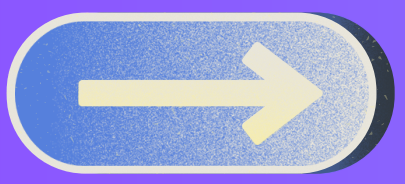


# UNLEASHING THE POWER OF AI FOR SOCIAL MEDIA SUCCESS



# Objectives

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- Understanding audience targeting and segmentation
- Review Meta Business Suite
- Understanding AI in Social Media
  - Review Meta AI
  - LinkedIn & AI
  - TikTok and AI
- Understanding AI content creation and curation
- Discuss ethical implications of using AI in social media
- Do hashtags really matter now?

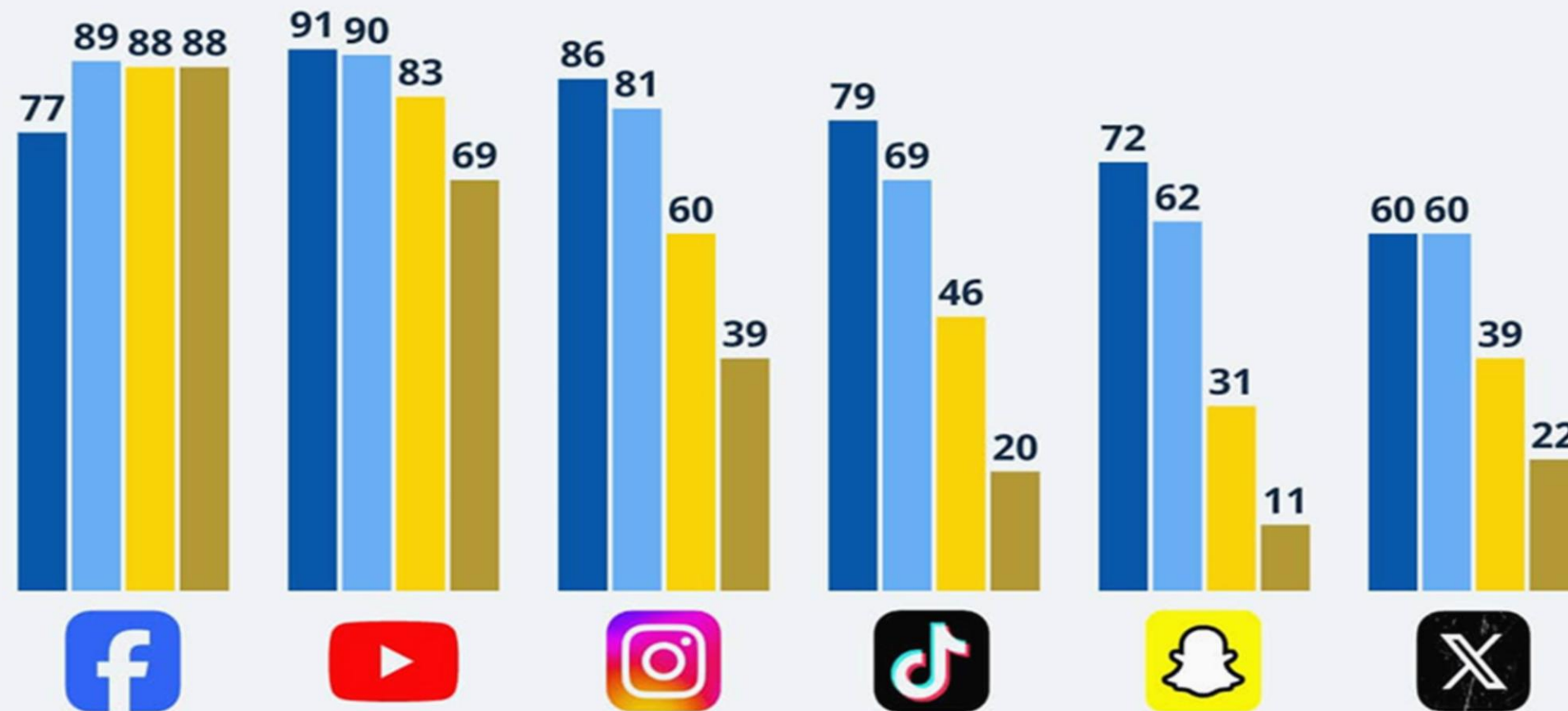
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# The Social Media Generation Gap

Share of respondents who have used the following social media in the past 3 months, by age group (in percent)

■ Gen Z (1995-2012) ■ Millennials (1980-1994) ■ Generation X (1965-1979) ■ Baby Boomers (1946-1964)



Over 13,000 online respondents (14-98 y/o) surveyed between Jun. 17 and Dec. 29, 2025

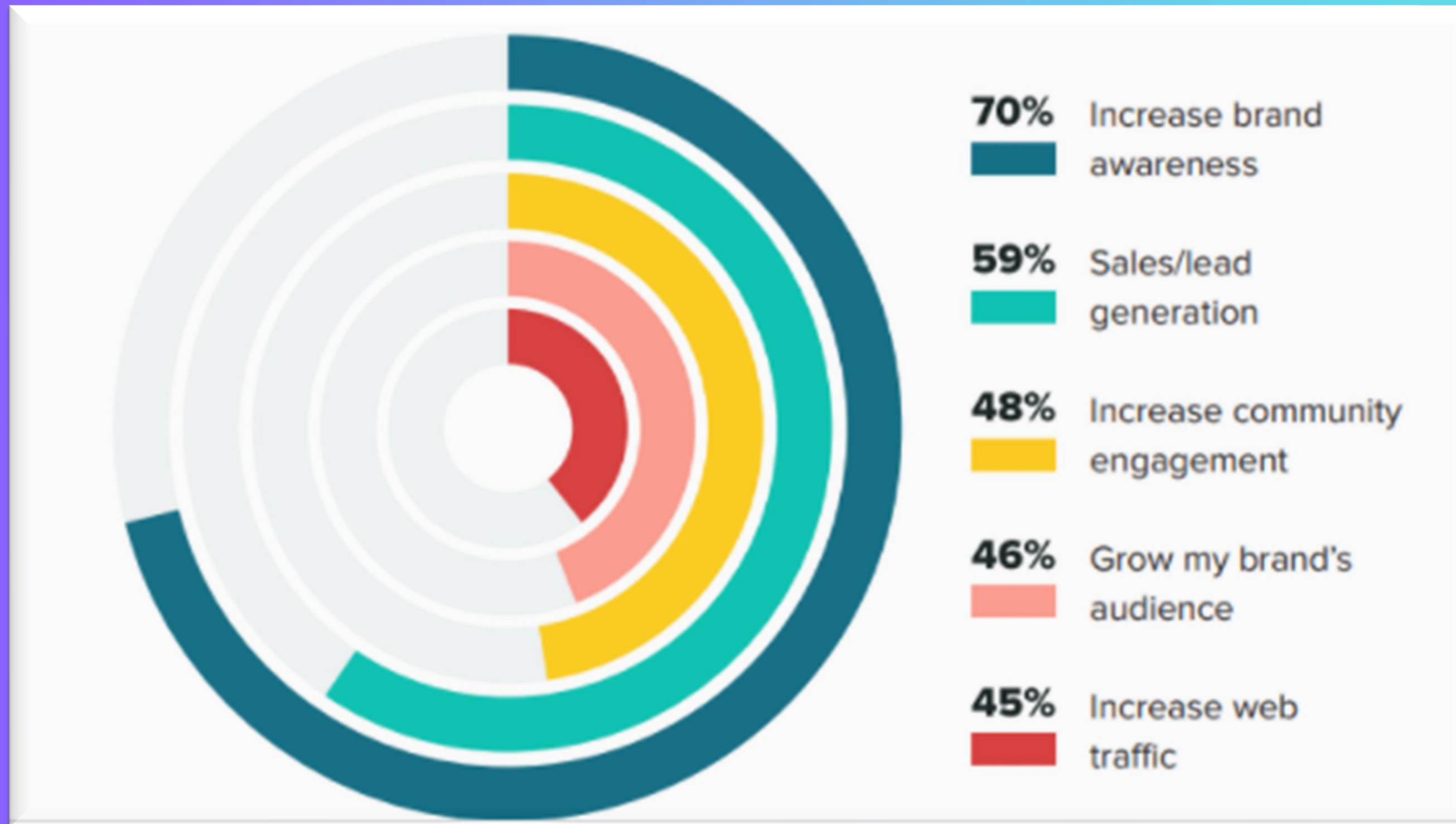
Source: Statista Consumer Insights



statista



# Social Marketer's Top Goals for Social Media



# CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

SOCIAL MEDIA MARKETING PLATFORMS				
	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> <li>• 25-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• Photos &amp; links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Local mkting</li> <li>• Advertising</li> <li>• Relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Weak organic reach</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-25</li> <li>• 26-35</li> </ul>	<ul style="list-style-type: none"> <li>• How-tos</li> <li>• Webinars</li> <li>• Explainers</li> </ul>	<ul style="list-style-type: none"> <li>• Organic</li> <li>• SEO</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Video is resource-heavy</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; adventure</li> <li>• Questions/polls</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• High ad costs</li> </ul>
	<ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Ads for males</li> </ul>	<ul style="list-style-type: none"> <li>• Small ad audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 46-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Long-form content</li> <li>• Core values</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Ad reporting &amp; custom audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 10-19</li> <li>• Female (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> <li>• Series content</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>
	<ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-good</li> <li>• Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Video ads</li> <li>• Location-based mkting</li> <li>• App mkting</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>



# Social Media Strategy – Learn Everything About Your Customers

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## **Create audience personas**

Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. It's also critical if you want to turn social media followers into customers for your business.

When it comes to your target customer, you should know things like:

- Age
- Location
- Average Income
- Typical job title or industry
- Interests
- etc.




# Target Market Process

- Set goals
- Compile data
- Write your persona
- Complete analysis
- Form marketing strategy



# Meta Business Suite

 Meta     
**Business Suite**



**Share to Facebook and Instagram**  
Create, schedule and publish posts for your Facebook Page and Instagram account at the same time.

[Next](#)

# Meta Business Analytics

**Insights**  
Review performance results and more.

Facebook

**Weekly plan** 3 days left  
Set your business up for success by completing recommended tasks.  
See full plan

Complete at least 4 tasks to finish this plan.

1 of 6 tasks completed

Weekly goal

- Publish one ad 0 / 1
- Publish 2 posts on Facebook 1 / 2
- Publish 3 stories on Facebook 1 / 3

**Performance**  
September 3, 2025 - September 30, 2025  
Customize view: Business

Metric	Value	Change
<b>Views</b>	24.3K	↓ 3%
From followers	56.4%	↑ 32.1%
From non-followers	43.6%	↓ 23.9%
<b>Reach</b>	3.8K	↓ 26.8%
From followers	982	↓ 2.9%
From non-followers	2,798	↓ 33.8%
<b>Interactions</b>	641	↓ 18.3%
From followers	513	↓ 5.9%
<b>Follows</b>	67	↑ 6.3%
Unfollows	5	↓ 16.7%

**Navigation Sidebar:** Overview, Plan, Results, Audience, Leads, Messaging, Benchmarking, Content, Overview, Content, Ads, Earnings, Earnings.



# How Does Social Media Know Exactly What You Want to See? It's All AI!



<https://youtu.be/pj4zkWun95g?si=IYB6MxxTweo067Bm>



# Facebook, Instagram, and AI



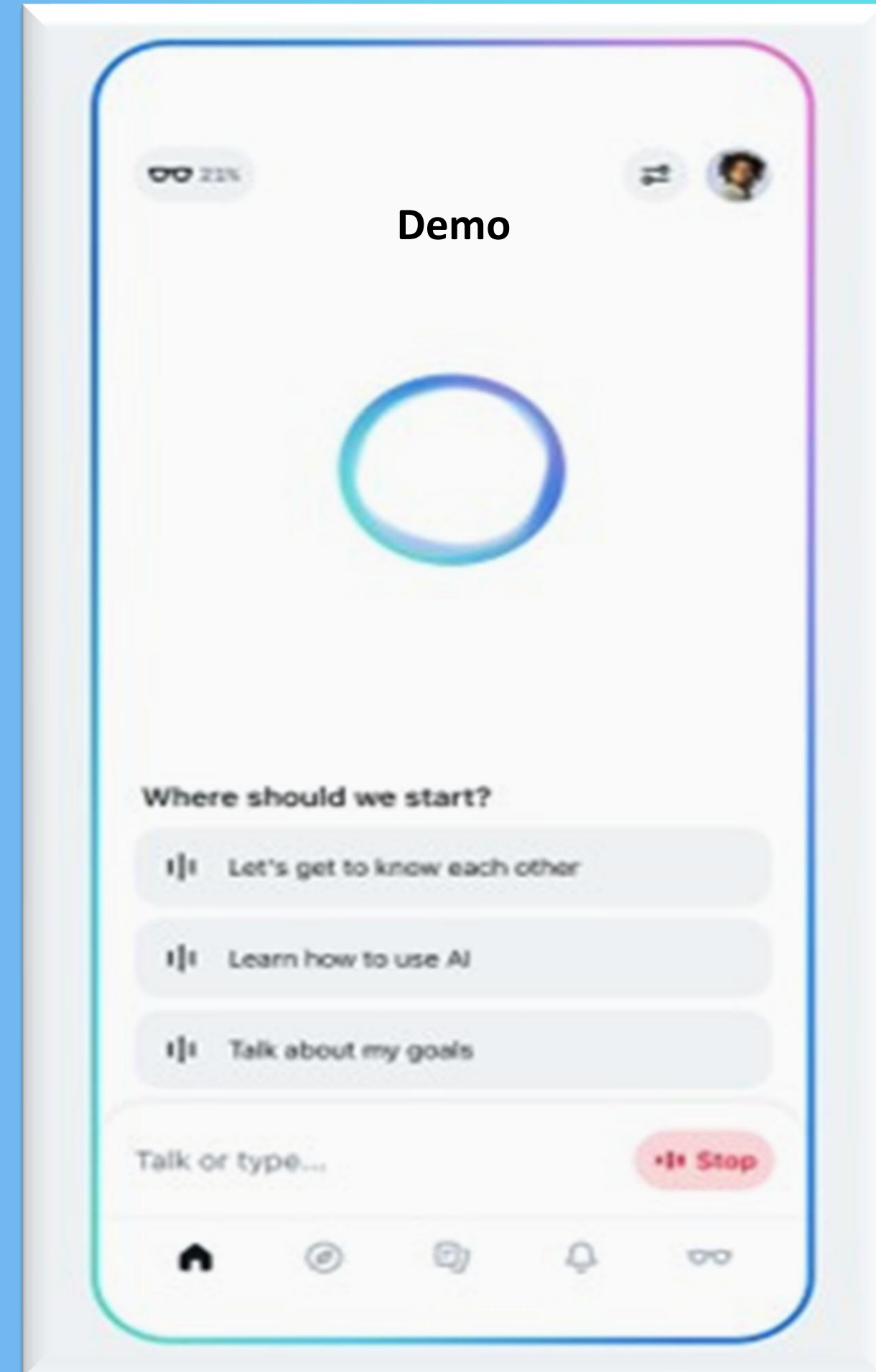
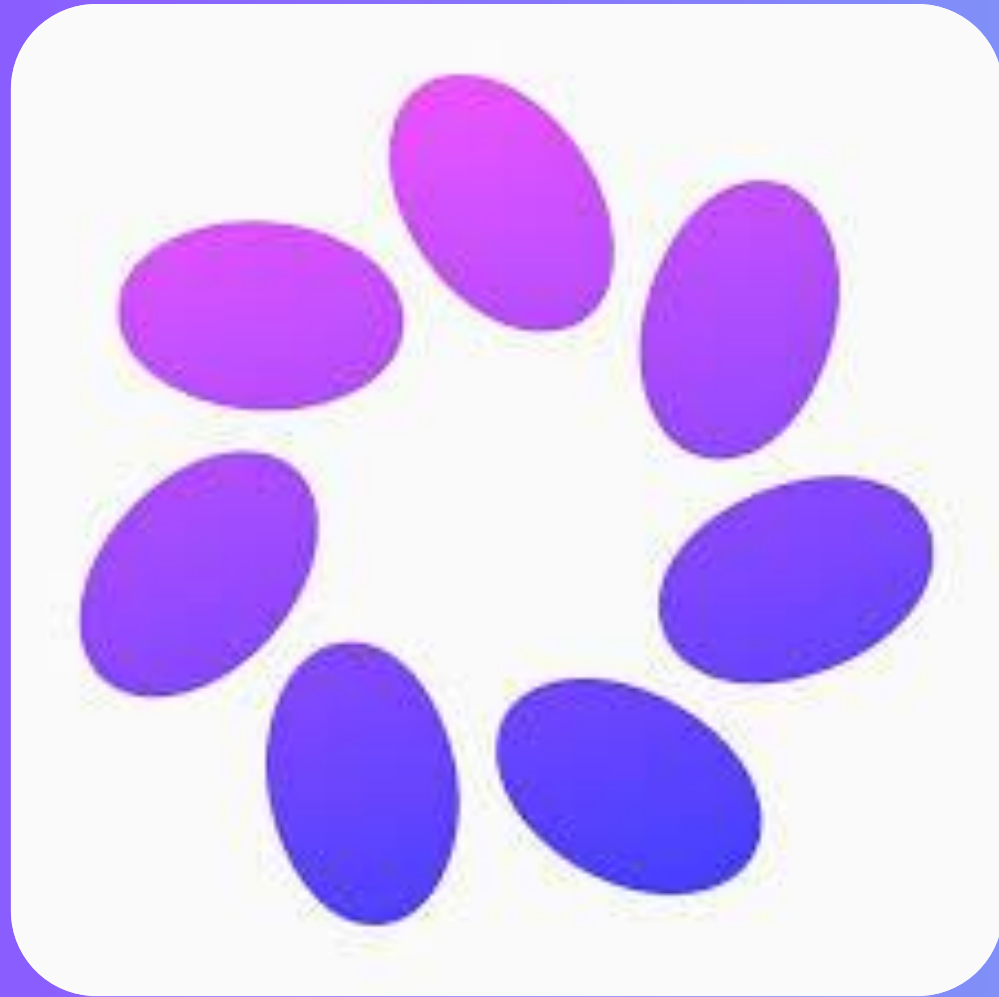
- Meta AI (Facebook, IG, and WhatsApp) is free for most users across Facebook, Instagram, WhatsApp, and Messenger.
- *Meta has begun testing premium subscription tiers in early 2026 to offer more advanced capabilities.*

## Premium

- Initial Testing (January 2026)
- Current Status (May 2026)
- Expected Expansion: Full-scale commercial availability is anticipated later in 2026, as Meta continues to adjust features based on feedback from current pilot users.



# Meta AI



# LinkedIn & AI



How to Use Premium AI on LinkedIn

[https://youtu.be/BoN31VMEftI?si=Y\\_49uilErTj3yw9u](https://youtu.be/BoN31VMEftI?si=Y_49uilErTj3yw9u)

## PREMIUM ACCOUNT REQUIRED

LinkedIn has integrated AI across its platform to help users write profiles, search for jobs, and recruit talent more efficiently. Most advanced features, like the writing assistant

- For Job Seekers & Professionals
  - Profile Writing Assistant
  - Semantic Search:
  - Interview Prep
  - Networking Messages
- For Recruiters & Businesses
  - AI-Assisted Search
  - Hiring Assistant
  - Learning Coach

LinkedIn Premium

Starting at \$29.99- \$59.99 Premium Career or Premium Business



# LinkedIn Sample Business Page

The image shows a LinkedIn business page for FSP Enterprises. The header features a blue banner with the text "Skillling You Softly®" in white, set against a pattern of gold leaves and flowers. Below the banner is a blue square logo with the FSP Enterprises logo and the tagline "Skillling You Softly". The company name "FSP Enterprises" is displayed in bold black text, followed by a description: "Small Business Strategies|LA50 Life & Leadership Coaching & Strategies: "Upskilling GenX and Baby Boomer Professionals"". Below the description, it states "Business Consulting and Services · Memphis , Tennessee · 276 followers · 0-1 employees". A notification bell icon is visible on the right. Below the company name, it says "Kirstin L. & 259 other connections follow this page". There are three buttons: "Message" (blue), "Following" (white with a checkmark), and a three-dot menu. At the bottom, there are navigation tabs: "Home" (selected), "About", "Posts", "Jobs", and "People".

**Harvard Business School Executive Education** Promoted \*\*\*  
**Analyze key trends**  
Investment Management Workshop. Apply now.  
Karen Maria & 19 other connections also follow Harvard...

**GoDaddy Airo™ Plus Logo**  
Be a logo design whiz. GoDaddy Airo™ Plus Logo helps you make a pro logo in minutes.  
Loretta & 10 other connections also follow GoDaddy

**Learn-Live-Hope Journey LLC**  
Professional Training and Coaching  
829 followers  
+ Follow

Home About Posts Jobs People



# LinkedIn Basic Account

The screenshot shows a LinkedIn profile for Sarita Price. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Learning. Below this is a search bar and the LinkedIn logo. The profile header features a blue banner with the text "Skillling You Softly®" and a circular profile picture of Sarita Price. To the right of the banner are settings for "Profile language" (English) and "Public profile & URL" (www.linkedin.com/in/dawn-sarita-price). Below the banner, the name "Sarita Price, ABD, MBA, BCCLC" is displayed with a verified badge. Her bio includes: "Skillling You Softly" | Career Coach | LA50 Life and Leadership Strategist- "Upskilling today's workforce" | Organizational Development | L&D | Board Certified-Master Life Coach | Author | Adjunct Professor. Her location is Memphis, Tennessee, United States, and her website is www.fspenterprises.net. She has 1,758 followers and 500+ connections. At the bottom of the profile are buttons for "Open to", "Add profile section", "Enhance profile", and "Resources". To the right, there is a promoted post from Lennar with the text: "Lennar Sarita, explore relevant opportunities with Lennar Building new homes in some of the nation's most popular cities. Sabrina & 10 other connections also follow" and a "Follow" button. Below the post is a section titled "Who your viewers also viewed" with a privacy setting of "Private to you".



# TikTok & AI



AI is the engine behind TikTok, driving everything from the For You Page (FYP) algorithm to built-in video creation tools like AI Alive.

## How AI Powers TikTok

- Personalized Feeds
- Content Analysis
- Smart Moderation:

TikTok is testing an "Allow AI to remix content" feature that lets users transform others' videos into new AI-generated images or videos via prompts, often enabled by default



**TikTok's New FREE AI Video Generator**

<https://youtube.com/shorts/wYG6ItbOFx4?si=rqzViqduByfCl2mX>



# Social Media Best Time to Post

## THE BEST

### Times To Post On Social Media In 2025



**FACEBOOK**

**BEST TIME TO POST**

MON - TUES | 10 AM - 2 PM

**SAFEST POSTING WINDOW**

WEEKDAYS BETWEEN 9 AM - 3 PM



**INSTAGRAM**

**BEST TIME TO POST**

TUES - FRI | 7 AM - 1 PM & 3 - 5 PM

**SAFEST POSTING WINDOW**

WEEKDAYS BETWEEN 7 AM - 5 PM



**TWITTER (X)**

**BEST TIME TO POST**

THUR - FRI | 9 AM - 12 PM

**SAFEST POSTING WINDOW**

ANY DAY BETWEEN 9 AM - 12 PM



**LINKEDIN**

**BEST TIME TO POST**

MON - WED | 9 AM - 1 PM

**SAFEST POSTING WINDOW**

WEEKDAYS BETWEEN 9 AM - 3 PM



**TIKTOK**

**BEST TIME TO POST**

TUES - THUR | 2 PM - 6 PM ; 7 PM - 10 PM

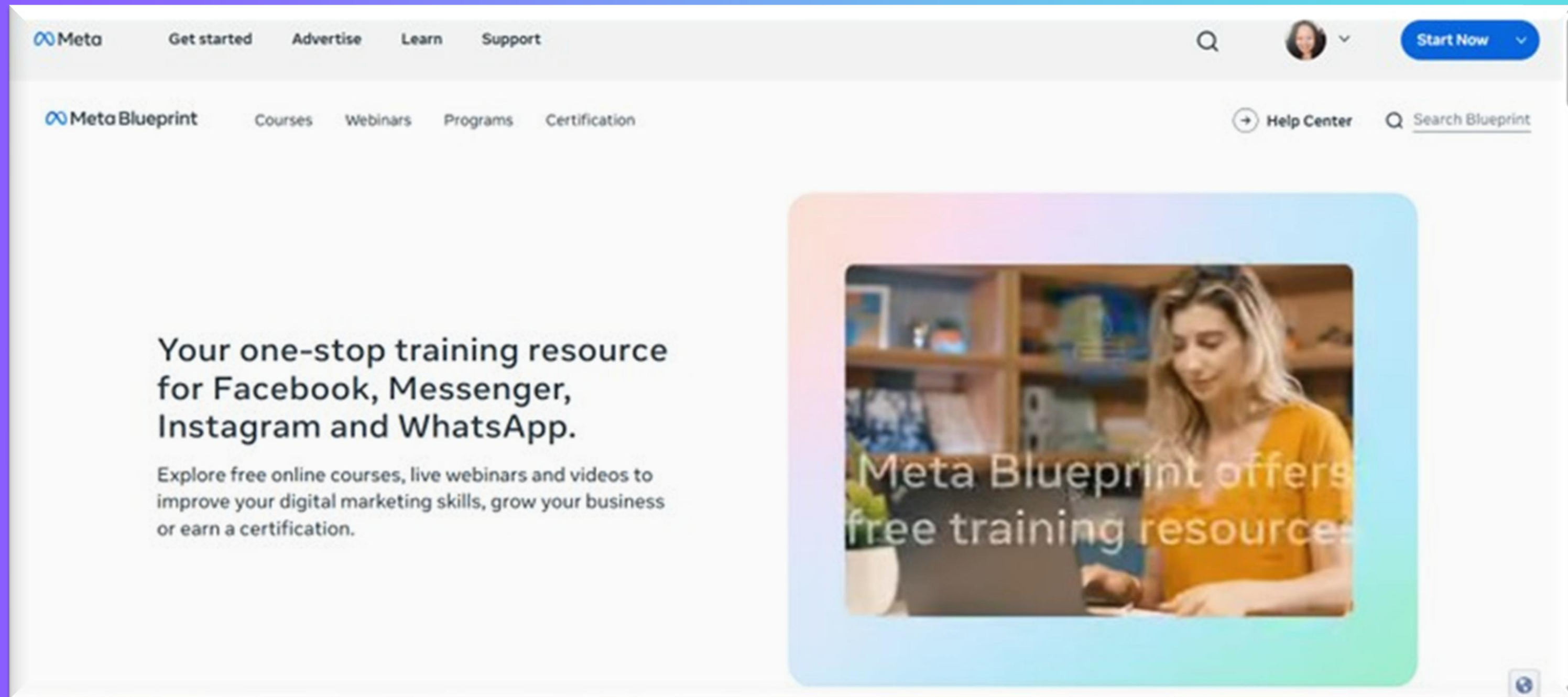
**SAFEST POSTING WINDOW**

WEEKDAYS BETWEEN 1 PM - 9 PM

[webfeatcomplete.com](http://webfeatcomplete.com)



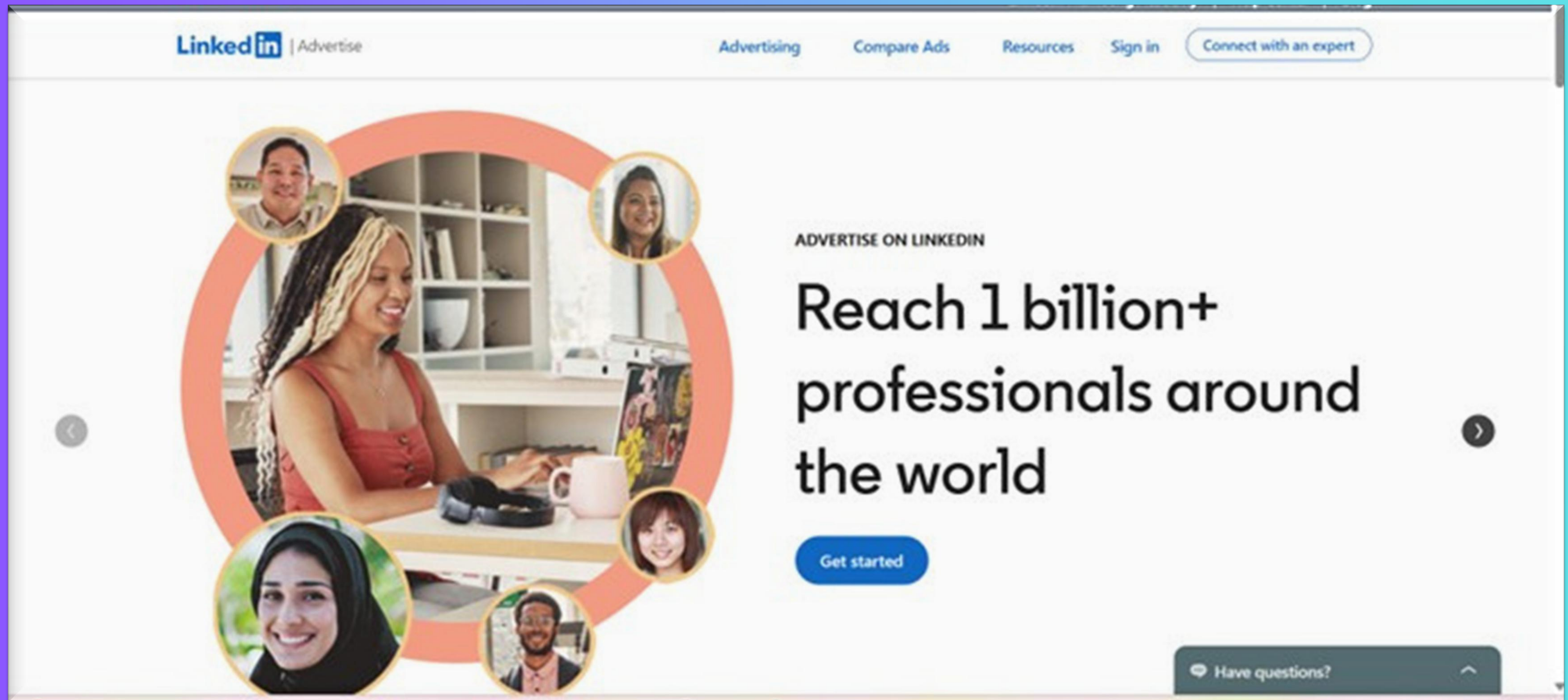
# Meta for Business – Education and Resources



<https://www.facebook.com/business/learn>



# LinkedIn for Business – Education and Resources

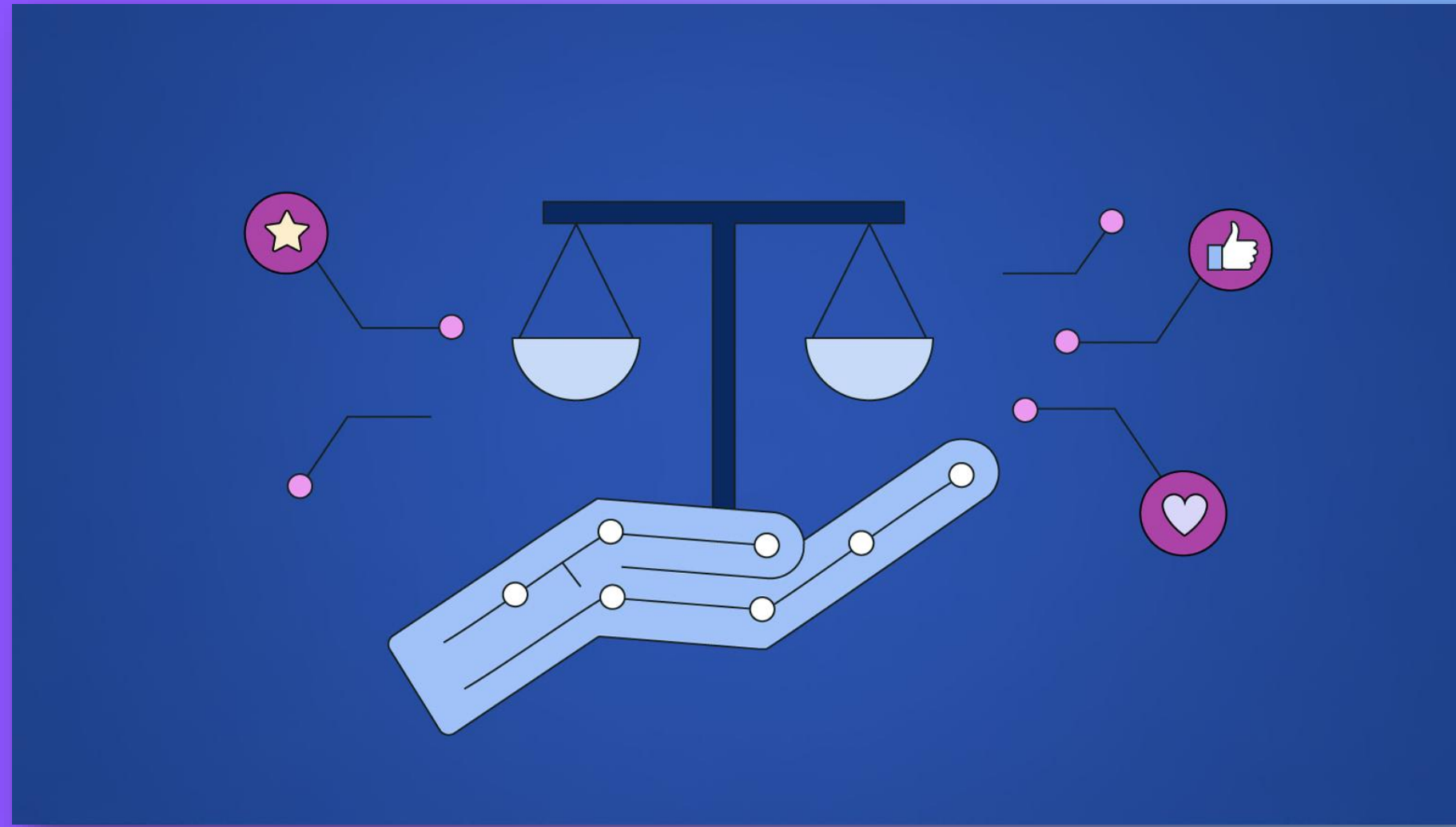


The image shows a screenshot of a LinkedIn advertisement. At the top left is the LinkedIn logo with the word "Advertise" next to it. To the right of the logo are navigation links: "Advertising", "Compare Ads", "Resources", and "Sign in". Further right is a button that says "Connect with an expert". The main content area features a large circular image of a woman with long braids sitting at a desk and working on a laptop. Surrounding this central image are several smaller circular profile pictures of diverse professionals. To the right of the image, the text reads "ADVERTISE ON LINKEDIN" in a smaller font, followed by "Reach 1 billion+ professionals around the world" in a large, bold font. Below this text is a blue button with the text "Get started". At the bottom right of the advertisement, there is a dark grey button with a speech bubble icon and the text "Have questions?".

<https://business.linkedin.com/marketing-solutions>



# Ethical Considerations



The ethical implications of AI in social media center on algorithmic bias, privacy violations, and the spread of misinformation, which can distort public discourse and user behavior.

## Key Ethical Challenges:

- Algorithmic Bias and Discrimination
- Privacy and Surveillance
- Misinformation and Deepfakes
- Transparency and Accountability
- Mental Well-being
- Environmental Impact

## Proposed Ethical Frameworks:

- Human Oversight
- Fairness and Non-discrimination
- Content Verification Systems
- Transparency

# Do Hashtags (#) Really Matter Now?

---

- Hashtags are still important in 2026, but their role has shifted from primary reach drivers to tools for context, categorization, and SEO (Search Engine Optimization)
- SEO-the process of improving a website to increase its visibility in free, organic search results on search engines like Google
  - Content hashtags- Ex. #lifecoach #leadershipdevelopment
  - Trending hashtags- Ex. #bossesday #internationalwomensday
  - Brand-specific hashtags- Ex. #scorememphis #sba
- Tools for context, categorization, and SEO (Search Engine Optimization)
- Using 3–5 niche, highly relevant tags helps algorithms categorize content and reach specific audiences rather than random users SEO



# Key Takeaways for (#)Hashtag Strategy

---

- Instagram & TikTok: Instagram now favors SEO-friendly captions over heavy hashtag usage, recommending only 3–5 specific tags. TikTok still uses them for tracking trends
- Purpose: They are best used for enhancing searchability, organizing niche content, and building community rather than guaranteeing viral growth.
- Quality over Quantity: Focus on high-relevance, niche, and branded hashtags rather than broad, generic ones.
- Platform Variation: Use more tags on Instagram/TikTok (3-5+), and very few (1-2) on LinkedIn or X (formerly Twitter)



**Thank You! Any Questions?**

---





# About Us

We are an organization that is multifaceted and committed to using soft skills methods and practices for personal and professional development. What makes our services so unique is that we take a holistic approach. We focus on helping our clients take care of their BEing as well as their BIZness. We are “Skilling You Softly” to Live and Lead with Confidence and BOLDNESS!


Sarita Price, ABD, MBA, BCCLC  
CEO-Owner, International Board-Certified Life and  
Leadership Coach-Strategist



FSP Enterprises provides services for your professional and personal development needs.


- ❖ We are committed to using life and soft skills strategies and practices to develop leaders and build high performing teams.
- ❖ Each program is customized to fit the organization's needs.

*We are "Skilling You Softly" to live and lead with confidence and BOLDNESS!*






ENTERPRISES  
Skilling You Softly

BUILD A PROGRAM  
SERVICE PRICE LIST

ESTD  2015

Thanks for choosing FSP Enterprises for your professional and personal development needs. We are committed to using life and soft skills strategies and practices to develop leaders and build high performing teams. Each program is customize to fit the organization's needs. We are "Skilling You Softly" to live and lead with confidence and BOLDNESS!

 ENTERPRISES "Skilling You Softly"	 ENTERPRISES "Skilling You Softly"	 ENTERPRISES "Skilling You Softly"
<p style="text-align: center; color: #0056b3; font-weight: bold;">SOFT SKILLS DEVELOPMENT LEVEL I</p> <p style="text-align: center; color: #0056b3; font-weight: bold;">3 Month Program (12 weeks)</p> <p style="text-align: center;">5-20 employees Need analysis required 3 soft skills courses (4 weeks each) Monthly 1:1 session with each employee Weekly group coaching session (virtual) Monthly in person group coaching/training session Course material- e-manual (printed material extra)</p>	<p style="text-align: center; color: #0056b3; font-weight: bold;">SOFT SKILLS DEVELOPMENT LEVEL II</p> <p style="text-align: center; color: #0056b3; font-weight: bold;">6 Month Program (24 weeks)</p> <p style="text-align: center;">5-20 employees Need analysis 6 soft skills courses (4 weeks each) Monthly 1:1 session with each employee Weekly group coaching session (virtual) Monthly in person group coaching/training session Course material- e-manual (printed material extra)</p>	<p style="text-align: center; color: #0056b3; font-weight: bold;">SOFT SKILLS DEVELOPMENT LEVEL III</p> <p style="text-align: center; color: #0056b3; font-weight: bold;">8 Month Program (32 weeks)</p> <p style="text-align: center;">5-20 employees Need analysis 8 soft skills courses (each course 4 weeks) Monthly 1:1 session with each employee Weekly group coaching session (virtual) Monthly in person group coaching/training session Course material- e-manual (printed material extra)</p>

Feel free to reach out to us by making a call during office hours or dropping an email anytime to say hi! We look forward to hearing from you.

| [www.fspenterprises.net](http://www.fspenterprises.net) | [sarita@fspenterprises.net](mailto:sarita@fspenterprises.net)

## Courses Offered

1. Addressing The Soft Skills Gap: Growing Your Business Through Innovative People Skills
2. Change Management: Leading Through Difficult Times
3. Coaching for Today's Workforce
4. Coaching for Performance
5. Customer Support Best C.A.R.E. Practices (Healthcare)
6. Developing One's Emotional Intelligence
7. Developing Your Critical Thinking Skills
8. Diversity, Equity & Inclusion: Exploring Our Differences
9. Effective Customer Support Practices
10. Interviewing Best Practices
11. Managerial Courage: Can You Be An Effective Leader Without It?
12. Situational Leadership: One Leadership Style Does Not Fit ALL
13. So You Think You Want to Be An Entrepreneur
14. Succession Planning
15. Engaging The Multi-Generational Workforce
16. How Soft Skills Get You Through Hard Times in This Post-Pandemic Era
17. Conflict Management: How to Deal With Conflict in The Workplace

**Note: Each course is customizable based on the industry.**



# LA50 Reinventing Yourself Coaching Program



## LA50 Clarity

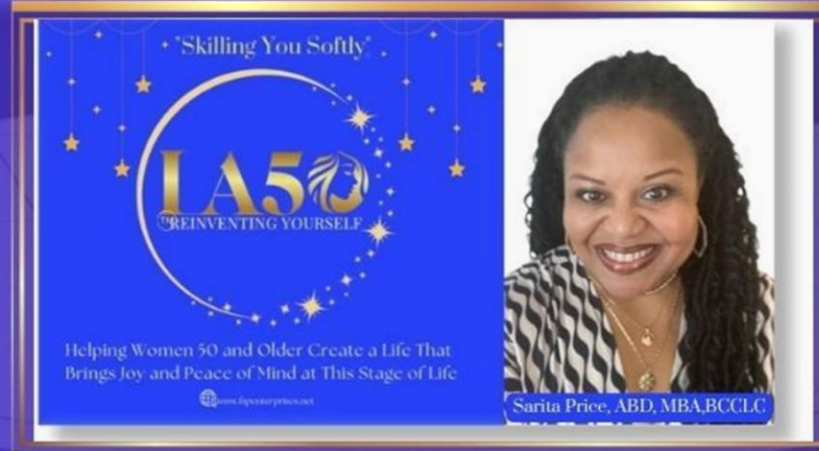
12 Weeks of Laser Focused Coaching

- Topic 1\_LA50 Clarity: Email Worksheet
- Topic 2\_LA50 Clarity: Mindset Shift Worksheet
- Topic 3\_LA50 Clarity: Framework Formula
- Topic 4\_LA50 Clarity: Client(s) Persona Worksheet
- Topic 5\_LA50 Clarity: Value Clarification Exercise
- Topic 6\_LA50 Clarity: Taking Care of Your BEing Plan

LA50 Clarity improves decision-making and confidence in personal and professional contexts through self-reflection, goal-setting, and practical exercises. Participants will engage in activities that enhance self-awareness and strategic thinking, helping them articulate and pursue their aspirations. It's suitable for those at career crossroads or seeking personal growth, providing essential tools for clarity and success.

- If needed, extra sessions can be booked at a reduced rate of \$200 per session/hour for a period of up to two months following the program's conclusion. Additionally, unlimited email support is offered for the same duration.
- Professional services, including business content such as resumes, business plans, proposals, graphs, etc., will incur an additional fee.

[www.fspenterprises.net](http://www.fspenterprises.net) | [sarita@fspenterprises.net](mailto:sarita@fspenterprises.net) |



## LA50 ENT Brand MKTG

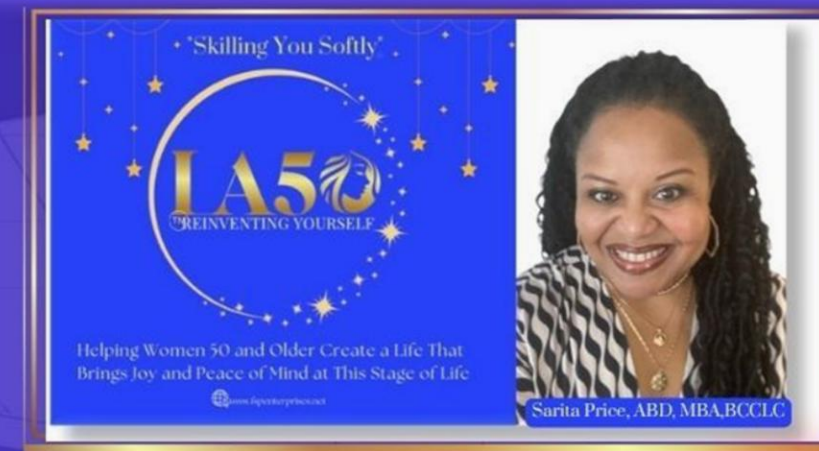
12 Weeks of Laser Focused Coaching

- Topic 1\_LA50 ENT: Develop Your Model of Entrepreneurship
- Topic 2\_LA50 ENT: Client(s) Persona Worksheet
- Topic 3\_LA50 ENT: Framework Formula
- Topic 4\_LA50 ENT: Creating Value for Your Customer
- Topic 5\_LA50 ENT: The Business Model Canvas (Prototyping, Marketing, and Smoke Tests)
- Topic 6\_LA50 ENT: Final Business Model Canvas Presentation

The LA50 ENT Brand Marketing Coaching Track empowers entrepreneurs and small businesses with essential tools and strategies to enhance brand presence over twelve weeks. Participants engage in workshops, case studies, and feedback sessions, covering topics such as: crafting a compelling brand story; enhancing brand visibility through social media; implementing data-driven marketing strategies; Creating a cohesive brand experience.

- If needed, extra sessions can be booked at a reduced rate of \$200 per session/hour for a period of up to two months following the program's conclusion. Additionally, unlimited email support is offered for the same duration.
- Professional services, including business content such as resumes, business plans, proposals, graphs, etc., will incur an additional fee.

[www.fspenterprises.net](http://www.fspenterprises.net) | [sarita@fspenterprises.net](mailto:sarita@fspenterprises.net) |



## LA50 Leadership

12 Weeks of Laser Focused Coaching

- Topic 1\_LA50 LDR: The Character and Mindset of a Leader
- Topic 2\_LA50 LDR: The Emotional Intelligent Leader
- Topic 3\_LA50 LDR: Effective Communication
- Topic 4\_LA50 LDR: Managerial Courage
- Topic 5\_LA50 LDR: Conflict Management
- Topic 6\_LA50 LDR: Team Building

LA50 Leadership is designed to transform participants into effective leaders who inspire and guide others with confidence and empathy. Over the course of twelve weeks, this program focuses on developing key soft skills such as effective communication, emotional intelligence, and team building. Whether you're a seasoned manager looking to refine your skills or an emerging leader ready to make a significant impact, LA50 Leadership provides the insight and strategies necessary to lead with purpose and integrity.

- If needed, extra sessions can be booked at a reduced rate of \$200 per session/hour for a period of up to two months following the program's conclusion. Additionally, unlimited email support is offered for the same duration.
- Professional services, including business content such as resumes, business plans, proposals, graphs, etc., will incur an additional fee.

[www.fspenterprises.net](http://www.fspenterprises.net) | [sarita@fspenterprises.net](mailto:sarita@fspenterprises.net) |



Our 3rd Annual Life After 50: Reinventing Yourself Symposium main objective is to discuss strategies to help and celebrate Baby Boomers and Gen Xers 50 and older who are on the move and transforming the spirit and style of aging! This year's topic is "Menopause Empowerment: Life Doesn't Have to Pause for Menopause"

Register:

<https://www.fspenterprises.net/>

The poster features a blue background with a cityscape at night and a starry sky. At the top left is the LA50 logo. The title "Symposium 'Menopause Empowerment'" is written in a gold, serif font. Below the title is the tagline "Life Doesn't Have to Pause for Menopause!". Event details include the date "October 10, 2026", time "10 AM- 2:00PM", location "Church Health, 1350 Concourse Ave, Memphis, TN 38104", and website "https://www.fspenterprises.net". A "REGISTER TODAY" button is followed by a gold star containing "\$99.50 Investment" and a QR code. Six circular portraits of speakers are arranged in two columns. The speakers are: Sarita Price (Founder & Host), Yvonne F. Moore (Guest Speaker), Dr. Lydia Rosencrants (Mantle Coaching), Kim Rugaru (Core Ordinates, Inc), Susan East (Alignment Activator, LLC), and Lavonice Williams (WholeHeart Women's Christian Counseling).

**LA50**  
REINVENTING YOURSELF

**Symposium "Menopause Empowerment"**  
*Life Doesn't Have to Pause for Menopause!*

October 10, 2026  
10 AM- 2:00PM  
Church Health  
1350 Concourse Ave  
Memphis, TN 38104  
<https://www.fspenterprises.net>

**REGISTER TODAY**

**\$99.50**  
Investment

**Sarita Price, ABD, MBA, BCCLC**  
Founder & Host

**Yvonne F. Moore, MD, MA, FACOG, MSCP**  
Guest Speaker

**Dr. Lydia Rosencrants**  
Mantle Coaching

**Kim Rugaru, FNP-C**  
Core Ordinates, Inc

**Susan East**  
Alignment Activator, LLC

**Lavonice Williams**  
WholeHeart Women's Christian Counseling





# Let's Keep in Touch!

We conduct regular webinars like this often. Make sure you follow us online, so you don't miss out.



**Sarita Price, ABD, MBA, BCCLC**

- ★ Life & Leadership Strategist
- ★ International Board Certified Master Life Coach
- ★ Career Coach
- ★ Brand and Social Media Marketing
- ★ Entrepreneurship and Innovation Instructor

✉ [sarita@fspenterprises.net](mailto:sarita@fspenterprises.net)

🌐 [www.fspenterprises.net](http://www.fspenterprises.net)

📍 6025 Stage Rd, Ste. 42-201  
Bartlett, TN. 38134



FSP ENTERPRISES

Skilling You Softly®



THANKS  
FOR  
ATTENDING!

**SCORE**   
FOR THE LIFE OF YOUR BUSINESS

Memphis

  
ENTERPRISES

"Skilling You Softly"