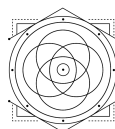


Effective **Facebook** *Posts* to Get Clients



USING THIS GUIDE

Below I'll give you some **guidelines** to help you write more **effective** posts on Facebook, emphasizing **simple** tweaks so readers can stay **focused** on what matters, the **magical** work you're doing.

This guide is meant to help support you and make it easier for your dream clients to find you. Please don't take any of the material in this guide as an excuse to beat yourself up. My recommendations may not work for you. Always trust your gut and your highest knowing. Always.

Do I follow all of these guidelines all the time? Nope. Not fucking at all. But I understand what works so I can create in a way that feels powerful and effective.

This document outlines a few key guidelines from different areas. Read them, come back for reference and experiment with how these guidelines work for you and your audience.

You'll get insights as you do this. How you notice yourself hiding. What feels courageous to do. We live on this planet which is a plane of forgetting. We remember and forget. I want you to remember your insights! So please WRITE THEM DOWN. I cannot emphasize this enough.

TL;DR

Here are my **broad guidelines** for how to craft social media posts that will actually grow your biz.

Be clear, keep it simple, (there are no As for confusing people)

Don't bury the lede, (start with what's important)

Don't assume people heard you the first time, (repeat yourself)

Reflect on the posts you like, consider how you can adopt their techniques

Let thine intentions and thine pictures match (the people doth like congruence)

Take a moment to check the hook that draws people in to read.

Here are the **specific suggestions** I have for you to make your posts more effective. Please look at the examples I have on the following pages to make sure what I'm saying and what you're thinking are the same thing.

Use:

A Clear Headline

Clean formatting (easy to read)

A picture congruent to your message

Remember:

How Facebook Views Links

Sprinkle in Calls to action

Show up as your full human self (Social media means SOCIAL)

Have a Clear Headline

Also known as, don't bury the lede. In journalism this is an important principle which amounts to **start with what matters most first**. If you don't, people will get frustrated and stop reading.

My post starts with "The Incubator is open for enrollment" because that is the most important piece of information I have to share. You are more likely to stop the scroll and get more readers using a clean headline.



The Incubator is open for enrollment.

If you are ready to upgrade your life and business, come on down.

Business doesn't have to feel shitty, my friends. This gets to be delicious. This gets to be powerful. This gets to be profitable.

You need to be brave. You need to check your ego at the door. You need to make bold moves you haven't made before.

It's confusing without help. That's part of why I'm here.

Incubator is open for the next six days (or until I feel we are full!) - sign up now and get started today.

It's time to rise 🔥



You can read more about the rocket fuel here
<http://www.mythicalenterprises.com/elemental-business-incubator-2/>



Use Clean Formatting

Clean formatting just means that **your post is easy to read**. Below are two posts with the **exact** same content, formatted two different ways. The top post is easier to read (well, when it's normal sized it's easier to read).

The reason why is because it has spaces that create flow for the reader and their eyes. You are more likely to stop the scroll and get more readers using clean formatting.

 **Steph Lagana**
34 mins ·  ...

Energy influences your business. It can clog it up too.

Say you are ready to promote this amazing thing you built and then you get a little nervous. After all, who are you to do the thing? What about that angle that you refer back to that is kind of contentious? Or what about the time that you did xyz?



Ok, I don't know all the examples I just know that your energy and mindset matter.

Here's the question for you:

Are there any places where I'm worried people will judge me about what I'm selling?

Do some reflection. Talk it out or journal according to your preference.

When you claim and clear this, money can really powerfully flow!

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Note: You can now do bold and italic on Facebook posts but only on your laptop or desktop (not on your phone). You can use bold or font size to format.

GIFs/Memes

GIFs and memes are amazing for social media because they tend to be **disruptive**. That means they are not what you're expecting. Our brains mute and subdue the familiar. We drown out what is common and expected.

That means if you are scrolling the Facebook feed in a semi coma and suddenly you see a GIF of Golden Girls rocking out you are more likely to laugh, give a shout or otherwise interact or respond. Because it wakes and shakes you up.

This is really important. The number of ads has skyrocketed. More people than ever are using social media for business. That means there is more noise to wade through than ever. You are more likely to stop the scroll and get more interactions using GIFs/memes.



Note: Can't find any memes you like?
Create your own with a tool
<https://imgflip.com/memegenerator>


 **Steph Lagana**
1 hr ·  ...

I mean... she's not wrong 🤔👍👉

Cruisin' into 2020 ready to be the bad guy and enforce my boundaries like...



 Liked by [tribecreativeco](#) and 119 others

[mybizcoachsays](#) New Years resolution: Be more of an asshole to

SELFIES

It's true. People love to see you. When you post selfies how do your people react? For me they tend to say, it's you! You're pretty. You're shiny.

So if I have something important to say and I want people to see it I might experiment with including a post with a selfie because it attracts attention, people often comment and see it.

But since the comments are usually focused on me and my picture I would **not** use it as the **only** post to tell people about something because they may not be reading closely. Make sense?



Professional Photos

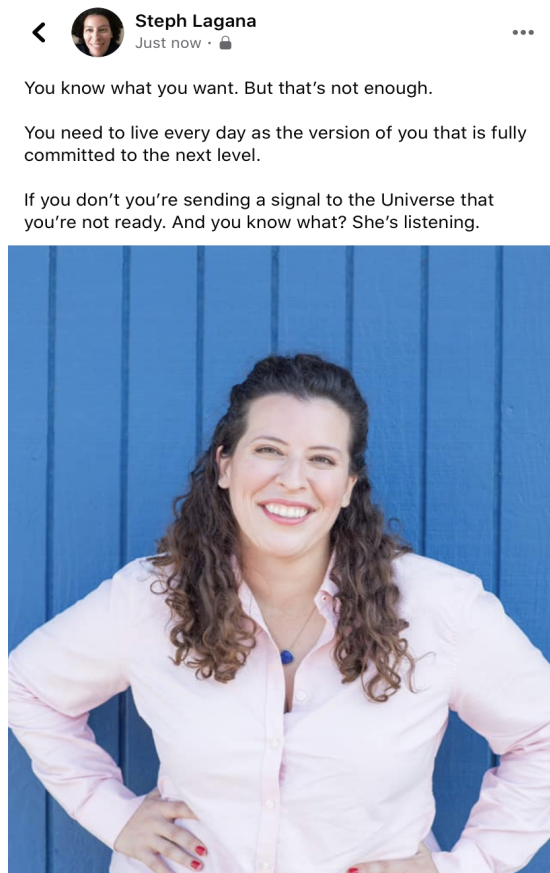
I'm going to make the perhaps bold claim that I don't think you should be using professional photos in every post.

In part because of congruence. Unless you are talking about yourself, using a picture of yourself on a post about your reader will cause at least a subtle dissonance.

In part because these pictures can be distracting. They can set off shame spirals ("*omg I need to get my own photo shoot done!*") and also spark a busy brain to head off in other directions ("*oh! I love that outfit, where did she get her hair done? Is she at the beach? Omg how long has it been since I've been to the be-*")

You get the point.

I see this pretty frequently with coaches selling high dollar coaching packages. This was in vogue for several years and I think it's going out of use again.



High-Resolution Photos

It's a given these days, which is so different from when I started! You can easily get access to high resolution photos, which look amazing. A great source of copyright free images which I adore is over at [Unsplash.com](https://unsplash.com)

This is really important because if you are sharing fuzzy or hard to see pictures it is going to have a different impact on people. Low quality pictures could be interpreted as low quality support. You're more likely to stop the scroll of a reader using high resolution photos.

Photo Congruence

If I had a picture of a volcano and a caption that talked about "diving right in" it could be uncomfortable subconsciously if nothing else. Why? Because we don't dive into lava! And your brain knows it.

This is important. When there isn't congruence between what you're talking about in your post and the picture, your brain can pause or get uncomfortable.

So bear in mind when you choose a picture... It doesn't have to perfectly correspond to what you're discussing but it helps if it doesn't conflict.

Longer Posts Need A Great Beginning

The other thing I want you to see happening here is the "See More"

Posts that are longer will be shortened and then if the reader chooses to they can click "See More" to expand. That means when you have a longer post those first few lines are more meaningful.

If they are interesting the reader will click and read more. If the lines aren't interesting to the reader they'll move on. So how can you tell what this looks like? You can post on your personal timeline with privacy settings to "Only Me" and see how it looks.



Steph Lagana



55 mins · 

Taking a stand for myself and saying fuck it. I'm diving all the way in.

The amount of fear and inner panic that shows up can be so fucking overwhelming.


I choose to say... [See More](#)



Here's the post expanded:



Steph Lagana

56 mins · 



Taking a stand for myself and saying fuck it. I'm diving all the way in.

The amount of fear and inner panic that shows up can be so fucking overwhelming.

I choose to say yes anyway.

I choose to focus on my calling.

I choose to feel myself go gulp and let that not signal the end.

I'm here.

I'm willing.

I am doing this.

Amen.



GRAPHICS

Graphics are great for selling. Why? Social media is loud and clear, direct communication like graphics helps to cut through the noise.

I recommend you put out **at least one** graphic post when you want to sell something. I create graphics for free using [canva.com](https://www.canva.com)

What do you include on your graphic? Well, what would you as a potential customer want to know?

If it's a workshop you'd probably want to know what problem it will help you solve (or what kind of fun you'll have!). You might like to know if it's free or if there's a cost. What time and date it will happen. If it's in person you'd probably want to know where so you can think about your schedule.



Here's the post expanded:



Steph Lagana

1 hr · 🔒



Forget what you know about business despite your best efforts? Lose track of the plan no matter how hard you try? I've got a tool for that!

I created this unique 15 page document to help you track those juicy soul led insights after seeing clients get lost in the sauce.

This blueprint will help you stay on track and be a repository for your hard earned knowledge so no matter how stressed you get, you can remember the plan.

Link below 📌



One important note: very long pics like [infographics](#) are harder to read on Facebook. These are better placed on Pinterest.

Remember even if they don't read your post, they can still understand what you're doing. The graphic helps them stop their scroll and say yes to finding out more.

LINKS

Facebook doesn't like links as much because they remove you from the Facebook ecosystem which takes away from their ad revenue. And speaking of ads they'd rather have you invest money directly in ads anyway. But it's still possible to reach people!

Options:

You can include a link in the comments.

Or, you can include a link in the body of the post anyway and trust Divine source provides.

You can also do Facebook Lives to help more people see your page and interact with you and your content. If you know you're going to be selling something soon, or you make a decision to offer something, consider doing a Live which helps draw in more people to your other posts (just trust me on the Facebook math).

AVOID

Avoid burying the lede



Steph Lagana

1 min · 



I went to the farmers market today.

It was so warm and friendly.

I love that about the markets, don't you?

Everybody has a story which basically feels like... See More



How do I know the lede is buried? Because it **looks** like this post is about the farmers market **instead** of selling a sales page upgrade.

Here's the full post if you're curious...



Steph Lagana

2 mins ·



I went to the farmers market today.

It was so warm and friendly.

I love that about the markets, don't you?

Everybody has a story which basically feels like a snuggly Sunday blanket coffee fort. And who doesn't need more of them?

When I went today I noticed a brand new guy there. Apparently he sells radishes and only radishes!

I was like, welp, you better tell me what's up asap with this choice because you're either going out of business or I'm becoming a radish connoisseur and I don't know it!

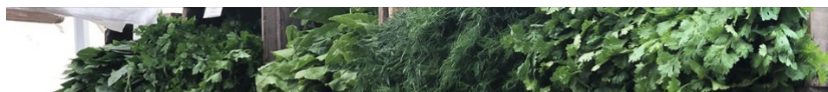
He pulled out this amazing book of these exquisite French recipes and you know what?!? EVERY SINGLE ONE OF THEM WAS ABOUT DANG RADISHES!!!

I read half a page and that was all it took. I bought three bundles and told him if it went well I'd be back next week! And, no joke, his radish prices were the most expensive I've ever seen.

All that to say, people aren't buying what you sell. They are buying the experience of HAVING what you sell.

If you are struggling to sell your coaching programs it's because you shouldn't be selling coaching! You should be selling the satisfaction of having gotten what they truly wanted, BECAUSE of the coaching.

If you are ready to sell more radishes, DM me. I have a special sales page upgrade just for new clients!




Notice the call to action is very subtle and at the very end. Look at how much text you have to wade through to get to it.

This is Better: Use your charm and compel your readers to hear more.



Steph Lagana

Just now · 



The radish guy seriously needs his own Tinder profile.

Just. For. The. Radishes.

Lemme explain. Ok, you know how the farmers market is always brimming with like kind of complicated vegetables? Well, I... [See More](#)



Here's the expanded post if you're curious...



The radish guy seriously needs his own Tinder profile.

Just. For. The. Radishes.

Lemme explain. Ok, you know how the farmers market is always brimming with like kind of complicated vegetables? Well, I went today.

Sidenote, it was so warm and friendly! I love that about the markets, don't you?

Anyway, everybody has a story which basically feels like a snuggly Sunday blanket coffee fort. And who doesn't need more of them?

Well when I went today I noticed a brand new guy there. Apparently he sells radishes and only radishes!

I was like, welp, you better tell me what's up asap with this choice because you're either going out of business or I'm becoming a radish connoisseur and I don't know it!

He pulled out this amazing book of these exquisite French recipes and you know what?!? EVERY SINGLE ONE OF THEM WAS ABOUT DANG RADISHES!!!

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All that to say, people aren't buying what you sell. They are buying the experience of HAVING what you sell.

If you are struggling to sell your coaching programs it's because you shouldn't be selling coaching! You should be



Write a comment...



Here's another option which works because the graphic is clear about what's on offer.



Steph Lagana

Just now · 🔒



The radish guy seriously needs his own Tinder profile.

Just. For. The. Radishes.

Lemme explain. Ok, you know how the farmers market is always brimming with like kind of complicated vegetables? Well, I... See More



Some final thoughts on creating posts

Why should the reader read?

How easy is it for the reader to respond?

(Are you asking a quick question? Or a big, deep one?)

Offer wisdom to your readers. Teach them. Go beyond platitudes to do it.

Sprinkle in a call to action. You don't have to do this on every post.

Try posts of different lengths.

Experiment and see what your audience likes best.

Ask questions.

Make the questions simple, yes/no style.

Make the questions open ended (people love to offer their opinions and share their experience).

Ask if people would like your focused guide/resource/tool,

(Would you like my tip sheet on x?)

Ask for help.

(Do you have product recommendations for Y? Why do you love it?)

Pay attention to the posts that get **your** attention and reflect on why.

Some don'ts 🙄

Don't hide your work by making a really long post with a subtle call to action.

Don't share stories or posts only when you want something.

Don't share only business and hide your human self and personal world.

Don't avoid teaching posts (it shows more about how you think and who you are).

Don't avoid posting about your work on your personal page.

Don't avoid posting personal things on your biz page (it can be simple, huzzah! I like sandwiches!)

HOW TO USE THE GUIDE

I recommend that you take a look through this guide and come back to it when you feel like you could use a refresh.

Remember, this isn't about conforming to rules. It's about taking the time to understand what tends to work based on humans and our brains, and then experimenting and seeing what works for you and with your people.

Connecting with people through social media is a craft and you can absolutely improve it over time.