



Building Social Media & Messaging Systems for Entrepreneurs

Transform your digital presence with clarity and confidence



“

Syedna Aali Qadr Mufaddal Saifuddin ^{TUS} states (rendering) :

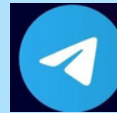
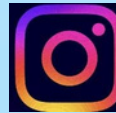
“Ply your trade and business according to the demands of this day and age. Gain excellence in business by acquiring business acumen through education.”

Social Media Readiness Check

Rate yourself 1-10 on these 7 key areas:

- Clear **why** behind social media use
- **Professional, trustworthy** profile appearance
- Visitors understand **what you do** instantly
- **Comfortable and confident** sharing online about your products and prices
- Know **what not to share** and what not to say
- DM management **doesn't drain** you mentally
- Maintain presence **without stress or burnout**

Platform Landscape



Each platform serves your business differently

Understanding Your Score

50-70: Clear & Grounded

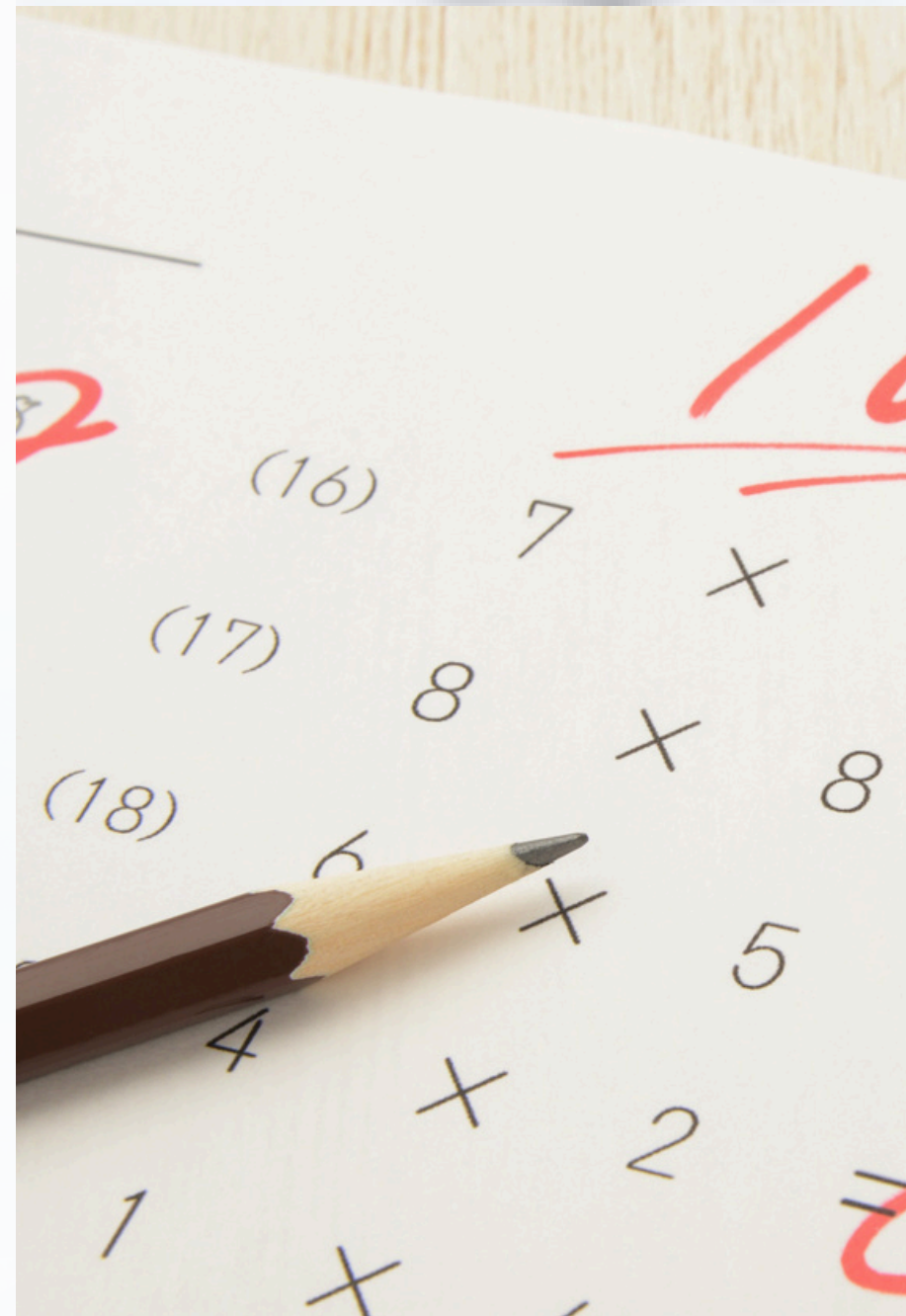
Strong foundation with room for refinement

30-49: Visible but Confused

Active online but lacking clarity and structure

0-30: Overwhelmed

Needs foundational support and guidance



The Professional Difference



What's the *difference* between both images ??

Why Social Media Is No Longer Personal



First Point of Contact



Trust Formed in Seconds



Profiles Speak First



Personal vs Professional Communication

Personal

- Emotion-led
- Spontaneous
- Self-focused

Professional

- Intentional
- Structured
- Audience-focused



How are you using this space? Whats the difference between both images?

Social media
builds credibility
faster than
anything —
and *destroys* it
even faster.

The Double-Edged Sword:

How Social Media Can Make or Break You

Post-truth

adjective

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.





*Jumping on Every **Trend***

**Audience
Confusion**

**Authority
Dilution**

**Long Term
Trust Erosion**

*Can Harm **Professional Credibility***



🎵 Pastel Tone • Little Happiness With Love

When I just want u know that without any irritating cheap song in background ,because many of them do this they Don't think twice that its r rida our libas anwar..they want to sell that it ..but u r different just take beautiful picture n video of ur rida because when ur work speak everything u Don't need any other efforts...I love ur each n every rida u r a TRUE artists ❤️ effortlessly beautiful..because I hav bought 9 rida from u n they are just beautiful

Common
questions you
might have

Common *questions* you might have

Is music allowed in Reels for business promotion?

Reels waste voiceover, madeh or nasheed ni instrumental tunes, natural sounds bhi use thai sake che, music, songs je ma lyrics bhi che ye apne avoid karwu joiye.

How do I maintain modesty while marketing confidently?

Product quality, benefits, craftsmanship par focus karwu joiye rather than personal details
Tone should be professional.

Can I post my own photos modeling my products?

Ghana logo faceless content effectively display kare che...product ne flat lay kari ne bhi batawi sakai che...zaroori em che k apno lihaaz ane hurmat jalwaai...ehma faraq na pari jai.

Common *questions* you might have

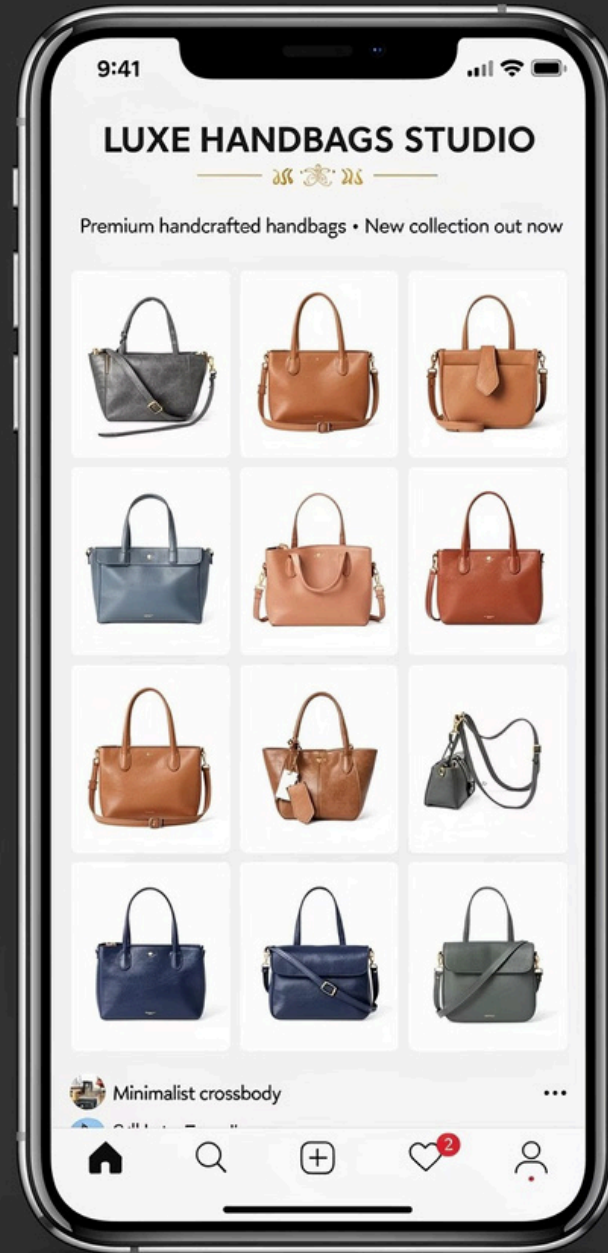
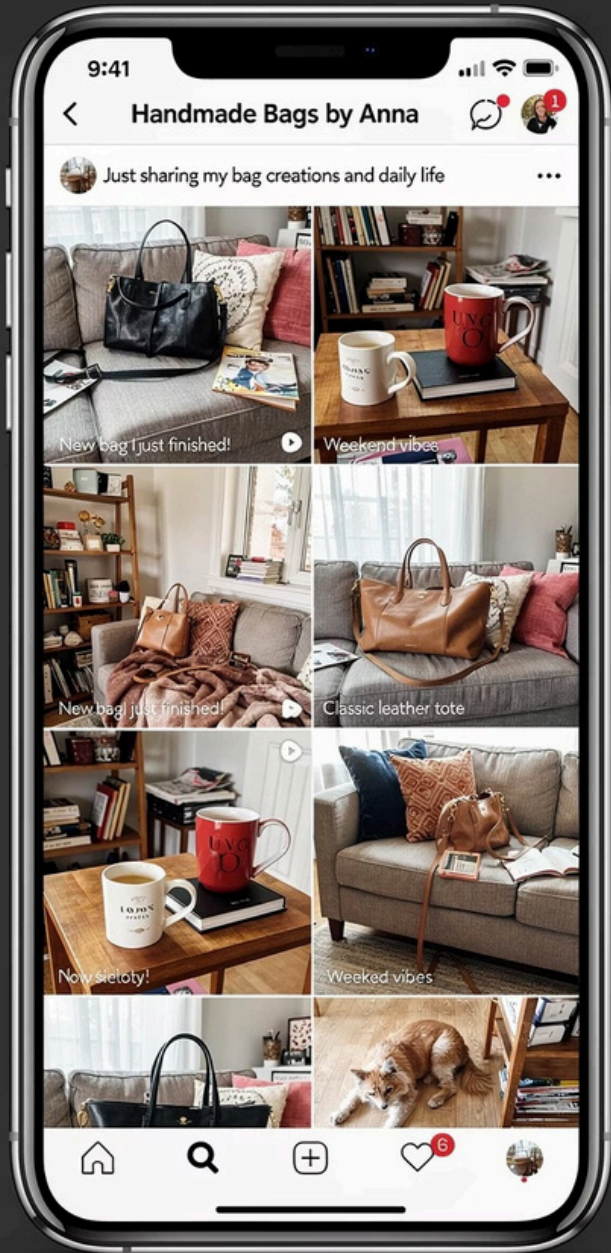
Should I keep personal and business accounts separate?

Separate accounts si boundaries maintain karwu easy rahe che ane professionalism baaqi rahe che...ehna sabab communication clear rahe che ane apne khud ni privacy bhi rakhi sakiye che.

How to avoid showing off (riya) while promoting work?

Visibility does not automatically mean showing off

Khud na product yaa service ni advertisement karwu ye niyat howi joiye ane taufeeq talab karta rehwi joiye k apni niyat saaf hoi.



**Social Media Is
Built —
Build it With
Intention**

*Why its Important To Use **Social Media Safely***

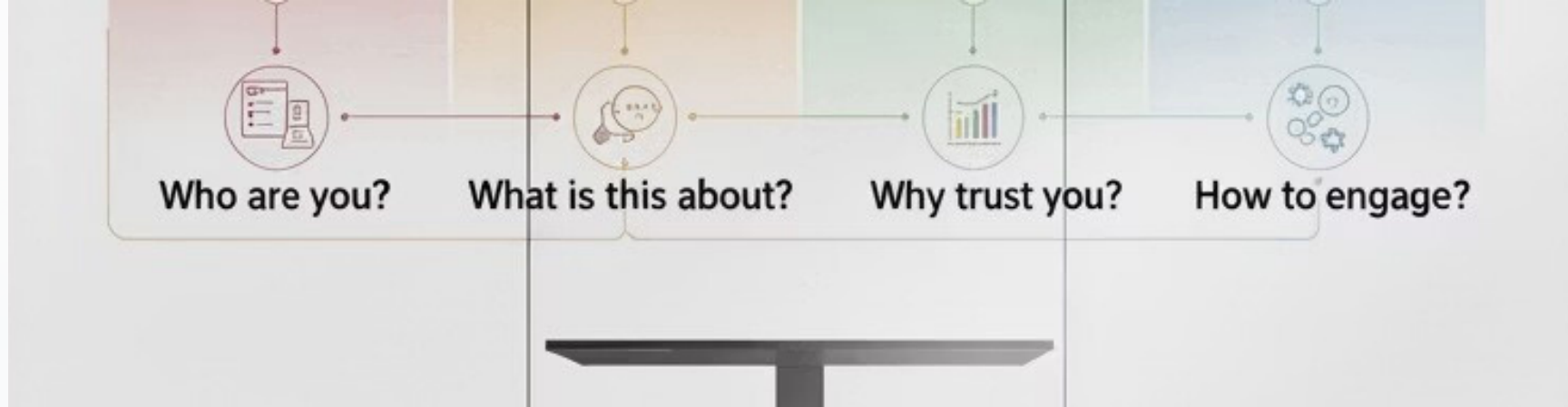
AI Data Exploitation

Unauthorised Image Use

Lasting Digital Footprints



Concerns rise over X's GROK AI misuse as **women warned about images on social media**



TRUST FRAMEWORK

The ABCD Model

Build trust in under 3 seconds with strategic profile design



Authority

Who are you?



Credibility

Why should I trust you?



Bio

What is this place about?



Display/Door

How do I engage?

Business Growth Plan



Build Your Own ABCD

Authority

Who are you?

Bio

What is this about?

Credibility

Why trust you?

Display/Door

How to engage?

Over-Availability vs Professional Responsiveness

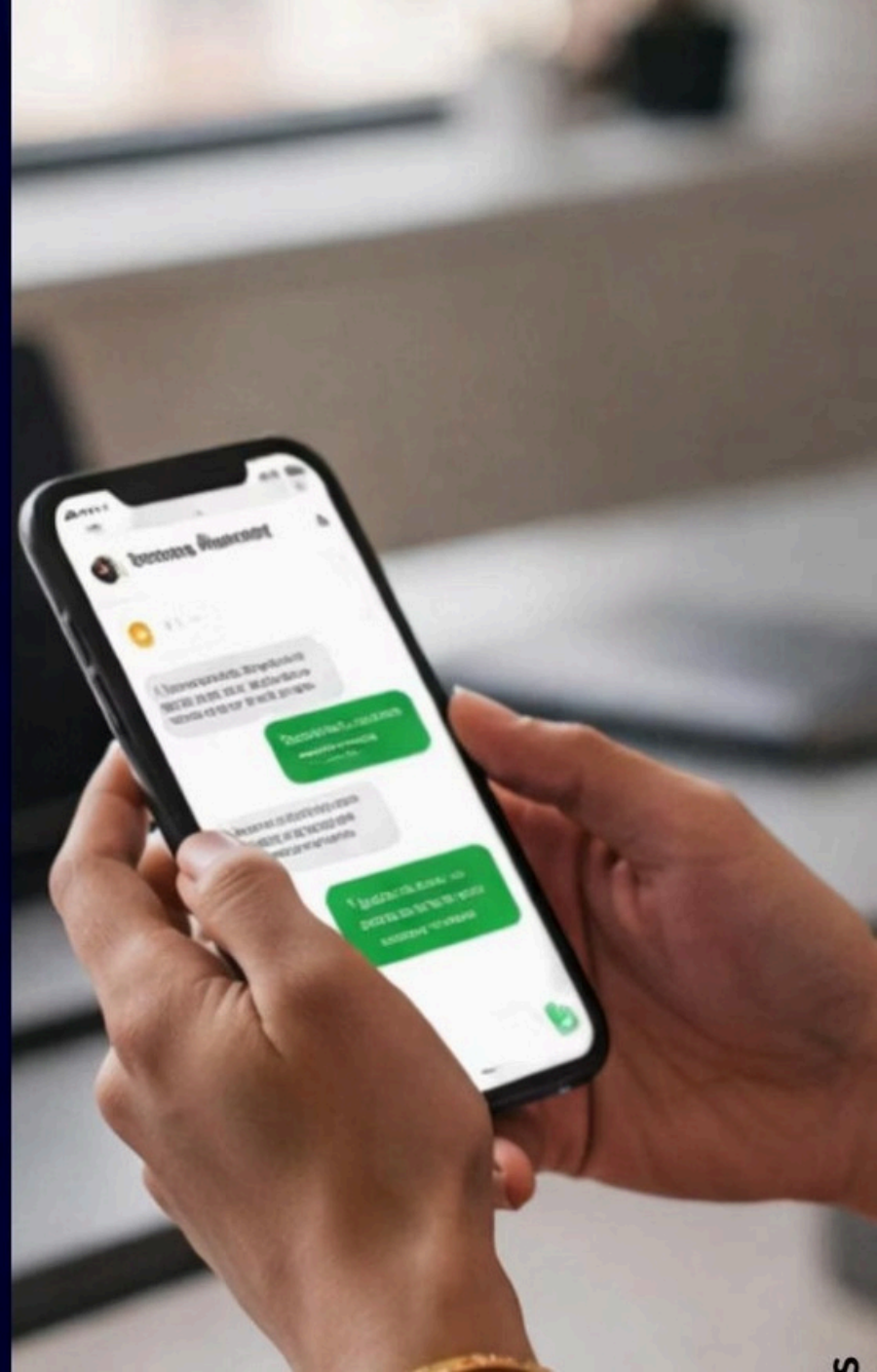
Over-Availability
Causes:

- Burnout
- Confusion
- Loss of Respect

Professional
Responsiveness Creates:

- Predictability
- Calm
- Trust

📄 Clients respect professionals with defined working hours **2x more** than those "always available"



The Boundary Problem

"Just answer me once..."

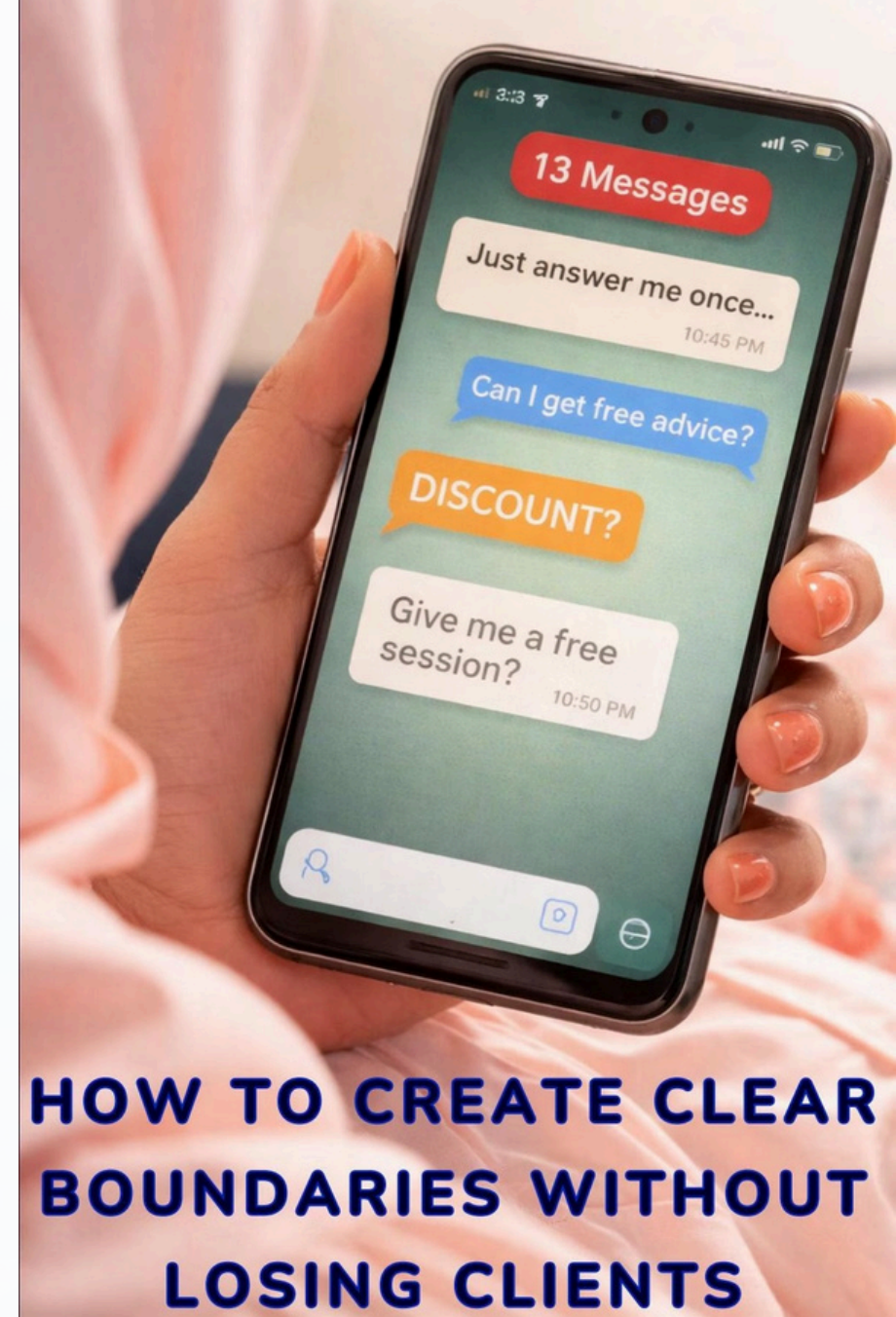
"Can I get free advice?"

"DISCOUNT?"

"Give me a free session?"

Without boundaries, your time becomes everyone's time

**HOW TO CREATE CLEAR
BOUNDARIES WITHOUT
LOSING CLIENTS**



Top 10 Time Rules

- 1 Set Reply Hours
- 2 No Late Night Replies
- 3 Keep Timing Consistent
- 4 Keep Time Promises
- 5 Inform Early if Changes



6 Never Say "Anytime is Okay"

7 Respect Others' Time

8 Schedule Calls

9 Set Expectations When Unavailable

10 Boundaries Protect Energy



Five Pillars of Digital Ethics

Building sustainable digital presence starts with integrity



**Honesty Over
Hype**



**Respectful
Language**



Client Privacy



Self-Presentation



Clear Boundaries



IMPLEMENTATION

Designing Your Digital Business Office

20
Minutes

Physical Office VS Digital Office

Physical Office



Digital Office



Signboard → Bio

Introduces your business

Reception → WhatsApp

Greets and directs clients

Menu → Catalog

Displays offerings

Notice Board → Status

Keeps people informed

Designing Your Digital Business Office

Physical Office

Signboard

Introduces your business

Reception Desk

Greets and directs visitors

Service Menu Board

Displays offerings

Notice Board

Keeps people informed

Filing Cabinet

Tracks records

Digital Office

Bio

Introduces what you do

WhatsApp

Greets and directs clients

Catalog

Displays what you offer

Status Updates

Keep clients informed

DMs and Labels

Track conversations

WhatsApp as Your Business Front Desk

Is your **WhatsApp
Business** actually set
up like a *business*?



WhatsApp Business Setup



Complete Business Profile



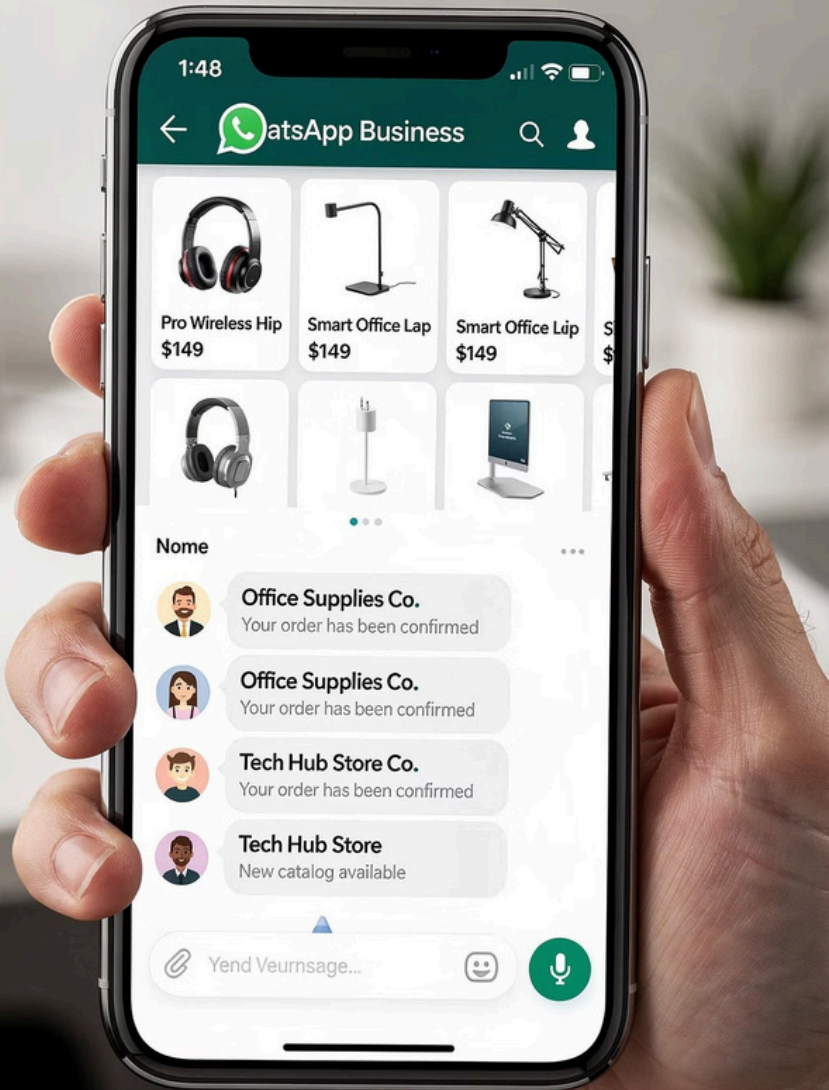
Auto-Messages



Quick Replies



Labels & Catalog



Using Instagram for Business

Instagram transforms your business into a visual storefront, reaching customers where they already spend their time. With built-in shopping tools and direct messaging, *it's your 24/7 sales and customer service channel.*





How Brands Use Instagram for Business



Influencer Collaborations



Direct-to-Consumer Sales



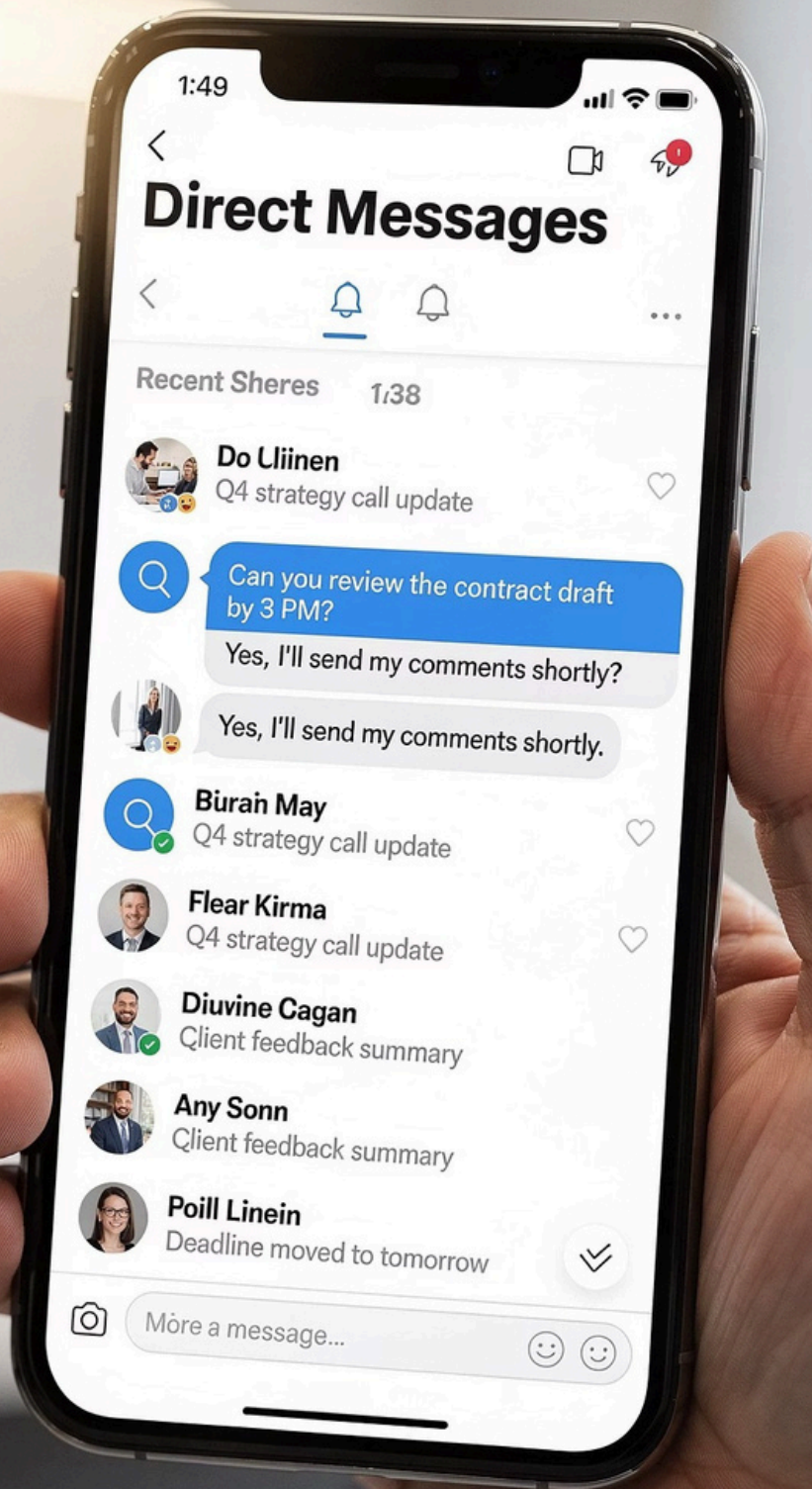
Engaging with Short-Form Content



Visual Storytelling



Brand Aesthetics



INSTAGRAM DMS AS A SYSTEM

The Misconception

Many treat Instagram DMs like casual chats -quick, informal, and forgettable. But for your business, they're far more valuable.

The Reality

DMs are relationship points where trust is built, follow-ups happen, and clients decide whether to work with you. They deserve a system.

- Relationship Points
- Follow-Up Systems
- Trust Builders

Professional DM Practices

Managing Instagram DMs doesn't require complex software or hours of work. These five simple practices create consistency and reduce stress.



Auto-Replies After Hours

Set expectations by letting clients know when they'll hear back from you



Track Follow-Ups

Use notes or calendar reminders to ensure you circle back when promised



Quick Replies

Save frequently used responses for common questions about pricing, availability, and services



Archive Intentionally

Keep active conversations visible while moving completed ones out of view



Star Important Chats

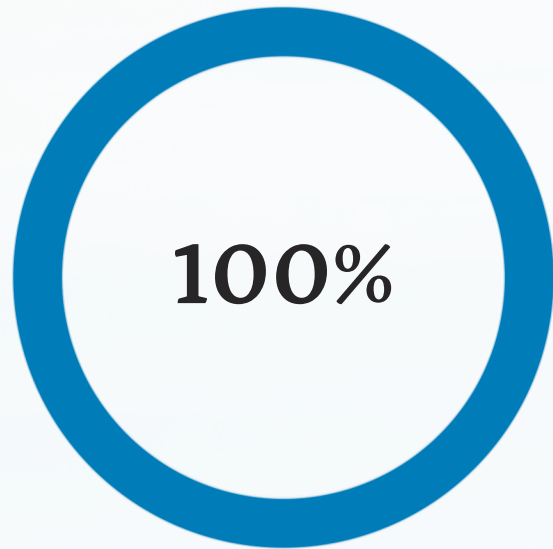
Prioritize conversations that need follow-up or contain critical client information

The Result: Less stress, more consistency, and clients who feel valued and heard.

You Don't Need to Be Online All the Time

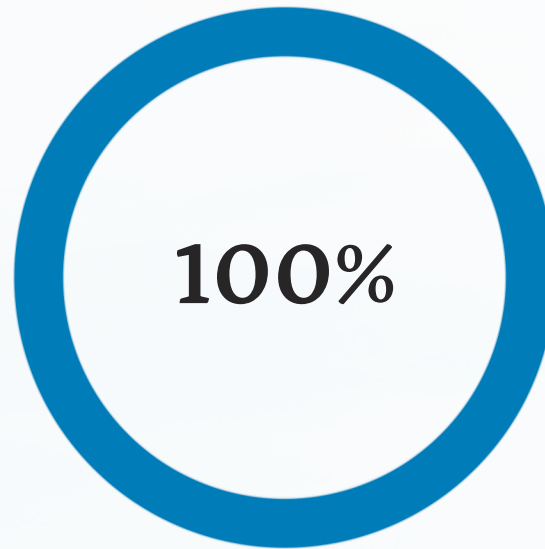
You Need a System That Works

Even When You're Not



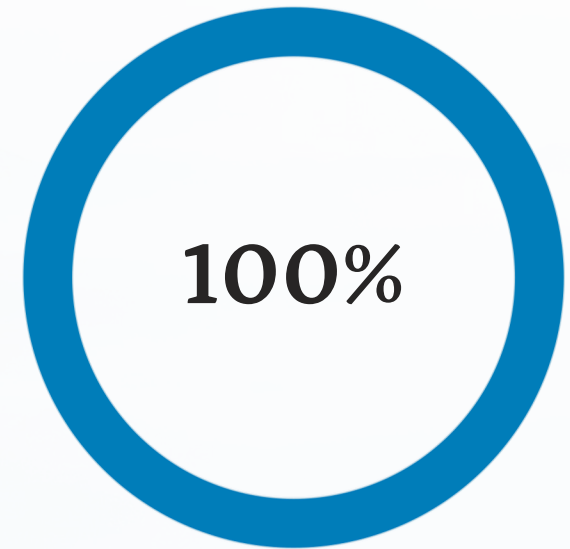
Professional Mindset

Achieved



Clear Boundaries

Established



Organized Platforms

With confidence

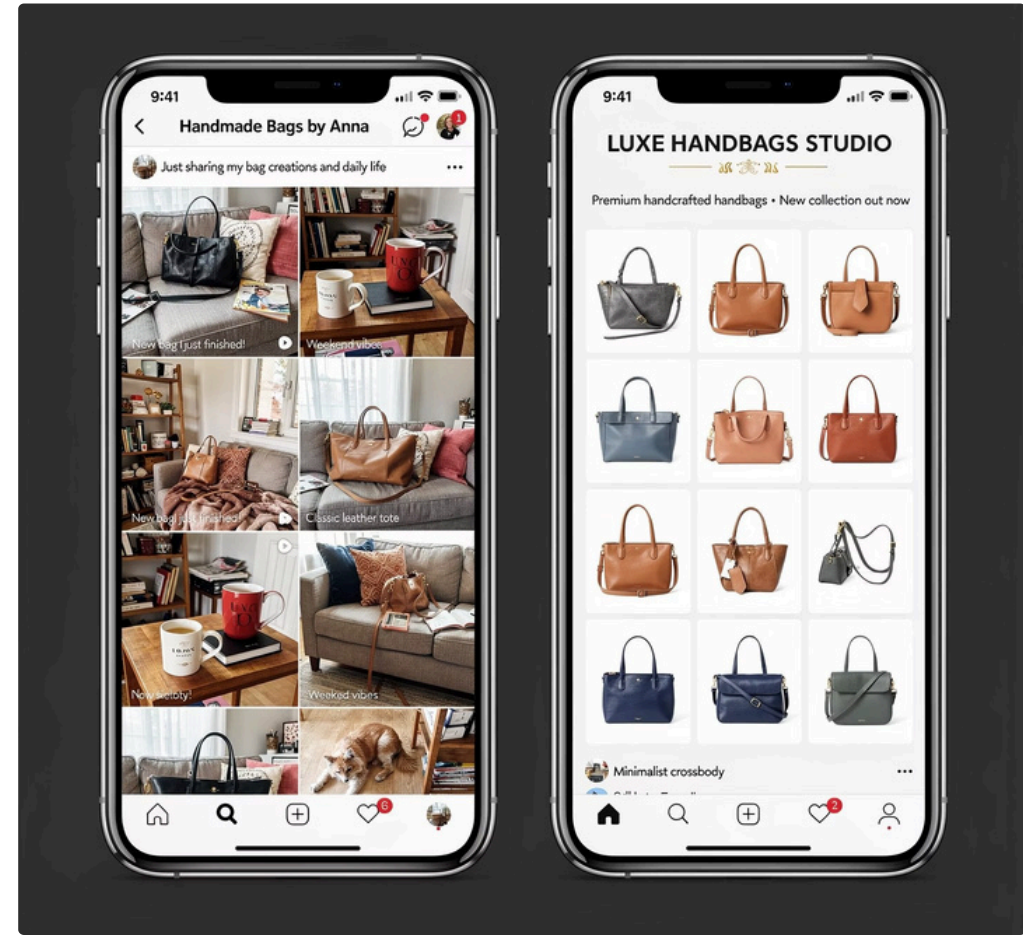
What you walk away with: Professional digital mindset, clear boundaries, ethical confidence, structured communication systems, and significantly reduced overwhelm

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Build it With

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Shukran

Any Questions?