



A QUICK
START GUIDE
TO CRAFTING
SOCIAL
MEDIA POSTS
THAT **SELL**
YOUR **PRODUCTS/
SERVICES**

YOUR **GOAL** IS TO GET PEOPLE TO **PAY ATTENTION** AND **TAKE ACTION!**

1. WRITE AN IRRESISTIBLE HEADLINE

An effective headline attracts and entices people to look at your post and read more.

- ☐ Does your headline reference at least one of your audience's pain points, problems, or struggles?
- ☐ Does your headline mention your audience's desired results, goals, or dreams?
- ☐ Does your headline get people reading the next sentence?

Examples:

What if you could build an online business that pays you to live the life you've always wanted?

How to lose 10 pounds in two weeks so that you look slimmer in time for your dream wedding.

*Here are 15 conversation tips to avoid awkward silence at networking events
- even if you're an introvert.*

*My best tips for hitting #1 on Amazon's bestseller list...and becoming a
bestselling author in less than 30 days.*



HINT: Look at Amazon's website for book titles to get more inspiration!

2. CRAFT A RELATABLE, EMOTIONAL STORY

An effective story builds trust, transforms beliefs, changes minds, elicits emotion, and answers the question “so what?”

- ☐ Decide who you want to tell a story about: you, one of your clients, or a fictional character.
- ☐ Include three components to make your story compelling:
 - ☐ Specifically talk about the subject’s struggle.
 - ☐ Mention the discovery of the solution (which is your product/service).
 - ☐ Specifically discuss the subject’s results after implementing the solution.



Storytelling Tips

Get personal.

Avoid cliches.

Make your language simple.

Be relatable.

Be specific and descriptive.

3. CREATE A MOTIVATING CALL TO ACTION

An effective call to action motivates people to take the next step and act immediately.

- ☐ Include at least one call to action in your post.
- ☐ Be clear as to why the person is clicking/taking action.
- ☐ Inject some curiosity.
- ☐ Mention what reward they're getting as a result of taking action.

Examples

RESERVE YOUR SPOT HERE

TRY FOR FREE

**SIGN UP AND DOWNLOAD
YOUR FREE TEMPLATES HERE**

JOIN THOUSANDS OF OTHERS

SEND ME THE COUPON

GET THE DETAILS HERE

<< INSTALL NOW >>

4. INCLUDE AN EYE-GRABBING, SCROLL-STOPPING VISUAL

An effective visual conveys feelings and elicits an emotional response as well as provides a visual representation of your message.

Types of visuals include videos, photos, images/graphics, graphs, animated gifs, and memes.

- ☐ Create a visual that represents what your post is about or the message you want to send.
- ☐ Make your visuals unique, meaningful, and branded to capture more eyeballs.
- ☐ Design visuals that are legible and relevant to your post.
- ☐ Avoid overly-used stock photos, too much text, and gigantic logos.
- ☐ Record a video as your visual. Videos perform extremely well on social media!
- ☐ Appeal to people's emotions with your visual to have more impact.



HINT : Use templates to design your visuals. Tools like Canva, Crello, Adobe Spark, and Promo have pre-designed layouts that make creating visuals and videos much easier!