



## SOCIAL MEDIA POST STYLE GUIDANCE

Which of these posts are you most likely to respond to?

### POST #1

I am expanding my Coaching Services. I have extensive experience in mental & emotional health as a trained therapist. I have chosen to use my skills in the coaching arena to support more people in experiencing the guidance they need to improve their lives.

I specialize in supporting success-driven high performing individuals & groups who deal with anxiety in having healthier & happier relationships and life satisfaction.

I also provide Sexuality & Emotional Empowerment Coaching: I help clients identify ancestral/generational trauma & how it impacts their sexuality, emotional health, & self-image.

Inbox me for details.

### POST #2



Lawwd, my heart hurts right now. Every day I watch the news or scroll through social media, I see someone's soul crying out for help, and it scares me because I start thinking about all the people who need help and are not getting it.

You see, people believe just because you have money and an incredible, "make-em-jealous" career, that happiness and a stress-free life automatically comes in the sweet, little package ... but it doesn't.

Wealthy people battle with anxiety and depression. Executives battle with anxiety and depression. And the woman who lives two doors down rolling her Porsche into the garage of her big, fancy house ... yep, she could be battling with anxiety and depression too.

Now, while I know I can't save everybody, I'm surely going to try. And that's why I've decided to expand my coaching practice by supporting even more success-driven, high-performing professionals who want to bask in the glory of a healthy, happy life ... no matter how much money they make.

Oh and I'm not some fly-by-night online coach. I am a TRAINED therapist with 20 years of education and experience in my pocket. So when I say I'm here to help, you can trust me to do precisely that.

Want to finally get access to the support and guidance you (or a loved one) needs? Inbox me for details. Our discussion will be entirely private and confidential.



Now, I've shared my posts and these two posts because I want you to know this:

The size of your audience is less important than how you engage with the people who are there.

**Yes, you see influencers getting tens of thousands of hearts and likes on their posts, but what I'm sharing today ain't about a popularity contest ... it's about profits.**

And with that, let's get to these templates and social media prompts to get the party started on your social media platforms.



## THE INTRODUCTION POST

Don't be so cocky to think everybody on your social media platform knows what you offer. You have to remind them. When you're growing your audience, share a post like this about once a month. If you already have a sizable audience that's not growing as rapidly, share it every 60 to 90 days.

Be sure to use your voice so it sounds natural to YOU!

### **[FOR PRODUCT AND SERVICE PROVIDERS]**

*Yesss, I appreciate you for strolling up on my social media corner. Please allow me to reintroduce myself ...*

***[Insert your core sales message intro]***



## THE Q&A ENGAGEMENT POST

Use this post to find out likes, dislikes, viewpoints, concerns and struggles of your target audience. Always include a C option (as shown below) so they can feel free to give an alternative opinion.

### **[FOR PRODUCT AND SERVICE PROVIDERS]**

*Soooo, my [hubby, bestie ...whomever] are having a debate and this thang has gone on long enough ... please help me settle this so I can get back to [insert your zone of genius].*

*Now, my bestie believes [insert opposing opinion], but I'm not with that.*

*You see, I think [insert your opinion].*

*What do you think?*

- A. High five to the bestie, she's RIGHT.*
- B. Nawww, the bestie is WRONG on this one.*
- C. Other \_\_\_\_\_.*

*Please share your response in the comments. I soooo appreciate your help in ending this debate!*



DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!

## THE TESTIMONIAL POST

While sharing a screenshot of the client testimonial will certainly work, I get more engagement and DMs for service requests when I spice it up a bit like this:



The key here is to use the post image to tell the “guts” of the client win and then reserve the caption for a confidence-fueled call to action. So the caption goes like this:

### [FOR SERVICE PROVIDERS]

*Still questioning whether **[your zone of genius]** matters? Read the image one more time and then DM me the word “X” **[insert a word relevant to your offerings]** so I can add you to my list*



*of superstars.*

**[FOR PRODUCTS]**

Share a client review or a pic of the product.

*Yesss, [insert buyer name] was stuntin' in this [describe the product] at the [where she wore/used the product]. I have a few more left in inventory. Now, whose name should I put on them so you can stunt like [insert buyer's name]?*



## THE STRAIGHT-UP SALES PITCH POST

Now, because the point is to be social, you want to make sure you use stories to sell, but you also want to sprinkle in some straight-up sales pitches. Now, these will likely get far less engagement in the form of hearts, likes and so on, but when you do it right, it'll have folks smacking the links in your bio or sliding up in your DM.

Here's an example:

**GET YOUR MONEY-MAKING  
SOCIAL MEDIA POST  
TEMPLATES HERE.**

WORD STYLISTZ  
stylemywords.co

**baabwriting**  
Phipps Plaza

baabwriting I know some of y'all gotta be tired of posting motivational quote after quote and product picture after product picture. It's time to make some 💰💰 for the countless hours you've been spending on social media. Let me help you with that. Grab this code 🏷️ SAVE50 🏷️ and slide over to my #linkinbio so you can start collecting your coins right here on Instagram. 🙌

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#writerchick #copywriters #wordsaremagic  
#wordsmatter #makemoneymoves  
#smackthebuybutton #salesmas

Liked by ahanimfukodance and 84 others

DECEMBER 8

Add a comment...

And here's the template for this:

**[FOR SERVICE PROVIDERS]**

*I know ya'll gotta be exhausted from [what the audience is wasting time on]. You want to [big*



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*audience goal like grow your business] so you can [insert reason achieving the big goal will transform their existing situation ... make more money, spend more time with family and so on]. Let me help you with that. Stroll on over to the link in my bio so you can start [doing what they've been trying but are failing to do] once and for all.*

#### **[FOR PRODUCTS]**

*You want to rock [what you sell] that reps all of you – your style, your beliefs, your vibe – all that. The problem is you're not getting that at the department stores. Well, it's really NOT a problem because I have what you need right here. All you gotta do is click the link in my bio and try NOT to lose your mind because we have some pieces you're gonna LOVE. Trust me.*