



HER Business Elite Academy



Week Six – Language and Content

Introduction

On Week Four we paused to look at our mindset, and on Week Five we regrouped to discuss our progress and stay accountable for the future weeks.

This week we are looking at the language and content we use to promote our business and what we have to offer.

This training is absolutely key because confusion is the number one reason why people won't buy from us, so we have to ensure that our language and content gives our audience and potential client the correct message.

Sending love and good vibes,

Serena xoxo

1. Your Hooks

Before you begin to look at the exact language and content you use (both online and offline) to promote and sell your offerings, you need to be super clear on your hooks (i.e. the things that your ideal client can relate to in connection with what you offer them).

Effective marketing strategies often involve a hook, which is a short catchy phrase, or a jingle designed to entice a customer to purchase a product or sign up for a service. Some hooks are also designed to arouse interest in a product or service and elicit further interaction between the customer and the company (e.g. a description of a special offer).

Most marketing hooks are very short, with spoken hooks typically lasting 30 seconds or less, and written marketing hooks usually one or two sentences long.

The hook may give information about the company or its products, or it may describe certain positive traits, such as reliability, that consumers should associate with the company. For example, for an Accountant their hooks would be things like 'they are good with numbers', 'they help their client reduce their tax bill', 'they provide home appointments for convenience', etc.

Hooks are vital for including in all your language and content to attract your ideal client and relate to them and their needs. All of your hooks should solve the problems for your ideal client, and also make their lives easier in some way.

What are your hooks?

2. Your Social Media Strategy

Why Use Social Media for Your Business?

- You can guarantee you will find your ideal client
- A way for you to impact thousands
- Earn multiple 6 figures
- Flexible way of working
- Gives you freedom
- Stand out as an authority
- Monetise your passion

General Rules of Social Media

When posting on your social media platforms, strategy must be a part of the process, it is not right to just expect to post and then people respond and buy straight away.

There are various social media platforms you can use (the most popular being Facebook, Instagram, LinkedIn, Pinterest, Twitter, Google+, and Periscope), however it is important to choose the ones that suit your business (i.e. where your idea client hang out) and only pick a maximum of 3 of these to focus on (rather than spreading yourself and your content too thinly).

When it comes to using social media as part of your overall marketing strategy it is important to follow these DO's and DON'T's:

Do	Don't
<ul style="list-style-type: none">• Have a solid plan and strategy• Add value• Solve your ideal client's pains• Stand out as the authority and using your brand• Be authentic and unique• Be professional• Be consistent and never give up• Never stop learning and evolving• Use the 80/20 rule (80% value/20% promotion)• Engage and start conversations	<ul style="list-style-type: none">• Wing it• Be inconsistent• Look unprofessional• Sell without adding value• Fake it and be untruthful• Think you know it all• Not know your ideal client• Spam• Not work on it everyday• Come across as an A Hole!

Stand Out from the Crowd

It is important that you are as visible as possible online in order to show yourself as a 'go to expert' in your industry, and a social media strategy is a good way to do this.

The number one way to do this is to ensure that you stay true to your unique self and promote yourself and your business in an original way that differentiates you from your competitors.

Social media is a busy and crowded place, therefore thinking outside of the box when it comes to your content is key to getting attention to your business.

When you are building your brand and your business you must create leverage and credibility through using the things you already are and have done, which might include:

- Qualifications
- Titles
- Awards (finalist, shortlisted or wins)
- Associations
- Invitations (to events and awards, etc)
- Endorsements and Testimonials
- Comments (screenshotted from social media and posted by you to show positive feedback)

What leverage and credibility do you currently hold in these areas?

Now consider where you are able to use these to boost your credibility and help you stand out from the crowd. As an example, you should include your qualifications and titles on your email footer, in your bio, on optin/website pages and within your social media posts.

Become a Thought Leader

A Thought Leader is "one whose views on a subject are taken to be authoritative and influential", and to become one you must speak in your own voice, be original and unique, and use language that gets you noticed.

Gone are the days that blending into the background and agreeing with everyone else in your industry will get you by in business, you need to challenge the 'norm', push boundaries, and be true to your own beliefs and passions, which will draw your ideal client to working with you and buying from you.

A Thought Leader doesn't necessarily need to be a speaker, author or someone in the spotlight (if these aren't your things!) but is someone which is recognised as an expert in their field, and someone they can go to when they need help or support with your offerings.

The following can encourage your rise to a Thought Leader:

- ✓ Get clear on your voice (what are you trying to say/what's important to you/what's your message?)
- ✓ Get confident in sharing it. Nobody became a thought leader without getting visible first.
- ✓ Position yourself with an 'on brand' title – e.g. Global Success Coach
- ✓ Create awesome content to build credibility and position you as an expert
- ✓ Be your brand
- ✓ Get the right website domain
- ✓ Create a brilliant bio
- ✓ Ask clients for testimonials
- ✓ Ask other experts for endorsements/to collaborate
- ✓ Comment on relevant news within your niche
- ✓ Have an opinion and don't just follow the crowd
- ✓ Build your email list and communicate with them at least once per week
- ✓ Give free content via optin pages and funnels
- ✓ Lead high value lives
- ✓ Film video content for YouTube
- ✓ Contact podcasts to appear on
- ✓ Speak on your topic of expertise
- ✓ Run your own event
- ✓ Write a blog to share in your email sequences
- ✓ Guest blog on popular sites
- ✓ Write a book (publish or self-publish)
- ✓ Participate in summits
- ✓ Approach magazines and newspapers for editorial content
- ✓ Appear on TV
- ✓ Feature on radio shows
- ✓ Network with other influencers

From the list above what 3 things are you going to focus on this month?

3. Your Content

Across social media you can use a variety of outputs to interact, increase engagement and encourage personal connection and communication with your ideal client, including:

- Live video
- Pre-recorded video
- Image posts
- Picture Boards
- Question posts
- Competitions
- Polls
- Ads
- Promotion posts (although these should be used sparingly and follow a whole ton of value!)

It is also a good idea to use a mixture of the above techniques to give your audience variety and encourage their continued engagement and involvement (as variety is the spice of life, thus gets rid of boredom!)

It is also recommended turn up online on live video (or pre-recorded video if you are not yet comfortable with lives) so that your audience connects with you and what you do on a much more indepth level – as people buy from people!

It is best to use live video as these show you in your most authentic light and allow your audience to better connect with you as a person. Also, they are preferred by social media algorithms, so are shown to platform users first (then, video, then images, the plain text posts, and lastly any posts containing external links – so best not to use these – instead put any links into the comments under your post!)

When preparing for a live or recorded video it is best to pre-plan a topic, then list a few bullet points underneath related to that subject.

Your next video will be about (topic): _____

You will discuss the following things related to this topic (bullet points):

Social Media Schedule

It is important that you follow a schedule when posting on social media, so you have an idea of what you are going to write/post about each week.

This does not mean that your social media content needs to be fixed and set in stone, however it is a good idea to have a theme of the week/month (which should be related to the hooks that are consistent with your current offerings and what you are trying to promote in your business) and have all content relating to this theme.

Your posts can be scheduled on all social media platforms in advance (using Hootsuite, Buffer, Recurpost, etc – or straight onto Facebook as this is preferred by their algorithm), or can be more fluid and flexible and posted off the cuff, but either way they should always touch upon and follow the weekly/monthly topic/subject, and mostly include some kind of call to action from your audience.

What is your main offering at the moment? _____

What hook/s can you use to talk about this offering? _____

What topic/subject of the week could you have for this offering? _____

Using some sort of grid/table to plan your posts in advance is helpful to stop you from becoming overwhelmed and confused (especially if you use a variety of platforms). Here is a simple example (you can also use a similar grid to plan your monthly/weekly topics/subjects too!):

Platform/Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook							
Twitter							
LinkedIn							
Instagram							
Other							

4. Your Language

Story Telling Posts

Telling stories is the best way to relate to your audience and encourage engagement, the type of stories you can share are:

1. **Big Vision Stories** – By sharing your big vision, dreams and aspirations this allows your audience to relate to you and also think big themselves. Consider ‘How are you going to change your industry/or even the world? How are you going to provide a better product/service? How do your products or services make people’s lives better?’

2. **Rapport Building Stories** - Your stories can be personal and don’t always have to be directly related to your business. They work well to gain comments and engagement as allow your audience to take a peek behind the scenes of your professional life. What could you post a story about?

3. **“Why” Stories** - If you are promoting a special offer, explain the story behind it, or share the journey of the process and journey you have been on to create that product/service. This will make them feel inspired to claim the offer and purchase. What offers could you use a story to promote?

4. **Origin Stories** - These are the stories about how your company or product was born, and as they are unique this means they will differentiate you from your competitors. Share stories about the experience or person who inspired you to start your company and don't forget to talk about the purpose of your work and why you want to serve your audience. Why and how did you start your business? And who inspired you along the way?

5. **Case Studies/Testimonials** - As people trust the feedback and opinions of others, and these form a huge part of the decision-making process when someone is considering buying from you, by sharing examples of your work and how you have helped someone with what you do, plus their positive feedback of their experience, is key to

drawing in your potential clients. Where can you find testimonials or content for case studies?

Social Media Ads

Social media ads, like any other online or offline adverts, should all point to one place (your Facebook group, website to mailing list signups are the most successful directions!)

With Facebook you will need a page to use ads, and with other social media platforms you need accounts related to your business.

To write a successful social media ad, it is a good idea to follow this simple structure:

1. Grab your audience's attention with a bold statement (and use emoji's too if you wish):

e.g. ACCESS MY BIGGEST SECRET: My number one strategy for growing your business in 2019!

2. Say who it is for:

e.g. Are you a new business owner who is struggling to book a steady stream of clients? Do you find yourself overwhelmed by your business and constantly online yet unable to hit your income goals?

3. Offer something complimentary (your gift – your free Facebook group, guide/ebook/factsheet/freebie, a discount voucher, etc):

e.g. If so, I would love for you to join my FREE Facebook community...

4. Tell them what they will get from this gift:

e.g. ...where I share how you can book clients consistently, increase your income and grow your new business!

5. Give the Bit.ly link to your gift (copy and paste the URL into Bit.ly.com):

e.g. To join the group for FREE, please click the following link: BIT.LY LINK

6. Finish by signing off with your name and title:

e.g. Sending love and good vibes, Serena xoxo

Business Strategist, Growth/Development and Empowerment Mentor to Female Entrepreneurs

Communicating with Your Tribe Using a Facebook Group

If you do not yet created a Facebook group then now is the time to do so, as by communicating with your audience and ideal client in a group creates a sense of community where people can be part of something incredible and can also relate to you and your business in the most direct and personable way.

Within your free community make sure that your settings are set as closed to create a sense of exclusivity and make people feel special, then give maximum value in your group (sharing a variety of valuable content, but just telling the 'whys' and not the 'hows').

Within your group it is important to have a pinned post to welcome members, ask your new members to introduce themselves, set your rules (such as no promoting), tell them what you do, your mission and what to expect from your group, and invite them to your call to action (email sign up, etc). It is also vital that you periodically welcome new members using the facility in groups (from your computer) where new group members are tagged in too.

Facebook is a powerful platform to communicate, interact and start conversations with your ideal client, however it does take a lot of time and effort to make your group work successfully at converting your free members into paid customers, and you need to be dedicated and consistent when posting and communicating. For this reason, you might feel that a Facebook group might not be the best use of your time and opt for a different direction (i.e. sending your audience to an email list opt in to grow your list, or your website to increase your Google rankings, etc).

5. Summary from Week Six

What are your hooks? _____

How will you use these hooks over the next few months to promote your offerings?

What mix of ways will you use to communicate your hooks on social media?

What value will you give to your audience?

What ways will you stand out as a Thought Leader?

Create a social media schedule for the next week using your hooks and the example table in this guide.

Summary and Next Week

From this week's module you should now be confident with the language and content you plan to use online and offline to promote your business, and have a basic posting/communication strategy in place to unleash your message to the world.

Next week we will be looking at ways to grow our audience and customer base, so we have a larger pool of ideal clients to promote our offerings to.

Sending love and good vibes,

Serena xoxo