

# WELCOME

*To*



# *Flick*

# FACTOR<sup>®</sup>



How to Get More Social Media Likes &  
Grow More Loyal Fans



*Hello*

*How to  
get more  
social  
media  
Likes &  
grow  
more  
loyal fans*



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*Dedicated and inspired by my entrepreneurial friends.  
There is pure magic in your adventurous spirit.*

*Colleagues often tell me I could write a book with all the tips I share with them about how to use social media to nurture authentic relationships, increase brand awareness, and convert fans to customers.*

*Well, here it is.*

*My sincere wish is that you harness the power of the proven strategies highlighted in this book to not only get more LIKES on social media but to create authentic relationships too.*

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# The CLICK FACTOR®

## Introduction

Welcome to Click Factor® - How to Get More Social Media Likes & Grow More Loyal Fans. Social media apps like Facebook, Instagram, LinkedIn, etc. are one of the best ways to build brand awareness, inspire fan loyalty, and increase sales. However, unless you learn how to connect and resonate with your ideal audience, you'll be wasting your time.

There are literally thousands of books on how to rock social media. The problem is they're good at showing you all the right buttons to push to optimize your social media accounts, but they don't show you how to grab the attention of your ideal audience. That's where Click Factor® - How to Get More Social Media Likes & Grow More Loyal Fans comes in.

As a social sales coach, I've taught hundreds of business owners, consultants, and influencers how to use Facebook, Instagram, and LinkedIn to build brand awareness, nurture fan loyalty, and increase sales. The key ingredient is your Click Factor®. The simple truth is that if your posts are attractive enough to grab the attention of your friends and fans, they'll pause long enough to take notice of and LIKE your post. And, if you give your fans something that touches their heart, makes them feel special or laugh, they may even leave you a comment.

Of course, there's a little more to the art and science of getting hundreds of LIKES on your social media posts. Click Factor® - How to Get More Social Media LIKES & Grow More Loyal Fans is designed to show you the key elements of click worthy posts. I've also included over a dozen illustrated sample posts to make it fun and easy for you to start composing your own click worthy posts right away.

# The CLICK FACTOR<sup>®</sup>

## Introduction continued

I believe marketing your business should be fun. After all, there must be something that inspired you to want to be successful in your profession. And, if you aren't having fun while you're doing it, why bother?

When you put the Click Factor<sup>®</sup> concepts to work, you'll start getting a lot more LIKES and you'll likely notice that your fans are more friendly, engage more often, and are a whole lot more supportive. It's a quality-of-life game changer bound to get you and your fans smiling every day.

At the end of this eBook, you'll find a few Bonus Gifts for immediate download.

Your FREE Gifts include:

Gift # 1 - The Click Factor Checklist for post content

Gift # 2 – 30 Day Social Media Posting Calendar

Gift # 3 – Complete List of 24 Ways to Show Who You Are

Gift # 4 – Complete List of 40 Ways to Show What You Do

Gift # 5 - Access to thousands of FREE high-quality attention-grabbing goodwill nurturing photos (e.g., Good Morning, Inspirational, Happy Friday, Holidays, Health & Wellness, Money & Finance and more) at [FetchGreatQuotes.com](https://FetchGreatQuotes.com)



The Art & Science of

# CLICKS

&

*Likes*

What is your

# CLICK FACTOR<sup>®</sup>





What's your Click Factor<sup>®</sup>

Your Click Factor<sup>®</sup> defined

*Your Click Factor<sup>®</sup> measures the number of post views divided by the number of Clicks it generates.*

The

# CLICK FACTOR®

*Formula*

# of Clicks generated

---

# of post visits

# The CLICK FACTOR<sup>®</sup>

*Putting Click Factor to work for your business*

Your Click Factor<sup>®</sup> is what determines how often your social media fans click the LIKE button.

A little background . . .

The latest statistics show that, globally, in 2021, people now spend an average of 2 hours and 32 minutes per day on social media. That's much more time than most people spend with local community groups, churches, or visiting friends.

Social media fills the simple basic human desire to connect with other humans - to be part of a group. Facebook, for instance, the largest social platform, is primarily used to see what our network is doing in their day-to-day activities. LinkedIn is devoted to more professional activities. People use it to demonstrate their professional abilities and accomplishments and to connect with other business professionals. It's the most popular place to ask business questions, request and display endorsements, and share content related to your business or industry. Instagram is growing in popularity because it serves up an infinite number of fun images and videos. Instagram makes it easy to keep up with your friends and celebrities that you find interesting or entertaining. You can create a thriving fan community on one or all of them.

# The CLICK FACTOR<sup>®</sup>

*Putting Click Factor to work for your business*

continued

A few other good reasons for the immense popularity of social media are convenience - you can access it right on your mobile phone, it's a good source for gossip, current events, tips, and comic relief. And best of all, it makes it easy to present yourself in the best possible way. Let's face it, talking face-to-face can get messy. It can trigger emotionally unpleasant feelings because we don't have time to think about what we want to say. On social media, however, you have time to construct and refine both your image and message. Positioning yourself the way you want to be seen is called self-presentation.

On an interesting side note, studies have found that the feeling we get from self-presentation is so strong that viewing your own Facebook profile usually increases your self-esteem. What's also of value to social sales marketers is that the leading way humans are inclined to work on self-presentation is through things, (i.e., buying things and acquiring things that signify who we are).

It's valuable to your business because social media makes it easy to create lots of engaging ways for your fan community to interact with you. If done well, it generates more LIKES. (Social media apps use the number of LIKES on your posts in their algorithms to determine how many more people's news feeds they'll show your post.) More LIKES equals more visibility. With greater visibility you'll have more opportunities to nurture fan loyalty giving you the ability to move beyond LIKES into something more lasting.

# The CLICK FACTOR<sup>®</sup>

*Putting Click Factor to work for your business*

continued

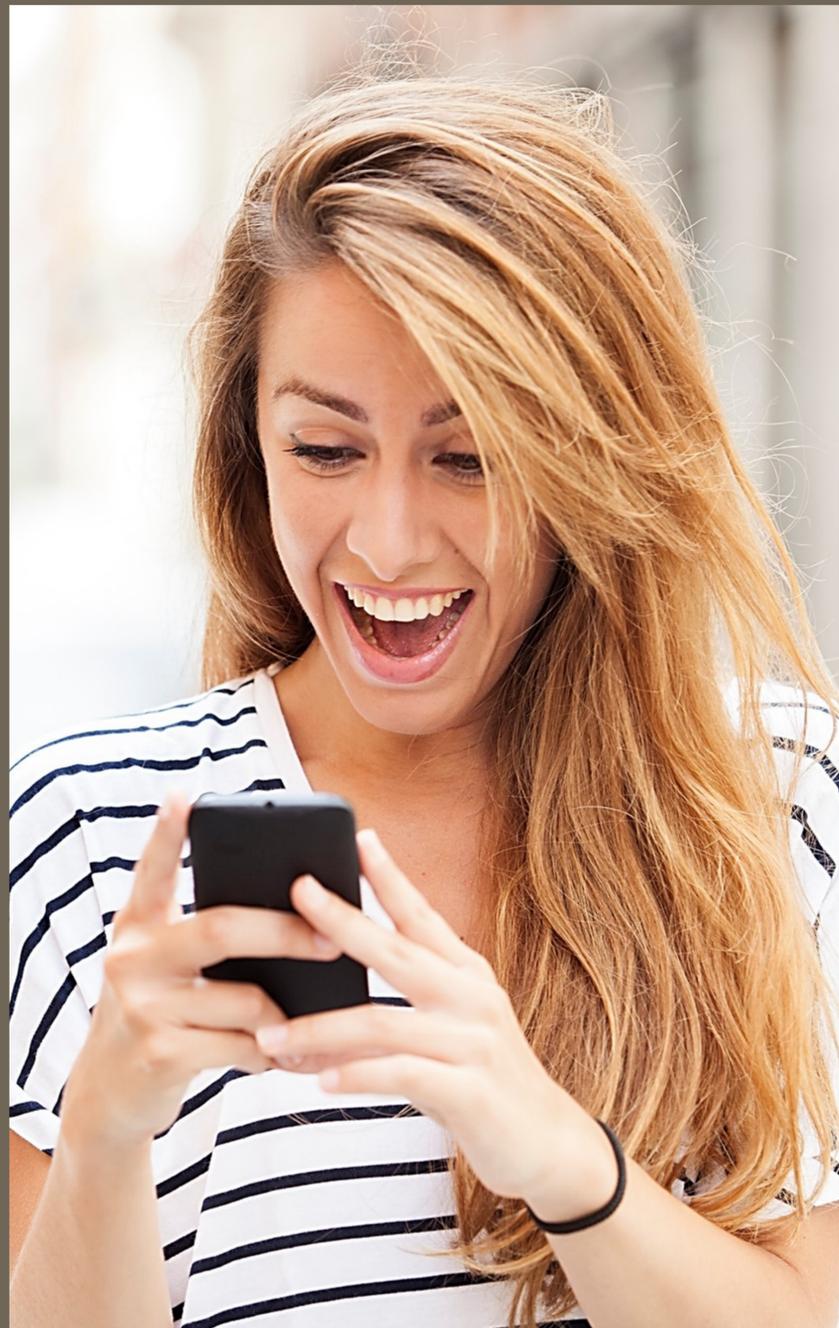
The bottom line - Improving your Click Factor<sup>®</sup> can increase the number of clicks your posts receive.

To get started you'll need to understand what motivates your fans to click the LIKE button. In Chapter 4, you'll learn the 10 Reasons People Look at Social Media. And you'll also be introduced to the 7 Top Reasons They Click so you know what kind of photos to post and how to compose post content that will resonate with your fans. Once you know what fans are looking for and what to include in your posts, you're on your way to attracting more LIKES and loyal fans.

It doesn't stop there. Click Factor <sup>®</sup> - How to Get More Social Media Likes & Grow More Loyal Fans will reveal the secrets to how you can successfully use social media to spread brand awareness, inspire sales, and get tons of LIKES while you're at it. We'll start with how to use goodwill posts to grow your fan list and nurture loyal followers. Then, we'll introduce you to how to resonate with your ideal audience with friendly conversational posts and fun photos bound to get them clicking.

Onward!

# 7 REASONS YOUR Click Factor<sup>®</sup> *Matters*



# The Magic of your Click Factor<sup>®</sup>

*Your Click Factor<sup>®</sup> measures the number of post views compared to the number of Clicks it generates*

---

## 7 Reasons Your Click Factor<sup>®</sup> Matters

1

More clicks equals more engagement. Engagement builds relationships.

Social media apps want to hold the attention of their fans. So they only circulate posts they know will get the most attention. The more LIKES your post gets, the more likely it is to show up in your fans news feeds so they can LIKE it too.

2

Engagement indicates that your company is providing value

Social scientists call it 'Wisdom of the Crowd'. It's the phenomenon of people giving value to something that is popular with others.

3

It spreads brand awareness

Brand awareness may not immediately increase your online sales, but over time and with the use of engaging posts, it helps you to establish your brand as a leader in your niche.

# The Magic of your Click Factor<sup>®</sup>

*Your Click Factor<sup>®</sup> measures the number of post views compared to the number of Clicks it generates*

---

## 7 Reasons Your Click Factor<sup>®</sup> Matters continued

4

It can provide Social Proof of who you are and what you do

Social proof is the the idea that people copy the actions of others in an attempt to emulate behavior in certain situations. Social proof in marketing can take the form of reviews, existing customers, media coverage, and more. Over 80% of Americans look for online social proof that you'll deliver what you say you will and that they'll enjoy the experience of working with you.

5

Interacting with people is associated with a greater sense of well-being - It's a hallmark of a healthy business

Think of the little shops you visit regularly. You recognize the people working there and they recognize you. That relationship creates a warm friendly feeling and nurtures a bond between you. Personal interactions with your social media fans are key to ensuring they keep coming back for more.

# The Magic of your Click Factor<sup>®</sup>

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## 7 Reasons Your Click Factor<sup>®</sup> Matters continued

6

Social media apps use “meaningful engagement” as an important signal that a post should be prioritized and circulated

Facebook and other social media apps use “meaningful engagement” as an important signal that a post should be prioritized. They use optical character recognition and software to identify certain words in your posts with more active and thoughtful interactions and give them more reach. As Facebook explains: ... People love seeing (and sharing) positive interactions between brands and real people. Remember, a prime goal of every social media app is to keep people on their app. They know what kinds of posts will grab and keep the attention of their users. Click Factor reveals the secrets to creating 'meaningful engagement'.

®

# The Magic of your Click Factor<sup>®</sup>

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## 7 Reasons Your Click Factor<sup>®</sup> Matters continued

7

### Social Sales opportunities

Social Selling - is more than just another buzzword. In fact it has been proven to increase company revenue by more than 16%. Results indicate that sales reps that use social selling sell more and reach their targets faster.

So just what is Social Selling? Social selling is the art and science of using social media to find and engage with new prospects.

Today, more than ever, the most successful business owners and sales people are using social media to engage fans and demonstrate value to prospects.

Effective social sales provides answers to consumer questions before they're asked. It's the process of using photographic proof and the power of story to build consumer confidence to move fans through the steps from awareness to consideration to purchase.

®

*A note about*

Creating Authentic Social Media

# Engagement

## It's all about engagement

When you're using social media to increase Brand Awareness and Social Sales, it's important to grow your fans and increase engagement. Social media apps use “meaningful engagement” as an important signal that a post should be prioritized so they'll show it to more of your fans.

Click worthy posts get more attention and more LIKE clicks. That connects you with more people every day!

Studies found that a variety of different types of post content and attention-grabbing photos is what keeps your fans interested, engaged and clicking the LIKE button.

People want to know who you are and what you value



Get real to establish trust & authenticity

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# NURTURE AUTHENTIC *Influence*



## FANS ARE LOOKING FOR CLUES THAT YOU'RE AUTHENTIC

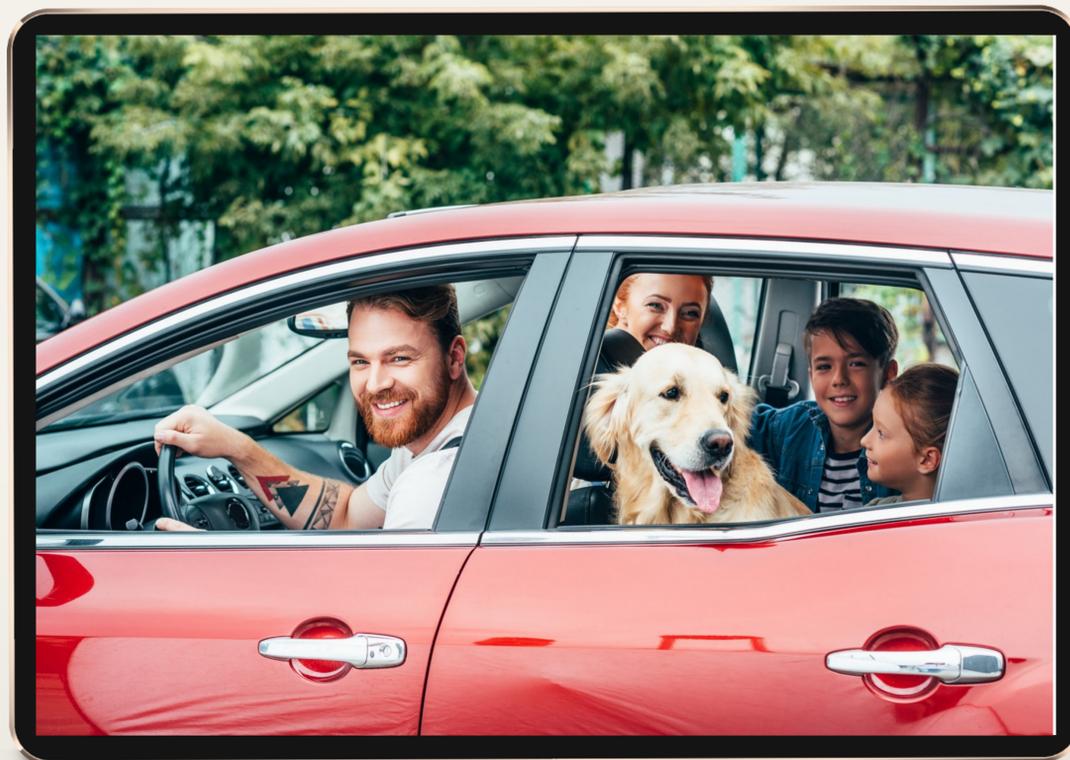
Creating a fake persona won't win you authentic fans. Being your authentic real self has skyrocketed in popularity within the competitive online market. The good news is that when you let your fans see you doing things that they do or things they can relate to, they'll be more likely to resonate with you.

You can't develop an authentic relationship with others unless you first show others your authentic self. You have to show them who you are, good, quirky, and everything in between. It helps to pause and make a list of a few character traits you're comfortable sharing with your social media fans. Include your values, things you enjoy, what you're good at, and etc.

Authenticity requires courage. You have to be brave enough to share a few juicy details about what's going on in your life. Then, balance your uniqueness and the qualities that will resonate with your ideal audience.

NURTURE

# AUTHENTIC *Influence*



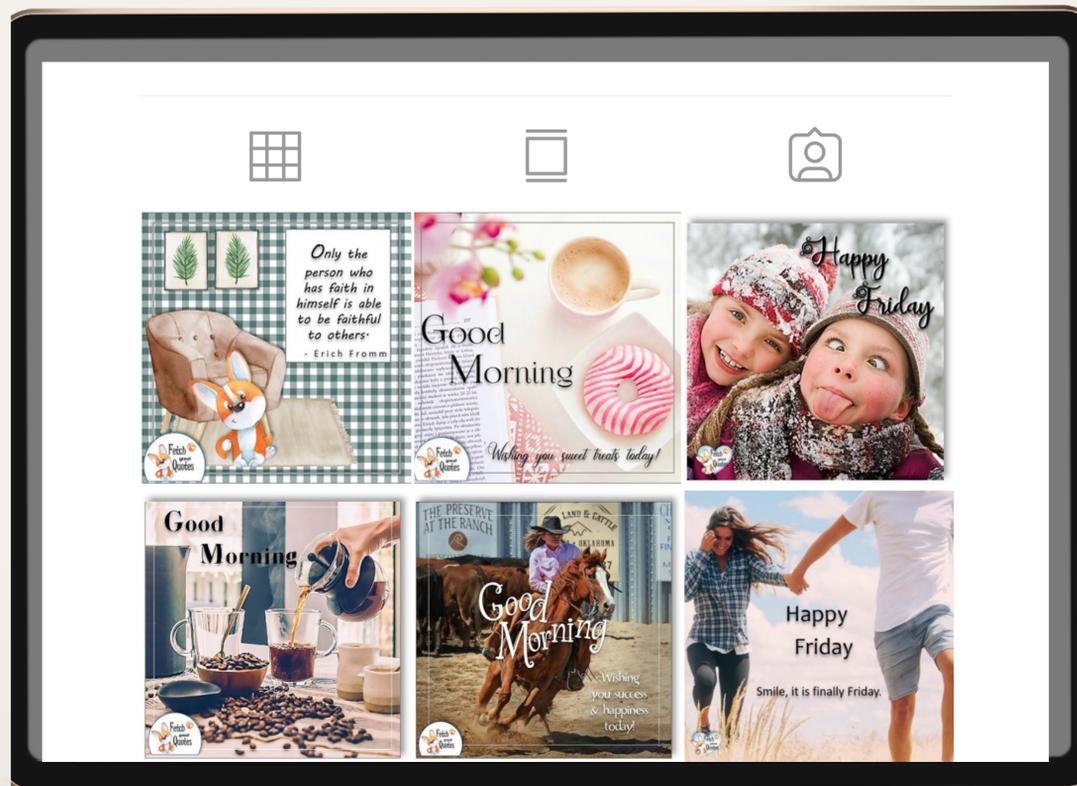
## CAN REAL PEOPLE RELATE TO THE REAL YOU?

Don't be afraid to show your age, what you do in your spare time, your favorite color, or other things you're doing on a daily basis. Your fans want to see that it's worth investing their time in caring about you. When you show and tell them how what you do supports your beliefs and if your values align with theirs they'll be motivated to interact with you.

Humans have evolved to create meaningful relationships with the people they can relate to. We've also evolved to gravitate to stories rather than lists of facts or flashy sales ads.

When you start by nurturing your relationship with fans with goodwill posts, then, give them mini stories that demonstrate who you are and what you do, you speak to their hearts and inspire more CLICKs.

# NURTURE AUTHENTIC *Influence*



## 3 REASONS NOT TO BUY SOCIAL MEDIA FOLLOWERS

On a special note: You've likely heard about companies that specialize in delivering LIKES and followers to your social media pages. Sometimes they actually deliver what they advertise. Lots of useless LIKES.

Many people and brands make the mistake of buying LIKES and followers when they want more social media engagement. It's fairly inexpensive and often does yield hundreds of new LIKES and followers. The problem is that they're FAKE. They're not authentically interested in knowing you or what you do.

And, there are 3 more important reasons not to purchase LIKES or followers.

1

**Social Media  
apps can tell**

They may suspend  
you

2

**Other Brands  
can tell**

They're not interested in  
working with you

3

**Real People  
can tell**

Real people think you're a  
scam

# HOW TO NURTURE AUTHENTIC *Likes*

How do you get more authentic LIKES?

POST CONTENT THAT EARNS HIGH ENGAGEMENT  
FROM YOUR TARGET AUDIENCE

SocialMedia LIKES happen when your posts fulfill the wants and needs of your fans. Your goal is to spread good will, entertain, inspire, demonstrate your professional expertise, and inspire sales.

These days, people are very aware of online scams. They're looking for proof that you're authentically who and what you say you are.

The best way to do that is to post a variety of content that features attention-grabbing photos and brief messages that indicate what you want to tell them about the photo, why you believe your fans should care, or offer your fans well wishes and be sure to answer their responses.

Create posts  
that appeal to  
your audience



# GET REAL



Younger generations demand brand authenticity. Today's, successful brands take a stand and have their values built into their marketing strategies. And, studies show it benefits their bottom line. It helps build consumer trust, and when consumers fully trust a brand, they're more likely to buy from them first, stay loyal, become advocates, and defend the brand. Lost trust equals lost revenue.

Your brand's authenticity has never been more relevant. According to recent Stackla data (via Social Media Today), 90% of customers mentioned authenticity as an important factor in deciding which brands they like and support.

Being real means being clear about your business's purpose, your values, and what matters to it, as well as making sure it resonates in everything you do including your social media posts.



# WHAT MAKES THEM *Click*



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# 10 Reasons People Look at Social Media

Your posts need to speak to your audience.

When you know why people look at social media and what they want to see, you're ready to create CLICK motivationg posts.

# 10 Reasons People Look at Social Media

continued

Think about how you'd feel if you were reading your post.

Using social media to increase brand awareness and inspire sales requires a special blend of goodwill, humor, helpful tips, and social proof of who you are and what you do.

The best social sales marketers have a refined understanding of what draws people to spend so much time looking at social media every day. They use that understanding to create posts that will entertain, inspire, and educate their fans so they come back every day.

When you match the content of your posts with what your fans crave, you'll have a winning Click Factor®.

Browsing through the top 10 reasons people look at social media below will help you understand how to inspire more clicks.

“

*Social media is the ultimate equaliser. It gives a voice and a platform to anyone willing to engage."*

--- Amy Jo Martin, Founder and CEO of Digital Royalty

# 10 Reasons People Look at Social Media

continued

## 1.) Staying in Touch

In today's hectic world, it's easy to lose touch with friends, family, and colleagues. Social media gives us an insiders view on what's going on with our friends.



Stay in touch

## 2.) Looking for Laughs

Everybody loves a good laugh. We enjoy being with people who can make us laugh, especially if they can help us laugh at the things and situations that cause us stress, anxiety or despair. Laughter makes people feel good. When you make them laugh, they see you as a bright spot and will visit often.



Looking for laughs

## 3.) Feeling Connected

People crave community. Social Media is a 24/7 community center where friends share their thoughts and what they're doing. Giving fans an insider view makes them feel connected. That gives them a good feeling so they visit more frequently.

# 10 Reasons People Look at Social Media

continued

## 4.) Knowing what's on-trend

On average, Americans check their phones about 80 times per day. They're checking to get updates and to relieve FOMO (Fear of Missing Out). You'll keep them coming back when you post current findings and on-trend information.



Know what's on trend

## 5.) Keeping Up with Current Event and News

We live in a 24/7 news cycle yet reading the local news paper has become a thing of the past. You can connect current events to your personal experience or your business to inspire fan engagement.



Filling spare time

## 6.) Filling Spare Time

The average person will spend about 10 years of their life standing in line waiting. Social media is the perfect remedy to end boredom. Give your fans something to fill all that spare time with entertaining, inspiring, educational post content.

# 10 Reasons People Look at Social Media

continued

## 7.) Nurturing Relationships

Social media has become the go-to resource for nurturing relationships connecting us with people we rarely or never meet in person. When you interact with your fans on a regular basis, friendliness grows and that translates to loyal fans.



Nurture Relationships

## 8.) Share Photos & Videos

The internet is a treasure trove of uplifting quotes, interesting facts, jokes, and the latest news. The problem is that there's way too much. When you currate the perfect mix of photos and videos that resonate with your fans, they'll visit more often.



Outlet for Opinions

## 9.) An Outlet for Opinions

One of the prime reasons for the long-time success of the American Idol show is that it allows the audience to voice their opinion. One of the best ways to stimulate fan engagement is to ask their opinion. Be sure to answer their responses.

# 10 Reasons People Look at Social Media

continued

## 10.) A Way to Meet New People

When you're using social media to enhance your professional image, expand brand awareness, or inspire more sales it's best to remember that people want to connect with real people. Real connections grow through common interests.

You need to be worth knowing or people will not want to connect with you. A good way to be worth interacting with on social media is by being yourself instead of posting a monotonous string of advertisements featuring your products or services.

Fan Turnover keeps your community fresh – New fans reinvigorate your fanbase.

Connecting with people with similar interests is the number one way of gaining more loyal fans. Every human decision is influenced by emotion.

This is why stories sell. Telling your story and the story of your brand attracts fans that resonate with you and are more likely to share similar interests. That translates to more LIKES.



Meet New People

# GET MORE CLICKS

---



“ Social media is about sociology and psychology more than technology.”

--- Brian Solis, digital analyst, author, keynote speaker

Do your posts motivate clicks?

While we know that different things attract different people, we also know that there are a few things that attract more of us. After years of evaluating fan responses to different types of social media posts, it became clear that there is a particular set of characteristics that inspire more clicks.

Research has revealed that there are 7 key elements that will reward you with more clicks.

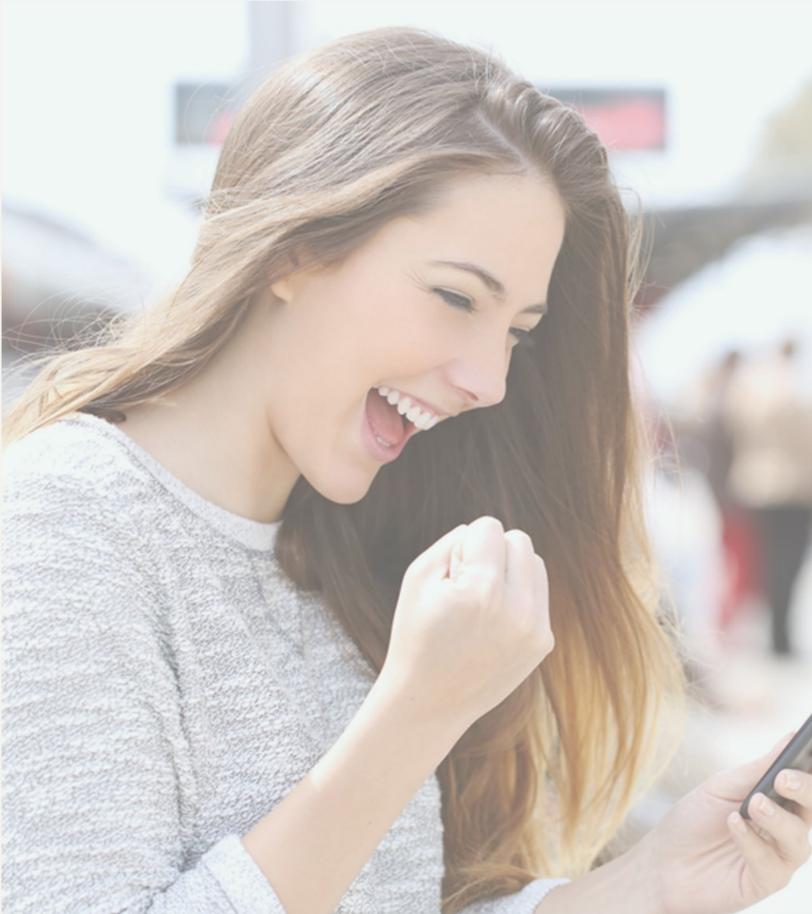
You'll want to use the Click Factor<sup>®</sup> Checklist when creating your social media posts. See the Click Factor<sup>®</sup> Checklist below.

Visit [FetchGreatQuotes.com](https://FetchGreatQuotes.com)

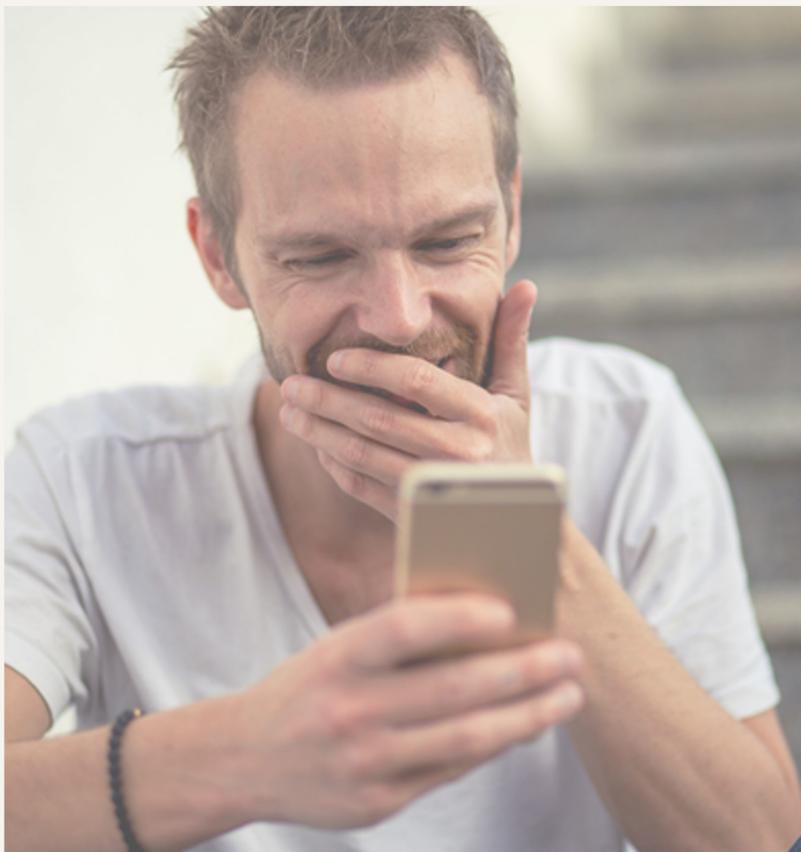
# GET MORE CLICKS

---

Do your posts make the grade?



Do your posts motivate clicks?



Grab your free Click Factor<sup>®</sup> post checklist at the end of this ebook

## 7 Top Reasons They Click

---

### The Click Factor<sup>®</sup> Checklist for post content

- 1.) Is it Attention-Grabbing - Does it jump off the screen?
- 2.) Is it Heartwarming - Can they relate to the feeling?
- 3.) Is it Uplifting - Will it make them feel good?
- 4.) Is it Humorous - Will it make them laugh?
- 5.) Is it Educational? - Will they learn something new?
- 6.) Are fans loyal to your brand? - Are they loyal fans?
- 7.) Will their opinion be valued

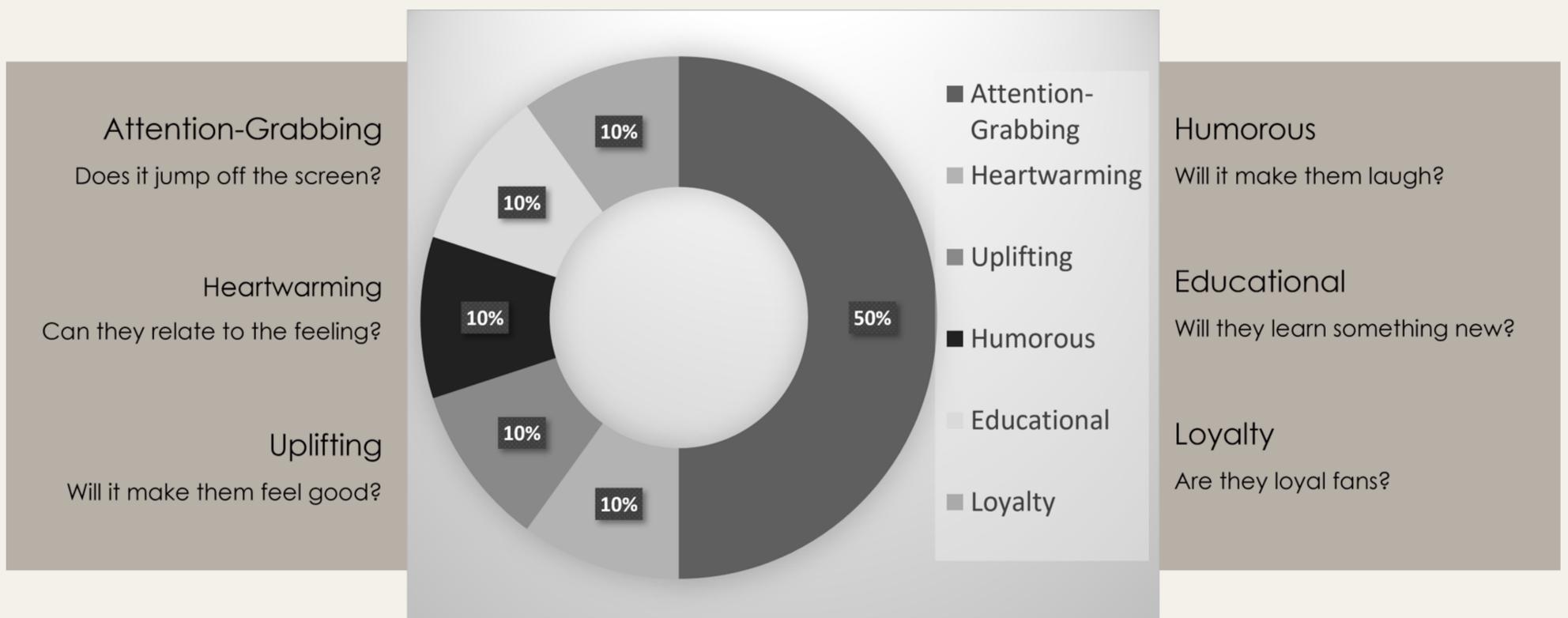
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# How to create *Click Worthy* Posts

What makes them click?

Use this handy chart to evaluate images and content before you post.



**Evaluate your content before posting it.**

Determine the type of content your fans want to see.  
Next, create a simple check-list of items you want your posts to communicate with friends and fans. Then, refine your posts to include 2 or more characteristics from the Click Factor<sup>®</sup> Checklist.

# The Perfect Mix



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# THE PERFECT MIX

Give them something to talk about  
People crave variety. They're looking for new and novel things. That means you need to build a variety of different post types into your social media posting schedule.

The Perfect Mix Chart below indicates the percent of each type of post you should use to keep your fans interested and engaged.



“Mix it up & keep them coming back.”



# CREATING *Goodwill* and FAN *Loyalty*



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# CREATING

*Goodwill*

and

FAN

*Loyalty*

"If put to the  
pinch, an ounce of  
loyalty is worth a  
pound of  
cleverness."

- *Elbert Hubbard*

## GOODWILL

Goodwill is defined as: a friendly, helpful, or cooperative feeling or attitude.

When you spread goodwill your fans reciprocate those good vibes and enter into a more cooperative and supportive relationship with you.



To nurture fan loyalty, you need to inspire people to make your social media posts part of their normal routine. A wonderful way to do that is to sprinkle goodwill posts into your social media posting schedule. Your goal is to have your fans check in with you every day to see what's new, valuable and interesting.

Goodwill posts include inspirational or motivational quotes, good morning wishes, happy Friday photos, and special holiday wishes. You can create your own or use high-quality attention-grabbing royalty free photos from reliable sources like [FetchGreatQuotes.com](https://FetchGreatQuotes.com).

Be sure to only use high-quality photos. Grainy low resolution photos make you look like an amateur instead of a professional. Only use photos from reputable websites to avoid online computer viruses or cyber security problems.

Note: Many online photos from sites like Google have copyrights and carry heavy fines if used without permission.



Goodwill is the one and only asset that competition cannot undersell or destroy."

- Ludwig Borne

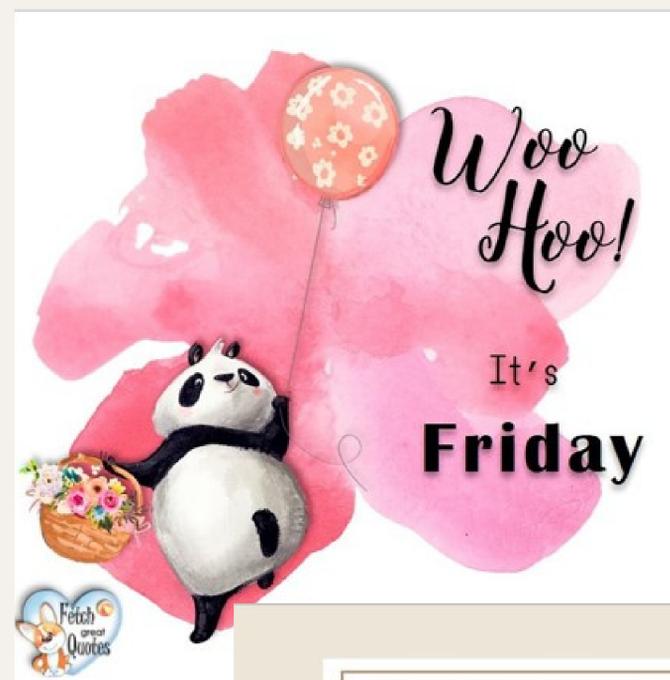
# 5 Ways

to spread

# Goodwill

Top 5 Ways to  
spread fan  
goodwill:

- 1.) Greet fans everyday
- 2.) Give them something to smile about
- 3.) Respond to their comments
- 4.) Share tips & advice
- 5.) Compliment them



Good Morning

Up your game by randomly giving no-strings-attached GIFTS.

“

I have found it helpful to keep constantly in mind that there are really two entries to be made for every transaction - one in terms of immediate dollars and cents, the other in terms of goodwill."

- Ralph Hitz

*When you make people feel good, they'll come back!*

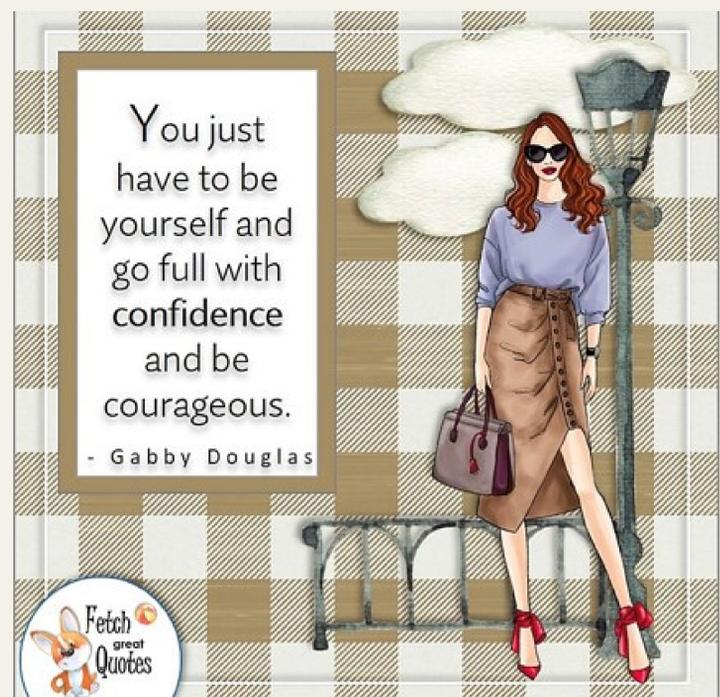
# Sample Goodwill Posts

Good Morning

Inspirational



Good morning. Wishing you create your best day.



Good morning. Wishing you confidence to step in the direction of your dreams today.

Discover more goodwill photos and quotes at  
[FetchGreatQuotes.com](https://FetchGreatQuotes.com)

“

Good morning. Wishing you confidence to stretch your wings today."

*Goodwill makes people feel good.*

*Make people feel valuable & they'll come back!*

# Sample Goodwill Posts

continued

Happy Friday



Happy Friday! 'Hope you're in for an extra helping of giggles today.

Inspirational



Happy 4th of July! Wishing you a star-spangled celebration today!

Discover more goodwill photos and quotes at  
[FetchGreatQuotes.com](https://FetchGreatQuotes.com)

BRAND AWARENESS

and

SOCIAL SALES

Without Looking

*Salesy*  
or  
*Repetitive*

Visit [FetchGreatQuotes.com](https://FetchGreatQuotes.com)

# How to promote brand awareness and inspire social sales

without looking full of yourself, salesy, or monotonous

*A picture tells a thousand words.*



For example: Show & tell them about something that inspired you to start your company

## Storytelling inspires sales

Successful marketers know that every human decision is influenced by emotion. That's why they use stories to sell. Stories provide messages in emotionally impactful and memorable ways.

Stories tell us why something matters and why we need to care. That's why in addition to goodwill posts you need to build storytelling into your social media marketing posting schedule.

Let's look at a few reasons you need brand storytelling and how to use storytelling posts to inspire more LIKES and sales.

## FREE GIFTS

View your free gifts and the immediate download link at the end of this ebook.

# How to promote brand awareness and inspire social sales

without looking full of yourself, salesy, or monotonous continued

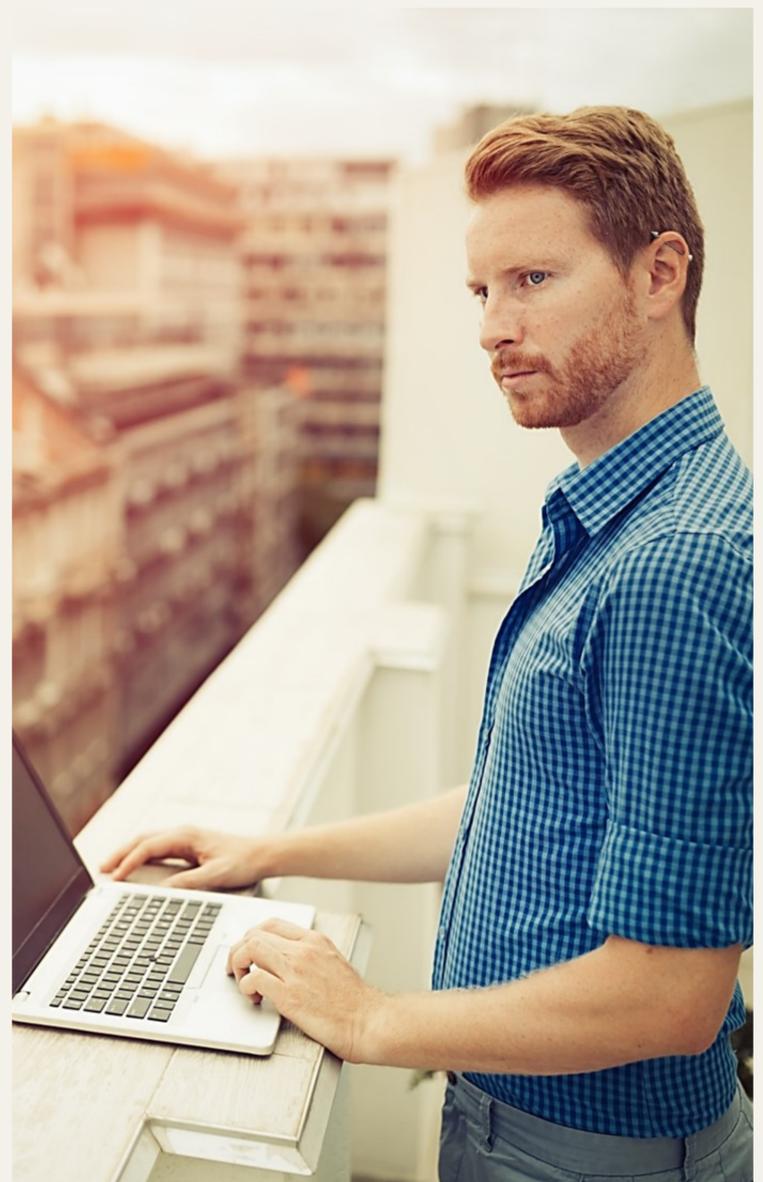
## *Visual proof increases trust*

Telling the story of your brand instantly sets you apart from your competition. It's what makes you different and if done well it can inspire your social media fans to trust and become invested in you and your product.

Storytelling is one of the best ways to convert social media fans to loyal customers.

The two key storytelling elements you'll wish to focus on are emotional impact and relatability. That means when you're using social media posts to tell your fans your brand's story or who you are and what you do, you need to tell it in a way that will connect you with your target audience.

Show them who you are

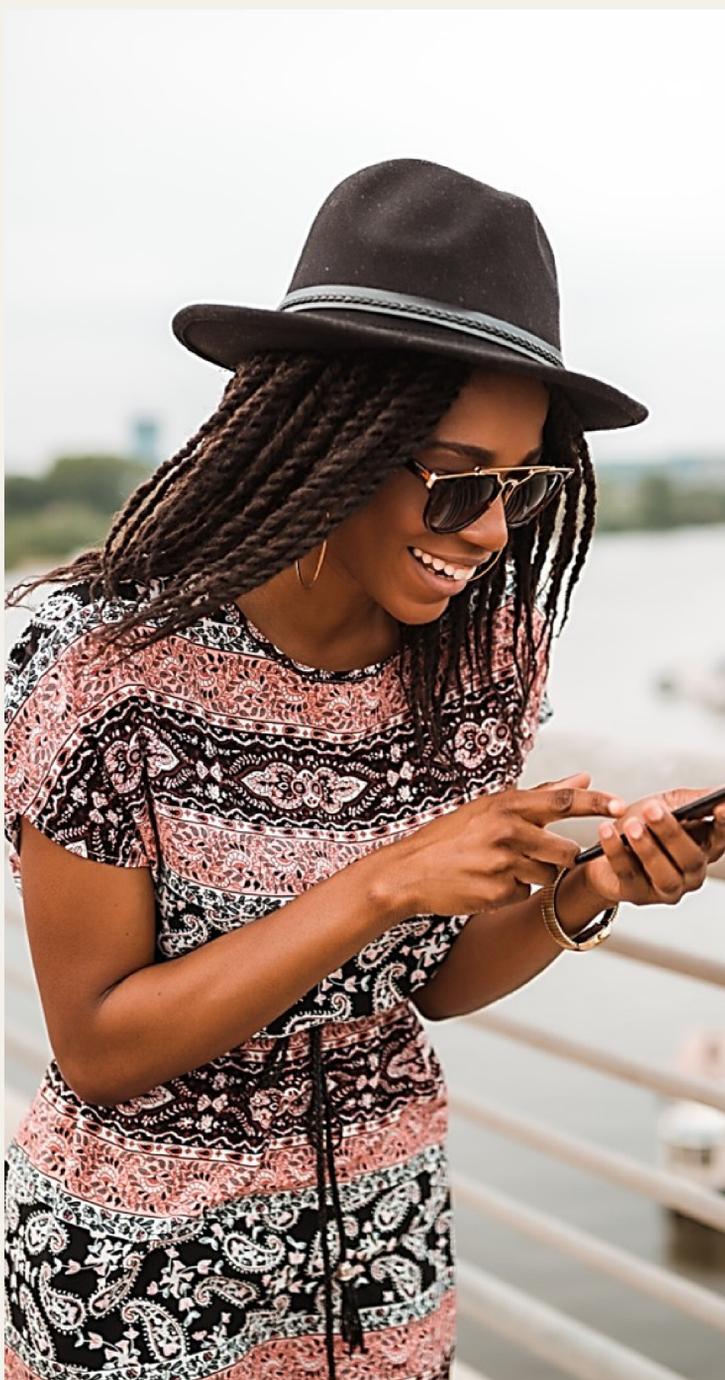


For example: Tell fans about what you did that solved one of your clients specific problems.

# How to promote brand awareness and inspire social sales

without looking full of yourself, salesy, or monotonous continued

## Tell them 'WHY' it's valuable



For example: Show them what you're reading & what you enjoy about it.

Social sales storytelling posts need to include the “what” and the “who,” but should always focus on the “why.” That’s the whole point—don’t just give people the facts, give people something that makes them relate to the the story.

When it comes to storytelling, people don't connect to generalizations. Humans have evolved to seek meaning from memorable stories. Memorable stories are more specific, detailed, and personalized.

Important details include where the story takes place, and what makes your story real and relatable. It needs to feel real and alive. Extremely specific stories will resonate more, especially now days when people crave more transparency and authenticity.

# How to promote brand awareness and inspire social sales

without looking full of yourself, salesy, or monotonous continued

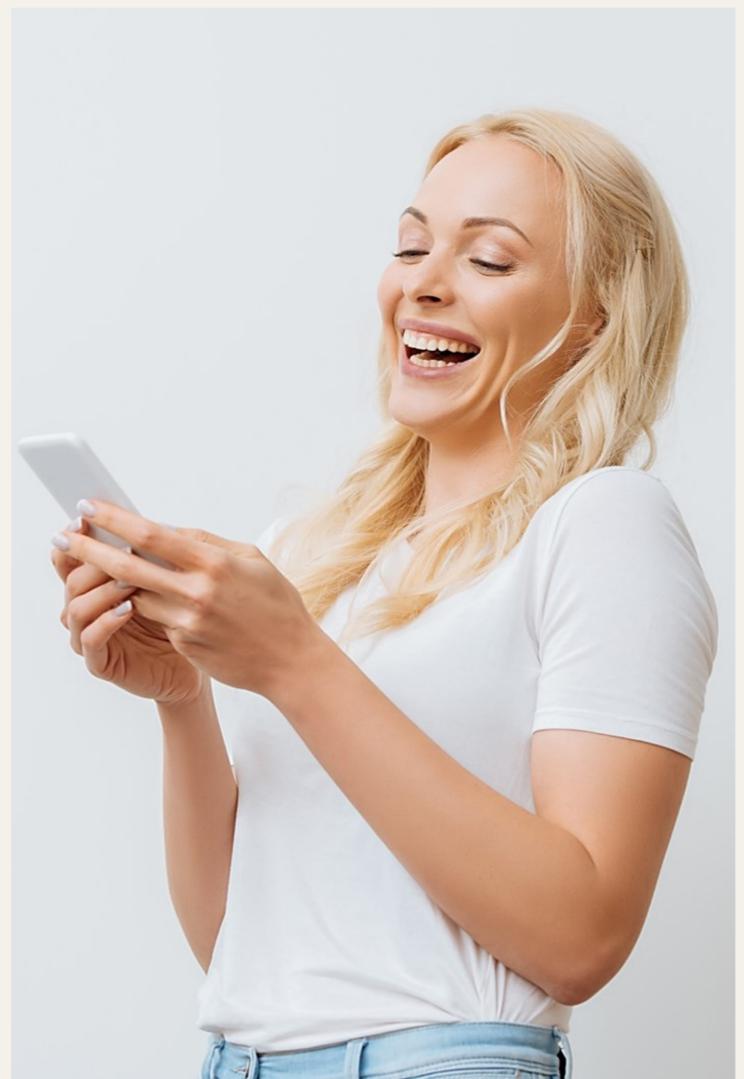
## *Humor and humility makes you more relatable*

If you're using social media to promote brand awareness and demonstrate your professional expertise, you're in luck. Because social media is designed to share photos and people love photos. And when you share candid photos you give fans visual proof of who you are and why they should care.

When they see visual proof of you running into the same problems they have or enjoying the same things they do, they feel validated and more connected to you and your brand.

Keep fans coming back by posting a wide variety of different activities that you enjoy to demonstrate who you are and what you do.

Let your personality shine through



Entertain while educating your fans. Use funny candid selfies with your posts

### FREE GIFTS

View your free gifts and the immediate download link at the end of this ebook.

# How to promote brand awareness and inspire social sales

without looking full of yourself, salesy, or monotonous continued

*Convert fans to customers - Show them who you are and what you do*



Entertain while educating your fans. Use funny candid selfies with your posts

According to Forbes Magazine, "Storytelling in of itself is perhaps the best way to hit that emotional chord with your customers." Remember, every purchase is inspired by emotion.

According to Rachel Gillett in Fast Company, " When we read a story, not only do the language parts of our brains light up, but any other part of the brain that we would use if we were actually experiencing what we're reading about becomes activated as well."

When you use brief entertaining stories in your social media posts to show who you are and what you do, you'll activate more fan engagement. That translates to more LIKES and a better Click Factor<sup>®</sup>.

Note: Be genuine. Be honest. Be real.

# How to promote brand awareness and inspire social sales

without looking full of yourself, salesy, or monotonous continued



## *How to do it*

Once you understand the elements of good storytelling, it's easy to use brief stories as social media posts to increase brand awareness, professional expertise, and the benefits of your products or services.

Here are the basic elements of a story.

- 1.) **Theme:** A theme is something important the story tries to tell us. Don't get preachy. Let fans feel they've discovered it for themselves.
- 2.) **Plot:** The plot is usually about a conflict or struggle that the main character goes through.
- 3.) **Story Structure:** You need to keep it brief so jump right into the action & wind it up quickly.
- 4.) **Characters:** Your character should be someone readers have something in common with, or at least care about, (e.g, you, a team member, a client, and etc.)
- 5.) **Style and Tone:** use actions and speech to let readers know what's happening. *Show, don't tell.*

# How to promote brand awareness and inspire social sales

without looking full of yourself, salesy, or monotonous continued

Social sales story writing made easy.



Step 1

Start as close to the end as possible. Tell them what's happening or the good news

Step 2

Introduce them to someone to root for (a customer, team member, or you). State the challenge.

Step 3

Tell them how the challenge was resolved.

Step 4

Say how the event affected the person it's about, you, and/or others.

Step 5

Keep it brief.

Step 6

Proofread and correct spelling and grammar.

# How to promote brand awareness and professional expertise

without looking full of yourself, salesy, or monotonous<sub>continued</sub>

Fans need to Know, Like, & Trust you

Why being authentic matters



For example: Show them what it looks like to do business with you.

The best way to stand out from the growing social media crowd is to show your followers your real, authentic self.

Inspirational content you share may garner attention and gain lots of LIKES, but it's showing your flawed self that will compel your followers to stay for the long term. Letting your audience get to know the real, imperfect you is what converts them from passive followers into loyal fans.

Remember that old saying that people buy from those they Know, Like, and Trust.

Social media fans get to know you when you share your personality, quirks, and stories of your vulnerable moments. It creates a sense of connection. That's how genuine feelings of affection grow.

People can only truly like someone after they get to know a little bit about that person. It's the people we like that we tend to trust the most.

# How to promote brand awareness and professional expertise

without looking full of yourself, salesy, or monotonous continued

## *Why being authentic matters*

You'll want to strike a balance between sharing your inspirational content and posts that give fans a glimpse into things you do. Your inspirational professional tips are likely what draws people towards you in the first place. You do however also need to show your audience the truth behind it all. The relationship between your inspirational photos and the maybe not so glamorous and humorous aspects of your life are all part of the same story.

Don't be afraid to share your behind the scenes photos in your social media feed. Tell the real story about how hard it was to put your last project together in your caption. These brief peeks behind the curtain demonstrate the connection between your real self and your professional moments.

This part of the story is what makes your motivational content feel more attainable to your followers. We make friends with people who share personal stories of their challenges, disappointments or everyday wins because we can relate to them.

Show them who you are



For example: Show them what it looks like when you were working on a challenging project.

*Your relatability is what will forge the connection with your followers.*

# How to promote brand awareness and professional expertise

without looking full of yourself, salesy, or monotonous continued

Show them who you are



For example: Tell them about an unexpected surprise

*Your relatability is what will forge the connection with your followers.*

## *Why being authentic matters*

One of the most valuable things you can do for your social media marketing as a business, brand, influencer or organization is to be authentic in your posts. Being Authentic shows that there's a real person behind your social media persona. Remember, people relate to real.

Being authentic makes you more approachable. That means fans will be more likely to LIKE and comment on your posts. Being authentic helps create a safe place. If you show fans it's OK to admit your quirks and flaws, they'll feel safe enough to share their own comments. Being authentic builds trust. Fans are more likely to trust a brand when they feel they know who you really are. Authenticity builds community too. Fans are more likely to rally around you if they see that you're genuine.

Using brief stories to show fans who you are is one of the best ways to help them get to know, like, and trust you.

# 5 Top Ways *to show* WHO YOU ARE



With sample photos & post content

”

What makes you  
unique, makes  
you interesting

# How to promote brand awareness and professional expertise

without looking full of yourself, salesy, or monotonous continued

*Show them what you have in common*

*Show them who you are*



For example: Show them what happened on your way to work today.

*Be sure to download your Free Gifts at the end of this eBook including 40 Ways to Show What You Do.*

People are curious about who you are and how your values show up in your life. You're more relatable when you post brief stories about what you're doing or something interesting that happened to you that they may have also experienced.

Keep them interested by posting a variety of things you enjoy, show them a photo of you doing something that aligns with your values, or how you managed one of life's little challenges. Never underestimate their willingness to root for the underdog.

Here again, variety is key. Think of it like an ongoing story that gives your fans a series of ongoing candid glimpses into who you are and what makes you tick. Showing fans who you are helps them understand why you're worthy of their attention and why they should follow you.

See sample posts below

# 5 TOP WAYS *to show* WHO YOU ARE

---

Plan to include 5 or 6 posts per month that show fans  
Who You Are

*Avoid monotony- Use a variety of different ways to show who you are*

Here's your starter list of the 5 Top Ways to Show Who You Are

1. What's your favorite color? Where do you choose to put it in your wardrobe & surroundings?
2. Who do you think is inspirational? What quotes inspire you & what is it about them that you find inspirational or helpful?
3. Favorite songs, pieces of music, groups & what you enjoy about them
4. Favorite foods or desserts & story behind why you like them or where you get your favorites
5. What's your favorite way to chillax?

See sample posts below

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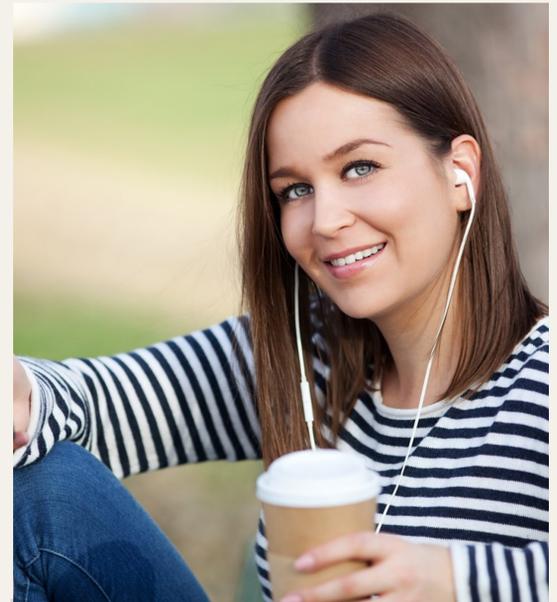
*Be sure to download your  
Free Gifts at the end of this  
eBook including 24 Ways to  
Show Who You Are.*

” Similar interests  
as your fans,  
helps your posts  
resonate.

# SAMPLES OF

*Who you are*

# POSTS



## > Where are you

How you spend your time

Celebrating the holidays baking with my Aunt Molly today. We love gingerbread cookies. What's your favorite holiday cookie?

## > What makes you smile

Common interests

Buddy, my French Bulldog and I are enjoying the sunny summer sun today. I believe pets improve our quality of life. I'd love to see your pets. You're welcome to post your pets photo in the comments below.

## > Your fav tunes

What's going on

I'm a big fan of country music but today I'm listening to one of my favorite podcasts. This is definelty an upliftng way to brighten the day.

# 5 Top Ways to show WHO YOU ARE continued

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Here's how: Sample posts

## Post content Your favorite color

I'm celebrating by wearing my favorite yellow sweater today.  
Yellow is my favorite color because it has a way of brightening the day and making my heart sing.  
What's your favorite color? I'd love to see a photo of you and your favorite color too. You're welcome to post your selfie in the comments below.



## Post content Who inspires you

The current situation: I'm hanging out on the back porch this afternoon reading *The Gifts of Imperfection* by Brené Brown. -- It's a wonderful book about how to find your courage, as well as rediscover your self-belief and self-worth. I'm a fan of the way she has inspired millions with her books, talks, and insights into courage and self-love during these turbulent times.



# 5 Top Ways to show WHO YOU ARE continued

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Here's how: Sample posts

## Post content Your favorite song

Working from home is so much more fun when you get to sing along with your favorite tunes like I am this afternoon. I just love Katy Perry's song 'I Am The Tiger'. That song has a way of triggering my inner super powers to inspire me to conquer even my most challenging goals.  
-- What song inspires you?



## Post content Your favorite snack

It's fresh ripe raspberry season! That means you'll find me raiding the fridge for a sweet mid-afternoon snack. Who else still pops raspberries on your finger tips and eats them like you did when you were a kid?



# 5 Top Ways to show WHO YOU ARE continued

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Here's how: Sample posts

## Post content

### *Your favorite way to chillax*

It's been a hectic day so far. 'Figured I'd take a break to chillax and unwind a little before this afternoon's full schedule of meetings and phone calls. I'm Listening to Air on a G String by J. S. Bach. It always manages to relax and refresh my soul.  
-- I'd love to hear what you do to chillax.



## Post content

### *What made you smile today*

Happy Friday friends. One of the reasons Fridays are my favorite day of the week is that my team and I always start our day off by sharing corny jokes. It's the perfect way to get everyone laughing.  
-- This Friday's joke of the day goes like this - I'm reading a book about anti-gravity. It's impossible to put down.  
-- What's the best joke you've heard lately?



# 7 WAYS *to show* WHAT YOU DO



With sample photos & post content

” Show them why customers love doing business with you

# How to promote brand awareness and professional expertise

without looking full of yourself, salesy, or monotonous continued

*Give them an insiders view!*

*Show them what you do*



For example: Show them what it looks like to do business with you.

*Be sure to download your Free Gifts at the end of this eBook including 40 Ways to Show What You Do..*

People love pictures. When they can see what it's like when others do business with you they're more likely to respect your professional talents.

When they see other satisfied customers, they are more likely to purchase from you too.

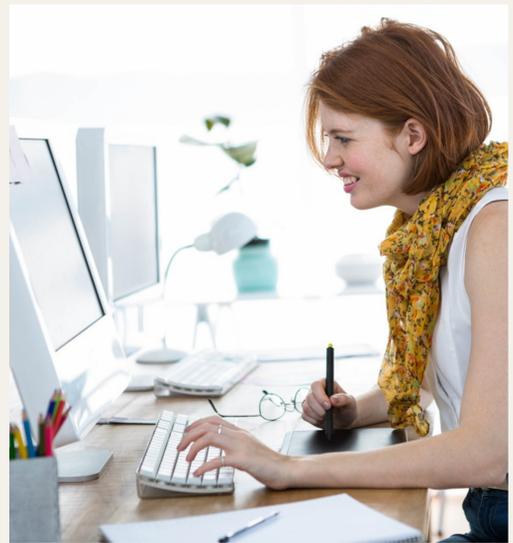
The more often you show fans proof of how superior your work is, or how many people are satisfied with your work, the greater the chances they'll want to do business with you or refer their friends and family to you.

Use a variety of activities that you perform associated with your work to demonstrate what you do.

Variety is key. You need to build an ongoing story that shows fans all the facets of the various things you do so they understand what makes your product or service worthy of their attention.

*See sample posts below*

# SAMPLES OF *What you do* POSTS



## > Where you work

Where you show up

It was a blast coaching hundreds of business owners at the Local Entrepreneur Network today. They enjoyed learning about their Click Factor and how to get more CLICKs, loyal fans, and more sales.

## > You on the job

What can they expect

Fun day trimming trees and managing Spring cleanup for a new client today. They were so happy with our work that they've hired us to manage their lawn care throughout the summer months too. It was a win-win situations

## > Behind the scenes

What are you doing today

Today, I'm in my happy place working on a creative interior design project. My client loves the clean comfortable contemporary style. I just love preparing sketches and mood boards for my clients.

# 7 WAYS *to show* WHAT YOU DO

Plan to include 5 or 6 posts per month that show fans  
What You Do

*Avoid monotony- Use a variety of different ways to show what you do*

---

Here's your starter list of the 7 Top Ways to Show What You Do

1. What work do you do? What do you do or make?
2. How does your work help others?
3. Who contributes to what you do? (Team members, subcontractors, product makers, distributors, artists, writers, chefs, & etc.)
4. What are 5 - 10 tasks you perform for your work?
5. What do you strive to accomplish every day, week, month, year?
6. What's your favorite part of your work?
7. Why do you do this work?

*Be sure to download your Free Gifts at the end of this eBook including 40 Ways to Show What You Do..*

” What makes people want to do business with you?

# 7 Ways to show WHAT YOU DO continued

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Here's how: Sample posts

## Post content What you do or make

It was a blast working with the ladies at the Bella Med Spa this afternoon! -- Spending quality time with clients is one of the things I enjoy most about being a social media coach. -- Today, we're working on the art of taking selfies to express the behind the scenes work you do to make your business successful.



## Post content How your work helps

It always makes me feel good when I can put my professional hair stylist skills to work helping someone who needs to look good for an important job interview. -- We always welcome 'Walk In's' at Trendy Cuts Salon. -- Jase turned out to be my favorite cut of the day. He's such a talented guy. -- Help me wish him luck on getting that new job.



# 7 Ways *to show* WHAT YOU DO continued

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Here's how: Sample posts

## Post content

### Your team members

The current situation: Behind the scenes today at Urban Bistro . . . I'm working with our Master Chef Leonardo while he's tweaking our new Spring menu options.

- Chef Leonardo has really outdone himself creating the most innovative twist on all of your Italian favorites.
- The best part is that taste testing starts tomorrow morning.



## *Why do clients prefer you to your competitors?*

### Post content

### Tasks you perform

One of the best parts of being a financial advisor is that I help my clients understand how to navigate the financial landscape.

Today, I'm helping a client upgrade his budgeting skills to insure that he'll achieve his goal of retiring in style.

- The icing on the cake was when we were almost done Bob said, "I'm so glad I found you. You're the best. I love the way you make everything simple to understand." - Makes it all worthwhile!



# 7 Ways to show WHAT YOU DO continued

---

Here's how: Sample posts

*Post content*

*What you strive for*

It's always exciting getting Brides galmed up for their big day! They're usually on a tight schedule and stressed out when they come in to get their makeup done before their photographer shows up.

-- That's why here at Glamor Girl Salon we strive to create a calm environment where 'Brides to Be' and their Bridesmaids have fun while we get them wedding ready.

-- Help me wish Kayla a picture perfect Wedding Day!



*How do you make clients feel special?*

*Post content*

*Favorite Part of your work*

WooHoot! It's a great day here at Turbo Business Builder Coaching.

-- One of my favorite parts of this work is seeing how my clients improve their bottom line as a result of the monthly coaching tips I give them.

-- My Diet Coach client, Emily, just reached her stretch goal of acquiring 10 new clients per month using social media. Help me congratulate Emily today! Time to celebrate!



# 7 Ways *to show* WHAT YOU DO

continued

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Here's how: Sample posts

## Post content

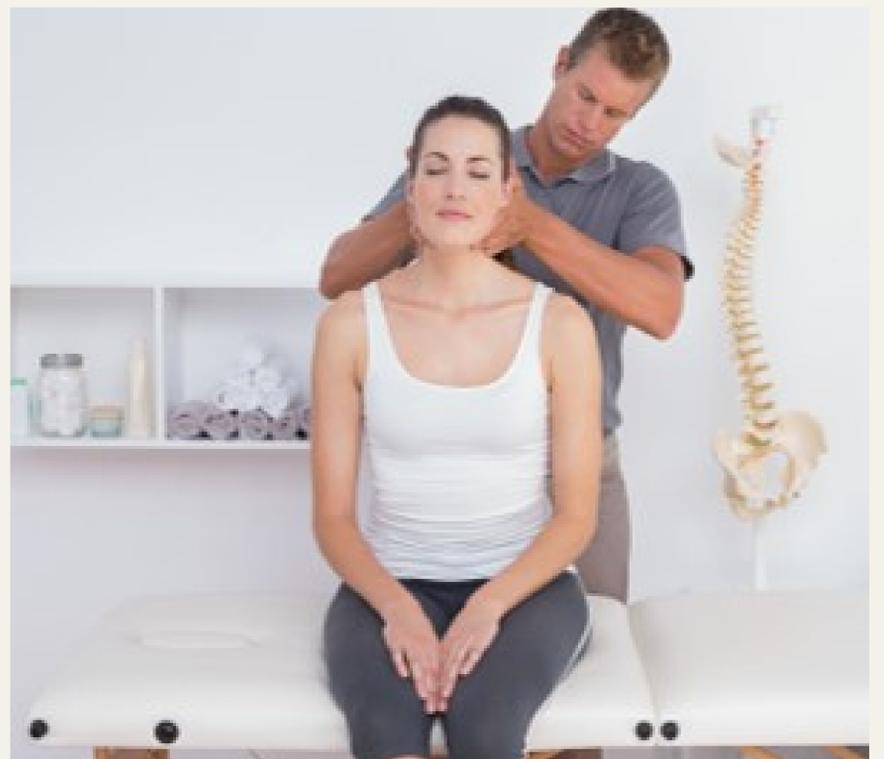
### Why you do this work

It's another great day here at Soft Touch Chiropractic Center. I can honestly say that I'm happiest when I'm helping my patients escape aches and pains.

-- Knowing I've made a positive difference in so many patients lives keeps me energized.

-- As a chiropractor, I get to help patients achieve better health, and improve their quality of life.

-- It's awesome to be able to literally relieve life's pains in the neck.



*How do you make clients feel special?*

## Post content

### Demonstrate Social Proof

We're celebrating today because we were just named the Best New Restaurant in Philadelphia!

-- We are so very honored and proud to have received this great honor.

-- We always believed our cuisine and service is what keeps our customers coming back.

-- And now we're happy that so many others agree.



# Getting Started



”

*Often I feel that projects overwhelm us when we look at how many hours are involved until completion. But just getting started is usually not that difficult.”*

– Emily Giffin

# Getting Started

“Start from wherever  
you are and with  
whatever you’ve got.”

— Jim Rohn

Click Factor ® - How to Get More Social Media Likes & Grow More Loyal Fans has given you a proven blueprint for:

- How to create click worthy posts
- The Perfect Mix – the type and percent of each type of post that will keep your fans coming back for more
- How to Promote Brand Awareness Without Looking full of yourself, salesy, or monotonous

The checklists, sample posts, and free gifts at the end of this eBook are designed make it easy for you to start improving your Click Factor® today.

The first thing you’ll want to do is to review the free Monthly Posting Calendar. . You can grab the instant download link at the end of this eBook. Then, download your other free gifts – 24 Ways to Show Who You Are and 40 Ways to Show What You Do.

Next, select 5 or 6 items from the free 24 Ways to Show Who You Are list. (Hint: Select different items from the list each month to give fans an enriched experience.)

# Getting Started

continued

“While one person hesitates because he feels inferior, the other is busy making mistakes and becoming superior.” — Henry Link

Then, select 5 or 6 items from the free 40 Ways to Show What You Do list. (Hint: Again, select different items from the list each month to give fans an enriched experience.)

After that, gather your social media assets (i.e., professional photos, selfies you'll use, and brief story content. Make one list for Who You Are posts and another for What You Do posts. You should have a total of about 5 each per month.

Next, shop for your goodwill post photos. You'll need at least 6 per month. One of the best websites to get professional quality, attention-grabbing free goodwill photos is [FetchGreatQuotes.com](https://FetchGreatQuotes.com). They're royalty free too. Use your free Monthly Posting Calendar (see the immediate download link at the end of this eBook) to get an idea of what to post on which days of the week.

You'll also need 4 or 5 Inspirational posts. Inspirational quotes that align with your values will help fans see how they resonate with you.

Next, create 4 or 5 Tips or advice posts to demonstrate your professional expertise. Be sure to include an attention-grabbing photo.

# Getting Started

continued

“The only thing that stands between you and grand success in living are these two things: getting started and never quitting!”

— Robert H. Schuller

After that, create 2 or 3 special offers or no-string-attached gifts (think irresistible offers) that you'll share with your fans. Again, be sure to include an attention-grabbing photo not an ad image.)

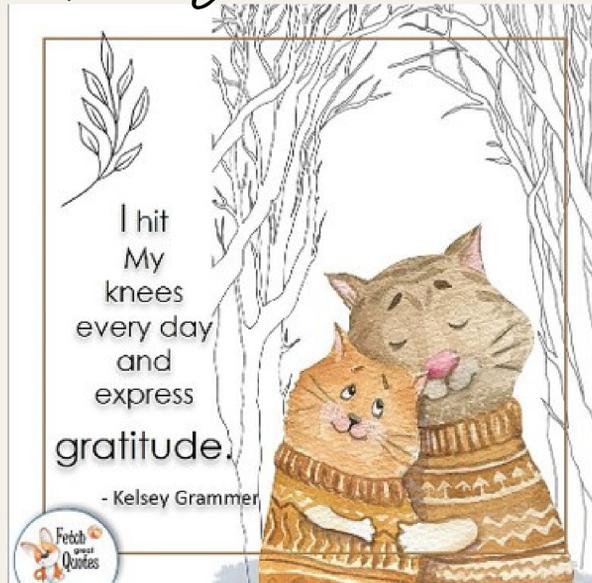
Then, start placing your posts into your social media pages. Post once per day until your posts average 70 or more LIKES.

Be sure to respond to fan comments and if you're using a personal social media account, show fans your support by liking and commenting on their posts too.

*Best wishes*  
for much success!

# Thank You

## Gifts



Thank you for purchasing Click Factor® - How to get more social media Likes & grow more loyal fans.

As my special gift to you, I'm giving you access to a few more handy tools to make your social media posting even easier.

Click the link below for an immediate download all of the gifts below.

Gift # 1 - The Click Factor® Checklist for post content

Gift # 2 – 30 Day Social Media Posting Calendar

Gift # 3 – Complete List of 24 Ways to Show Who You Are

Gift # 4 – Complete List of 40 Ways to Show What You Do

Gift #5- Access to thousands of FREE high-quality attention-grabbing goodwill nurturing photos (e.g., Good Morning, Inspirational, Happy Friday, Holidays, Health & Wellness, Money & Finance and more) at [FetchGreatQuotes.com](https://fetchgreatquotes.com)

<https://fetchgreatquotes.com/click-factor-bonus-gifts/>

# About *the* *Author*



Carole Pepe is a social sales coach and creator of [FetchGreatQuotes.com](https://FetchGreatQuotes.com), a website featuring thousands of free attention-grabbing photos designed to be shared on social media apps.

As a former director of Team Engagement at an international fortune 500 company, Carole honed her skills for inspiring engagement and loyalty.

She received her bachelor of arts in education from Chestnut Hill College, her MBA from Eastern University, and her Master's Certification in Project Management from The George Washington University.

A native of Plymouth Meeting, PA, she enjoys hiking, reading, creating attention-grabbing photos, and coaching both influencers and business owners on how to harness the power of social media to get more LIKES and improve sales.