



SOCIAL MEDIA POST TYPES

Use these core story types to engage more followers and turn social media into your cash-generating machine.

HUMAN STORY

The “Human Story” is crafted by telling a relatable story that leads to a sales pitch. It’s engaging, compelling and hooks the reader so they never even realize they’re reading a sales pitch until they reach the end of story. And by that time, they’re ready to smack the buy button.

You see, folks are quick to say “content is king,” but the reality is this: if people aren’t engaging with your content, you’re not benefiting from it. So, be honest ... do you know the words and messaging necessary to engage the right people on Facebook enough to propel them into action?

If not, no worries – you will after today.

Now, here are two examples of the “human story” framework:

the copycloset

DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!



Apryl Steadman Beverly

March 13 at 11:48am · 🌐 ▼

Real talk ... I don't do business on the weekends, but I'm about that profitability life every single day.

Lemme explain:

This is a pic of me teaching Alston how to skate this past weekend.

Now what you don't see is in addition to him falling RIGHT after this pic was snapped, 🤔😞 I still managed to have fun all weekend long AND make money in my business without being glued to my MacBook.

Here's how it all went down:

*Friday night: The hubby and I sang and danced at the Cleveland R&B Festival. All while the coins were rolling in.

*Saturday: I took my son to his cousins' birthday parties for 4 hours of skating, arcade games, jungle gyms, cake and pizza. All while the coins were rolling in.

*Sunday: The Beverly clan went to the bowling alley for 3 hours of bowling and more arcade games. All while the coins were rolling in.

Here's the thing:

Over my fun-filled weekend, I raked in \$3,173.10 between my PayPal and Stripe accounts. Now, some of ya'll might be saying that's "chump change," and that's cool. But please know, this "change" had my bank account smiling like the Kool-Aid kid.

Here's the lesson in all of this: I'm no unicorn with a bag of fairy dust manifesting money. I'm just a regular ole' "can't-stop-won't-stop" biz chick who knows how to make her words WERK.

And you too can do the same. Here's a little something to get you headed in the right direction: <http://bit.ly/werkitgirl>. #WerkEthics #NoBizWeekends

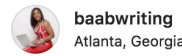




DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!

SHE SAID SHE'S BEEN TRYING FOR 4 LONG YEARS TO WRITE A CLEAR MARKETING MESSAGE. WE DID IT FOR HER IN 7 DAYS.

WORD STYLISTZ
stylemywords.co



baabwriting Confession time: I've been writing professionally for almost 20 years and my soul still stirs whenever I receive feedback like this. .

You see, having a REAL MESSAGE that feels, sounds and rolls like you is an incredible thang. .

After all, while a selfie hittin' all the right angles is worth a 1,000 words on the 'Gram, it don't mean a thing if your biz message lacks the substance to back up the pretty pose. 🌟 DM me the Word "SUBSTANCE" to find out how I can add some profitability to your pretty biz. 🙌🏻

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Liked by evo2gro and 419 others

DECEMBER 6

Add a comment...

THE PURPOSE OF THE “HUMAN STORY” IS TO HUMANIZE YOUR BRAND, SELL YOUR PRODUCTS/SERVICES AND BOOST BRAND AWARENESS.

WERK ETHICS STORY

This type of story is crafted by simply letting your audience know what you've been working on. However, you choose your words wisely to incorporate details on how you can serve your audience without coming right out and saying, “hire me to do



XYZ for you.”

Now, as you see there's no link in this post, However, the link in my sidebar profile (at the time of this post) took my Facebook besties to the page to purchase the W.E.R.K. Bundle and boy did they smack the buy button!

the copycloset

DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!



Apryl Steadman Beverly

March 8 at 7:21pm · 🌐 ▼

Soooo, if you've purchased anything from me, you know I don't play when it comes to service.

Today, for example, tech wanted to have an attitude and we had a few hiccups with the Women Who W.E.R.K. Bundle and I had folks who wanted to chat LIVE about the offering.

Now, the folks who reached out to me likely thought I was just chillin' because I was responding so fast, but let me tell you today was NOT a chill day.

You see, I:

1. Met with 3 prospects
2. Wrote an RFP response for a \$7 million project
3. Sold 53 Women Who W.E.R.K. Bundles (the price tag is so low, it might as well be FREE)
4. Posted on social media
5. Wrote and ran a Facebook ad
6. Emailed my subscriber list
7. Participated in the glorious #IWD2017 LIVE Conference with my incredible money coach, [Dawniel Winningham](#)
8. Prepped for tonight's W.E.R.K. Your Website class
9. Reviewed client projects

And on top of all that, I picked up my son from school and worked out at the gym. Now, the hubby ([Lenwood Beverly](#)) cooked dinner because he loves me so.

Here's the thing:

SERVICE MATTERS. You see, folks have all the time in the world to take your money, but for some strange reason, they can't find a few minutes to respond to your issue. #MissMeWithYourBusy #IWillTakeMyMoneyElsewhere #SheMeansBusiness

And here's a version of the story where I lead people to the link in my bio:



DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!

I GOT HIRED TO WRITE
A SALES PROPOSAL.
THE CLIENT WON AN
\$80,000 CONTRACT.

WORD STYLISTZ
stylemywords.co



THE PURPOSE OF THE “WERK ETHICS STORY” IS TO MARKET YOUR SUPERPOWERS AND SELL YOUR PRODUCTS/SERVICES.

ENTREPRENEUR LIFE STORY

This story type has sparked quite a few heavy debates on my timeline. Folks have unfollowed me. Folks have blocked me. And folks have invested in me.

You see, a lot of entrepreneurs will only tell you about the freedom, rainbows and sunshine lives they live. Their clients are all perfect. Their cash flow is on point.



Their kids and significant others are super supportive.

But real talk ... that's not a daily thing for most entrepreneurs. And I make it a point to tell the OTHER side nobody else seems to want to reveal.

To craft this story, all you need to do is be transparent with your audience and leave an "open gap." Leaving an "open gap" simply means you're telling the story without passing judgment about the story.

I see so many of my biz besties "reverse engineering" this type of post. And I love it, but the issue is, they're closing the story with their own perspective. And while some folks may agree or even disagree, you'll get way more engagement if you leave the story open.

Here are two examples of this:



DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!

Apryl Steadman Beverly
February 9 · 🌐

Her: So you're telling me if I'm 7 minutes late for our FREE 15-minute call, I have to reschedule?

Me: Yes.

Her: Well, 7 minutes isn't really late.

Me: Hmm, well because the call is only 15 minutes, I want to make sure we have adequate time to discuss your copywriting needs. And I have other meetings, so we can't go beyond your scheduled time.

Her: Well, I think that's rude and you just missed out on a client.

Me: Thank you so much for your interest in my services. I'll have my assistant send you the link to reschedule. #WerkEthics #ICantDoTheCrazyToday

Like Comment Share

👍❤️😱 Gigi Biggins, India Brown and 109 others

1 share

View previous comments 4 of 51

Now, when it's NOT a "script-like" story, you'll want to give your straight-up, no-fence-sitting perspective like this so it become shareable content that gets you in front of a larger audience:

the copycloset

DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!



Apryl Beverly
@baabwriting

While you're posting about family and friends not supporting your business, you COULD be marketing to people who are ready, willing and able to buy. 🙌



baabwriting



baabwriting For the love of all things holy, please stop wasting precious promotional time whining, pouting and complaining about who doesn't support you and start focusing your energy on those who are ready, willing and able to invest in your products and services. 🙌 Comment 🙌 and share if you're ready to refocus your effort and energy. 🙌

Need help reaching the RIGHT people? 🙌 DM me the word BUYERS to find out how you can get \$150 off my Launch Me Bundle that includes everything you need to reach the right people and propel them to smack the buy button.



Liked by **_thesixfigurechick_** and 1,586 others



DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!



Apryl Steadman Beverly

December 18 at 8:08 AM · 🌐



Ok, soooo some of ya'll ain't gonna like this, but I'm gonna say it anyway ...

When you call up talented entrepreneurs and ask them to sing, dance, write, design, draw, counsel, cut, model, coach, gesture, whisper or do anything for FREE ... you're NOT doing them a favor.

Like, folks out here got this biz game all messed up, and I feel it's my duty to straighten this thang right on out before we roll into 2019.

Soooo here's the lesson:

If you really want to do a favor for a talented entrepreneur who is using their skillz to pay the bills, here's what you do:

Step #1: Reach out to them using their standard business info during NORMAL business hours (not in the middle of the night or on the weekends if that's not when they work).

Step #2: Schedule a time to discuss your need (don't just run up on them at granny's house and expect them to answer all your questions).

Step #3: PAY them the sticker price for their services (don't haggle, negotiate, try to trade babysitting hours you know you have zero plans of honoring ... none of that, we do CURRENCY around these parts - checks, credit cards, PayPal, CashApp)

Step #4: Get the service you paid for and leave a pleasant review about your experience.

Now, that's how you do a favor and bless a talented entrepreneur. Biz folks, feel free to share with your Facebook besties. 😊



Ms.Jennifer Pink, Mese Edwards and 59 others

4 Comments 27 Shares

And it's cool to share perspectives you agree with as long as you give the original poster credit:



You simply want to pose the question give options and screenshot the data because HELLOOOOO your audience is talking to you and it's a beautiful thang when that happens.

Side Note: You may want to make the post private or archive it once you get your data. There's room for everyone to win, but what you don't wanna do is leave the data for your competitors to roll up and snatch.

Here is an example of this story framework in action:



Apryl Beverly
@baabwriting

Want to pull in more profits? Stop being a one-post pony. 🙄

