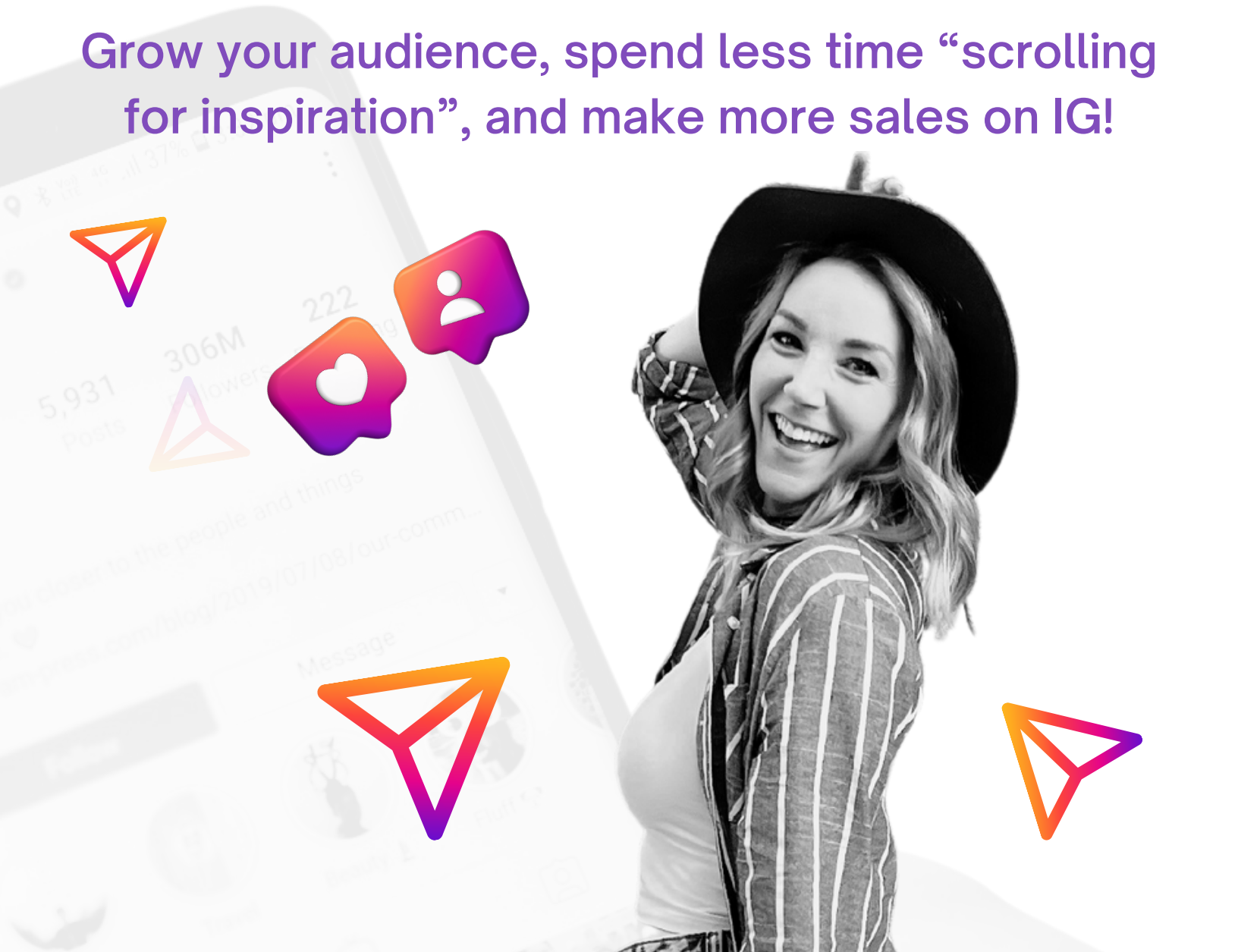


CONTENT THAT CONVERTS

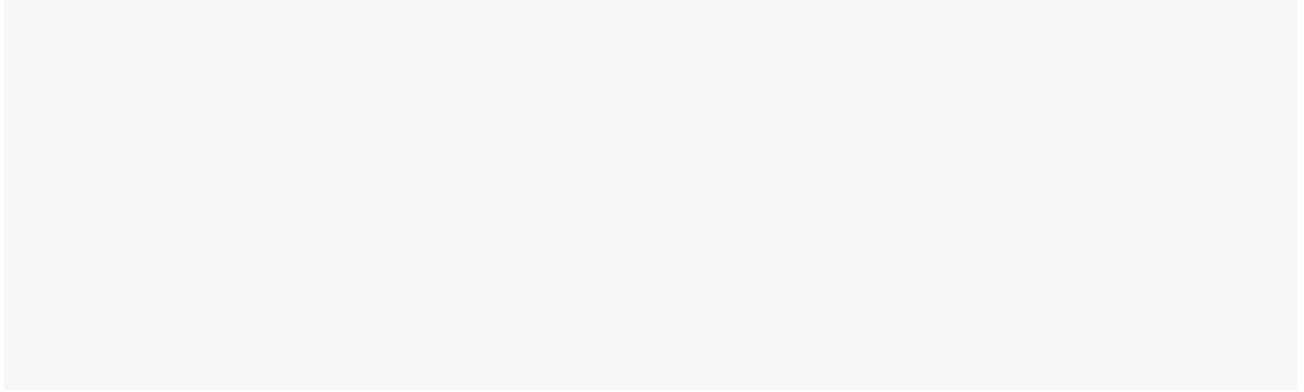
Grow your audience, spend less time “scrolling for inspiration”, and make more sales on IG!



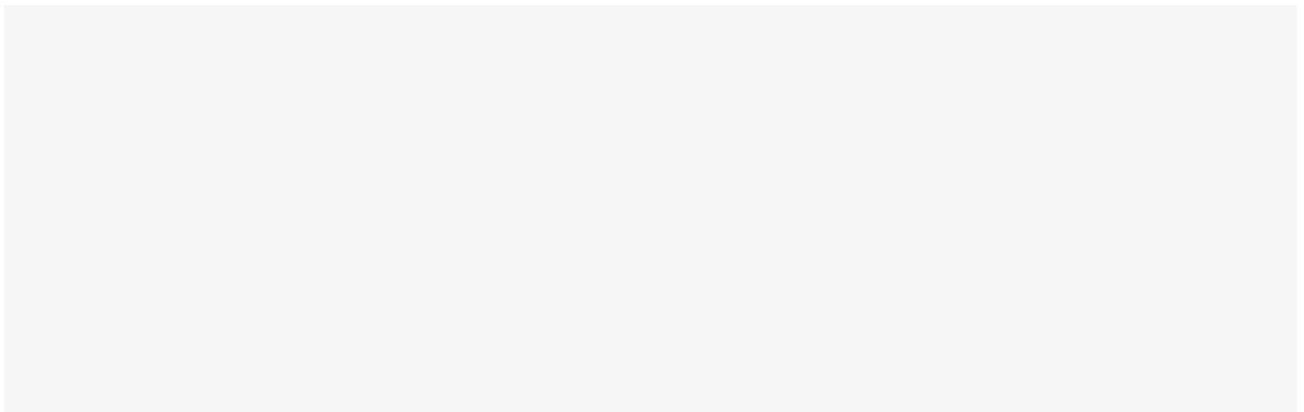
THE WORKBOOK

@IAMJESSICADEROSE

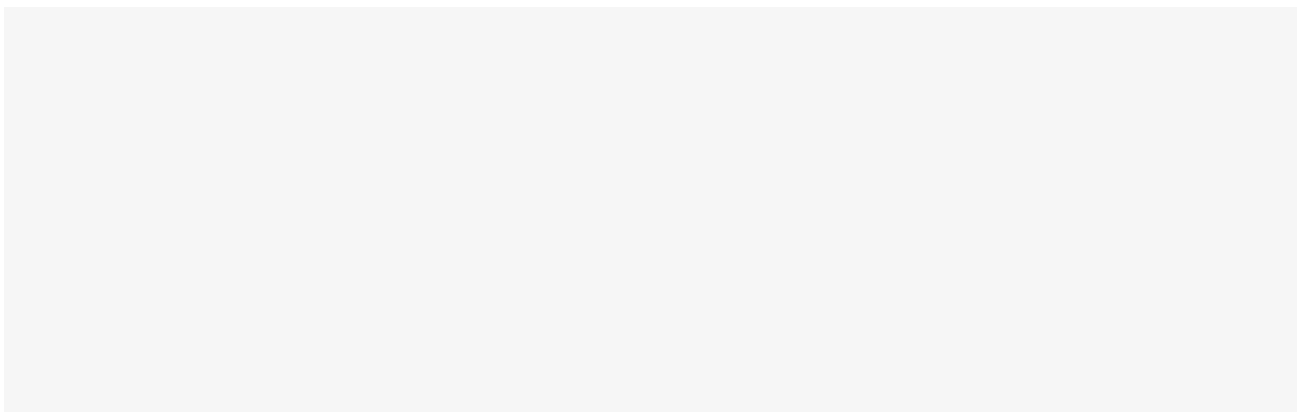
WHAT'S YOUR INTENTION FOR COMING TO CLASS



WHAT'S ONE THING YOU'RE HOPING TO LEARN



WHAT'S ONE CONTENT CHALLENGE YOU'RE HAVING



RATE YOUR CONTENT CREATION...

Scale is 1 to 5. You can't pick 3!

1 = absolutely clueless

5 = call me Zuckerberg

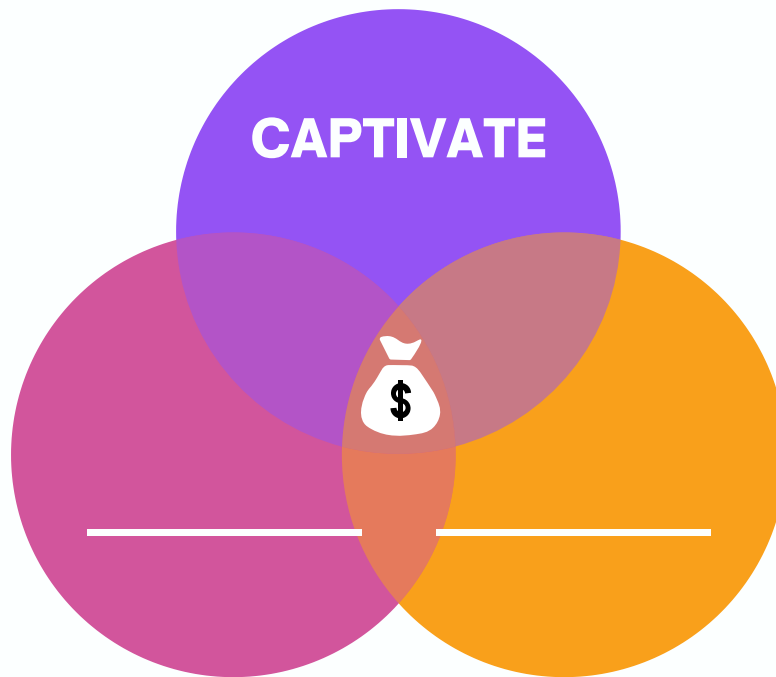
1	CONFIDENCE	
2	PREPARDNESS	
3	ENGAGEMENT	

CONTENT DOES:

- Builds KLT
- Positions _____
- Creates relationships
- Showcases _____
- Builds _____
- Instant feedback
- Market research
- Global reach

And it's ultimately a _____

3 C's TO SOCIAL SELLING™



3 MISTAKES COACHES & CREATORS ARE MAKING... KEEPING THEM BROKE

1

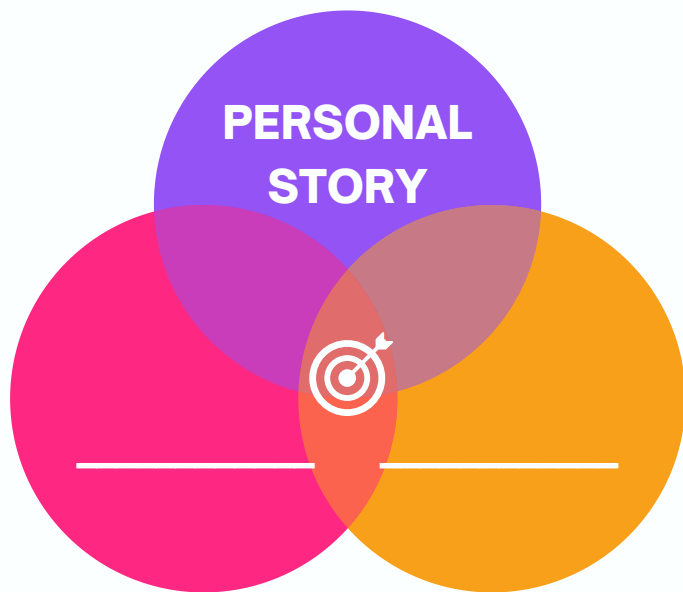
1. Trying to speak to _____

GO DEEP, NOT WIDE.

**OVER TIME YOU WILL
"EARN YOUR RIGHT TO
GO WIDE" JUST AS
NIKE, STARBUCKS, &
APPLE HAVE DONE!**

TRUST THE PROCESS.

3 P's to a PROFITABLE NICHE



PERSONAL STORY

- Relatability
- _____
- Authority
- Credibility

-
- Education
 - Solution oriented
 - Invitation to _____

-
- _____
 - Market demand
 - Innovation



ABC

METHOD:

- Action
- _____
- Confidence

**it also* _____

3 MISTAKES COACHES & CREATORS ARE MAKING... KEEPING THEM BROKE

2

1. Trying to speak to _____

2. _____

4 WAYS TO ATTRACT YOUR DREAM CLIENT

1. _____ REVIEWS

2. _____ SEARCH

3. _____ RECCOMENDATIONS

4. REAL _____

3 MISTAKES COACHES & CREATORS ARE MAKING... KEEPING THEM BROKE

3

1. Trying to speak to everyone

2. _____

3. Not utilizing features IG offers to _____, nurture relationships, _____, build trust, & ultimately... _____ (*effortlessly!*)

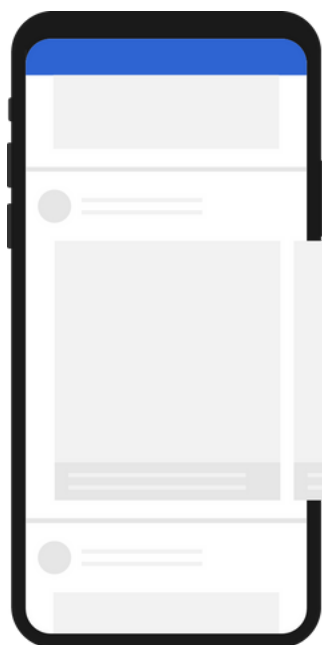
3 E's TO QUICK CONVERSION

- **E** _____
 - teach, how to, polarity, myth busting, facts, simple steps
- **E** _____
 - authentic, storytelling, brand, values, vulnerable, humor, connection, relatability
- **E** _____
 - pains, struggles, challenges, pleasures, desired outcomes, seen/heard, thought provoking

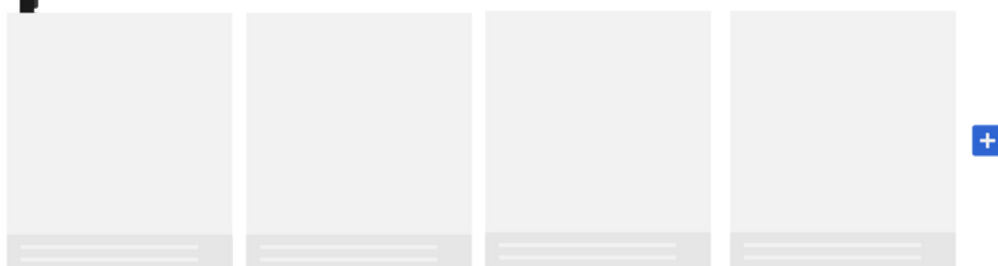
10x YOUR VISIBILITY!!!

Write out up to 10 frames for a carousel. Remember, page 2 should ALSO be a hook & use pages 5-7 to drop the juice.

1. **HOOK** _____
2. **SECOND HOOK** _____
3. **BUILD ANTICIPATION** _____
4. **BUILD ANTICIPATION** _____
5. **VALUE BOMB** _____
6. **VALUE BOMB** _____
7. **VALUE BOMB** _____
8. **SUMMARIZE** _____
9. **CLEAR CTA** _____



Slides 5-7 "Value bombs" are a great place to drop examples, case studies, screenshots, infographics, etc





CONTENT IS PART OF THE JOB

REMEMBER...

- Content creation & social media shouldn't take over your life... they are NOT the only or most important thing in your business
- Content creation allows you to connect, add value, make an impact, and generate leads/sales
- The only way to get "better" and/or more "comfortable" is to show up put in the reps
- A piece of content that "flops" can very well be THE piece of content that changes someones life... and they may never like, comment, share, save, or even tell you
- KEEP GOING!!!

**CONTENT BUILD
RELATIONSHIPS.**

**RELATIONSHIPS ARE
BUILT ON TRUST.**

**TRUST DRIVES
REVENUE.**

CAN'T WAIT TO SEE WHAT YOU CREATE!

DON'T FORGET TO TUNE IN DAILY & WEEKLY TO
ALL THE FREE CONTENT WE'RE PUTTING OUT.

Click icon to access!

