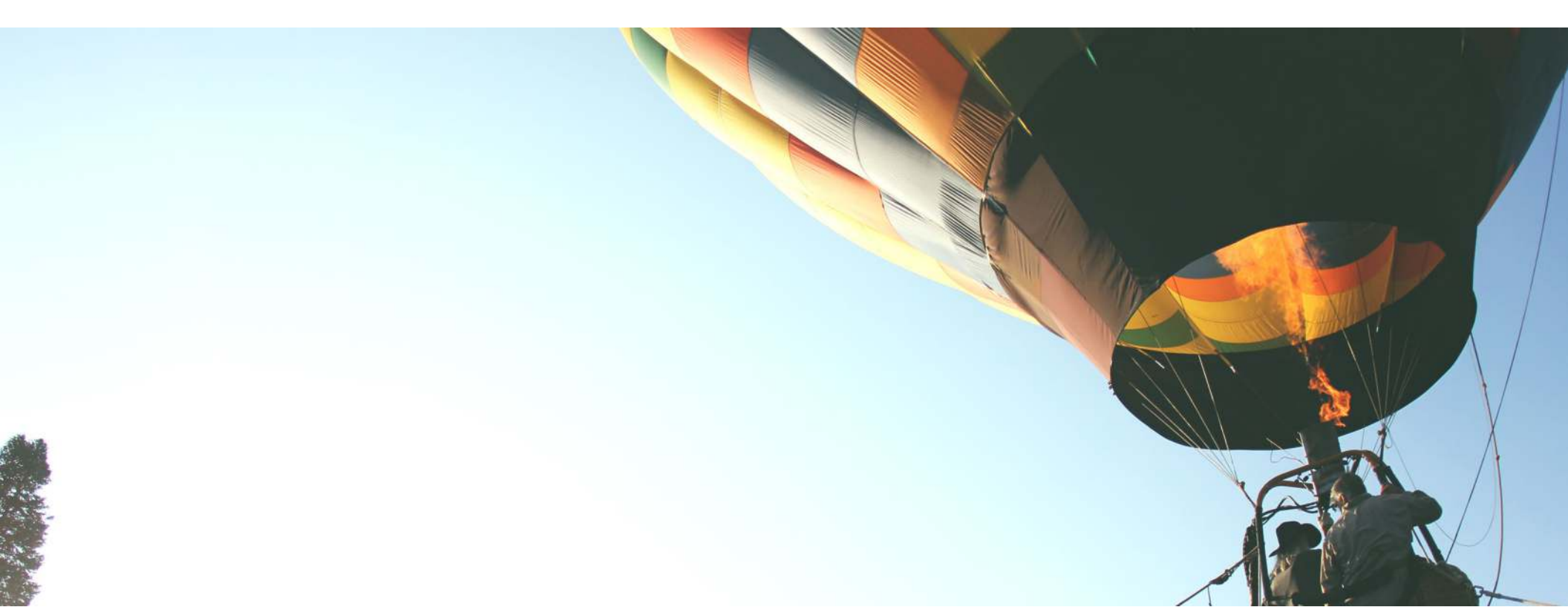


Elevate Your Messaging

Refresh Your Social Content





If you feel like you don't have anything new to say, or like you keep posting the same types of content, just imagine how your FOLLOWERS feel? Yikes. Nothing is worse than stale content that essentially says the same thing every single time. As Einstein famously said, "Insanity is doing the same thing over and over again and expecting a different result!" So let's rejuvenate your same tired old posts by infusing some creativity together! Remember, the majority of the time it's not WHAT you are saying that isn't strong enough to warrant a response, but it's HOW you are saying it!

So what's the underutilized HOW?

STORIES. Sharing the STORY behind the photo or video that your audience CANNOT SEE is the fastest way to digitally differentiate yourself.

So many times we waste the caption or the copy by just repeating what is already obvious from the photo: Here we are on an award trip! Here we are working out! Here we are having fun! DUH! We can see that. The most refreshing thing you can do is share the story BEHIND the imagery.

How to tell the story? Simple.

1) The way life was. (Include a “sensory” detail that the audience can see, smell, taste, hear or feel so they can “be there” with you) For example: *Imagine that you are traveling the globe, speaking at the world’s most exciting direct selling national conventions. Beyonce dance parties by day, cold champagne with new friends at night... I know, right? Dream life!*

2) BUT THEN SOMETHING SPECIFIC HAPPENED! (Specifics are sexy! A hazy story is a lazy story!) For example: *One day, a virus far away in China somehow made its way to US soil, cancelling all events and forcing*

many of us to rethink how we use digital to foster dialogue when we can't meet in person.

3) And now life is different. (and better! And yours can be too!) For example: *So I created this course to bring my live training to you virtually, helping hundreds of entrepreneurs like you increase momentum and ignite success during a tough time where many people are (unfortunately) experiencing the opposite. We can't control what happens to us, but we can choose how we react to it-and investing time in growing your personal knowledge base is one way to do exactly that.*

Now, let's refresh the "classic 8" direct selling message types by developing a more compelling story for each!

This is a great activity to do with your team, or while out walking, or with a glass of wine, whatever helps you to unleash your inner creative!

The direct selling world unfortunately relies on the following "classic 8" message types WAYYYY too heavily. While they used to be very

engaging, once everyone started using them- now they all sound the same and are easy for your prospects to ignore- because they've heard it before. Today, we change that!

1) The Before and After (bikini, sports bra bikini, sports bra, okkkkk we get it!)

Let's elevate beyond "here's medium hot me and now super hot me!" We can do better friends! Look at your last before and after post and ask yourself these questions:

What happened the day you decided to make a change? Specifically?

Who was the first person to comment or notice your transformation?

What happened?

How did you stay on track when you wanted to cheat, regress into old patterns or give up? Did you have a mantra or mind trick that helped you stay the course?

What happened the day you first started to see some progress? Where were you and how did that feel?

2) The Recipes (how to prepare, cook, assemble, create xyz)

Let's enhance step one, step two, step three!

Who first gave you this recipe? What happened that you were convinced to try it?

What happened the first time you tried it or shared it?

What happened when you went to get the ingredients?

Is there a backstory to filming it? Did you drop your phone into the bowl by accident the first time?

What was the hardest or surprisingly easiest part about figuring out how to do this thing?

Who/What/Where inspired you to try this project?

3. Your Why (why you do what you do)

So here we usually say we do what we do for our families, to serve others, to regain a sense of accomplishment, to achieve our financial goals, etc. Instead, modify it slightly by sharing a SPECIFIC EXAMPLE shows Why Your Why is Your Why. It doesn't have to be a grandiose tear-jerker! The beauty of these everyday stories are that it's the mini-moments that are ultra-relatable to the widest audience. So be attentive enough to see them, and brave enough to share them!

So if you say "Your Why" is because you'd like to help your spouse be able to quit their job so you can support them, when was the moment you knew that was something that needed to be achieved?

If you say it's because you want to be debt-free, what happened in that moment where you KNEW it was time to change?

If you say you want to demonstrate to your children what an example of a modern mama looks like, what was the moment where something happened that made you realize that was so important to do?

If you say it's because you love serving others, building a community, sharing success, meeting new friends, having your own source of income, looking and feeling your best, what was one specific mini moment that you KNEW that was important to you?

Identify the SPECIFIC moments when Your Why Became Your Why- and share THOSE stories!

4. Vacays (award trips, personal travel)

Most travel pics are some version of "I'm here, and you're not! HA!" While everyone's FOMO, jealousy, amazing, wish I was you comments will boost your ego and endorphins, it's not the MOST persuasive use of such fantastic imagery. Saying "sipping margies by the pool!" is pretty obvious when the photo is in fact, that exact scenario. Instead there are three pools to choose from pre-trip, trip time, and post-trip. (A soapbox side bar on trips, capture the moments, but don't upload them in real time! Be in the moment so you can actually reap the benefits and immerse yourself in the experience! You can always upload at night before bed or on the plane home- no one cares if it's exactly in real time or not.)

Pre-Trip

Did anything hilarious or terrifying or curious happen en route to this place?

What happened in your packing process?

What happened in your daydreams about what the trip would be like?

Trip Time

Who was the first new person you met on your trip? What happened?

What was the moment that made you laugh the hardest?

Did you have any moments where you felt inspired? Had a creative breakthrough? Reflected on what it took on the front end to be on this trip? What happened?

Did you get any good stories from bartenders or drivers around the history of the hotel/city/event?

Your favorite meal or restaurant- what happened to make it your favorite?

Who was the most interesting character you met- what happened?

Post-Trip

What was the last thing that happened before you left?

Which was your favorite moment from the trip? Why? What happened?

Which picture sums up the trip the best- why, what was happening?

5. Promotions (recognizing your or someone else's accomplishment)

Usually it's just "I'm excited to announce that xyz" BORING!

Where were you when you found out? How did you find out? What was your initial reaction?

Who was the first person you told? What happened?

How did your loved ones react? What did they say?

6. Everyday Family Moments (family members, personal milestones, church, friends, neighbors)

Usually it's just here's my family or friends being cute, having fun, doing good! And that's so great and yay AND...we can usually see that from the photo...so instead:

Where did you first meet this person?

When did you decide to move towards this milestone?

How did you find your church/gym/neighborhood/school?

What's one of the most funny, dramatic, inspiring or silly stories of this particular relationship?

7. Activities (workouts, fitness challenges, new hobbies)

Here's me doing my thing.

What happened the first time you tried it?

What happened the last time you practiced it?

What was the biggest most epic fail you experienced while you were doing this?

What was the biggest YAY ME moment? What happened?

How did you discover this thing?

What's something people would be surprised to know related to this activity?

8. Promoting Product (features, launches, upgrades)

These are typically packed with featured, benefits, details, images and all of those are SO important from an educational standpoint.... But also not very unique. There is always a story to be told with these so you can weave the data into the drama. Now I'm being dramatic by saying drama, of course, but you can infuse a basic story with product details to at least elevate beyond emoji bullet point lists like everyone else shares.

What event/milestone were you preparing for when you first tried this product?

Did a certain feature or functionality remind you of a time with a similar product or scenario, but then you realized how this was different than that? What happened?

Where were you when you learned about this launch? Who told you about it? (When PERSON first told me that PRODUCT BENEFIT I looked at

my husband/mom/daughter and said, "Hmmm I don't know about that!" But then imagine that there you are, getting ready for your 40th birthday in 2 weeks, when you decide ACTION WITH PRODUCT."

EXERCISE: Go through your social media and elevate your everyday content using these prompts- one messaging type at a time! You got this!! xoxo

Copyright The Social Media Spa by Erin King. Not to be reprinted or used without permission.

Credits:

Created with an image by Austin Ban - "untitled image"