



SMM LEARNING

Complimentary

SMM GUIDE FOR

TEENS WANTING TO LEARN SMM SERVICES

How To Prepare For Working in the SMM Niche!

**LEARN BEFORE YOU EARN
FOR TEENS!**

You have the advantage when you learn first
and are prepared.

I find that understanding the actual scope of what social media managers responsibilities include can be overwhelming.

This is why so many beginners think that it's just a cool job until, the owner of the business that just hired them says, "I need more clients" and expects the SMM to provide more clients right away using social media. And all of a sudden the SMM starts to realize they have underestimated the complexity and knowledge needed to do the job.

So, what I want to do is provide you with a list of typical jobs and skill sets you will need in order to fulfill your paid obligation as a social media manager.

You are being paid to be the expert in the following areas.

I will not in this free guide elaborate on how to do the task of each task related to the skill set needed but give you the skill set and tasks for you to learn on your own. You'll quickly learn that the more skill sets you have, the more valuable you will be for the company. Often it's a combination of school learning, learning from the Internet, and real experience, and the most valuable thing is time; only time will give you the maturity to be a top-paid SMM.

1. Strategic Planning:

A strategy is simply a plan that outlines what you feel you need to do to achieve a specific goal for the company you work for.

Maybe their priority is finding clients or generating followers who are actually warm leads, or the boss says, "I want conversations with prospects," or we need conversions to sales. Ultimately it's going to be that they want someone to join, sign up, hire, or buy from them.

That's why you need to learn how to do strategies.

2. Content Creation:

Creating content is easier than ever before with AI, but sometimes you don't need AI because there is plenty of existing content available to the public. Canva Pro is a very good resource for images and video creation.

Remember, it's all about your ideal audience's experience. Everything they see, read, and watch should make them feel good about the service and/or products you're promoting.

This is usually done by providing valid, valuable, useful, and helpful content. This builds trust. I talk about this constantly because it's your foundation for anything you create.

This when done with an educational lens, allows the audience to make informed decisions to join, sign up, hire, or buy from you. That's the outcome your boss will want.

3. The Psychology of Business:

Understand the proper mix of human and sales psychology is critical.

Things like people hate to be sold to and prefer to be educated so they can make the best decisions are facts. That's understanding the human psyche. Knowing the difference of writing through a sales lens vs. writing through an educational lens is critical.

4. AI (Artificial Intelligence):

The skill set of knowing how to prompt properly is going to make or break your ability to use AI to the benefit of the company.

AI learns a lot but you can NEVER COPY PASTE because social media platforms will soon start recognizing copy-paste content from AI. The algorithm will spot it instantly. The hidden code within the content makes it obvious so when you use the content.

Make sure you rewrite it on a clean document before you copy paste. This will keep you out of trouble.

5. Writing & Selling Styles:

Sometimes you'll write like a copywriter, writing through a sales lens.

Sometimes, you'll need to write through an educational lens. Let's say I am a customer and I want to buy a hot tub, and the salesman is spouting about how great it is, the price, the terms of payment, how I'm going to love it, etc., which is all important.

But I really want to know about maintenance: how long before I have to empty it and clean it, how often in a year, and how much is my maintenance going to cost over the next 3 years? So one is sales copy, and the other is educational copy.

6. Writing Frameworks:

If you've noticed, people don't read everything from the start; they scroll the pages and the subtitles looking for what interests them first.

So framing your content so it's easy to search/scroll a document and writing your paragraphs in a 1-3-1 pattern is the easiest to read. Often the reader will not know what you're doing, but you are making it easier for them to read and learn.

Notice all throughout this guide, I've made it quite easy for you to scroll and see what the content is about using subtitles, and the framework of the text is a 1-3-1 format.

These are things you need to learn! Writing is the most powerful form of communication.

7. Business Communication With Employer/Boss:

Just like when you create content for the ideal audience, you use the same attitude when talking to your boss.

You never talk in terms of I can do this or that, you speak in terms of "We" because it feels like you're talking like a team member. When you talk about doing this or that and are suggesting that you want to do something.

Make sure you express the benefit to the company at the same time.

Example:

I was wondering if I could create a YouTube video that talks about a common pain point of our ideal client.

This allows them to see we understand what they're having a problem with and give them an immediate temporary fix so the video is useful and helpful to them. This will build trust and make us look good as well as start looking like an authority in our niche.

Maybe we can do a series if you like the first one.

+++End Example+++

So there you go, this gives you a little insight into what you need to learn before you take on an SMM job.

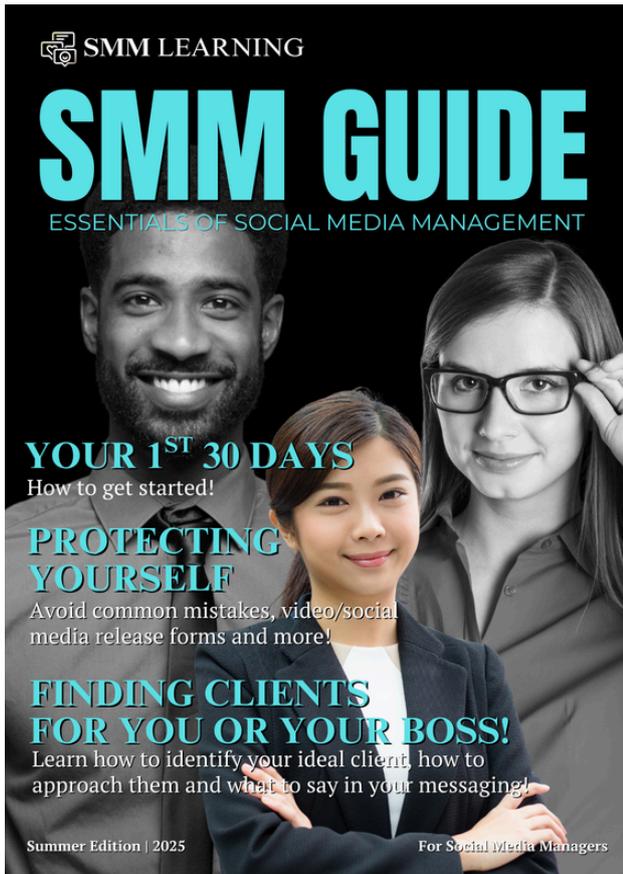
8. Misconception of Learning While Being Paid:

I'll end this by saying that it sounds and feels great.

Getting hired for an SMM job and getting paid to learn. But here's the rub. Most small business owners and entrepreneurs don't even know what they want, what to ask, or even how to interview you. But one thing is for sure: they are thinking they're hiring an experienced SMM that's going to generate leads and sales.

That includes everything else related to growing their social media channels. Some bosses will be brutal and fire you as soon as they realize you don't know what you are doing. Some may take pity and try to help or train you.

But nobody out of the kindness of their heart wants to pay SMM salaries for a newbie beginner that doesn't have an idea of what they're doing.



For Beginners: New social media managers often seek free and inexpensive courses and resources to quickly get up to speed in the field. This guide would cover fundamental skills like content creation, marketing basics, and platform-specific strategies.

For Remote SMMs: With remote work opportunities increasing, this guide would address unique challenges of managing social media from home, including time management, client communication, and maintaining productivity.

For In-house Teams: The resource would help internal teams understand core responsibilities like setting up business pages, community management, scheduling posts, responding to messages, and content planning.

For Experienced Professionals: Even seasoned managers need refreshers on evolving digital marketing trends, new tools, and updated strategies.

The 49-page format ensures comprehensive coverage while remaining digestible and actionable for busy professionals in this growing field.

Pick this guide up for only \$7.00 by [clicking this link.](#)

