

THRIVING IN LIFE & BUSINESS WITHOUT SOCIAL MEDIA

BY: BRADLEY T. MORRIS

In 2016, I left social media cold turkey. This forced me to learn how to grow my business without it, which I have done successfully. Over the past several years, I've worked with thousands of entrepreneurs and creators who yearn to liberate themselves from the clutches of social media to set themselves free.

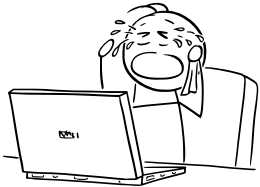
Although Social Media undeniably possesses the power to connect with your audience, the post-and-hope approach isn't sustainable... nor is it effective. This PDF is for you if you wish to leave social media, but don't want to negatively impact your revenue.

If you're a seasoned 'social media user,' you'll undoubtedly concur that it's a draining, time-guzzling activity with meagre financial rewards due to:

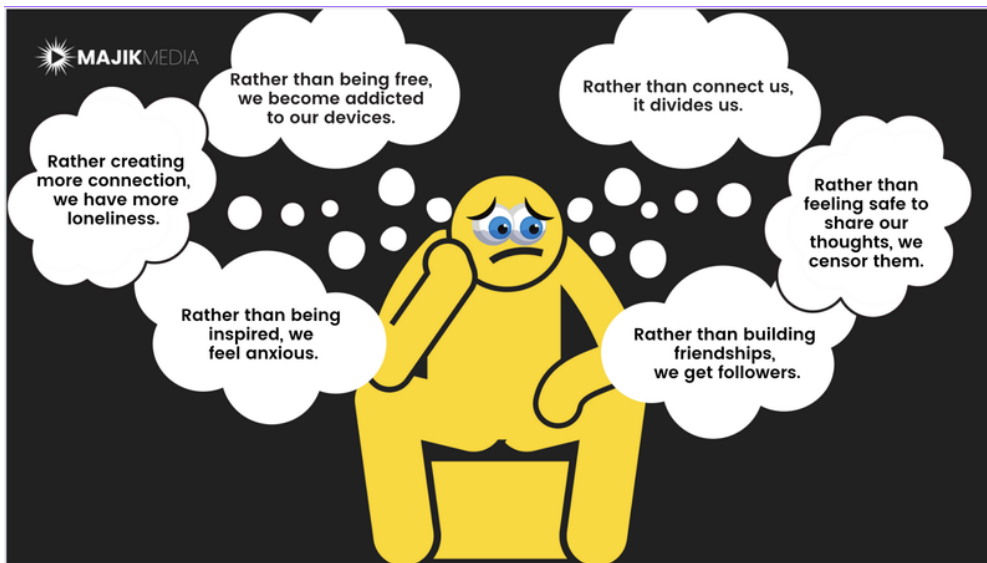
1. Algorithmic Gambit: The ever-shifting social media algorithms make predicting whether your content will even reach your audience a difficult task. This leads to frustration and wasted efforts.

2. Dwindling Attention Spans: In this era of information overload, "users" will often mindlessly scroll past content. Unless your approach is exceptionally creative & strategic, your message will get lost in the sea of sameness.

3. The Price of Admission: To have your content seen by your desired audience, you must now pay to play. This can become a costly endeavor with zero guarantees on results.



WHY I ABANDONED SOCIAL MEDIA AFTER MY SON WAS BORN IN 2016...



WHY THE URGENT NEED TO BREAK FREE FROM SOCIAL MEDIA?

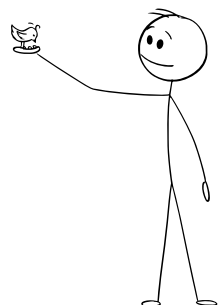
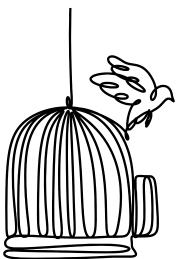
Spend five minutes journaling about your reasons for wanting to leave the social media matrix.

- You're an entrepreneur, right? So what is your social media ROI? Expense?
- How many hours do you squander on social media weekly & monthly?
- What's the tangible return—leads & revenue generated from this investment?
- Is it genuinely worth your time, energy, creativity, and focus (or lack thereof)?
- Would you be better served putting that energy somewhere else? Be honest.

So, How Do You Thrive Beyond the Grasp of Social Media?

Allow me to offer a one-word hint:

RELATIONSHIPS!

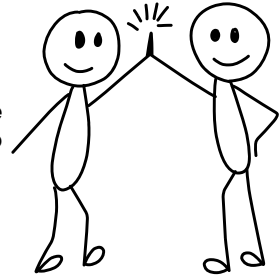


HERE ARE 18 RELATIONSHIP-BASED MARKETING STRATEGIES THAT ARE AT THE CORE OF MAJIK MEDIA, MAJIK KIDS, AND THE SUCCESS OF OUR MAJIK PARTNERS AND COACHING CLIENTS.



Nurture Connections

Construct your business model around fostering genuine relationships with real humans in the real world. You don't need a list of 10,000 email subscribers or a million social media followers to build a thriving, purposeful business; just a handful of meaningful connections will suffice.



Embrace Your Email List

Your email list represents your direct connection to your audience. It's your greatest asset. Use it (often)! Send valuable emails to your contacts at least once a week; sharing articles, podcasts, videos, or posing questions to glean insights and craft tailored content that resonates with their needs, desires, or challenges.



Craft Your Signature Workshop

Design a captivating 60-minute Signature Workshop that you can tour online & in-person. This workshop becomes the initial gateway for new audiences to experience your story, philosophy & transformative offerings. It fosters a sense of belonging, guiding people to identify as 'your people' or not. Conclude your workshop by inviting participants to explore your paid offerings. Tour your Signature Workshop 1-4 times monthly for more impact than daily social media posts. [Learn to craft & tour your Signature Workshop in our Majik Mind community here...](#) This has been the easiest, most effective list builder in my career.



License Your Assets

Create a world class audio or course library of evergreen assets and then license them to companies, institutions, and apps. Opt for non-exclusive licenses to reap royalties from multiple sources. Alternatively, provide custom content for companies at a premium fee. By placing your assets on various platforms, watch the royalty checks roll in without the need to grow your own audience. This allows you to just focus on mastering your craft, while still being paid well. [Learn about licensing your content in my Business of Meditation course \(inside the Majik Mind\)...](#) I have reached millions of people, generating hundreds of thousands of dollars in passive income from licensing partnerships.



Guest Appearances

Become a sought-after guest on podcasts, blogs, vlogs, YouTube channels, and more. These appearances are superb for building relationships. However, don't merely aim to be a guest; pitch your Signature Workshop to hosts before appearing on their podcast. Let their audience become acquainted with you and then promote the free Signature Workshop. [Access our podcast & signature workshop outreach templates inside our "Biz of Meditation" training inside the Majik Mind coaching community!](#)



Profit Sharing

[Our Kids publishing company & App, Majik Kids](#) thrives through licensing the stories, music, and meditations from talented artists, sharing 50% of the revenue generated with these magical creators. Think creatively about leveraging others' talents and assets while offering them a slice of the pie. Mmm, pie!



Creative Collaborations

If hiring a dream team isn't feasible, partner with other creators and allies to co-create superior workshops, products, courses, events, media, platforms, or transformative experiences. Collaborate with experts in design, tech, videography, editing, marketing, and share the rewards— making everyone a winner!



Affiliate Marketing

Rather than feeding the coffers of social media giants, enlist friends and colleagues to spread the word about your offerings. Pay them a % them for referring sales. Provide affiliates with pre-written promotional materials and graphics for effortless promotion. Leverage your personal relationships to expand your reach.





Sponsorships

If you do live events, a podcast, or have a substantial audience size, explore sponsorship opportunities. Get paid by offering other companies exposure or product placements.



YouTube Shorts

Utilize YouTube shorts—videos under one minute—in response to algorithmic trends. Attract more viewers to your channel and test content ideas before committing to long-form versions.



Press Releases

For global or local endeavours, engage with local media sources such as newspapers, magazines, and newsletters. They hunger for compelling stories.



Markets and Trade Shows

Majik Kids' initial book sales success came from markets and trade sales. Meet potential customers in person, experience the joy of the real world, conduct market research, and refine your pitch.



Generosity Marketing

Offer freebies if possible. People adore valuable freebies and share them with enthusiasm. Majik Kids distributed 500 books upon launch, creating ripples of positive buzz.



Comedic Charm

"If you make them smile, they'll stay with you a while. If you make them laugh til they cry, they're more likely to pull out their wallets and buy." Entertain with music videos or comedy sketches. Humour can make content go viral and prompt enthusiastic sharing. Majik Kids is deploying comedy ads to promote the [Majik Kids App](#), winning over the hearts and wallets of many.



Workshop Tour

Between 2009-2012, I conducted over 500 meditation workshops. The most lucrative strategy was to select a city, collaborate with yoga studios and wellness centres, and host introductory workshops. At the end of the intro workshop, I would sell a full-day workshop at the end of the week and my audio meditation library. Embark on a workshop teaching tour in a nearby city. Try touring your Signature Workshop in person!



Audience Contests

Employ free or low-cost tools to track shares of specific links. Motivate your audience to share your pages or offerings and reward them with prizes.



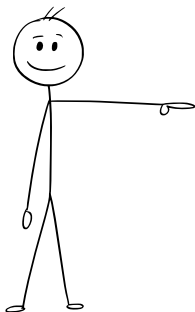
Local Alliances

Engage more with your local community. Infuse your talents and good vibes into your village, community, or city. It feels good to go local!



Friends, Family & Referrals

Don't forget about the people who love, know and trust you. Ask friends, family and past clients to refer new people to you. Chances are you can build a booming business from the people in your immediate life! Just ask!



SOCIAL MEDIA CAN WORK IF...

- You adopt a clear strategy
- Maintain a publishing schedule
- Exercise self-discipline
- Make your work art so it stands out
- Have the resources to delegate & hire
- Have a budget to get your content out



CONSTRUCT YOUR INDEPENDENT COMMUNITY BEYOND SOCIAL MEDIA

Establish your social media network and online community using tools like [Mighty Networks](#). Mighty Networks enables forums, blogs, courses, classes, live-streaming, and diverse monetization options. It's a game-changing tool. Need assistance? [Contact us for a partnership or coaching.](#)

NEXT STEPS

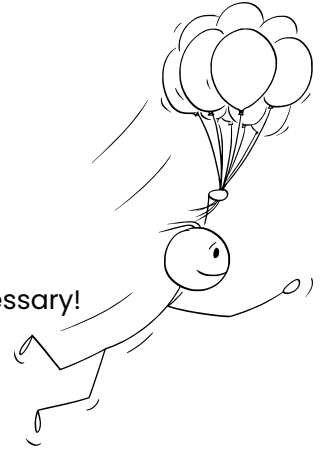
1. Re-evaluate your marketing strategy.
2. Formulate a new plan.
3. Implement 1-2 of the strategies from this document.
4. [ENROLL IN MY UPCOMING LIVE BIZ WITHOUT SOCIAL MASTERCLASS.](#)
5. Determine if social media aligns with your objectives; feel free to depart if necessary!
6. Join [the Majik Mind](#) for coaching, trainings and all my Creators' Resources!

JOIN THE MAJIKMIND

- Coaching
- Creator Templates
- Courses & Trainings
- Accountability & Support
- Creativity, Community & Fun

OTHER MAJIK SERVICES

- [Turn your app dreams into reality](#)
- [Discover the Majik Kids App - Stories, Music, Meditations](#)
- [Unlock Business Coaching](#)
- [Leverage Your Life's Work - Partner with Majik Media](#)
- Follow me on [YouTube](#) or listen to my Making Majik [Podcast](#)



[Sign up here...](#)



Bradley T. Morris

Creative Director, Executive Producer, Coach & Author



Bradley has had a long and winding entrepreneurial journey. Since 2005, he has produced viral videos, toured as a speaker, led adventure retreats around the world, taught 500+ meditation workshops, shared his online meditations with millions of people, taught hundreds of teachers to teach better online, launched dozens of courses & communities - collectively generating millions of dollars in revenue and has written & produced hundreds of entertainment-based educational videos & audio experiences.

He is a world-class coach, multimedia artist, writer, educator, entertainer, creative director and entrepreneur through-and-through. Bradley is incredibly passionate about supporting other ambitious creators, teachers, leaders and creators to leverage their life's work and bring their best work forward into the world - this is why he shows up inside the [Majik Mind](#) community, as well as Majik Media's strategic [partnership](#) projects. Majik Media also builds beautiful, [customized apps](#) for educators.

If you're a parent or grandparent, you'll also want to check out the amazing work he is doing at [Majik Kids](#).

For fun, Bradley plays golf 6-days/week and competes professionally on the Vancouver Golf Tour.

