

# MISSION LED CONTENT

*for Social Media*

Your Workbook



**LISA BARRY**

*A Passionate Leader of Mission Led Content*

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# FOREWORD

You made it.

Welcome to my Online Course, Mission Led Content For Social Media

Lisa Barry here, course creator and passionate leader of Mission Led Content.

I am on a mission to help purpose driven business owners be courageously visible online so they can grow their income, impact and influence. I do this by teaching Mission Led Content and encouraging the individual to consistently implement a social media strategy that works for them. Taking next steps towards the edge of their comfort zone to avoid visibility overwhelm.

The 4 fundamental pillars of MLC are:

- Serving. Focus on who you want to help and create content for them. To serve we need to show up with integrity, transparency and honesty.
- Compassion, especially for ourselves. This isn't easy and being visible can be challenging for various emotional and/or physical reasons. Be kind to yourself.
- Courageous visibility. No-one is going to buy a secret, we need to be seen by our ideal client so they know we exist and have the choice to buy from us. Mission Led Content is for those business owners who are prepared to do the work, even when it feels hard because their mission is too important.
- The next step philosophy. If something doesn't work or you fall off the visibility wagon, don't punish yourself. Just reflect and move forward. One step at a time.

# FOR RE W O R D

In this course you will learn:

Unit 1. How to self evaluate your visibility and decide your next steps

Unit 2. How to leverage this course and use it to help you set realistic but ambitious goals

Unit 3. How to create your own Mission Led Content Plan

Unit 4. How to write converting copy quicker and with ease. This includes content types. Information and examples.

- Stories (your own and your clients)
- Question posts
- Tips and advice
- Motivational
- Personal
- Testimonial
- Call to action /ask for business

Unit 5. How to decide what platforms to focus on, additional basic MLC training in Facebook, LinkedIn, Instagram included and signposted where to get more help.

# FOREWORD

Unit 6. How to set your own visibility targets and stick to them. How to stay accountable to yourself.

Unit 7. What I did. The strategy I used to grow x4 my business income on social media in 18 months.

You can access this unit via the workbook which is designed for you to work through at your own pace.

On my website in the members area you will find videos that go with each unit if you want to deepen your learning beyond the step by step instructions, be inspired and in some cases, listen to me rant.

Do this course your way

My philosophy is to allow people to access learning their way which means I don't dictate how you 'should' go through this content. It has been designed in a specific way so you can dip in and out to any unit and take what you need.

For example, If you want to write a call to action post today, go straight to the call to action section and select one of the template examples to crack on.

You know your next step. Use this course to help you take it.

# FOR REWORD

## WARNING

Before you begin this course, do you know...

- Your mission. Do you have a clear visible mission statement that makes it super clear to you AND your audience what you do and who you help?
- Your ideal client. Do you know your niche and most importantly, the language they use to describe their pain points and desires?
- Your services. Do you have total clarity on what one service you should be promoting on social media right now?

If you have skipped over this work you have missed a massive trick. This is the MLC Groundwork and I don't ask my clients to do it just for shits and giggles. If you don't know what you are selling, who to or what your mission is, then it doesn't really matter how great your content is. You won't get the leads.

If you are in any doubt on these areas then I invite you to buy the prequel to this; my MLC Groundwork Online Course and do that first before tackling the content here.

It costs just £21 and you can access it here. If you decide not to right now, it will remain available to you through this link.

[MLC Groundwork Online Course](#)



*Self-Evaluate Your Visibility &  
Decide Your Next Steps*

**Unit 1**

“

Understanding exactly where you are right now is vital so you can effectively plan your next steps to move forward.

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## Self-Evaluate Your Visibility and Decide Your Next Steps

Understanding exactly where you are right now is vital so you can effectively plan your next steps to move forward.

BUT I want you to know five things before you do this.

- The numbers you score yourself do not matter. This is not an opportunity to judge yourself but it is an opportunity to be honest. Knowing where you are right now, really helps you to focus on where you want to focus on now.
- You make the call, you decide how to score yourself so it is based on your own personal perception. This is not about comparing yourself to anyone.
- The areas I ask you to judge yourself on are varied and go beyond social media content alone. You have joined this program because you want to know more about SM but when you have finished this course, it will be helpful to have direction and know the next step for you after completing it.
- You can use the information in this self evaluation to continuously reassess yourself. I will send an email 3 months from now, prompting you to do just that. By buying this course you have made a commitment to yourself and your Mission. Using this audit as a tool is a great way to track progress, keep you motivated and moving forward.
- You are never a finished product. There will always be things you can work on and improve. We are evolving and your audit will reflect that.

I ask you to rate yourself on a scale on 1 – 10 and where possible I ask you to consider two perspectives; the emotional and physical. This is because some of your roadblocks might be practical but in other cases they are mindset.

Understanding and reflecting on what has been stopping you, allows you to take more effective action to unstick yourself (or get external help from someone who can)!

This audit process may highlight areas you need to work on that I do not help with in this course (or in some cases at all). For example website copy is not covered in this course but for some people, they may also need help with web design, not just the copy.

The reason I have decided to include these elements into this audit is because your business isn't just about this specific course. This is your life. I want to help you to have awareness so you know what you need to focus on now but also take the opportunity to come back and reassess at a later date so you can keep taking the next right step.

	Date	Physical	Emotional	Notes
How clear is your mission to you?				
How clear your mission is to the world?				
How clear you are on your ideal client?				
How clear are you on your services *				
Social media presence**				
Website				
Systems ***				
Confidence/ Mindset ****				
Action taking ****				

**Your Mission, ideal client and services** If you recognise that you need to work on these areas before you start this course, remember you can access my [MLC Groundwork Online Course for £21](#).

I recommend picking one service to sell to one ideal client on social media at a time. Trying to sell too many things at once to too many different people, or shifting one week to the next, is confusing. The quickest way to build a reputation is through repetition and focus. Alternatively, this could be a product selection or range. Keep it simple and clear.

**\*\*\*Social media presence** Base your score on how often you post and engage with others, your stats and engagement. Either write them take or take screenshots. I am not the copy coach to put a huge emphasis on vanity stats which include engagement but they are a useful benchmark of overall growth as long as they are not taken in isolation.

**\*\*\*\* Systems** From the simple to the complex, systems vary a great deal and what you need now is unique to you. The main system you need is a payment process, you can't be in business if you can't get paid. Other systems could include a booking link for appointments, scheduled social media, email marketing, lead magnets, etc...

**\*\*\*\*\*Confidence / mindset and action taking** How you judge these areas is totally personal. The reason I ask is because if in this moment you acknowledge that your confidence, mindset or the need to procrastinate is holding your visibility back right now then this is an opportunity. Awareness is powerful. Through this course I aim to address some of the practical issues around this, I am no confidence or productivity coach. There are amazing professionals and support out there though so if you need to seek advice in these areas then I encourage you to do so sooner as opposed to later.



*How to leverage this course &  
use it to help you set realistic, ambitious goals*

## **Unit 2**

“

I prefer strong intentional goals.  
It is particularly useful for Mission Led Content.

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You bought this course because you wanted results. I could skip this part and get straight into the MLC bit but I feel that would be doing a disservice for you. I want you to get the best results from your purchase and I don't want this to be another online course that gets lost and left.

I must admit, I am not a detailed person, and sometimes the masculine energy around the SMART goal approach doesn't appeal to me.

But I do need direction.

This is why personally I prefer strong intentional goals. This means that I set goals that are based on what is in my control. What do I personally have influence over. I find this motivating because it makes me the one responsible. It is particularly useful for Mission Led Content because it is important that we recognise that the SHOWING UP part of content marketing is down to us.

I will talk you through my process but those of you who already know me will know, I do not see it as my role to tell you how to do something. Goals are very personal and they have to work to motivate you. Some people find goals very overwhelming and demotivating where others prefer the clear specific benchmarks to measure their success by.

The most important thing you do here is YOU. Do it your way. Feel your way to what feels good and trust your instincts.

Use the results from your audit to guide your goals.

## My process for goal setting

- What is my one big goal I want to achieve in my business? This is part of my vision.

- What 3 things can I do in the next 3 months to help me achieve this with regards to my online visibility? I intend to...

- What are going to be the likely roadblocks that stop me following through?

- How can I remove these roadblocks in advance?

- What can I do to support these intentions?

## My process for goal setting

- What can I do to make it easier for myself to actually show up?

- How will I keep on track and remind myself of my goals so I don't get sidetracked?

- How will I measure success throughout the next 3 months and at the end of this time?

- Who can help me?

- Immediate next steps



## How to Create your own Mission Led Content Plan

### Unit 3

“

I am a very unorganised person in my actual life which is why having a plan was an essential tool so I could keep showing up.

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The Mission Led Content Plan is a fundamental puzzle to my strategy. I am a very unorganised person in my actual life which is why having a plan was an essential tool so I could keep showing up.


My four week Mission Led content plan...

- Gives you a topic of what to talk about everyday
- Stops you staring at a blank screen
- Takes the decision element away so you can focus your mind on more important things
- Makes sure that over a 4 week time period, you are definitely covering the main talking points.
- Keeps you accountable Gives you the space to store content to be repurposed in the future
- Stops you having to create a different plan every month

It is a lot easier to explain what the content plan looks like by actually showing you. That is why for this part of the course, I recommend looking at the video training sessions that accompany the workbook. Although the following does include step by step instructions and screenshots.

Before we begin, I want you to know something integral about the way I teach...

You know what's best for you 

In this series, I will show you my way of getting organised however, there is more than one way to skin a content plan 

My mission is more than just to help you create a list of topics to talk about everyday, it's to help you understand the WHY so that you actually put it into practice. It's only when you use it that you will see the results.

[In my free Facebook Group, The Mission Led Content Revolution with Lisa Barry](#), I did a training session explaining how I used my content plan to generate 80k. This was filmed at the beginning of 2020 and the numbers are bigger now but the principles are the same.

You will find this training in UNIT ONE of my free group.

\* \* \*

### **Step 1 - Know the end goal**

[Watch this overview on my content plan](#) (8.47 min)

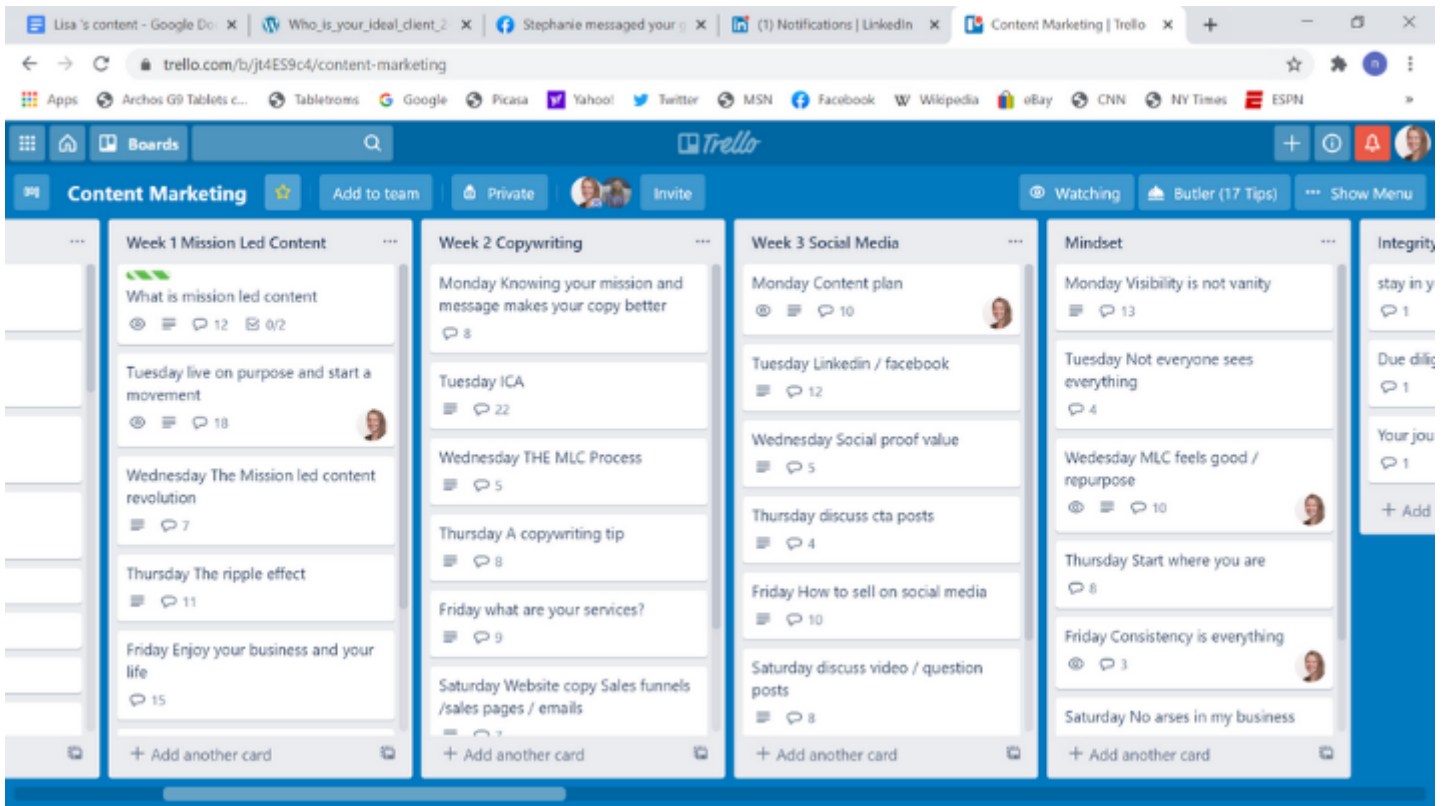
A Mission Led Content Plan is a tool to support your consistency on social media. It has to work for you, therefore I encourage you to think for yourself, to trust your instincts and embrace trial and error. You don't have to just follow my cookie cutter approach.

It's your plan. Make it work for you. ✨

Right, let's take action...

First thing to know is what your end result is. Know your destination before you begin.

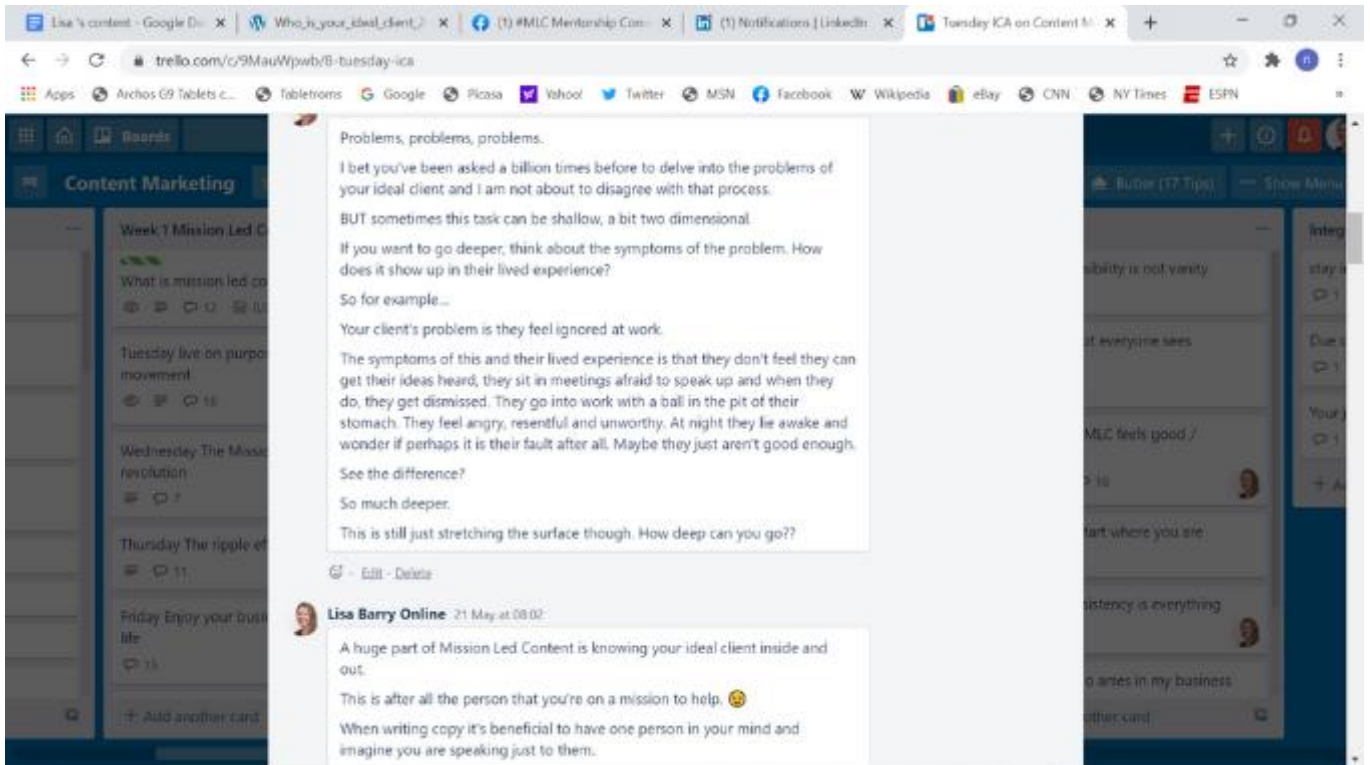
Here is what the main trunk of my plan looks like.



- As you can see there are 4 weeks. I have organised these as separate lists on TRELLO
- Each of the weeks are a separate theme that relates to my message
- Each theme is broken down into 7 daily triggers. I have organised these as separate cards on TRELLO

This is inside one of the Trigger cards.

## Week 2 – Copywriting – Tuesday – Ideal Client Avatar



You will see that inside the card, I have space to write my content. This means I can store my content and come back to it 4 weeks later. At that point I can decide whether or not I want to write new content or repurpose something I have already written.

I can use the TRIGGER Ideal Client Avatar to create a range of content including

- Stories about my journey and my own epiphanies with regards to my ICA
- Stories about my clients and their epiphanies with ICA
- Call to action posts, telling my audience how I can help them with their ICA and directing them to take the next step with me
- Testimonials where clients tell me I have helped them in this area
- Sharing the results of a client who understood this topic more and saw the impact in their desired results

- A video where I talk about an element of this topic
- A piece of actionable, valuable advice my audience can implement straight away
- A post challenging their way of thinking about this topic
- An inspirational or motivational post about it
- An empathy post, connecting and sharing how I know how difficult it can be to understand this area in marketing
- A deep or surface level question, asking for my audience to either share their opinion or share details

## **Step 2 - Decide on a platform to create your plan on.**

This is important to consider. You need to know where your plan will be created before you make a start. It is no secret that my favourite is Trello.

Here is why. [Watch video](#) (6.09min)

- I love how you can organise your content into lists to separate themes
- I love how you can add unlimited (if there is a limit, I haven't found it yet) cards for content ideas
- I love how you can add comments to each card which is a great way to store content.
- I love how you can easily move and copy cards and lists I love I can access Trello on my phone or on other devices so my plan and content is portable
- I love how I can add checklists and dates to the cards if I need reminding of something such as an upcoming event date
- I love how user friendly it is and simple to use

I also use it to plan launches, projects, manage teams and store progress of my clients.\*

### Step 3 - Decide on your 4 themes.

The themes you choose will range from business to business. There is no cookie cutter approach or right and wrong..

Four is a good number of themes but for some businesses three is sufficient. Don't create themes out of thin air for the sake of it. Every theme needs to have valuable purpose and a key element of your message. On the same subject, you can also have more than four themes if necessary but I wouldn't recommend more than six as this will dilute your message.

Here are some ideas to consider though when picking your themes.

- What are the main big headline messages you want to share in your content ?

- What do you want your ideal client to know ([refer back to mission work](#)) ?

- Do you run an online or offline course? What are the units for this course?

- Do you have a book or ebooks published? What are the chapters?

- Do you go through a set process with your clients? What is the step by step approach you take when working with them from A - B?

- Do you have specific product selections?

- What mindset shifts or skills do you help them with?

- My themes

## Step 4 - Break each theme down into daily triggers

For help on how to do this, [watch this video](#) (12.47 min)

After you know the themes, the next task is to break it down into daily triggers.

These are simply ideas for you to share every day. These triggers could be a word, a sentence or a paragraph. This plan is for you and to help you know what to write everyday.

Under the banner of each theme, your triggers are more direct focused messages that relate to the theme.

Your triggers are your own and as before there is no right or wrong but I encourage you consider the following are covered at some point in your plan.

- The pain points (remember to go back to your ICA work and consider the lived experience and language your ideal client would use)
- The solutions they need to overcome these pain points.
- The results and outcomes they want and will get when implementing your solutions
- The objections, what stops them from taking the next step with you
- What they need to know about you and your service
- What practical tips and advice you can give them on social media that will allow them to move forward or learn more

Theme 1	Theme 2
Trigger 1	Trigger 1
Trigger 2	Trigger 2
Trigger 3	Trigger 3
Trigger 4	Trigger 4
Trigger 5	Trigger 5
Trigger 6	Trigger 6
Trigger 7	Trigger 7

Theme 3	Theme 4
Trigger 1	Trigger 1
Trigger 2	Trigger 2
Trigger 3	Trigger 3
Trigger 4	Trigger 4
Trigger 5	Trigger 5
Trigger 6	Trigger 6
Trigger 7	Trigger 7

## TOP TIP

If you are struggling to organise these thoughts in an online space. Try using postit notes to make a physical version of your plan you can touch and move around with your hands. You can then transfer online.

## A ROUGE LIST

This plan is not a bible. It is not meant to be used religiously without any wriggle room. If you feel inspired or excited to share something off plan then do. Content is energy and you shouldn't feel restricted by a plan, just supported.

Sometimes these moments of inspiration provide us with content that should evergreen and shared at a later date again. But what do you do if the post doesn't fit into one of your well thought out Triggers?

Create a rouge list of course!

This is a list in your content plan where you can create cards that go off-piste and don't fit into a 'box.' I don't recommend going too rouge too often because there is a danger you could muddy the water of your message. However, having the permission to follow your instincts and energy opens up your mind to more creativity which is a vital element to MLC as well as being frankly, more fun!

## ALTERNATIVE HACK

For some businesses or individuals, sticking to one theme all week doesn't work. Either it feels boring or it doesn't give the audience a rounded view of what they do.

If you feel this might be you then simply take the days of the week off the Trigger Cards. You can then go through the themes on a daily basis and pick a trigger that you want to share that day as opposed to following a specific order. In Trello, you can see how many comments are in each card so you can easily see which triggers you have written more posts with.

## PREPARE TO EVOLVE

Your first version of the plan will not be the last. In fact, there is no last, final, perfect or finished version. You and your business should naturally evolve, for your social media message to stay aligned with this, your plan must change with you. Stay conscious, curious and mindful about your plan and how it is working for you.

If you stop feeling inspired by it, stop using it, keep missing particular triggers or stop storing your content, it doesn't mean you have failed. It means that something needs a tweak. Stop and simply ask, without judgement, 'why isn't this working right now?'

This powerful question, when answered honestly, allows you to make the changes needed so you can show up again and be consistent. The sooner you do this the better. If you feel something slipping take action before you fall out of the habit of courageous visibility.



*How to write converting copy quicker and with ease.  
This includes content types.*

## **Unit 4**

“

Knowing what and how to write is the biggest challenge to overcome. Making a process write intuitively makes it easier to implement and show up more courageously.

---

Knowing what to write and how to write it is the biggest challenge my clients come to me to overcome and the content in this part of the post aims to make this part of the marketing puzzle easier for you.

Some of the following templates and prompts take you through step by step how to create the content, others give you simple ideas to implement.

The long term aim is to make the process of writing content and knowing what puzzle pieces to include more intuitive so you stop second guessing yourself, take less time and show up more courageously.

The types of content are as follows...

### **Empathy Posts**

- Stories (your own and your clients)
- Question posts
- Tips and advice
- Motivational
- Personal Testimonial
- Call to action /ask for business

### **Authority posts**

- Tips and advice
- Motivational

### **Spotlight on your business posts**

- Testimonial
- Call to action /ask for business

## Empathy posts

One of the MLC aims is to communicate empathy.

Being seen and heard is a basic human need and you can use your content to show your ideal client that YOU see them and YOU hear them.

The empathy posts are also an opportunity to build relationships, be human, have conversations and learn about each other.

- **Story posts**

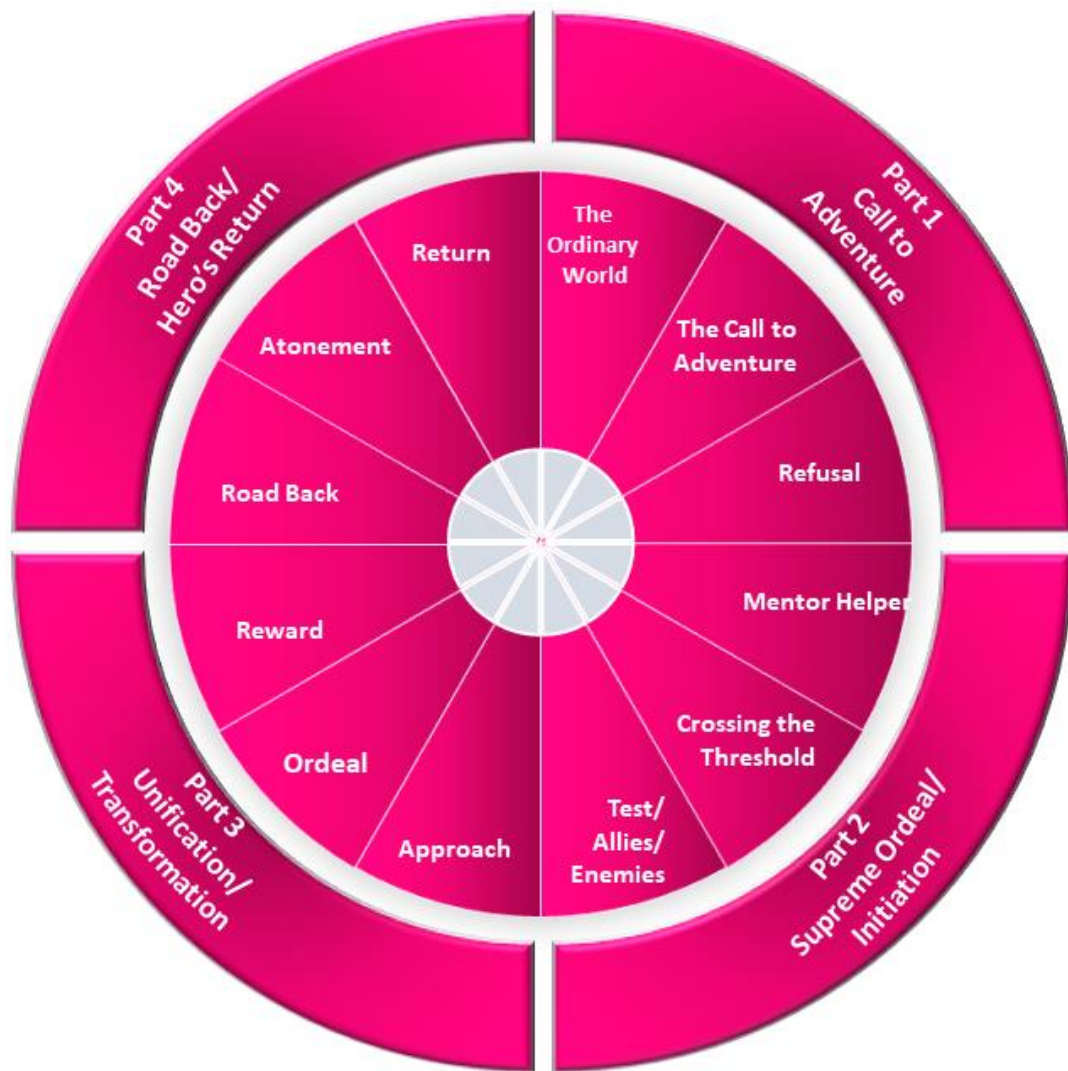
Story is how we, as humans, communicate. It is a fundamental part of our DNA. As business owners, we can use story to take our audience on a journey. Stories help our ICA get to know us better, our service and our mission.

We can tell our own stories or stories about our clients. They can be deep and vulnerable or trivial and fun. If there are aspects of your story you are uncomfortable sharing or that involve other people, that's fine, you set the boundaries. Vulnerability can be a very powerful tool to connect but you don't owe it to anyone to bare your soul.

There are certain key elements to any good story. You will recognise them when you read a good fiction book or curl up to watch an engrossing film. These works of art will take you on the 'hero's journey' and you can take your audience on this journey too.

When you are writing a story consider the following process of the 'HEROES JOURNEY'

Try following this step by step process when creating your own story posts (either written or sharing in a video) but keep in mind, not every story on social media has to be an epic tale of adventure.



## **Lisa Barry Online**

### **Heroes Journey**

When looking at this cycle, remember I am not asking you to write a detailed paragraph or page on each stage in every single story (you are not writing a book or movie script here). You don't need to dive deep into every stage of this cycle but understanding how the process works is helpful as you create your own. You can leave certain elements out if they are not relevant or only touch upon them lightly.

Explore story ideas of your own. Use the space to write personalised story prompts so you can come back to when creating content.

<p>Why / how did you start your business? What has been your journey and the journey of your business since then?</p>	
<p>What are your personal / business values and why? What have you experienced that has made you feel strongly about this?</p>	
<p>What has happened to you this week? This could be the good the bad, the funny and the ugly?</p>	

<p>Think back on the times you 'failed' What happened, what did you learn?</p>	
<p>Think back to the times you had the big wins. What led to those moments?</p>	
<p>What stories about your childhood or life before business stand out in your memory? Perhaps they make you laugh? Took you on a path to where you are today? Took you in a direction you didn't want to go in? Caused you pain/pleasure?</p>	

- **Story templates and examples**

### **Your Why Story**

Share your personal why but not just any why, WHY YOU ARE ON YOUR MISSION.

If we want to be doing Mission Led Content, we have to tell people, we have to share the vision of the change we want to create in the world and one way to do this is through story. Use this simple template if you want help

**Your background** – where were you before. Start with an opening sentence that grabs attention. Something relatable to your ideal client.

**Your desire** – what did you want, what wasn't right that you wanted to change.

**Your Wall** – what was stopping you making this change

**Your epiphany** – what was the breakthrough moment

**Your actions** – what you did

**Your Result** – where are you now. What is your mission? What change are you creating in the world?

**End** – Connect the story like a circle and make a reference to where you began

## **My Example**

*I didn't have enough money for the electricity meter.*

*I tore up the house looking for every penny. I cried with relief when I found the £2 coin in a bedside drawer. This meant I now had just over £5 in total. Enough to put on the meter without feeling complete, absolute shame in the shop.*

*I didn't want much. All I ever desired was a chance to stop this cycle. I hated running out of money every bloody month. I have never been into fast cars and big houses, I wanted a simple life but scrambling around for electric money was not simple. It was hard and complicated.*

*The problem was I didn't know how to change the situation. My husband worked long hours in a job he hated and I worked every hour possible in my business while juggling the kids and the house. I didn't have enough time to fart, never mind 'grow my business.'*

*In all honesty, I didn't even feel I was in business. Just working shit loads of hours in what felt like a hobby business that was no longer a hobby.*

*I remember one day watching an online coach in her much anticipated webinar. This was something else I had signed up to because I wanted to know the secret to success. She had promised that she had the missing piece of the puzzle, she was hiding it and I just needed to sell her my soul and my email address to get INSTANT ACCESS.*

*As I sat gazing at her, patiently waiting for the secret, it dawned on me, I knew everything she was saying already. There wasn't a secret. I wasn't missing anything.*

*I had everything I needed already.*

*I realised that I needed to trust myself more. To stop looking for answers and listen to my instincts.*

*Not long after this webinar*

- I started to show up more on social media as myself. I stopped hiding.*
- I started to take more risks and eventually changed my business model*
- I started to share my wisdom even though I was still afraid of criticism*

*One step at a time from that moment to where I am now has taken me on one heck of a journey.*

- Now my business supports our family as my husband works alongside me instead of the job he hated.*
- We have gone through the elusive 6 figure mark and continue to climb.*
- I have supported more than a thousand purpose driven business owners to trust themselves more like I did and as a result flourish.*

*Knowing the impact these business owners are having on the world and the ripple effect of this is incredibly motivating and gets me out of bed every morning (well that and the kids jumping on top of me)!*

*I am now on a total freaking mission to help business owners increase their income, impact and influence online by teaching them Mission Led Content. This approach is totally BS free and includes ZERO secret sauce... because my clients have everything they need already, my job is to simply help them step into their courageous visibility.*

*And I no longer have to destroy the house looking for electric money.*

- **Objections story**

Talking about objections is important in Mission Led Copy because they give you a chance to meet your audience where they are and directly address what might be stopping them from purchasing. This isn't about manipulating or convincing, it is simply answering their questions before they ask and addressing misconceptions.

In this template we are using a story post as a way to break through these blocks.

Before you begin, think of a client you have worked with who had a common objection before they bought from you but you were able to provide a good return on the investment to make it worthwhile. This return could be physical, emotional, financial.

### **The Basic Template (for you to expand on to make your own)**

'*(insert name or pronoun)* was worried about the *(insert objection)*'

But she was struggling with *(insert problem)*

She wanted to *(insert desire)*

The problem was she couldn't get past *(remind readers of the objection stopping them)*

After *(insert epiphany)* she decided to take the leap and buy *(insert your product or service)*.

As a result she... *(add results - states/ testimonials/ emotional, physical or financial return)*

What's stopping you from... ? *(end with a question)*.

## **My example**

*Claire was worried about investing in me. Quite rightly, she took her time to make a decision, after all there are a lot of 'experts' out there claiming to have all the answers to online business growth.*

*But she was struggling.*

- *Showing up on social media consistently seemed like such a time and energy drain*
- *She didn't know what to say most of the time or how to say it*
- *She wasn't getting the leads she wanted to make a real difference to her business*

*She just wanted it to feel easier.*

*The problem was that she didn't know how and after being burnt with an online coach before, she questioned if I was the right one for her.*

*After seeing a free training I gave, walking my audience through writing a call to action post, she realised how easy it could be. How simple showing up could be when you have simple structures to follow and support.*

*We have now been working together for 2 months. Our time together is nearly over and in that time she has launched a new program and made over 10k.*

*Could she have achieved this with other coaches or content 'experts,' of course she could have, I am not the only one out there but I was the right one for Claire at that time and the results speak for themselves.*

*She trusted her instincts.*

*Do you trust yours?*

*What's stopping you from investing in my Mission into Movement program?*

\* \* \*

### **Other people's objection story**

It isn't just your audience who have objections, their friends and family will too.

In this post, we will address this.

The main focus of this post is to **use quotation marks** to quote the things that friends and family might have said.

Follow this up with **3 short snappy bullet point** responses to directly address these objections.

State **what other people think is not important**.

End with a **question**.

## **My example**

*My mum didn't get it.*

*Last week, I did a content plan at her house while she was looking after the kids. I casually referred to it as a £99 call.*

*Like I said she didn't get it.*

*'I understand it's important to know your value' she said to me, 'but that's a lot of money for one hours work.'*

*I explained to her...*

- *It was so much more than an hour's worth of work – I have spent years perfecting what I do and creating this process.*
- *My clients gain so much from it, it's not about the time I spend with them but what they get at the end of it.*
- *This £99 investment will save her time and make her money in the future.*

*She still didn't get it but you know what, it doesn't matter. My mum is not my ideal client.*

*Does your mum get what you do?*

- **The rule of three**

Stories don't always have to be long and serious. In this final story template, I want to throw the story concept up on it's head. Instead of thinking you have to share a narrative with a beginning, middle and end, try something different.

Humour is a powerful tool. This process is a well used comedy technique that you can bring into your content. It works on the idea of surprise. You create a pattern and your audience predict your next line but then you break the pattern. This shocking shift is... well, funny!

- Make a statement.
- Back up your first statement with a second statement that creates pattern and a sense of expectation for what's coming next.
- Make a third statement that breaks this pattern and surprises the reader.

.

Finish with a question and watch alternative surprise answers get thrown back at you.

### **My example...**

*The three best things about working from home for me are*

- \* *You get to do what you love*
- \* *There is no commute*
- \* *You can do video calls naked from the waist down and no-one knows.*

*Try that in a 'normal' office!*

*What's your favourite thing about working at home?*

## **Famous people using this strategy..**

*"I celebrated Thanksgiving in an old-fashioned way. I invited everyone in my neighborhood to my house, we had an enormous feast, and then I killed them and took their land." – Jon Stewart*

*Everyone in my family has palindrome names.*

*Mum*

*Dad*

*And my brother kayak*

*– Hannah Gatsby*

- **Pattern Interrupt with the first line**

When you have written your story, review the first line before you publish it.

Story posts by their very nature are longer than some other types of content so you have to make sure you are giving your audience a reason to stay and read on. Catch their attention from the first sentence.

Some ideas for story starters include...

- If it is a story from your client, consider a quote from them to start the story.
- Draw the reader in by even presenting the problem they are experiencing now or the desire they want at the beginning. Using your ICA language is powerful here
- Start with a provoking question. For example on a story about how I overcame a money block in my business, I could start by asking

*'Who feels like their money goals are unrealistic?'*

*Yep, me too. Especially when I started...*

- Start by saying exactly what the story is about and who should read it. For example...

*'How I overcame the biggest money block in my business while juggling the kids.'*

- Use humour. This is good for any post but especially the more light hearted daily posts. This might mean that you have to skip ahead and reveal a funny detail about the story in the first line but if done well, people will want to hear the details. For example...

*'I knew my keys didn't belong in the fridge but somehow, they ended up there'*

- Create curiosity. Tease your audience and get them clicking that READ MORE... as quickly as possible. One way to do this is after your opening statement or question, make the following 6 lines simple dots so they have to click to see the rest of the story. For example...

*'I finally overcame my biggest money block.'*

- **How to end a story post**

- End with a question asking your audience if they agree or relate?

This question goes perfectly on the end of an empathy post where you have shared a story that describes exactly what you know your ideal client will be thinking and feeling right now. You are giving them an opportunity to put their hand up and identify themselves to you.

- End by asking your audience to share their own experience.

You are asking here for more than a yes or no answer, more than just a hands up. You want details. An example might be a story about your first job that ends with a question, asking your audience to share their first job. These posts work well to build relationships and start conversations. You reveal something about yourself and you then invite your audience to do the same. This relationship building and exchange contributes to the trust building element needed for followers to become clients.

- End by asking your audience to add a GIF or emoji

GIFS and emoji's are a fun and easy way to engage on social media. Bringing ease and fun to your platform is a great way to get your audience to pay attention to you and look for more content. After a story post you could ask them to give you a GIF to show what they think of the situation or what they would have done or simply if they relate.

- Bring it full circle

Make a reference to your first sentence. Bring the story around full circle. This is a good way to finish a story post because by bringing your story into full circle, you make it complete and the audience feels satisfied it is finished.

- **Question Posts**

Imagine you are meeting with your ideal client for a cup of coffee (or glass of wine)! You are enjoying each other's company and engaging in conversation.

What would that look like?

Would it simply be you giving them information, telling stories and selling to them?

Or would you both be asking and answering questions. Getting to know each other and allowing the discussion flow?

I would hope it is the latter.

Social media is simply an extension of these conversations. Instead of a coffee shop, the internet is the platform but take away the screens and you are still just two people. Talking.

Questions also allow you to do something too many marketers forget about... listening. When we use social media to ask something, it only makes sense to pay attention to the responses. If you compare it once again to the coffee shop scenario, not listening to your partners contribution to the conversation would be nothing short of rude. From a marketing perspective, it wouldn't be very bright.

I talk to my clients about staying conscious, curious and mindful about their ideal clients. This means that we pay attention!

- **Question posts serve 5 main purposes**

1. To boost engagement. This then means that those who like and comment are more likely to see your other content.
2. An exchange of any sort means you will stay in their head longer, you will be more front of mind.
3. Allow you to learn more about your ICA's thoughts, feelings and actions
4. To show you are human and start a conversation. There is nothing more human than shared dialogue.
5. Question posts are easy to create and because they are easier to get engagement with, they give you a boost in energy which means you are more likely to show up and do the hard stuff.

- **Surface Level questions**

It doesn't always have to be deep and meaningful. Sharing simple questions that relate to everyday life is simple and very effective.

Don't be fooled. There is nothing trivial about asking what book people are reading, what they are doing on the weekend, their top tips for getting through the school run unscathed.

People go onto social media because they want to be SOCIAL (yes, even on LinkedIn). Consider the water cooler in the office. If the online world was offline, you wouldn't be walking around talking about your business or trying to get people to open up about their deep fears and desires all the time.

If you did, you wouldn't make many work friends and quite frankly people would start avoiding you! Surface level questions are a great way of just having simple conversations. Not only are you building human relationships but the people commenting will remember you more as a result. Additionally, these conversations tell the social media platform you are on that you like each other and want to see more content.

***The people who engage in your surface level questions are more likely to see your deeper mission posts and calls to action!***

### Examples of 35 Surface Questions (see next page)

5 things to be aware of with these questions.

1. They are short and direct, although adding a question onto a long story post is a good idea, these specific posts are different and designed to be less than two sentences.
2. Some have some personal information about myself before I ask the question or I allude to answering in the comments.
3. You could accompany some of these questions with a poll or a series of images, asking your audience to select an option.
4. Although these surface level questions can be broad, make sure they do talk to your audience and represent the fun side of the conversations you might have in real life For example if my ICA was a teenager I wouldn't ask questions about parenthood.
5. Questions are great content anywhere but especially good in groups. If you have your own group I recommend asking a couple of surface level questions a week to build a community and engagement.

**\*Feel free to use these questions but also to adapt them for your audience/business/ situation\***

1. What does your audience always get wrong about you and your business?
2. Who are you grateful for today? Tag them in the comments and make sure they know.
3. If you were queen of the world, what would be the first thing you do?
4. Do you have a hidden talent the online world hasn't seen yet? Mine is in the comments, would love to hear yours...
5. If you had to talk for 30 minutes without any preparation, what would you talk about?
6. If you were to live anywhere in the world, where would it be?
7. If you had an extra hour in the day, what would you do?
8. I would make an awful carer, I am not good at dealing with bodily fluids?
9. What would you be awful at?
10. What are you reading right now? Would you recommend it? What is your go to music to get your mojo back?
11. I want to watch a good horror tonight, what is good on Netflix?
12. I am loving Brene Brown's Podcast right now. Any other similar ones out there that you would recommend?
13. What do you want your legacy to be?
14. What did you want to be when you grow up?
15. Describe what you do badly.
16. If one was introvert and ten was extrovert where would you fall on the scale?
17. What are you most proud of in your life?
18. Is there a story behind your name/business name?

19. Help me make a playlist of awesome songs to fire me up. What is yours?
20. What was your favourite saying when you were a teenager? I used to say LUSH all the time! That and GIRL POWER lol
21. Do you find mercury in retrograde tough to deal with? Or are you not paying attention to the planets?
22. Tell me the highlight of your week. What made it awesome
23. What TV show needs a remake
24. Do you get enough sleep? What stops you
25. What is your superpower?
26. If you were a superhero, who would you be?
27. If you could go back to any decade/time period in human history, what would you go back to?
28. If you were in charge of the government budget, what would you spend more money on?
29. Share the 5th photo in your phone / the first photo with \*blue\* in it in your gallery
30. What three words would other people use to describe you?
31. What app do you open first thing in the morning?
32. What is the most productive way to procrastinate?
33. Are you someone who loves progress or do you wish we could step back in time?
34. As a mum, running her own business from home, I find cooking a drag. Anyone got any quick, easy and healthy recipes my kids might actually eat?
35. On a scale of 1 – 10, how woo are you?

- **Mission Level questions**

Mission level questions are in general more personal. They are less chit chat and cut more to your mission. These questions are more thought provoking, serious and potentially life changing (although not in all cases).

One big warning... THESE ARE NOT ENGAGEMENT POSTS.

These questions serve a completely different purpose to the surface level question. You do not write these questions with the intention of getting a huge amount of likes and comments. That is not to say some of these posts won't gain traction and blow up, some have brilliant potential for high engagement, but the aim of them is different. The level of interaction on these posts will differ depending on the existing audience, who the ICA is and the type of business you have.

Therefore you cannot judge the success of these posts on social media stats.

The aim of the mission level posts is to get your audience to think. To give them pause for thought and in some cases, even a slight shift in mindset is possible. Using mission questions in your content strategy also communicates your mission as these are posts that directly relate back to what you do and how you help people.

When thinking about mission questions, one way you could create a list is to consider what questions you ask your prospective clients when onboarding them or your existing clients as your work through your program or service. This is a good way to come up with content ideas because it keeps your content in alignment with your business and it also helps your audience to understand what you do.

Lastly, when you do get engagements on these posts, they are an amazing source of ideal client language. It is the quickest and easiest way to do market research. Although always be mindful that not every response will be from your ideal client.

### 35 Examples of mission questions

These are for my business with a few thrown in that other businesses I work with have used. You can use these but if possible, adapt them to your business, your personality and your audience.

1. Are you afraid of failure or success?
2. What is so frightening about speaking your mind online?
3. What is the worst that can happen if you put your offer out there?
4. What is holding you back right now?
5. What was your biggest failure in your business? What did you learn from it?
6. Do you talk about your failures or mistakes online? If not why not?
7. What has been your biggest business win this year? What made it work?
8. How do you stay connected to your audience and the language they use? Or are you guessing and making presumptions?
9. What steps will you take this week to move your business forward
10. What problem do you solve for your audience? Are you using their language to describe it in your content?
11. Do you know the difference between the results and the outcome?  
Answer in the comments
12. Do you think tough situations bring out the worst or the best in people?
13. Are you a blogger?
14. What stops you from blogging?
15. Do you believe people will judge you if you show up on social media too much?

16. What does your ideal client read?
17. What top tip would you give someone who was about to do a Facebook live for the first time?
18. What are you doing today to get your business in front of new people?
19. Have you got a content plan?
20. Have you been visible this week?
21. Have you been as visible as you planned this week? If not why not? No judgement just be honest with yourself so you can make tweaks.
22. When was the last time you were vulnerable online?
23. Do you fact check content you share?
24. How often do you email your email list?
25. What outcomes do your clients get from working with you? Do you communicate this in your content
26. What are you most afraid of?
27. Are you really making the most of social media for your business?
28. What do you do when you get writers block?
29. What do you find the hardest thing about content marketing?
30. Can a stranger know what you do within 10 seconds on landing on your website?
31. What stories do you carry from childhood that make running a business online hard in 2021?
32. When was the last time you shared evidence on social media that you can do what you say you can?
33. What DON'T you do in your business?
34. Who is the opposite of your ICA?
35. When was the last time you put a call to action post out? Could you put another one out today?

## Ideas for your own questions

**Surface Level Questions**

**Mission Level Questions**

- **Personal posts**

People buy from people. You are not just a robot providing a solution to a problem. You are a human so act like one!

Adding personal posts at least a few times a week, gives your audience a chance to get to know you better. This helps to speed up the know, like and trust factor. It elevates you from a faceless business and allows you to build a genuine relationship with your followers.

Don't forget though, no one is forcing you to share more about your life than you feel comfortable. You don't have to share about your kids or relationships if you don't want to. You don't have to share personal details if you don't want to. It is your business and your content, you draw the boundary lines.

### **Benefits of personal posts**

- Your audience get to know you better beyond the product or service you provide
- They are more likely to remember you
- Personal posts are great for engagement which means more people are likely to see your sales posts
- You give your audience a personal reason to buy from you instead of a faceless business
- Some people won't like you or your personal posts. This is a great way to deter those who you wouldn't want to work with anyway.
- They are easy to create

### **Ideas for personal posts**

- Share what you are doing today/ tomorrow this week
- Share your wins or mistakes (when I left my keys in the fridge is still one of my most popular posts)
- Share your workspace
- Share stuff that is going on for your pets, family or friends (with their permission)

- Share your food
- Share your hobbies
- Share your fears
- Share what you are excited about
- Share your opinion on a relevant news or political topic (do this with care, check out the boundaries unit for more info)
- Share your morning/bedtime/ work routine

## Authority Posts

When we give tips and advice we show authority. Giving advice, information and inspiration that helps them, we are showing our authority. We are proving that we know what we are talking about.

Your value content should be to either move them away from pain or towards pleasure so stay conscious, curious and mindful of your ideal client, their pain points and desires.

### Tips and advice posts

If you have a program or service, it makes sense to give tips and advice around the units or steps you take your audience through. If you have a product based business, tips could include how to use your item or what to do to prepare for it.

Right now, I ask you to imagine that you are on one side of a raging river and your ideal client is on the other. To work with you right now would take a big, risky leap over the water to your side. It seems too big, too scary and too hard.

They don't know if they like you enough to take the risk and if they did, they will naturally question if they trust you enough to catch them.

Your content provides stepping stones. Allowing them to get to know you, like you and trust you. This allows them to take small steps towards you without it feeling risky. They can put your advice into action, they can see what you do, they can listen to your wisdom.

When deciding what to share, consider what your ideal client needs to know right now (referring back to the mission question). If they need help with something to move them forward, make sure your content provides it.

Your value content should be to either move them away from pain or towards pleasure so stay conscious, curious and mindful of your ideal client, their pain points and desires.

One huge block that people have when sharing information is they are afraid to share their secrets. This applies especially to service based businesses who worry that if they give away what they know, people won't pay.

The truth is no matter how effective a social media post can be, it is no replacement for step by step, hand holding support. It is no replacement for you. In fact, when you use your content to demonstrate clearly what you do, your audience feel more confident spending their money on becoming your clients because they know exactly what they are buying.

What we need to be careful of is not to overwhelm them with too much information at once. It's not that we need to hold back to keep secrets, just that we need to be mindful of where they are RIGHT now and what we can share that will help them in this moment.

### **There are three easy ways to share tips and advice**

1. Share a substantial post with 3-10 pieces of information. This allows you to share a wide range of your knowledge of a specific subject. For example...
  - 5 ways to get more of your ideal clients looking at your content
  - 9 tips to write content quicker
  - 3 steps to overcome imposter syndrome and be more courageously visible
  - Share ONE piece of actionable advice. You can even take the tips and advice you have previously given in a bigger post (as above) and just break it down to leverage multiple content ideas.

This is powerful because in practical terms, your reader is more likely to take action on your advice if it is just one small step. Even if they don't, hearing you simplify something makes it seem less overwhelming, makes it seem possible for them. This will make them feel more inclined to take the next step towards working with you because they can see the possibilities.

Also consider, this piece of advice doesn't just have to be for your audience to DO something, it could be something they could STOP doing.

For example...

- Do this one thing when you wake up tomorrow and notice the difference immediately.
- Creating content doesn't have to be complicated when you use this simple hack.
- Stop doing X today if you want to achieve Z.

2. Take your audience through your exact process or service. This goes back to my advice on sharing your process. Help your audience understand exactly what you do and present it in a way that supports them where they are now. If for example, you take your clients through a 5 step process, use your content to explain these steps and detail why they are important. Other examples of mine include...

- 3 non negotiables of a Call To Action post
- How my content plans are different to the bog standard 'Monday Motivation' posts
- How to make get leads without being a manipulative spammy arse

3. For all of these tip and advice posts, you have a choice of how to present the information. You can write a post with bullet points, go live, do a series of posts or even do a pre-prepared and advertised video training with slides, bells and whistles (or all of the above)!

Remember not everyone sees everything and people need repetition so never be afraid to give the same tips and advice more than once (or twice or three times or four times etc...)

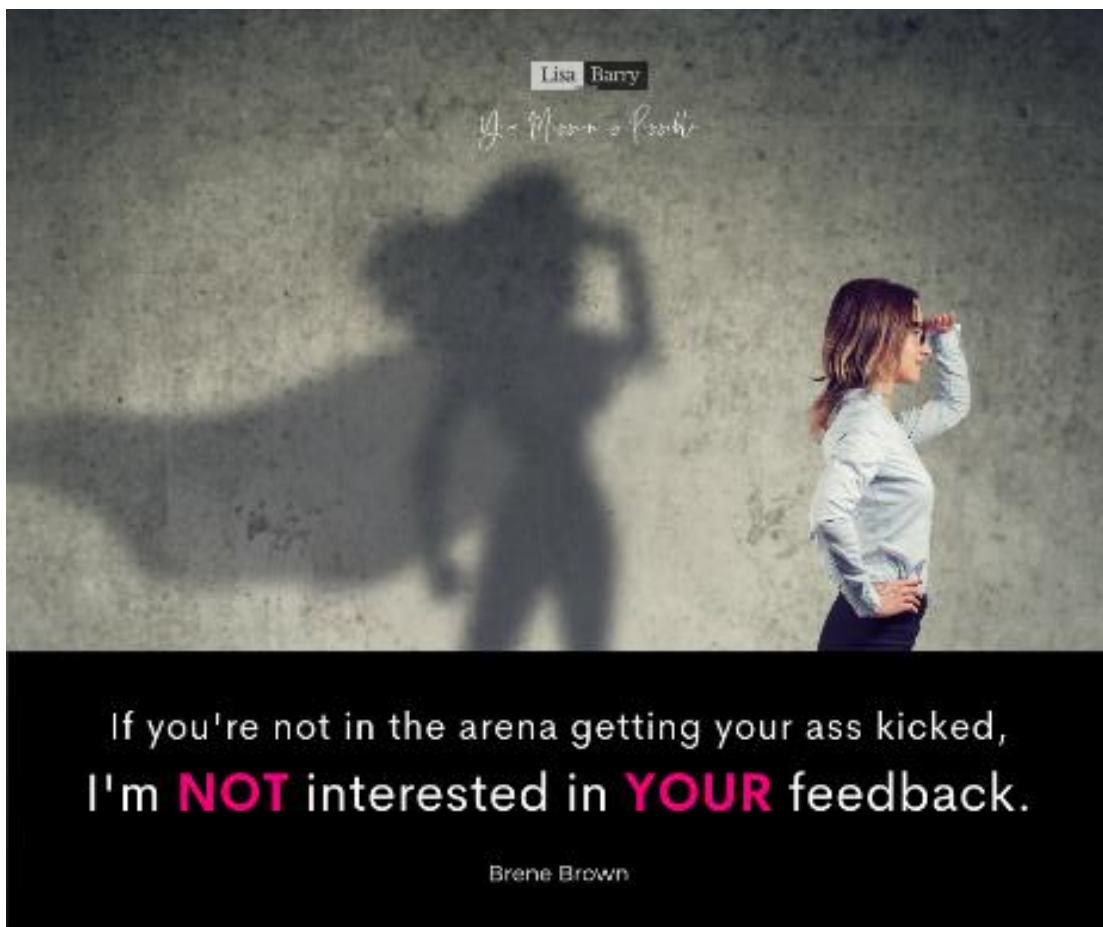
## Motivational posts

These are those posts that are designed to inspire. To excite. To make the reader think. Going back to some of the mission level questions and story post, you may find some of those could also fall into the category of motivational.

### Motivational quotes

Motivational quotes are common on social media. Some would say it's too common. Now although I don't see a problem with sharing the off post that you find inspiring, it isn't a good strategy to fill your social media platform with other peoples branding and words.

If you have some favourite quotes from other people (Brene Brown for example is a huge favourite of mine), then you may as well make your own branded image with your colours, your fonts and your logo. You can add the quote just make sure you accredit the right person for the words.



Another option though is to create your own motivational quotes. What do you say regularly? What is important to you? What do you want your audience to hear loud and clear. Have a play with Canva and put them onto a branded image.



## Spotlight on your Business Posts

### Social Proof

Social proof is basically other people saying nice things about you and your business. It is not enough to tell people you are good at what you do, other people need to back up your words.

Why social proof works.

- We are natural cynics these days and with so many scams or rip offs online, people want evidence that you are the real deal
- As human beings, we follow the behaviour of others. Following a path that others have previously walked makes us feel safe. When we see other people doing something, we feel reassured that it is a positive step to take.
- We don't like to miss out. Sharing social proof is a way to show the impact and outcome of working with your audience so they can see what they are missing out on.
- They can address some of the concerns your potential clients may have while they sit on the fence deciding if your business is right for them to invest in.

Personally, I used to be so afraid to ask for social proof.

What if I asked and my client told me that actually they thought I was shit.  
What if I was shit?

Not feeling good enough really held me back in promoting my business which is why Mission Led has driven me forward.

The recognition that to be visible enough to get leads I had to be compassionate to myself and work on my personal development was a game changer.

Asking was nerve wracking but I was blown away from the response. It was my own story holding me back.

If you need more social proof pieces, approach your current or old clients, your previous employers (consider it like a reference), or even your friends and family to give character references. Just a sentence to say how passionate, trustworthy or knowledgeable you are, counts as social proof.

- Different types of social proof and how to leverage them
  - An official testimonial on your social media or google

What is brilliant about the official testimonials is they stay on your platforms. When people are researching your business, product or service they will be able to access them easily. A high volume of good reviews gives instant reassurance but don't worry if you haven't got many. Be proactive and ask for them regularly.



You can also share these posts and turn them into content. To make it easy for myself I screenshot them and put them in folders on my phone (which also saves them to the cloud so they remain safe). I have different folders for my different services so I can easily access the testimonials depending what I am promoting at any one time.

When I take the screenshot, I do add a soft coloured filter in my brand colour. This means when I share it on social media it will stand out more.

You can share each piece of social proof multiple times. Remember not everyone sees everything you post and people need to see messages repetitively for it to sink in but you can also leverage each testimonial to create separate pieces of content. One great tip is to take out key words and sentences and use them to create branded images on Canva

I'm very lucky to experience **Lisa Barry** one to one mentoring and it's like a tap has been opened up and all my content ideas are flowing out and now I want to share them with the world RIGHT NOW 😂

I think it also leads to my block around I must work hard (I'm working on clearing this 🥳) so it's an uncomfortable feeling for me knowing that I have lots of content written and I can easily copy and paste it and share it when I need too, this seems to easy 🙄 what next can I stress about not doing 😂

- Supporting comments on your posts

If someone puts a supportive comment on a public post of yours, make sure you thank them and then take a screenshot. You can share this as social proof.

If the comment is on a post in a private or closed group then make sure you do two things before you share. Firstly ask the person if you can use it as social proof but also tell them that you can delete their name and picture from the screenshot so it will be anonymous

You can do this by cropping the screenshot and then using the pen feature to cover up any remaining elements that show the identity of the individual. Although it is more effective to share a testimonial that has a name on it because it feels more genuine, it is more important that those who support you feel safe and comfortable around you without fear of you breaking confidentiality.



- People sharing your content

When you have created content good enough for someone to press the share button, you are doing well. This is a massive example of social proof. Make sure you thank them on the post and if necessary add any information if anyone who sees it wants to know more such as links to your website or social media platforms.

Leverage it by making a note and sharing your own piece of content thanking them for sharing. If you have a few people to thank you can do it in one post.

If they have added words of support alongside the share you can also screenshot this to share as a separate piece of content.

- Tagged content

When someone tags you publicly in a post to give you a shout out, tell the world how awesome you are and showcase your business, be very grateful. Thank them and then screenshot to share as content at a later date.

- Video testimonials

Ask your clients to create video testimonials for you. Being able to look into someone's eyes increases the trust factor. When asking for video testimonials, it can be helpful to ask them specifically what you want to communicate.

Unfortunately, despite trying to be kind, some of these video testimonials are not very effective because the person giving it spends the first 10 minutes talking about themselves. The best video testimonials (like all content), get right to the point. Ideally addressing potential objections early on and talking about how they moved from point A to point B by working with you.

- Expert or celebrity / influencer endorsement

An expert is someone respected in your industry, not necessarily a direct competitor but someone who has high standing with your audience. One comment from them, share or tag is valuable because of the amount of followers they have who trust what they say.

Decide what expert, celebrity or influencer you want to endorse you, no matter how big or small. Make connecting and engaging with them and their content part of your weekly routine.

- Anecdotal social proof

Sometimes the social proof can be a conversation instead of a written statement. How many times have your clients verbally praised you, shared their results with you or told you how grateful they are of you. This can all be used as content.

This is one way to share those conversations.

Share the exchange as if it were a script and then follow up with why it was significant and how it makes you feel.

My example...

*Client: I just had a new booking*

*Me: That's amazing. Well done.*

*Client: do you know what they said swayed them?*

*Me: ?*

*Client: On the about page that you had written, it says I like musicals and I sing badly.*

*And that my friends is why it is important to be you!*

*I tell my clients on my Mentorship program all the time that showing up is more about mindset than skill. Being visible takes guts. Showing more than your business face takes courage. But if you want to attract clients who love you for being you, then it's time to be brave.*

*What interesting facts would you share about yourself on your about page?*

- Before and after / finished product pictures

Social proof is evidence. Sometimes a picture paints a thousand words. A before and after picture or of a person or product tells the story of a journey. Of course you can accompany these with written testimonials and /or the details of the journey but sometimes the image alone with a few explanatory words can be super powerful.

- Awards and acknowledgements

Sharing your nominations, wins and acknowledgements from others is powerful to add authority and credibility to your brand. You can share these as social media posts talking about them but also make sure they are easily visible on your platforms and website.

## Call To Action Posts

In this next section, my reference to call to action posts are those asking for business and promoting your product or service.

There is absolutely no point showing up on social media, sharing your value, building a community, being on mission, if you don't tell people what you offer.

Don't expect to get a lot of engagement on your average call to action posts but don't get disheartened. You never know who is watching

I recommend that 25% of your content is either CTA posts or testimonials. When business owners show up on social media consistently and include this level of CTA posts and testimonials, the impact will be seen in your inbox with people asking for more information about your service.

Call to action posts vary a great deal. There is no specific right or wrong but I recommend as often as possible you include the following.

- Reference who your product or service is for
- Talk to the pain points (as they would describe them in their language)
- Explain your solution. Make it clear what you are selling
- Describe the results (short term) and / or outcome (long term)
- Tell them what the next step is

Examples...

- **Soft CTA Connect to deep desires**

Using this post you will...

- Get your audience fired up and connect them with their desire.
- Call out their excuses to achieve this desire
- Tell them what they need to get over their excuses.
- Leave them on the edge of their seat wanting to know more.

Make a note of anyone who responds so you can follow up if necessary but also consciously stay connected and engaged in their content.

- **Write the post step by step**

1. What do they want? Deeply, under all the shit, what's their deepest desire? The one that goes beyond the initial on the surface problems. Make a statement and then break this down into 3-5 bullets that are more specific.

2. What is the wall? What's stopping this deep desire from taking shape.

3. What's the urgency? Why is now Important?

4. Give 2 or 3 examples that show what they are thinking now. What are their excuses for not taking action despite the urgency. Write short individual paragraphs for each. Change the pronoun to I and use quotation marks to illustrate their language. What is happening in their head. What is the thinking that is preventing progress?

5. Call out these thoughts. Talk directly to your audience. After your initial statement, ask them if they have in place the one thing you know will help them move forward on this (the thing you sell).

6. Reinforce and repeat calling them out.
7. Make a transparent statement about the content you are creating, product or service you are launching, free training or lead magnet that could be coming soon. Frame a statement to ask for their help.
8. What do they need to achieve the main desire that was mentioned at the beginning. Write short individual paragraphs, ideally in bullet points communicating what they need that you offer. You can frame these like a question... 'How would it feel to have...?'
9. What is the one thing they want to avoid in brackets.
10. Question CTA get them to put their hands up.

My example

*You want 2020 to be a real turning point for change in your industry and you want to help make that happen.*

*You want this to be...*

👉 *The year you see the system finally break enough for real significant change.*

👉 *The year you step up and become an advocate, a leader an influencer for this change*

👉 *The year your business grows financially and physically. It becomes a movement.*

You feel that now is the right time but deep down you are afraid.

You know that if we don't take action now, at this pivotal point in human history, the world will be gaslighted back into the old systems that serve the old power structures.

Maybe you are thinking 'I'm not good enough to be a leader in this revolution. if I had another qualification or more experience then I would be taken more seriously.'

Or

'To stand out online I'm going to end up attracting a lot of trolls and negativity. It will take all my time and energy and I will end up feeling shit.'

Or

'I need to lose 10lbs, get better pictures, redo my website, get more followers, wait till the kids leave homes (inset chosen excuse)...before I can really make an impact online' 🤖

But before you give yourself a thousand more reasons why it can't be you at the forefront of change, answer me this question...

Do you have a Mission Led marketing and content strategy and a simple process to get YOUR message in front of the RIGHT people? If you don't then you can't tell me that you're not good enough to lead this mission and turn it into a movement because you haven't really put yourself out there.

You might be online but if your content isn't confidently Mission Led and consistently targeting the RIGHT people, they won't even know you're there.

*I'm planning on talking a lot more about this in the coming weeks ... but I'd love to hear from YOU...*

👉 How would you feel if you had a personalised marketing strategy built around your mission?

👉 Would you like simple systems in place to enable you to show up consistently. Showing the world that your message is too important to be silenced?

👉 What difference would it make to have your content seen by those currently with influence. Those BIG clients, those high profile news outlets, those who are well connected to people who have the power to make significant change?

*(And to do all this without getting torn up by trolls and knocked down by negativity and opposition to your cause).*

*Does that sound intriguing? Would you like to learn more?*

## PAS

- Problem – identify the problem
- Amplify – what would happen if they didn't take action
- Solution – what do you have that solves this problem
- Follow up by telling them what to do next.

### *My example*

*EG. The world is changing and you know you want to be part of the solution but how can you articulate your powerful message with so much noise online?*

*It is easier to play safe. To put up a nice quote or share an article written by someone else but you will not get your voice heard this way.*

👉 *You will not have the impact you long for this way.*

👉 *You will not change the world this way.*

👉 *And you certainly won't get any decent qualified leads.*

*Connecting with your Mission and having a Mission Led Plan that allows you to show up every single freaking day, no matter what is going on in this crazy world, is a game changer. For just £27 you can create your own Mission Led plan, in your own time, starting today.*

*The link is in the comments.*

*Your Mission is Possible*

## The Imagine post

Instead of focusing on the problem today, let's write an inspirational post. Give your audience the opportunity to dream!

Imagine... (insert desire)

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Imagine (insert desire)

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Imagine (insert desire)

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*(add details of your offer with pricing and how you would like them to respond (what should they do next).*

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## My example

*Instead of focusing on the problem today, let's write an inspirational post. Give your audience the opportunity to dream!*

*Imagine you could started to show the fuck up every single day*

*Imagine if you knew what you wanted to say in your content*

*Imagine your content had an effect on people, helped people and leads started to drop into your inbox.*

*I can help you.*

*My DIY Mission Led Content Guide is a series of 4 short videos that show you my process so you can replicate it at home in your own time.*

*You can make a start on this today for just £27*

*Are you ready to change your relationship with social media marketing?*

*Link in comments*

- **CIA - Confirm, Inform, Astound**

Start by confirming something they already know. Make a factual statement they will immediately agree with. It is easier to talk to someone based on what they know instead of trying to convince them something new. You can expand and explain this statement.

Secondly, inform them. Give them new information that shows you are the expert.

Thirdly, astound them. Explain how what you do can transform and give them what they need/want.

Tell them what to do next

My example:

*If you are not visible, you can't have a thriving business.*

*Sounds harsh I know but think about it... if your ideal client doesn't know you exist how can they even consider buying from you.*

*2.46 billion people are using social media right now. Your ideal client is there somewhere and if you are not leveraging it for your visibility you are stunting your growth.*

*I don't say this to overwhelm you, I want you to know that in just 1 hour you can get clarity on your social media strategy and improve your visibility.*

*Book your own 1 hour £99 Mission Led Content Plan strategy call with me today.*

*DM me to book.*

- **Features and Benefits**

Before you put together this piece of content, spend some time identifying (if you haven't already), the features and benefits of your service.

- The features are the physical tangible things that they get.
- The benefits are the outcomes of what they get. What is in it for them?

You can use this information consistently in your copy, especially your CTA content.

For this post I want you to start with the feature, follow up with 3 benefits and then a clear instruction on what to do next.

My example...

*People sign up for my Mission Led Content Mentorship Plans because they want a clear plan of action for their social media strategy.*

- *What they actually get is peace of mind*
- *What they actually save is time*
- *What they actually experience is business growth.*

*If you are ready for this, DM me today to book your 1 hour £99 Mission Led Content Plan with me.*

- **Promise, Picture Proof and Push**

Make a promise, what benefit does your product or service provide (remember to focus on the foot in the door service).

Paint a picture of what it would be like.

Provide evidence.

Give details and ask for a direct response.

- Full Post

*Having a content plan can save you time everyday.*

*Imagine sitting down to write your content and knowing immediately what you are going to share.*

*I recently spoke to a client who said that the content plan I did with them two months ago is still working for them and has saved them so much time.*

*If you are sick of wasting your time on social media and want to share your message with clarity, book a 1 hour £99 Mission Led Content Plan today.*

*DM me.*

- **PASTOR**

This is the old, widely used copywriting method and is an extension to the PAS strategy I taught you in a previous example

**P - Problem**

**A - Amplify**

**S - Solution**

**T - Testimonial**

**O - Offer**

**R - Response**

This will be ideally used attached to a testimonial.

My example

*It's common to feel lost on social media.*

*You aren't the only one who feels overwhelmed and intimidated.*

*Worrying about what to write, how to write it and where to write it can leave you completely paralysed which stunts both your confidence and business growth.*

*A content plan can give you the focus and clarity to show up every day.*

*It has worked for so many of my clients who have gone from hiding to killing it after doing a Mission Led Content Plan with me.*

You can have one too.

The investment is just £99 and one hour of your time.

DM me to book

- **Disrupt, Intrigue, engage**

This is a headline writing technique that can be used to get engagement on posts. There is so much volume of content that if you can use your words as a pattern interrupt and get the attention of your audience, you are half way to winning already.

This is a template example

Disrupt - Get their attention... claim, promise, statement or question it could even be an image

Intrigue - Add a layer of intrigue - don't over-explain or try to give loads of value the point here is to keep their attention. Add more detail that makes people want to know more

Engage - Tell them what to do Video explanation

My example

*Stop wasting your time scrolling through social media and do some work!*

*I say this with love because I know that many of the women in business I work with, go into social media to network, post and be visible but just spend most of their time looking at other people's perfect insta lives and comparing themselves.*

*I can help you stop this.*

*If this is you, then you need a Mission Led Content Plan. Stay focused and get shit done without falling down the Social Media black hole for the rest of the day!*

- **Hard Core CTA**

This is a long form sales post that covers the most important elements of your product or service. Consider it a mini sales page (in fact you can use this template as a guide to your sales pages if you choose.

Announce your offer

Introduction paragraph

Outcomes – features and benefits

Summarise these outcomes in a paragraph that leads with the desire. Connect to what they want to feel,

Go into the nitty gritty details

Who is it not for / who is it for

Ask for a response

## My example

*Join my Mission Led Content Mentorship Program Today*

*The doors are open today for purpose driven women in business who are on a mission to make the world a better place.*

*By joining the program you will get;*

*Support to define your mission*

*Mission Led Content templates for social media*

*A copywriter in your pocket for feedback on your words*

*Units covering other areas of copy including sales pages, website copy, blogging and emails. Lifetime membership and access to the content*

*Imagine how it would feel to have both the practical and emotional support you need to communicate your powerful message every single day. Go from surviving to thriving as the leads roll in and you have a bigger impact on the world.*

*What is the MLC?*

*The MLC is an online program with 12 units, although I go through them with members step by step, you can still follow at your own pace. There. Is. No. Behind.*

*There is one simple email a week with events and dates coming up. No overwhelm.*

*All the units are accessible from day one in the private Facebook group along with an incredibly supportive community of other mission led women.*

*Members can also post their content in the group before they post it Publicly so they can get feedback from myself as a trained copywriter but also their peers.*

*I will do at least one zoom call each week so members get a chance to talk with me and receive 121 personalised copy coaching.*

*The MLC is not right for everyone.*

*I am looking for established women in business who are driven to really make a difference in the world. Women who are ready to take inspired action and make the changes necessary for personal evolution and business growth.*

*I am taking calls this week but only have 10 slots left.*

*DM me to secure your place on a free zoom call with me to discuss if the MLC is right for you.*

## Top Tips when writing posts

- Write in short sentences
- Write short paragraphs
- Use caps or bold writing to make those important words and phrases pop
- Use bullet points and emoji's
- Use the language of your ideal client

## Video Tips

- Play with the lighting. Avoid having the lighting behind you as it creates an aura. The best light is natural and defused on your face.
- Try to look at the camera lens and not at your face, you can put a small bright sticker by the side of the lens if it helps you to focus your attention
- Make a list of the main things you want to say in bullet points. This avoids you reading content or alternatively forgetting what you wanted to say
- If you are going to use notes, position them in eye line with the camera so you don't keep looking down. If you are nervous about recording, try a screenshare video where you show your audience how to do something or record a video with the camera facing away from you, showing them a finished product or your scenery.
- Do whatever you need to do, to get into the right energy. Put on heels, a sparkly top on or lippy. Maybe doing meditation, saying affirmations, singing a song or having a dance does it for you. Perhaps you want to go for a walk, eat some chocolate or message a friend for support. It doesn't matter what works for you or doesn't, just do it. Make the time raise your vibrations so when people see you, they see the elevated you, standing in your full power and most importantly, that's what you see too.

## Social media audit checklist

Here is a practical checklist for you to audit your content with. I recommend going through this process at least every three months.

Go through two weeks - one months worth of content and pay attention to the following content features. Tick the middle box if you feel you are nailing it and make notes if you notice anything that you are doing particularly well or you need to pay more attention to.

Content features	Nailing it?	Notes
Do you directly reference WHO you help?		
Do you use your ideal client language?		
Do you talk about the problem they solve and pain points based on their lived experiences		
Do you present the solution? How well do you explain your services or products?		
Do you describe the results and Outcomes?		
Does your content show empathy?		
Does your content show authority?		

Content features	Nailing it?	Notes
Do you address wrong thinking /feelings/actions of your ideal clients?		
What are they doing to solve the problem that isn't working?		
Does your content address the objections that your ideal clients often have before buying?		
Does your content answer common the questions your audience ask before buying?		
Does your content share only images that support the brand(as oppose to stock images with no real meaning)		
Does your content have Striking first sentences that catches the attention of your ICA		
Is your content scannable?  Are you using short sentences, short paragraphs and bullet points		
Are you sharing regular video posts		

## Social media content types audit

Just as with the features audit, do this regularly so you can be aware if there is an area of content you have been neglecting.

Keep in mind that the testimonial posts and call to action posts combined should make up 25% of your content.

Type of post	Nailing it	Notes
Stories		
Question posts		
Tips and advice		
Motivational posts		
Personal		
Testimonial		
Call to action		



How to decide what platforms to focus on

## Unit 5

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Make sure you are confident on one social media platform before moving onto the next.

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## Where and when to post

The main aim of this course is to get you confident writing content. However, that is only one aspect. You want to make sure that after you have written it, it is seen by those you want to work with. I am not an expert in any one platform but here, I will give you a basic guide into the main platforms. I do not recommend you try to spread yourself too thin. Make sure you are confident on one social media platform before moving onto the next.

### Facebook

- Your business page will organically get very low reach. This doesn't mean posting on your page isn't valuable. After all 70% of people will search through a FB page before deciding to make a purchase so it makes sense to keep the page active and share most of your content there. Also your Facebook page is the platform you will use for running ads. Even if you are not at the point of exploring this in your business yet, Facebook ads are perfect for scaling and so keeping your page active will benefit you long term.
- I recommend posting your content on your personal page too. Facebook rules do not allow you to run a business from your profile but posting about what you do and what your passionate about is certainly not against the rules. Be mindful of not posting continuous call to action posts but that wouldn't be recommended on any platform (as stated before CTA and testimonial posts should combined make up 25% of your content which means 75% is value and personal.

- Having your own Facebook group is a great way to add authority to your business. You are able to build a community and provide a safe place to demonstrate your skills and value. A Facebook group should be part of your strategy though. Be careful of starting one without thinking carefully about how it will fit into the bigger picture. Define clearly before you start what level of support and training you will offer in your free group that makes it different to your other content. One way to do this is to create regular free training in the free group that you can advertise to bring new people in. You can store these free training sessions in the unit section so new members can see your previous content and you can signpost prospects towards them. Add one value post and one question per day to your group.
- Make sure your profile page is optimised and directs people to your business page or group. Use features like your profile and cover picture, featured images, your bio etc., to share your mission and tell people where to find out more.
- Use the Facebook story feature to show daily life
- Pick at least 3 Facebook groups where your audience spend their time and go into them daily to post useful content (within the rules) and engage with others
- Schedule time to scroll Facebook with purpose and engage with your ideal client.

- Add friends that you fit into your ideal client avatar or who you have been engaging with in groups. I do not recommend sending these new connection requests messages partly because this way of engaging on Facebook is associated with spammy strategies but also because FB can trigger it as such and you can find yourself in FB jail. Instead engage publicly with new connections.
- Use stories to showcase behind the scenes. Have fun and show the fun side of you and your business.
- Careful not to add external links into your posts. Add them into the comments

## LinkedIn

- Make sure your headline explains exactly what you do and who you do it for. Update it to make sure you explain what you have on offer at any specific time.
- In the about section, clearly explain the problem you solve, the solution you offer and the outcome they get as a result. Say exactly what service you are offering right now and how they can access it. You can also add an introduction video and links to your website/sign up pages.
- Each day post the same content you are posting in your group or page, still to the 25% rule with CTA's and testimonials.
- Don't stress about having to be 'professional' on LinkedIn. This block actually prevents people being themselves on this platform. LinkedIn is simply full of people. Follow my instructions and support with content types and you will get the results.
- Just like FB, keep the external links in the comments.
- Add 10 new connections daily. Search for 'People' and 'second connections,' before searching for the key words associated with your ideal client. I don't add connection request notes because they feel uncomfortable and staged. Unless I want to buy someone's product or service or I have a particular comment based on their content, I simply engage with the new connections or potential new connections in public first to build trust.

- Just like FB, set aside time to engage with your ideal clients. You can make a list of people or clients you especially want to work with and use your time wisely by engaging with this content first.
- Use the story feature to show behind the scenes in your business.
- If your ideal client doesn't post a lot, look at their activity and post on the same posts and on their comments.

## Instagram

- Optimise your bio by saying exactly what you offer and who for. Keep this updated so it clearly shows what you are promoting at any given time.
- Add a link in your bio and make sure on your CTA posts you direct people to your bio
- Consider Linktree. A solution to Instagram's policy of one link per bio. There is a free and paid version. Although, ideally you should only be promoting one thing at one time on social media anyway.
- Plan your Instagrid to make it visually appealing Use stories to talk about what your daily life, behind the scenes Make sure you post text content with every visual post
- Use hashtags but do it strategically. Research before you throw a load of hashtags with no thought at all your content. Find hashtags that have more than a thousand posts but not as many as a million. Pick hashtags that are relevant to your audience that they are going to be looking for. These might not be those connected with your industry.
- Consider a branded hashtag
- There are three types of videos on Insta and all are worth exploring. Instagram video, Stories and IGTV.

## Twitter

- Be mindful when selecting your Twitter handle, bio and image.
- Tweet during peak times. Tweets have a much shorter shelf life than other platforms so it is more important to Tweet when your audience are likely to be online. The weekends and evenings are the busiest time for Twitter users. Pay attention to your own stats though to see what times work best for your audience
- Use hashtags sparingly. Only use one per tweet and select it carefully. Again this is something you can research and explore through trial and error. Use <https://hashtagify.me/> to help identify hashtags.
- Add carefully selected images where appropriate. Tweets are more likely to be retweeted with images.
- Use Twitter video to get more views



How to set your own visibility targets and stick to them. How to stay accountable to yourself

## Unit 6

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Your commitment is your responsibility.

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## Visibility Intentions

When you have clarity on...

- Your ICA
- Your Mission
- What you are selling
- Your content (ideally the plan)
- What sort of posts to write and how to write them
- What social media platforms you want to be visible on

Then it's time to make a commitment. Your Visibility Intentions.

Where will you show up, how often and what time? Social media and content marketing only works if you are consistent so it is important that the plan you put in place now is realistic and achievable but also pushes you to be more visible than you are right now (why else are you here right?!)

Use this to map out your commitment. I recommend you refer to the goals you set yourself at the beginning of this process to make sure this commitment is aligned with them.

Just like your goals and your content audit, I recommend you review this every three months to keep on track. Remember consistency is what is going to get you those leads and help you achieve your vision.

Your commitment is your responsibility.

<b>Platform</b>	<b>How many times a day/week will you post</b>	<b>What days/times will you post. How will you fit this into your routine?</b>	<b>What type of content will you share</b>
<b>Facebook personal</b>			
<b>Facebook business</b>			
<b>Facebook group (yours and /or others)</b>			
<b>Instagram</b>			
<b>Pinterest</b>			
<b>Linkedin</b>			
<b>Twitter</b>			

## Engagement and audience building

Engagement is content. Making sure you are having conversations with your ideal client is a vital part of building relationships.

The problem is it is too easy to get lost in social media which is why I recommend scrolling with purpose.

Set time aside daily, to engage and actively take steps to grow your audience (adding connections, promoting your page, following ideal clients etc...).

Platform	Times when I will scroll with purpose and engage	How will I grow my audience and when
Facebook		
LinkedIn		
Instagram		

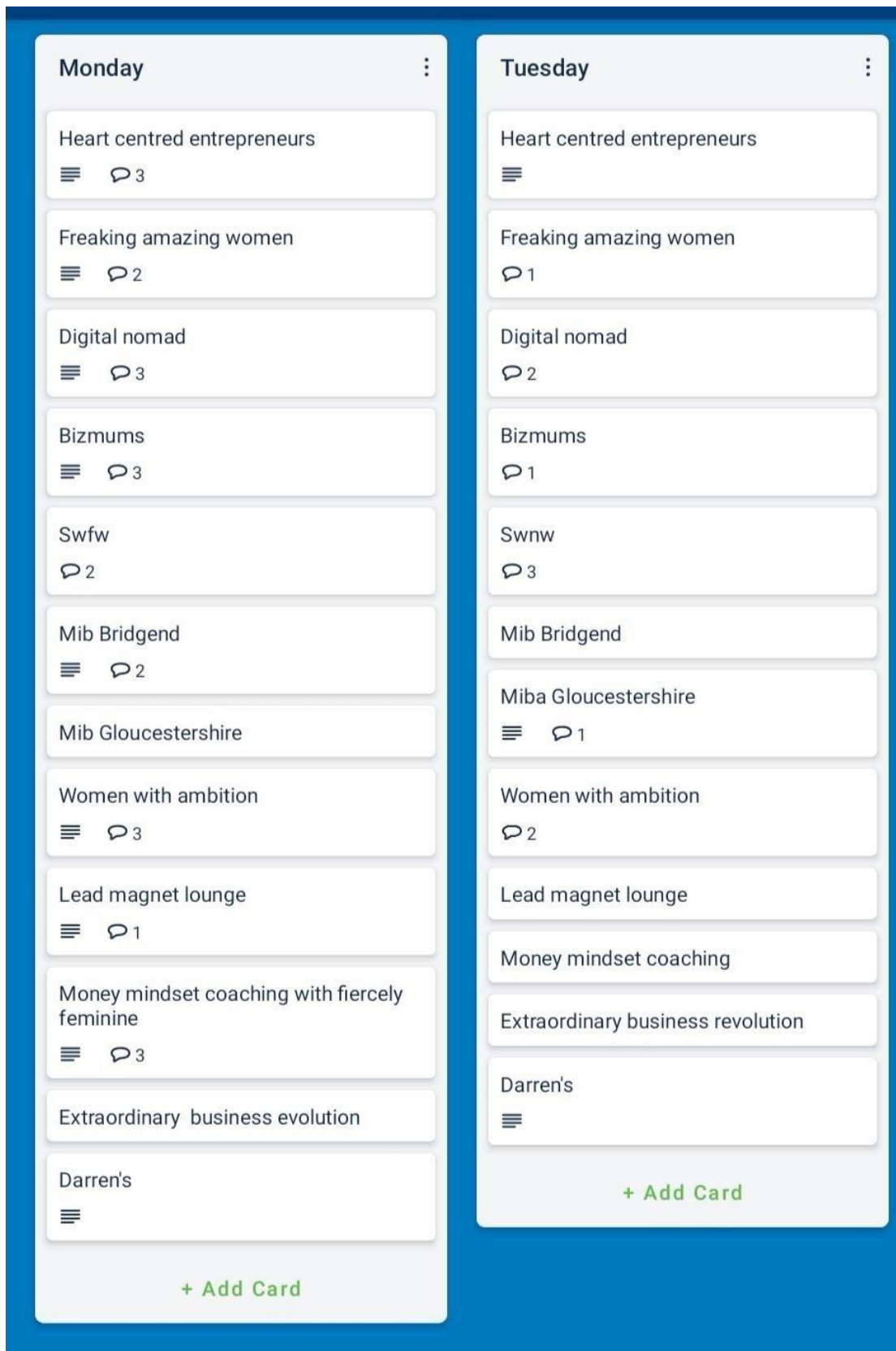
Additionally, to take this a step further, make a list of WHO you want to engage with (those ideal clients or influencers you have your eyes on) and / or which Facebook groups to engage in.

To start this process pick three groups (you can add more). Use this chart to make a note of what posts are allowed in these groups on the different days of the week. This avoids you making a mistake and breaking the various rules that FB group facilitators set.

Each day you simply go through the list, post content where appropriate and engage with the other members. You can use the search bar in each group to search for keywords relating to your mission so you can quickly find posts where you are able to demonstrate your expertise.

If you transfer this process to Trello, you can store the content you share in each group too to keep track and potentially repurpose.

This is what how I set up my Trello board to manage groups. I couldn't manage this list of groups all the time on my own so I either hire a VA to do it for me (in my account) or up my game in the few weeks leading up to a big launch.



Each card is a group name. Within each card is any details I need to know about the group on that day. For example, themes.

In this screenshot you can see that in Heart Centred Entrepreneurs on Monday the theme is #geniustip.

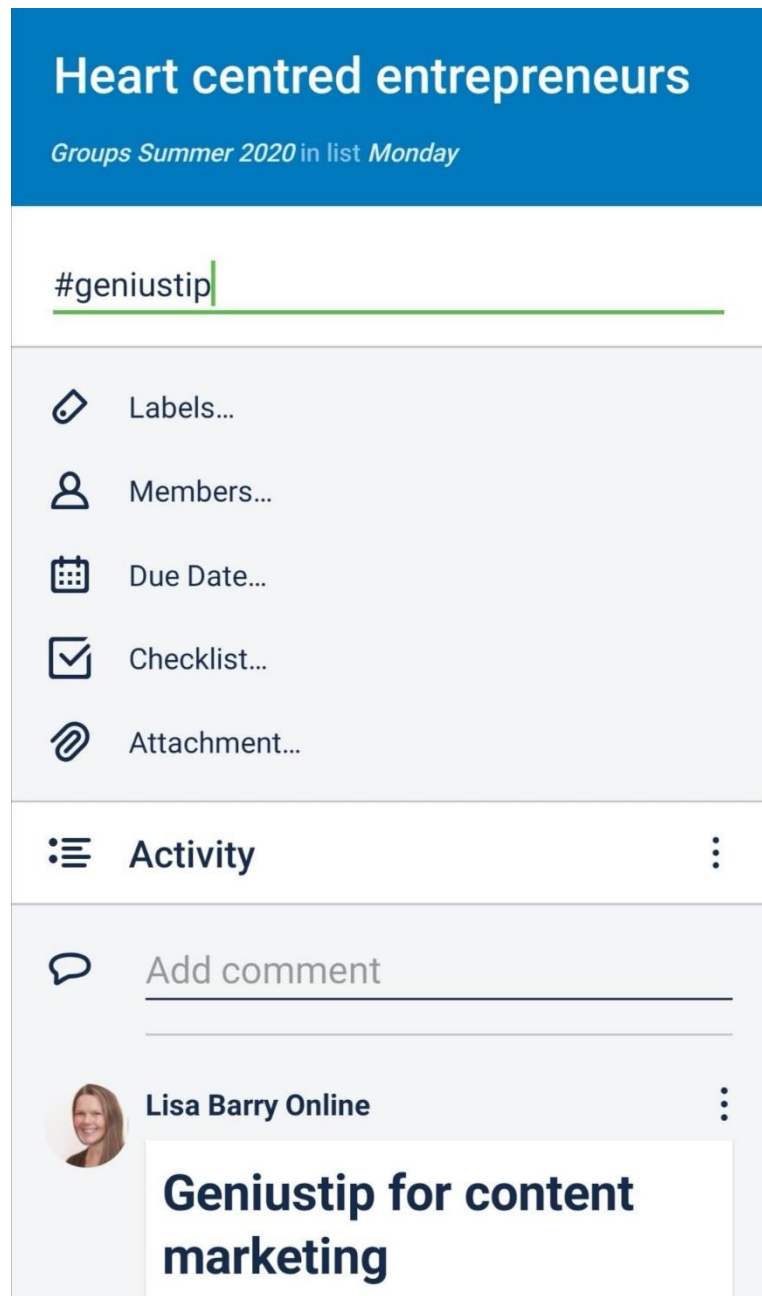
In the comments section of each card I store the content I have shared in that group, on that day in the past.

This allows me to keep track.

These pieces of content are usually repurposed from my main content plan. Selected because they fit the specific group and the theme of the day.

I rarely write specific content for a group unless I am asking for help or sharing something time specific.

You can also add the link to the group here, which will make the whole process so much quicker.



Monday	Tuesday	Wednesday	Thursday
<p>FB Group 1 Daily themed post information and notes about the rules.</p>	<p>FB Group 1 Daily themed post information and notes about the rules.</p>	<p>FB Group 1 Daily themed post information and notes about the rules.</p>	<p>FB Group 1 Daily themed post information and notes about the rules.</p>
<p>FB Group 2  Daily themed post information and notes about the rules.</p>	<p>FB Group 2  Daily themed post information and notes about the rules.</p>	<p>FB Group 2  Daily themed post information and notes about the rules.</p>	<p>FB Group 2  Daily themed post information and notes about the rules.</p>
<p>FB Group3  Daily themed post information and notes about the rules.</p>	<p>FB Group3  Daily themed post information and notes about the rules.</p>	<p>FB Group3  Daily themed post information and notes about the rules.</p>	<p>FB Group3  Daily themed post information and notes about the rules.</p>

Friday	Saturday	Sunday
<p>FB Group 1 Daily themed post information and notes about the rules.</p>	<p>FB Group 1 Daily themed post information and notes about the rules.</p>	<p>FB Group 1 Daily themed post information and notes about the rules.</p>
<p>FB Group 2 Daily themed post information and notes about the rules.</p>	<p>FB Group 2 Daily themed post information and notes about the rules.</p>	<p>FB Group 2 Daily themed post information and notes about the rules.</p>
<p>FB Group3 Daily themed post information and notes about the rules.</p>	<p>FB Group3 Daily themed post information and notes about the rules.</p>	<p>FB Group3 Daily themed post information and notes about the rules.</p>



*What I did.*

*The strategy I used to grow x4 my  
business income on social media in 18 months.*

## **Unit 7**

“

Now it is your turn.

Are you ready to turn your Mission Into a Movement?

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## My Trello group board

### My posting schedule

A big part of my mission is helping you to find a social media that will work for you. There isn't a right or wrong. A secret sauce or one magic wand.

However, that said, I know that my clients want to know the strategy that I use for my social media. Not so they can duplicate it exactly but so they can use it to guide them and make their own decisions.

Whatever you do, the magic is in the consistency so finding something that works for you is essential.

Keep in mind when you look at my schedule, it looks like a lot but I spend three hours organising my content on a Monday and then daily, just one hour a day. Monday - Friday.

On the weekend, I have just one post scheduled in my group and I post one business related post on other platforms that has been prewritten. I engage and audience build if I have the time or energy but I don't put the pressure on myself at these times.

Take from my schedule what works for you. Remember to take next steps only. When I first made a commitment to my own courageous visibility, I simply posted once a day on two platforms. If I had tried to do this then I would have been overwhelmed and then stopped. I built up to this, making it part of my routine, like you would if you were introducing healthy habits.

Building up, being committed and equally compassionate with myself, has enabled me to grow my business beyond 6 figures in 18 months. Prior to that I spent 5 years playing small and afraid to be visible. This stuff works. Now it is your turn.

Are you ready to turn your Mission Into a Movement?

Time	Place	Content type	Notes
7am	My free Facebook group	Advice, tip or motivational	Scheduled a week in advance so it posts while I sleep. Some of this content is new and other posts are repurposed.
9am (or when I wake)	Linkedin Facebook business page	The same valuable post scheduled into my group for 7am	I copy and paste the post when I wake up and see the notification that it has been shared in my free group
9am (or when I wake)	Facebook personal post	A personal post	Either a post about the work I am doing today, something I am excited about or something trivial and fun
9am (or when I wake)	Other Facebook groups where my audience hang out	Following my Facebook group Trello board and making sure I am following the rules of each group	<p>The content I often share in these groups is content I have written previously and have stored in my content plan</p> <p>The process I go through in the morning of posting and engaging takes me 30 minutes.</p>
12pm	My free Facebook group	A question post (either surface or mission level)	Scheduled a week in advance. I am often homeschooling my children at this time.
Between 1pm - 5pm	Linkedln Facebook business page Facebook free group or my personal page (I alternate between the two)	Call to action post or testimonial	These posts are all prewritten at the beginning of the week and stored in Trello so I only have to copy and paste when I get the moment
Evening	Personal page Linkedln	Personal post	I also use this time for audience building and scrolling /engaging with purpose /responding to replies to my content for 30 min



*Thank you!*

LISA BARRY ONLINE

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