

Business Seasons
A natural approach to growing a profitable business.
Plan.Plant.Nurture.Profit



Posts to PROFIT (The 4 bad ass types of POSTS you must master in your business for Facebook)

Four HOT Posts You NEED To Attract Your QUINTESSENTIAL Clients

1. **POSITIONING** yourself as the “go to gal” otherwise known as:

I KNOW my SHIT: (Can be used as a promo if you provide a link for a CTA (Call to Action or if no link is provided...fucking works fabulous for the non promo groups)

I figured I'd just put it **hot & center stage!** When you know your stuff and what you're gifted at, **don't HOLD back!!** Get it out there! There is no such thing as giving it all away. There will always be more incredible, creative, awe inspiring things to chat about.

If you worry about your well running dry...Keep a running list on your phone (I use the wunderlist app) as the ideas bubble out of your head while you're in the shower, waking up, out for a jog, during your morning meditation, journal writing exercises. You'll be surprised at where & when the brain dumping will take place!!

So what is your zone of genius? Right about that stuff ASAP!! Flaunt your talent, toot your horn and brilliantly **shine your expertise!!**

Write 3 things that you are kick ass at and assist your clients with. OWN THAT STUFF!!

- a. _____
- b. _____
- c. _____

2. **Storytelling** (Perfect for the groups where PROMOs aren't desired)

"Before you diagnose yourself with depression or low self esteem, first make sure that you are not, in fact, just surrounding yourself with assholes." Most of us have heard this quote and if your life looked anything like mine....You are thinking great...How do I ditch my family? How do you change your whole entire world if the only thing you ever knew was negativity, drama, and toxic relationships? But that's exactly what I did. I knew I had to change ME, I was growing more & more depressed by the day but I had absolutely no friggin clue where to start. So I started with me. What drama is not my drama, I do NOT need to be a part of? I worked on self care, boundaries, self love and slowly those people & situations were eliminated.

Next I created stronger boundaries around my family. I stopped engaging & humoring poor behavior that disrespected how I deserved and desired to be treated. After a while they simply stopped the shit because they are no longer pissing you off or they dwindle out of your life.

Then I got divorced, ditched the nonprofit corporate B.S. and started a business and OMG.....I can't remember the last time I sunk into the black hole of depression!! My business, kick ass boundaries, owning my own shit & removing stifling rules have allowed me to go from dead inside to vibrant, successful business GODDESS!!! **And I'm owning that shit!** I did this and you can too!! Did you get the story?

Write 3 stories that will resonate with your tribe/community/clients:

a. _____

b. _____

c. _____

3. **Discovery call post** (without it sounding like fluff, sparkles & shimmering b.s.)

You're insanely brilliant at what you do! You're not scared to step up, do hard work and try new stuff. You've been plugging away and yes learning some pretty cool new things.

The maddening part.... The insane question that rolls through your head too often. When am I going to start making **consistent MONEY** at this damn business? I've got GOOD news. You can start today if you would like.

Strip away these things and see what happens.

a. **Don't** follow any rules.

b. Be your god damn **brilliant self**.

c. **Don't be boring Belinda!** Spice it up. Find your hot sauce! Screw mediocre. Here's your moment to really **OWN IT!**

d. **Have FUN** creating posts that target your clients biggest badass challenges. Create a vision of how gloriously divine their life is going to LOOK once that mountain is removed! Provide testimonials if you have them. Paint a masterpiece. Show your tribe your heart. Express your deepest desire to take them from point A to point B with as less pain as possible!!

If you want to work on that post and start generating some cold hard cash that will give you the confidence you NEED to going in this business...I would friggen love to enjoy a cup of java with you and create a killer post and seduce your love bug clients! (Follow link here..If I was creating this for a PROMO)

4. Market Research Post (Want to get inside the heads & hearts of your love bug clients. DO THIS)

Hola darling, You know your sparkling, blue eyed, devilish, puffy cheeked 8 year old. The one who stomps vigorously in every puddle she sees. I know you adore her beyond the moon. I know that because I was that mom. I worshipped the ground my children walked on. Then one day I awoke and realized time flew and they grew. Several boxes of kleenex later, endless nights of falling asleep in the bed they spent 18 years in and walking around my kitchen in a giant fucking fog.....It hit me, like a torpedo...screw the brick!

I didn't know who the hell I was. I fucking cried like I have never cried before. I wanted my role back. I wanted to be the mom who made "no bake cookies" and where all the neighbor kids hung out ...because hell, I was the COOL mom.

Worse.....Can it get worse? "Fuck YEA!" OMG...the vacation this year wasn't going to be a family vacation. It was going to be just the two of us. Who the hell is "US"? How can I go on a trip with someone I no longer know?

This was me and I ended like many statistics...We got divorced and didn't survive the "empty nest syndrome".

I DO NOT want that stat on anyone's heart!

I'm working on creating some brilliant programs to ensure families grow as individuals and as strong, healthy, happy units!! I have some questions that would really help me create a brilliant program and need your assistance if you have 15 minutes to chat with me. In exchange for your precious time I will happily chat with you about how you can ensure NOW that you won't be in the position I was in EVER!

Thanks so much for your help! Follow this link and schedule a convenient time for us to talk.
(LINK HERE)

****There you go!! Four posts to attract your WHITE HOT client!!

OMG....Way over tired and yet my friggen eyes are wide OPEN!

And here's the poo that rolls off my fingertips at 12:53 am..lol.

Post shit that converts to sales, calls, clients & conversations!

Creating a scrumptious POST that folks gobble up like turkey on Thanksgiving! (or if you're vegan Tofurkey).

How about a post that whispers sweet nothings in your ideal client's ear?

Maybe HOT & steamy?

Sweet n' spicy...Tango anyone?

Here's the screwball deal ~

A post has GOT to do some shit!

Or it's one of three things:

Fucking boring!

You're fitting fucking in!

Confusing as all FUCK!

Who knows, maybe it's all 3....

But NONE one of those things are stellar!

What does a LOVE note POST have to do?

- 1.Grab your clients by the ass cheeks! Yes, get their attention!!
- 2.Be crystal fucking clear...NOT clever!
- 3.Relate to your tribe! Feel for their pain!

4. Tell a God damn good story like an old fellah, sittin in the rocking chair, sippin a shot.
 5. Empathize about their biggest, shittiest problem!
 6. SHOW them life without that shit challenge!
 7. Engage em'. Ask em'...How would it feel to not have to deal with this crap? What would your life look like then?
 8. CTA ~ NEVER, never, and I repeat once f'n more....NEVER post without some sort of CTA (Call to action). Ask a question, get feedback, ask for a sale, invite them for a conversation but holy pooooo...Put something!
- That's it.....FOLKS! (Can you hear the looney tunes playing in your head for the rest of the f'n day????) That's my CTA!

I was hanging out in another group and someone was mentioning feeling overwhelmed with Facebook groups and wanting suggestions to keep it under control...

Easiest way, especially when you are just starting out.

Create about 30 random pieces of content.

5 posts that offer insane value about what you do for your clients

5 images with helpful hints that inspire & motivate

5 questions that are related to your niche

5 offers

5 posts that are short story telling

5 misc. other content/blogs that are related to your industry but not yours

Choose 3 groups where your ideal soul mate peep is hanging out.

Create a spreadsheet on Google docs.

Keep track of where you are putting your stuff.

Post in each of these groups 5 or so times a day. Switch around cause some folks get pissy with cross posting. Not totally necessary but if you can do it up.

Do this for a couple weeks. See what your engagement is and measure your results on that spread sheet! If you are getting NO engagement. Ditch the group. Choose another. Repeat. If you continue to get no engagement...You don't KNOW your ideal client well enough.

Take 10 minutes in the morning.

Set a timer.

Go into each group for 3-4 minutes.

Engage.

Answer questions.

Be super helpful.

Give value.

Reach out and ask for help.

At the end of the day take another 10 minutes and repeat your morning routine.

That's how you keep your Facebook social media strategy down to a minimum so you are not going off the f'n deep end with Facebook groups.

Have fun...

Give value...

Build relationships...

Create conversations..

BTW....It is ok to ask for the sale if you can do two things:

1. Genuinely help them.
2. You have a soulmate connection!

The End!!