

Creating content consistently is great, but taking a STRATEGIC approach to every post can make a HUGE impact in your business.

Included:

- ***ENGAGEMENT posts you can put on your Facebook profile*** to get your audience talking to you.
- ***A keyword bank exercise*** to help you come up with content topics.
- ***Follow up emails*** in your inbox to support you with your content creation for the next few days.

You're not alone...

You understand the power of social media to get clients...

... but when you make content, your audience DOES NOT comment on your posts.

Not yet anyway.

This is normal. I sometimes experience it myself. You're probably NOT a social media expert. The good news is- you don't have to be.

Phase 1 of creating content that converts is learning to get your audience to ENGAGE.

So, that's what this resource is all about. Giving you a few prompts to get your audience engaging with you.

Once you get that down, I'll show you how to grow trust with them and how to get them to opt-in to your offers as well. But that's later.

**Your Content
Prompts Are Below!**

ENGAGEMENT Prompts

These posts are designed to get your audience to engage with you and your posts.

- ❶ It works best if YOU are engaging with YOUR AUDIENCE'S POSTS as well!
- ❷ When somebody comments, provide a thoughtful and curious response!

Here are your VIRAL prompts to get your audience to engage with you!

1. Be honest... Do you LOVE [refer to your keyword bank below] or HATE it?
2. Would you say [refer to your keyword bank below] is crucial, or no?
3. What's a small [refer to your keyword bank below] win you've had?
4. Share your top tips for [refer to your keyword bank below.]

I recommend sharing one of these posts a week, and then continue with your usual content rhythm until you're ready to graduate to the next level of content production, "Trust-Building Posts!"

KEYWORD BANK

If you're a...	Consider synonyms to your expertise...	Consider the actions people take to resolve their problem, or the resources they look to...
Flexibility Coach	Flexibility, movement, stretching, mobility.	Cortisone shots, warming-up, arm-circles, feeling better, taking time to heal, rest-days. Certain YouTube channels. Influencers, etc.
Insert Yours Below!		

If you're a...	What are my prospects trying to gain ?	What are my prospects trying to avoid ?
Marketing Coach	Effective marketing makes you more <u>money</u> . It gets you more <u>leads</u> . It increases <u>sales</u> . It saves you <u>time</u> . It gives a sense of <u>freedom</u> .	They're tired of being <u>BROKE</u> . They're tired of <u>CHASING</u> leads. They don't want to come off as <u>PITCHY</u> . They don't like <u>COLD-CALLING</u> . They are not <u>SALES</u> sharks, and they don't want to be <u>SALESY</u> or <u>PITCHY</u> . They don't want to <u>DM STRANGERS</u> .
Insert Yours Below!		

BONUSES

The most important thing to keep in mind is that you're not creating content just for fun. You're creating content to close deals. And the ONLY way to close deals is to make a friend. So, here's my suggestion...

- **ALWAYS build a sincere connection** with your followers.
- **ALWAYS follow up** to ensure they get a ton of value from you.
- **ALWAYS qualify your prospects** to determine if you can go for the close.

Bonus VIRAL Prompts:

- Have you met anybody famous? What was it like?
- If you could put on message on a billboard for all to see, what would it say?
- What's your favorite song to sing in the shower?
- If you were to trade lives with somebody famous, who would you trade with?
- What old person habits do you have?
- What would the title of your memoir be?

In my programs, you'll eventually learn additional types of content to produce that ultimately will result in more sales. I recommend checking out the resources below so you can elevate your experience!

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