

Slay **BASSADOR**

The How-To Guide

Your cheat-sheet to being the #1 SLAYbassador

1. SLA values, goals and mission

If you don't know us, you can't preach us so here we are

- SLA is a community that helps young African women achieve their professional dreams that means we INSPIRE, MOTIVATE and ENCOURAGE
- We are committed to helping smart and ambitious young African women live their best lives
- We promote and uplift local talent by proactively identifying promising African experts and practitioners and providing them a platform to grow
- We deliver the best career and business content focused on our community
- Our SLAYbassadors embody these values and use them to build our community

2. Social Media

- We have it all: Facebook, Instagram, Twitter and Snapchat @sheleadsafrica
- Repost, share and like our posts - your people will want to see what we do
- Introduce yourself to the world- let them know you're a SLAYbassador (selfies are encouraged)
- Regularly post your sign up link so you can gain more subscribers

Motherland Mogul Tip: Use this chance to be the inspirational smart one in your squad. Share your fav daily SLA quote and stay #blessed

3. Conversations

- Friends, family, acquaintances you name it, let them know who you are and why you love SLA
- Get conversations going about why you became a SLAYbassador
- Direct keen beans to our SLAYbassadors page

Motherland Mogul Tip: Be the centre of attention, but in a smart cool way, at your Friday night post work drinks. Share your new found career knowledge and with your crew and wow them to our page.

4. SLAY'bassador Language Tips

- Keep it short and sweet
- Hashtags are life: Don't forget to hashtag: #sheleadsafrica #slaybassador and paste the link to our SLAYbassador's page

Motherland Mogul Tip: #staywoke. Become a SLAY'bassador

Motherland Mogul Tip: In a bunch of Whatsapp groups? Share your newfound status there and bring knowledge and success to your groups.

Slay **BASSADOR**

5. **Top Tips**

- Keep up to date with SLA Events and News
- Keep Sharing, Liking and Retweeting our posts
- Share the perks of being a SLAY'bassador- it's all about the goods. You know, the chance to be featured on the SLA newsletter, discounts on your favourite beauty products and services and most importantly, access to advance ticket sales to SLA events!
- Remember our values and our mission
- Most importantly, enjoy being a SLAY'bassador, we all deserve to have fun!

6. **Your go to audience**

Friends
Family
Colleagues
Workout circle
Neighbours
Your trusted hairdresser
Basically... everyone you know

Messages

Just like your oils, we're here to make life easier. Copy and paste your fav e-mail/whatsapp/message below and forward to your whole address book. Thank you and goodnight.

1. Hey! You guys should check out She Leads Africa. It's a platform I've been following for awhile which gives great advice on all thing business. It's hilarious and makes me laugh everyday. Check it out by clicking this link below.

2. I just signed up to become an ambassador for She Leads Africa. It's this epic platform that makes me laugh everyday but still keeps me woke on all things business. Click my referral link to stay in the loop.

3. Girl, check out this meme, it's us in a nutshell. SLA is always sharing this knowledge, you should join to keep up. Click the link below to join!

**SLAYbassadors, we see you and believe in you,
keep slaying!!**