



# SOCIAL SELLING FRAMEWORK

## PERSONABLE/RELATABLE HOOK

Start the post with an engaging phrase – confession time, real talk, FACT, truth bomb, teachable moment – something that pulls the reader in.

## GET TO THE POINT

Use stories and engaging language to reveal the point of your post. Be sure your point always links back to the post goal -- engagement, conversion, brand awareness and so on.

## CALL TO ACTION

Be concise and direct about what the reader needs to do to get the information. This is no time for a wimpy request. For example, hit the link in my bio, DM me for more details ...

## BONUS: EMOJIS

Use emojis throughout to express the intended emotion/vibe of the post.