



## 40 Ways to Show What You Do

*Visual proof increases trust*

Welcome to the Click Factor® list of 40 Ways to Show What You Do.

Storytelling is one of the best ways to convert social media fans to loyal customers. 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. The two key storytelling elements you'll wish to focus on are emotional impact and relatability.

Psychologists tell us that people love pictures. When they see what it's like as 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 many things you do so they learn what makes your product or service worthy of their attention.

In Click Factor® - How to Get More Social Media Likes & Grow More Loyal Fans you learned 7 great post ideas to show fans what you do.



Giving fans a variety of ongoing posts showing what you do lets them see the care that goes into your work. They'll place more value on you and your products.

You'll keep fans coming back because they know there's always something fresh and new going on in your business.

Here's the complete list of 40 different ways to give your fans a glimpse into what you do so they'll learn what makes your product or service so special.



## 40 Ways to Show What You Do

*Showing what you do builds brand awareness & trust!*

1. What work do you do? What do you do or make? – Show fans a photo of you in action doing something that you do every day to create products or service clients. Or show them something that you do once per week, month, or year.
2. Show how your work helps others. Use an example of one of your ideal customers and briefly tell how their life is better as a result of working with you.
3. Who contributes to what you do? (e.g., *behind the scenes team members like subcontractors, product makers, distributors, artists, writers, etc.*) Show a photo of you and other team members and tell fans what they do and how that makes your product or service special.
4. List 5 to 10 tasks you perform for your work. Get a combination of professional and selfie photos of you performing the tasks. Show fans the care and professionalism you put into your work. Up your game by letting fans in on what you enjoy about doing the work you do.



5. Show and tell fans what you strive to accomplish every day, week, month, year. You'll get them cheering you on.
6. Tell fans about your favorite part of your work. This adds a personal touch while giving them an insider's view into something valuable about your product or service. Be sure to include a photo of you at work.
7. Tell fans why you do this particular work. Your enthusiasm for the value your product or service delivers to others can be contagious.
8. Let your fans in on the hardest part of your work. Everyone experiences work challenges. This makes you more relatable. And, when you show fans that you're willing to do the hard stuff to deliver value to your customers, they're more likely to be more understanding and helpful.
9. Think about what makes you feel happiest about your work. Share examples of when that happens, how it made you feel, and why it's so special.
10. Show indicators of how you've been successful with you work. There are many indicators of social proof of success. A few examples are awards you've won, certificates of achievement, interviews you given, and client testimonials.
11. Show fans where you do you work. For instance, if you're a hair stylist, show them what it looks like to visit you at your salon. If you have a dress shop, show photos of you with your latest arrivals. If you're a financial consultant, show them where you meet with your clients.



12. If you interact with clients, patients, or customers, create posts that show different aspects of typical interactions.
13. Tell your fans why you continue to choose to do the work you do. Create a post about a current event that reaffirms why you're dedicated to the work you do.
14. *What do you celebrate about you work?* List a few things associated with your work that are cause for celebration. Show fans what you're celebrating, why it's cause for a celebration, and how it makes you feel.
15. What's the most fun about your work? Remember, people are looking for uplifting content. If you show them how you're having fun while you're working, you give them hope that they can have fun at work too.
16. What awards (*i.e., indicators of professional success*) are you striving for? Give fans insight into your professional goals. This helps them see that you're serious about delivering the best customer experience.
17. Show them who or what helps you to stay focused or on track with your work or professional goals. This is another fine way to demonstrate that you're a dedicated professional as opposed to a lackadaisical amateur.
18. Talk about what you do to upgrade your professional skills, (*i.e., professional education*). Impress your fans by showing them how you stay up to date on cutting edge trends.



19. Show fans what you already have that signifies your professional credibility, (e.g., degrees, awards, trophies) without looking like you're bragging. Show them where you're hanging your framed degree or the special shelf where you keep your award. Give a little background on how you earned it and why it's important to you and your clients.
20. Give fans an insider's view on why clients, patients, or customer enjoy working with you. Share what special things you do that others in your field don't or can't do.
21. Give them a glimpse into how you spend your vacation or downtime. This can be something as simple as a coffee break, a five minute meditation, or you enjoying your favorite vacation spot.
22. Show fans what you do to make things more fun for your customers. Be sure to get a candid photo of you and a customer laughing it up.
23. Let fans know what you're known for professionally. For example, are you known for being thorough, incredibly creative, knowledgeable, insightful, and etc. Show them an example of how that plays out.
24. Demonstrate the professional expertise you can share. Did you share a tip with anyone lately? Snap a selfie of the both of you. Be sure to include a quote from the tip receiver indicating how you helped them.



25. Let fans in on what is better about how you do your work as compared to others in your field.
26. What are you snacking on at work today? Snap a candid selfie, tell what you're snacking on, and how much you're enjoying it. If it aligns with your business values, mention that too.
27. Tell fans something you did to support other business owners or local businesses. Let them know what you did, who you were with, and why you did it.
28. Tell fans about a philanthropic organization your business supports and how what they do aligns with your business' values. Make it bright and cheerful by including a photo of you at one of their events or you at your computer with their logo or website on the screen.
29. Show your professionalism by talking about professional organizations you belong to. For instance, is your business a member of the Better Business Bureau or local chamber of commerce. Create occasional posts to let your fans know that you're associated with trust building organizations.
30. Let them see how you reward customers, team members, and contributors (*i.e., contractors*). Make it personal and specific by showing a real customer or etc.



31. Give an insight into what makes you so good at your work. For instance, do you have a natural inclination or did you have a top-notch mentor, do you have an excellent team, and etc.
32. Show your fans something that you're doing to upgrade or refine your professional skills. For example, show them a photo of yourself reading a professional journal or attending an online seminar.
33. Talk about how blessed you feel to have a particular natural talent that gives you an edge in your profession. Be sure to say what that talent is and how it benefits your customers.
34. Show how celebrities or other well known people have benefited from your work.
35. Make a list of 3 to 5 types of evidence that demonstrates satisfied customers saying they've gotten a good deal by choosing to work or do business with you. Obtain real customer testimonials as evidence.
36. Give fans a glimpse of what makes customers want to work with you. Show them what inspires people to seek you out.
37. Give them a real example of what makes customers feel comfortable or enjoy working with you. A photo of a satisfied customer and a brief testimonial goes a long way in promoting brand awareness and buyer confidence.





38. Show them what it looks like to work with you. For instance, if you're a life coach, show them a photo of yourself during a coaching session. If you're an accountant, share a photo of yourself working with a client in your office.
39. Give fans a behind the scenes view of your work environment. Use candid photos of you or other team members working. Tell fans where you are and what you're doing.
40. Let them see tools that you use for your work. Professionals often need specialized tools to perform their work. This is an impressive way to set you apart from others in your field with less advanced skills.

Keep fans coming back to your social media pages to increase brand awareness by posting a wide variety of engaging posts that show who you are and what you do.

*See the Click Factor® list of 24 Ways to Show Who You Are.*

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