

Social Media Content

Creation & Posting Guide

Creating Your Content		
1	Think through the following questions	Who is the content intended for? Are they Male or Female? What challenges do they have that your content solves? How will your content help them reach their goals? What specific goal, such as weight loss or muscle gain, does your content work best for?
2	What type of content will you offer?	For example, an exercise plan, nutrition plan, mindset coaching, etc.
3	What core offer are you leading your audience towards?	What will you offer your audience once they have warmed up to you? For example, a fitness consultation, a trial of services, etc.

Tips for Structuring Your Social Media Posts	
1	Never spam your social media followers with nothing but offers for fitness consultations or free trials. People love buying, but they hate being sold to. Whether it's free or not, it's still selling. Always <i>add value</i> first and <i>offer</i> second.
2	Use the "Lucky 6 Method" for posting online. Out of every 6 posts you make, 5 should add value and 1 should include a call to action. For example, 5 posts could add value by including nutrition and exercise tips and 1 could include a call to sign up for a fitness consultation. This will ensure you keep your audience engaged and it will help you earn the right to sell by providing your audience with value.
3	Video posts outperform text and photo posts, but you should still test each format to see which one gets the best results.
4	Your goal is to establish trust and credibility with your audience. The best way to do this is by consistently adding value. Posting once a day or posting infrequently will undermine your efforts to build credibility and trust. You should aim to post 3 times per day based on when your ideal customer uses social media.
5	What are the best times to post on social? Start by thinking about your ideal customers. Are they early risers? When do they take lunch? When do they get off work? These are questions you need to ask yourself to ensure your message gets in front of the right people throughout the day.

* **PRO TIP:** When your content is ready, scale your time by scheduling your posts *at least 30 days in advance* through a social media posting platform like Hootsuite or Loomly.



SOCIAL MEDIA POSTING GUIDE



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding
- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer
- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding
- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer	- Motivational - Value/Branding - Value/Branding	- Motivational - Value/Branding - Offer