



# Social Media Mogul Club Whitepaper



## Table Of Contents

A Problem With Social Media	2
The Best Solution	4
How Does It Work	6
The Main Benefits	7
From Our Members	8
Ready To Get Started?	9

# A Problem With Social Media

It has become a challenge for experts, authors, coaches and speakers to build and engage an audience on Social Media.

We all have a unique message that we want to share with an active audience, the question becomes how do we get our message out to that audience?

At SelfGrowth.com, Social Media has been the face of our business for the past few years, and we have noticed the following trends:

- **Building an audience organically has become extremely difficult**
- **Increasing engagement on your page immediately translates to more business and a bigger audience**
- **Having no engagement, hurts your business and credibility**



# Why Is This Happening?

It's very simple. With such an abundance of social media content, platforms need to prioritize what we see in our newsfeed or inbox.

Without engagement on your page, you'll have little visibility, limited credibility, and virtually no authority.

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## A Cheap Solution

Many people already know that more likes, comments, and shares are a great way to grow your page. A whole industry has sprouted up to take advantage of this need. There are now places that you can purchase phantom likes, comments, views, and shares.



This type of “automated or fake” solution can be detected by software. If you are caught, they will take down your page immediately.

# An Expensive Solution

Another alternative is to invest time and money into paid advertising. This will absolutely work assuming you have thousands of dollars to spend as well as the time to make sure you are doing it well.



Without a trusted and experienced in house social media growth expert, this solution can quickly become quite expensive, yielding little to no ROI.



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# The Best Solution

An ideal solution would be to create a **small, collaborative network of people** that are all active on social media and are all in similar, but non-competitive niches.

Once you find these people, everyone would agree to like and comment on everyone else's posts on a consistent basis.

This network of people would ideally be **real people** with a **real interest** in your posts. They will have a **real commitment** to helping you in exchange for you helping them.

This is the basic concept of our  Social Media  Mogul Club

# You could do this yourself but...

- Where do you find these 10 real people in a non-competitive niche to work with?
- How do you contact them and request their participation?
- How do you regular notify them of your posts so they can like and comment on a regular and consistent basis?
- How do you monitor their engagement so they continue to like and comment on your posts?
- How do you replace them when 1, 2 or all 10 of them stop engaging?

That's why we created our  
Social Media Mogul Club!



# How Does It Work | Social Media Mogul Club

1. We find 10 Real and Active Professionals looking to actively build their audience on Social Media. We review and confirm they understand the requirements of the program.

2. On a weekly basis you will go to your team page and like and comment on all of the members posts. This is required.

3. We do all of the heavy lifting:

- Weekly Performance Reports, Notifications, and Reminders
- Collaboration, Communication and Idea Sharing
- Networking and Cross Promotion Opportunities
- Provide An Up To Date Directory Of All Mogul Members
- Additional Exposure/Promotion Opportunities
- Monthly Mastermind For All Members (Virtual Networking)

4. We monitor the groups activity on a regular basis to ensure everyone is following through on their commitment.

5. If one person drops out, we will have someone else ready to replace them in your group immediately.

# The Main Benefits | Social Media Mogul Club

## 1. Social Credibility

- No longer will your posts sit idle on your profile. You will now have a minimum of 20 engagements on your page weekly.

## 2. Audience Growth

- Without a base layer of engagement it is nearly impossible to grow your audience organically, becoming a Social Media Mogul gives you that base layer to build momentum

## 3. Community Driven Engagement

- Since this engagement is organic, it will immediately help you start to build a real engaging community. Our community of 100+ Moguls is active, friendly, and ready to help you grow!

## 4. Social Media Accountability

- Many of our Moguls have reiterated that this program has held them accountable on their platforms and this accountability alone has been worth the participation in the program

## 5. Training

- We also include 12+ hours of up to date social media training for you to improve your social media skills in your free time.

# From Our Members | Social Media Mogul Club

“ The Mogul Club has opened a door of possibilities and is a must take program for anyone wishing to expand their reach and enjoy the online journey! I am reconnecting with friends and clients that we had lost touch over the years, meeting new friends and colleagues, and even collaborating in Joint Ventures and other projects.”



Tianna Conte



“Ever since joining the Social Media Mogul Club, my posts are now being seen by more people, more people are going to my website, new people are signing up to my newsletter, clients who I haven’t seen for years are coming back.”

Doug Buckingham

“I love being a part of the FB Social Media Group. For years I struggled to get some of my core messages and encouragement out to people... With the Group, it feels like what I share is being received with interest and kindness. Encouragement is offered even if our ways of going about things are different. It feels that we are sharing our special expertise towards the same end result; the greater good of self and others.”



Laura B. Young



# Ready To Get Started?

The Social Media Mogul Club is a paid program and closed to the general public.

In order to qualify you must:

**Be Active On Social Media**

**Be A Thought Leader or An Aspiring Thought Leader In Your Area of Expertise**

**Be Open To Supporting and Collaborating With Other Professionals**

If you fit the description above [schedule a call](#) with David Riklan, the founder of SelfGrowth.com and the Social Media Mogul Club. You can also visit our website and get started today here.

[SCHEDULE A CALL WITH DAVID RIKLAN](#)

