

Post Types

7 FB POSTS



VALUE BOMB

- Use numbers or list
- Teach what and why
- Only little how if needed

NUGGET

- short and concise
- 85 characters max
- This is bite size content
- Can put on memes

QUESTION

- Can be a question
- yes or no, true or false, A or B

EXPERIENCE

- is a story
- The more personal the better
- Use very descriptive words
- What lesson did I learn from experience?

PERSONALITY

- whats my style
- What music, movies, genres, foods, seasons of the year do I like
- What am I a proud fan of
- What am I against and proud of it

RESULTS SHARE

- Testimonial
- Screen shot of client results
- Case study shares
- Have specific measurable results and/or an Event (ie. Marriage, weekly date night, etc)

INVITATION

- Leads to and offer or makes an offer
- Invite peeps to phone call, DM, etc
- CTA must be simple and clear
- Post links in comments - ALWAYS (FB will bury post if you post link in post)

PAIN/PROBLEM

- talks about the real problems people have
- Highlights the real reasons they are not seeing results
- The goal is to highlight the real pain and anchor in what's at stake

PR

- showcase that you've been in media, new and/or old
- Positions you as the authority

SELFIE VIDEO SCRIPT

Hey Name, I just wanted to reach out and say Hi.

FB recommended we connect and I checked out your content.

It's good stuff!

You're so right about how simple a solid brand should be. I didn't know Apple was valued at \$3Trillion now.

I'm happy to connect with here on FB and look forward to seeing more of your epicness in my newsfeed.

No need to respond. I know you're probably pretty busy.

Look forward to seeing your posts in my feed.

Have an awesome day.

- typically 90% of peeps respond back.
- Be unattached to having any response. Just ship them genuinely

ACTION ITEMS

- Post 1-3 times a day.
- Post 4 value posts
- Post 4 value posts