z

**MODULE 6**

VIDEO 1 – SOCIAL MEDIA CONTENT

WORKSHEET

Summary:

“Content” has, in my opinion, become one of the biggest buzzwords in probably forever!

Content is not just social media though, it is also what goes onto your website and into your newsletters, etc. Put very simply, it’s what you’re communicating with your target market.

Today though, we are going to be focussing on your content for social media. It’s really important these days, because almost everyone is online and spending time on “the socials”.

This is where I find a lot of people getting stuck – they just don’t know what to write about or where to start, so once again it’s my goal to help make this as easy as possible for you!

In my books, there is no such thing as “posting too much”.

Here are what I consider the most important reasons for this:

1. Thanks to the social media algorithms and, well, just simple timing, not everyone is going to see every single post you put out. There is just too much noise online for this to be possible, and people are simply not always online when you post, no matter how carefully you try and time this (more on that later).
2. From a consumer psychology perspective, people need to see the same message repeated several times before even considering taking action on it! (It is estimated these days that up to 20 touch points are required.) This means that you might FEEL like you’re spamming people, but you’re actually not – so don’t ever be afraid of “annoying” people with too much content.

I know this might be tough information for you right now, especially if you’ve not been very active in posting content on the socials up until now, so I’ve put together a bit of a framework to help get you started.

We’re going to put together 12 posts – that’s going to be 3 posts per week for 4 weeks.

Your framework is as follows:

1. **Educational**

In these posts you’ll be letting people know about what you actually do.

1. **Why you love what you do**

I know this sounds super corny but trust me, people love seeing that you love what you do! Talk about a great meeting you just had, why you love dealing with your clients, why you enjoy doing a certain task, etc.

1. **Behind the scenes**

This can be about your business, your daily activities, shoutouts to staff members for doing a great job, etc. Let people get a glimpse of what goes on behind the curtain, they love this!

1. **Social Proof**Share a testimonial or a case study, this can even just be a screen shot of a nicely worded email from a client, etc.
2. **Value**

Share a handy hint that your Ideal Client would benefit from (I always ask myself: “What does ‘Paul’ need to know today?” – this really helps!).

1. **Sales**

In these posts you actually make a concrete offer with a clear Call to Action for people to get in

touch with you.

Action Items:

1. Brainstorm and write down your topics (don’t write the actual posts yet!) for the following:

**2 x Educational Posts:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2 x “Why I Love What I Do” Posts:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2 x Behind the Scenes Posts:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2 x Value Posts:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2 x Social Proof Posts:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2 x Sales Posts:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_