your brand or business?**

**3.) Let people know the face behind the brand or the team that makes up the business! Share a few fun facts about yourself or how you got started in this line of work. If you have a team of people, start by doing a team member of the month post & share all about that employee!**

**4.) Share a customer review or testimonial. This will help your audience build the know, like & trust factor with your business.**



**DROPMOCK**