Mind Map 4 – What Content to Post.

(1)
Your weekly posting strategy should be focused on building the 'connection' with your audience.

(2)
W,I,I,F,T.
What's In It For Them
Should be the long-term focus of your posting strategy.

(3)
Your fortnightly posting strategy should consist of the following.

(4)
A Personal Philosophy Post – What you stand for or care about.

(5)
A Personal Experience or Personal Story style post – Your personal story about anything.

(6)
A Personal Lifestyle Post – About what you like to enjoy during your spare time.

(7)
A Professional Post –
A before & After,
A Case Study,
Testimonials,
Recommendations etc.

(8)
FAQ's –
Answers to common questions asked by your clients and target audience.

(9)
Results – CTA –
Results – If you would like more information, just contact us.

(10)
Professional Industry Post – Write or share articles that are specific to your industry and your target audience.

(11)
'How to' or 'Instructional' style posts –
Videos are best.
Provide a solution to common problems experienced by your target audience.

(12)
Industry Authority Posts – Posts that demonstrate your experience, expertise and knowledge of your industry.

(13)
Video Posts –
Portray your areas of expertise, how you help people, the benefits or results you offer them.

(14)
Selfie Style Pics or Videos – Share your achievements, milestones, promotions, results achieved, case studies, special occasions.

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