



Speed formula: Converting posts of Facebook and social media

Tip: Did you that it takes the average person seeing your posts 5+ times a day, to even recognize who you are, let alone what you do?

Gah! So how the heck do we get seen, heard and felt?

Here's my formula that I have used to get my message out to the world and get my voice heard!

- 1) Choose your 3-5 groups/social media platforms where you KNOW that your ICA is hanging out.
- 2) Create 9-15 pieces of content to post into those groups.
- 3) Either post them manually or with an auto scheduler into your chosen groups.

Simple, fast formula for creating lots of content that's engaging & converting:

- 1) Create 2/3 image posts with your branding COLORS. You can use PicMonkey or Canva to easily create borders around your images or create a template that you can use over and over again, to save time!
  - a) These image posts can have questions, quotes, motivation, tips, tools etc. Have fun, be creative and don't be afraid to be YOU! Your imagination is your ONLY limitation. Word of caution. You can put your website at the bottom of the image but if you are posting in a NON-promo group, having your URL could get you banned. Be aware of the group guidelines and respect the admins.
- 2) Create 2/3 question posts.
  - a) You can incorporate a short snip it about a moment in your life and add a question to get feedback, thoughts, ideas and support.
  - b) Ask random fun questions.

- i) Ex. When you are NOT working on your business, what hobbies fuel your energy to keep going?
    - ii) What does your spouse think of your business? Is he supportive? How does he help out?
    - iii) I'm working on my branding colors. These are my 3 top favorites. Would love your input?
  - c) Ask business specific questions:
    - i) I'm looking for a calendar/scheduler to book clients easier? Any suggestions?
    - ii) I'm contemplating hosting my first webinar. What's your favorite platform and why?
    - iii) I'm looking for a lead generation PRO. Give me your best names? Ready, set, go!
- 3) Create 2/3 links to articles that are relevant to your niche that will support your business and what you do.
  - a) Examples: Entrepreneur.com for business
  - b) Oprah.com for inspiration
  - c) Stampington.com for creative & playful art
- 4) Creating 2/3 pieces of KILLER content
  - a) Adds insane value to your readers top pressing challenges
  - b) Can be a step by step. Or 10 ways to do something.
  - c) Don't be BORING!! Use mouth watering WORDS! Don't be afraid to challenge yourself and go way outside of your normal thinking! Boring will kill the page!
  - d) Create your own photo images with your branding colors
  - e) TITLE.....Think RESULTS. What are they going to get from reading your post/blog/newsletter/sales page! Confidence, charisma, character, creativity & CONVERSION! You want them all!
- 5) Random ~ Yup it's a free for all! 2/ 3 pieces of random, relevant content.
  - a) Post a viral video that's niche specific
  - b) Host a give away
  - c) Create a contest
  - d) Do a truth or dare
  - e) Post pics about you, your life, your family.
  - f) Do some behind the scenes of your business.
  - g) Invite peeps to guest post.
  - h) Invite community to be interviewed by YOU.
  - i) Whatever you do....Ask: Does this feel like it will move my biz forward?
- 6) Create 2/3 Discovery POSTS
  - a) This is where you are inviting them to jump on the phone with you!
  - b) Add a link to your scheduler for convenience.
  - c) Create a catchy name for your calls that tells them the results they get!
  - d) You can also create a survey to ensure that you hopping on the phone with peeps who are ready & able to work with you.

2-3	Image Posts	Questions, Motivation, Tips, Quotes, Tools ~ brand COLORS
2-3	Question Posts	Can put as an image with color. Random or niche related questions.
2-3	Viral Content	Content that comes from an external source relevant to your niche.
2-3	Valuable Content	How to's, step by steps, real life stories, doable, value packed!
2-3	Random Content	Go crazy. Think outside the norm. Have fun & don't be afraid to experiment!
2-3	Discovery Posts	Create a catchy title. Results oriented. Use your branding colors!

More quick tips:

- USE your colors for all images.
- Create CATCHY titles
- Always have a call to action somewhere. Tell them what to do next!
- Mix up the content as you are putting them into groups, so you are NOT cross posting as much.
- Create a bunch of templates you can use over & over again by adding simple texts to it.
- Batch your work. Spend 3 hours Sunday or Monday creating your weekly content.
- Schedule if you can.
- Create it in Google docs, so you can copy & paste if you are NOT scheduling.