

# How to make your Team Store a success!



- 1) Make posts funny and engaging! Include photos of gear from past seasons and tell your potential supporters why you need them to support you.
- 2) Share your team store link with all of your players and ask them to promote it on their own social media channels. Your most likely supporters are your players' friends and family, not necessarily the team's own following.

## Be sure to always include the Team Store link!

- 3) Ensure your players know why they are being asked to promote and engage in the whole project; successful campaigns need more momentum than just one person or social media account can create.
- 4) Share the Team Store link often... beat the social media algorithms that makes it harder to get your message seen by followers. If you can make your posts entertaining, put them out to the world every day!

