

crush the competition

GET MORE CRAFT SERVICE JOBS THIS YEAR


a small compilation of fun and
interesting ways to stand out



CraftySnax

It doesn't matter what time of the year you are reading this report. It's not too late to book more craft service jobs.

More jobs means more \$\$ and who doesn't want to earn more?



In this report, I'll share with you one of today's most popular methods for increasing your visibility to gain more craft service jobs this year and beyond.

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Chances are you already use this method for personal pleasure and for keeping up with friends. Can you guess what it is?

Yes I'm talking about social media.



While there are many forms of social media this report will focus on the mother of them all...

Facebook.

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Like CraftySnax on Facebook

According to eBizMBA, an online business guide Facebook has an estimated 1.1 billion monthly visitors. With so many visitors, you can't afford to not have a presence.



Chances are craft service hiring managers are hanging out there too.


So if you don't already have an account get over to Facebook and create one today.

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Once you create an account the next step is to create a Facebook Page for your craft service.

Facebook provides pretty clear instruction on how to do that.



Once your page is up and running it's time to use it to crush the competition and to get more craft service jobs.


Here's how:

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Place your FB Page URL in your email signature

Each time you send
someone in the industry an
email they'll be reminded of
your service.



When they need to hire a
craft service provider
your name and service
will likely be in the
forefront of their mind.

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Promote your FB Page offline

Just because we're in the technology age doesn't mean we have to abandon the more traditional techniques of self promotion.


Use technology to design your own business cards promoting your FB Page. Give them to everyone you know in the industry and to friends who know people in the industry.

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Create a FB photo album

Prospective customers like to see what type of craft service snacks you offer. Take pictures of your fare, table setup, and equipment.



With their permission, take pictures of cast and crew enjoying your snack foods.

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Hold a live event via FB

There are a couple of ways to do this. First, you can invite producers and production managers to a live chat. This way you can address their



concerns in real time as well as show of some of your snack choices.

Secondly, you can live stream from the set you're working on.

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Again be sure to get permission first. You probably won't be allowed disclose your exact location but allowed to shoot your setup.

Don't forget to ask cast and crew to be a part of your

live stream.

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Swap "Favorites" with other FB Page owners

Find Facebook fan pages of producers, production coordinators, production assistants etc and then add their pages to your list of


favorites. After you add them ask the owners to add your craft service page to their list of favorites.

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There you have it

Five ways to use social media to increase your visibility and get more craft service jobs this year.



I hope you found this report helpful. Please check out CraftySnax online, like us on FB, add to your FB favorites and join the CraftySnax FB Group.

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