

Day-By-Day Monthly Social Media Posting Blueprint Instructions



For

DISCOVERY OF YOU

Carolina McFarland



WELCOME TO
YOUR

DAY-BY-DAY MONTHLY SOCIAL MEDIA
POSTING BLUEPRINT

Custom designed for you by Carole Pepe author of
Click Factor® - How To Get More Social Media Likes and
Grow More Loyal Fans

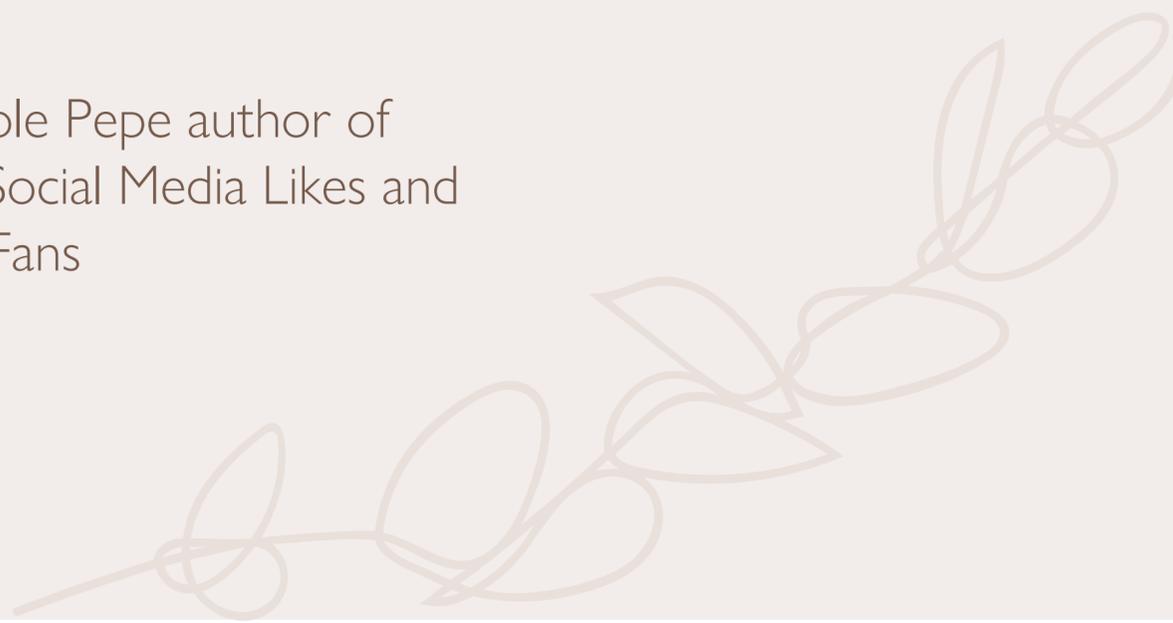




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1. *Overview*



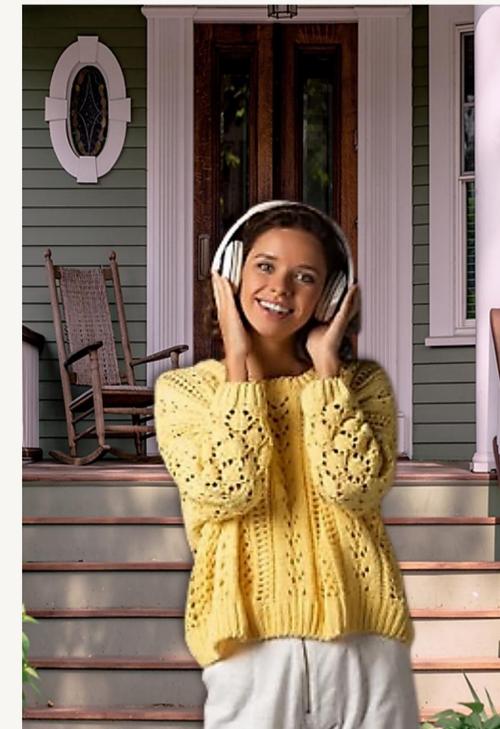
2. *Directions*

3. *Day-By-Day Monthly social media posting blueprint*

SOCIAL MEDIA IS THE MOST POPULAR AND COST-EFFECTIVE WAY TO ENGAGE WITH FANS

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

Design your social media posts to resonate with your fans



Your Vision

To grow your business, today more than ever, as a business owner, coach, or influencer, you must actively pursue daily social media connections with your fans while working to grow brand awareness, increase your fan base, and convert fans to paying customers.



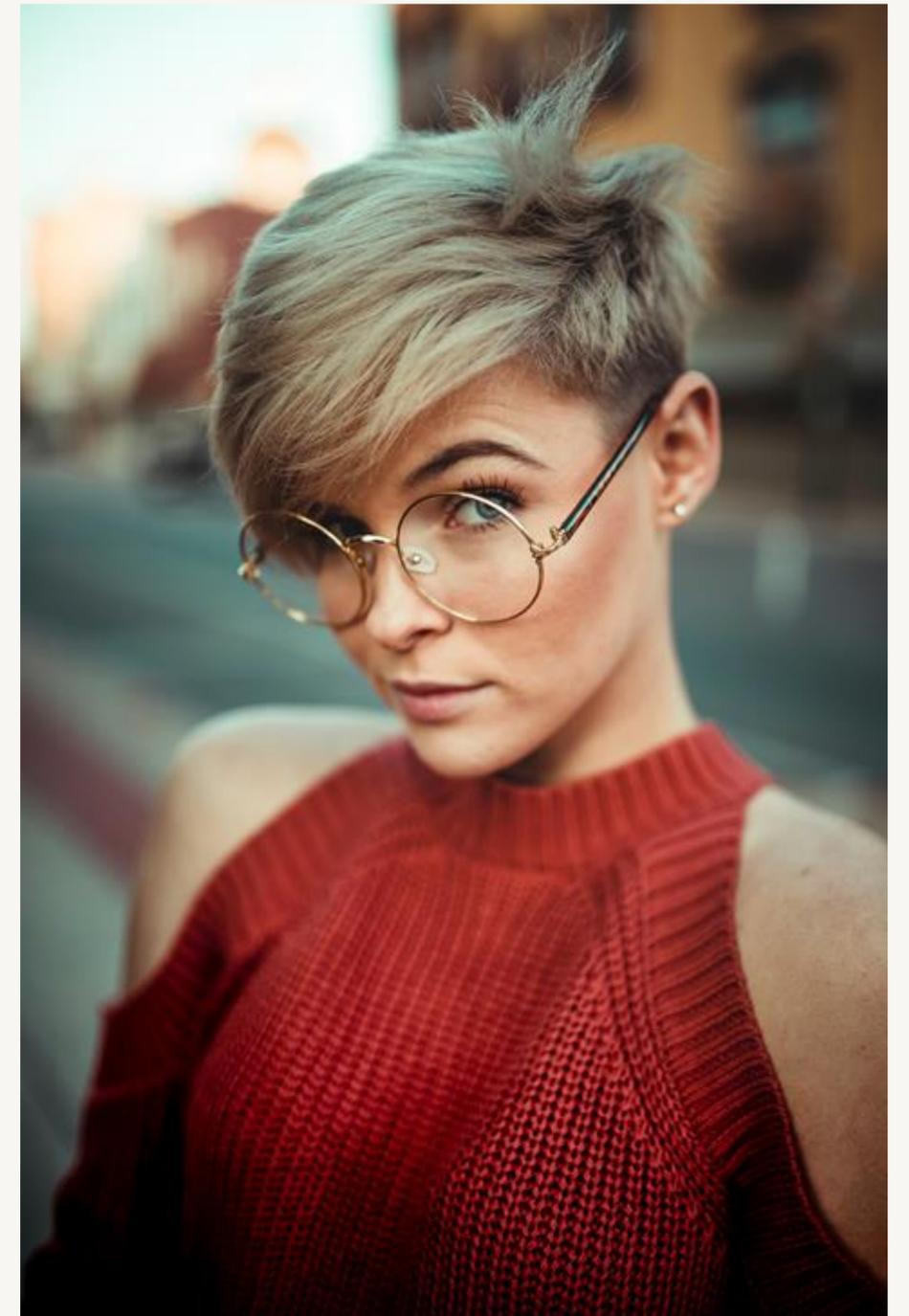
Your Vision continued

1. 21st Century Social Sales Marketing
2. Thousands of engaged fans
3. Professional recognition
4. Brand awareness
5. Convert fans to customers
6. A step-by-step blueprint to master social media marketing
7. Time-saving easy-to-use templates
8. Advice on what to post every day
9. Dozens of ideas for to share with your fans



The problem

- Where do I start?
- Fear of looking arrogant or monotonous
- No idea what to post
- How to organize my posts
- How do I keep fans interested & engaged
- Limited time and resources



The answer



*How to Get More LIKES &
Grow More Loyal Fans*

Where to start



- Start with a plan – AKA – your marketing goals
- Learn what your fans are looking for
- Use the Perfect Mix formula to keep fans coming back
- Use the Click Factor[®] Checklist below to create Click Worthy social media posts
- Create attention-grabbing posts to show your fans Who You Are and What You Do
- Sprinkle in a few tips to show your expertise
- Be like Oprah – Give fans freebies and Special Offers
- Inspire your fans with goodwill and inspirational posts

The Perfect Mix



Keep fans coming back



Give your fans something new every day

A wide variety of post content will inspire fans to check your posts every day.



Be a source of uplifting positive thoughts

People turn to social media to brighten their day, learn something new, & to keep up with current events. Align your posts with what they're looking for and they'll become loyal fans.



Use friendly conversational stories to express who you are & who and how your products or services benefit.

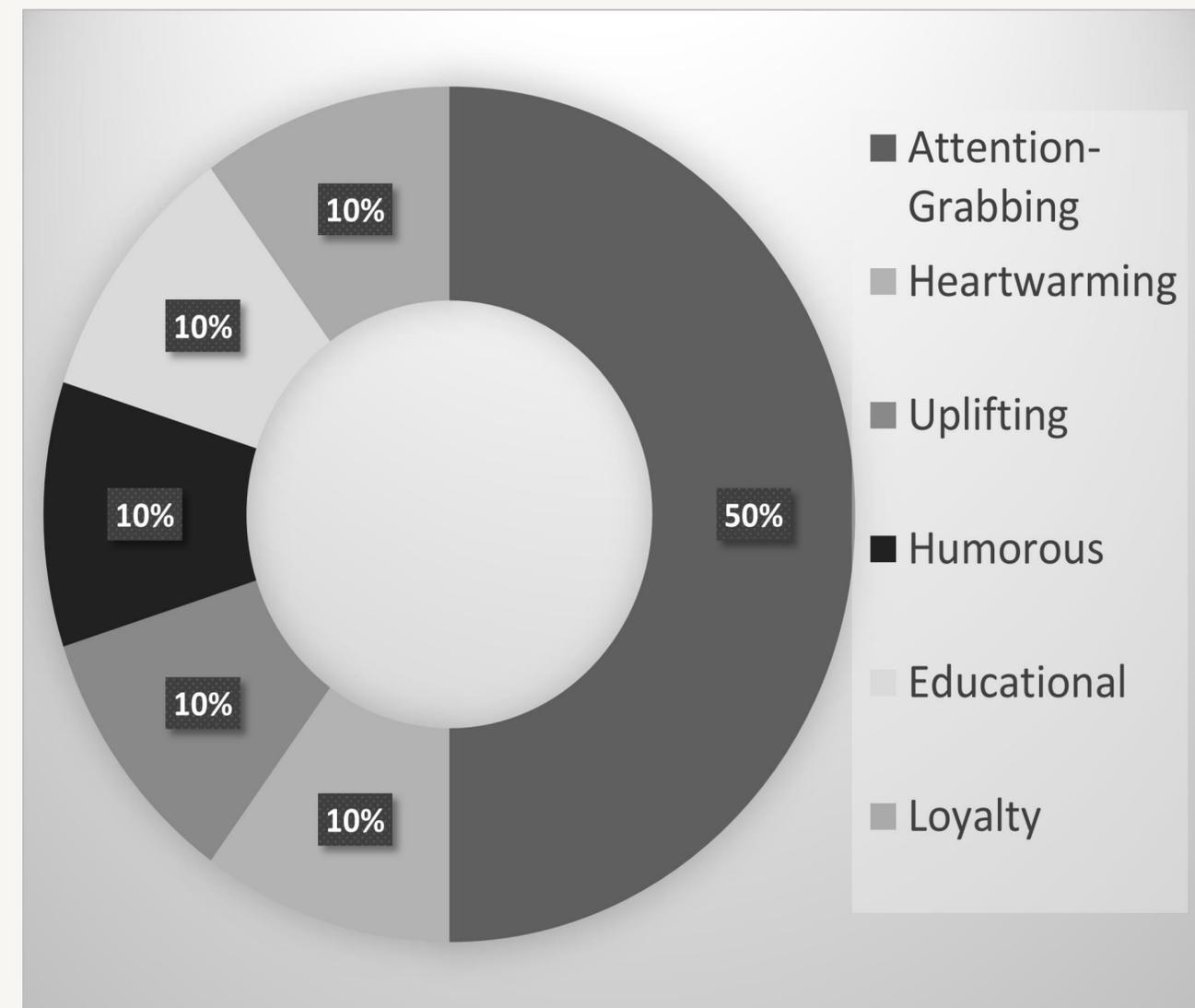
Humans are hard-wired to learn from stories. Use brief stories to show them who you are and what you do to increase brand awareness and inspire sales.

THE CLICK FACTOR® CHECKLIST

For post content

Use the Click Factor Checklist below to create Click Worthy social media posts

- Post is Attention-Grabbing - It jumps off the screen.
- Post is heartwarming - my fans will relate to the feeling
- Post is uplifting - It will make them feel good
- Post is humorous - It will it make them laugh
- Post is it educational - My fans will learn something new
- My fans are loyal to me and my brand
- My fans believe their opinion will be valued



Let's get Started



Decide on your top 2 or 3 goals for the month

Take a few moments to determine what you want your fans to learn about you and your work over the next month.

(Place a check mark next to 2 or 3 of the social media goals on the next slide.)

Your top Social Media goals for the month

I want fans to know . . . (Select 2 or 3)

- Brand awareness - products or services I offer
- A new project I'm working on
- What clients like about working with me
- Who benefits from my service
- What outcome clients can expect from my products or services
- How fans can sample my products or services
- How your company culture impacts outcomes
- Why you're dedicated to your work
- Your professional credibility, awards or certifications
- Social Proof – recent Facebook or Google reviews
- Recent achievements
- Why they should contact you
- Who endorses you or your products
- What inspires you
- What goes into delivering your product or service
- Something you do for clients that others can't or don't do
- Something you do every day or week etc. that makes it a pleasure to do business with you

Connect each goal to one item on the *40 Ways to Show What You Do* list

How to:

If your goal is to increase Brand awareness (*your products or services*)

- Select one of your services
- Review the 40 Ways to Show What You Do list
- Select one of the 40 ways that speaks to brand awareness of your products or services (*we chose #9 for this example*) - *Think about what makes you feel happiest about your work. Share an example of when that happens, how it made you feel, and why it's so special.*
- Write a brief story about you or a teammate at work delivering that product or service
- Be sure to include What you were doing, the outcome, how that made you feel



Sample post: 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 situation

Show What You Do sample posts

 **Lola Berry** is in Byron Bay, New South Wales.
October 31 at 6:40 AM · 🌐

Today I made smudge sticks as pressies to go out with the influencer gifts along with the book *Fearlessly Failing!* It's officially out tomorrow and to celebrate I'm going to give away a smudge stick and signed copy of the book here! All you have to do is let me know why you'd love to win and like this post and I'll pick a winner tomorrow night!
[#fearlesslyfailing](#)



thehealthemporium The ever gorgeous and effervescent Lola Berry shopping at The Health Emporium yesterday. Thanks for visiting lovely Lola ❤️❤️❤️ @yummololaberry #organicfoodsydney #thehealthemporium #lolaberry

325w



Connect each goal to one of the

40 Ways to Show What You Do list continued

How To:

Repeat the process for a total of 6 posts that will show What You Do

Schedule time to take photos of yourself or teammates doing what your post describes

Use the post templates to:

1. Locate the days to schedule these posts
2. Copy the photo you'll use into the tan block on the template for the designated day
3. Insert a text box into the indicated space on the right side of the slide for the designated day and enter your post message
4. Repeat the process until you've entered What You Do posts for each indicated day in the template



Note: *Be sure 2 or more of these posts address each of your month's social media goals*

Next review the *24 Ways to Show Who You Are* list



Select 6 things from the list that you wish to share with your fans this month.

For example, if your goal is to let fans know what makes you happy show them something that makes you happy. Chances are, if they're your fans, that will make them happy too.

Note: When you select items that show how what you enjoy relates to your work, you'll be more relatable to your fans.

Now Show Who You Are . . .



How to:

- Review the 24 Ways to Show Who You are list
- Select one of the 24 ways that shows your fans your unique personality. (*we chose #15 for this example*) *What makes you happy? Give an example of something that makes you happy (e.g., someone held the door open for you, visiting your grandmother, reaching a goal, spending time at the beach)*
- Write a brief story about you or a teammate engaged in an activity that shows you or your teammate engaged in the action described
- Be sure to include What you were doing, why you did it, the outcome, and how that made you feel
- Repeat the process for the additional 5 Who You Are posts for the month
- Use the Day-By-Day post templates to:
 1. Locate the days to schedule these posts
 2. Copy the photo you'll use
 3. Document your post message

Sample post: 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 superpowers to inspire me to conquer even my most challenging goals. -- What song inspires you?

How to Show Who You Are . . . sample posts



How To:

Repeat the process for a total of 6 posts that will show Who You Are

Schedule time to take photos of yourself or teammates doing what your post describes

Use the Day-by-Day Posting Template to:

1. Locate the days to schedule these posts
2. Copy the photo you'll use into the tan block on the template for the designated day
3. Insert a text box into the indicated space on the right side of the slide for the designated day and enter your post message
4. Repeat the process until you've entered What You Do posts for each indicated day in the template

Next Make a List of Tips You'll Share This Month

Sample Post



See more sample Tip posts below

How to:

- Review your resource materials (e.g., blog articles, presentations, newsletters, etc.) to identify 5 tips you'll share with fans this month
- Another option is to explore current topics related to your area of expertise & select valuable information you'll share
- Compose a brief tip for each one of the 5 tips you'll share with fans this month and find or create an attention-grabbing photo that relates in some way to your tip
- Be sure to tell fans how they can get more information for each of your tips (e.g., *your blog, a seminar you're teaching, or your free giveaway, etc.*)
- Repeat the process for your additional Tip posts for this month
- Use the Day-By-Day post templates to:
 1. Locate the days to schedule these posts
 2. Copy the photo you'll use
 3. Document your post message

Pro Tip: Make yourself a separate Monthly Tip List to help you identify seasonal challenges and special event topics.

Show your expertise with brief Tips

Sample Tip Posts

 **Dr Libby** ✓
October 15 at 7:04 PM · 🌐

Vanilla Crackle is a favourite with children and makes a good lunch box snack. It's great for adult's lunchboxes too! Buckwheat is a mineral rich, naturally gluten free seed; it contains concentrated amounts of phosphorus and manganese, both of which are essential for bone growth and repair. Buckwheat is also high in fibre, supporting digestion and helping to keep blood sugar levels even.

 [DRLIBBY.COM](#)
Vanilla Crackle - Dr Libby - Healthy Recipes
Vanilla Crackle is a favourite with children and makes a good lunch box snack. It's great for adult's lunchboxes too! Buckwheat is a mineral rich, naturally gluten free seed; it contains concentrated amounts of phosphorus and...

82 8 Comments 27 Shares

Like Comment Share

 **Dr Libby** ✓
November 2 at 7:07 PM · 🌐

Next time you find yourself stressed out about what someone else might think of you, pause and ask yourself with the gentle tenderness you would approach a child with: 'If this is truly something I'm frightened of, what might it be?'

This might bring some insights about who you are trying to please and who you worry about when it comes to how they see you.

Do your best to be your authentic self ❤️



151 13 Shares

 **Dr Libby** ✓
October 31 at 7:06 PM · 🌐

A common reason people often give for not eating whole real foods is because they perceive they're more expensive than packaged or processed food, or that eating this way is not sustainable for their family.

A whole food way of eating doesn't need to be complicated, and you don't have to buy fancy or expensive ingredients to eat well. Here are some of my top tips to make eating whole foods easier on the pocket:



[DRLIBBY.COM](#)
Eating whole real food on a budget - Dr Libby
A common reason people often give for not eating whole real food...

59 15 Shares

Like Comment Share

Now Identify Your Super Fans with Special Offers



The Art of Living 
 Sponsored · 

The latest research published by Yale University shows that SKY Breath Meditation works better than other mindfulness techniques.

40+ million people around the globe are living better, healthier lives thanks to SKY Breath Meditation.

Click here to learn more about our ground-breaking technique in this free intro session! Sign up now events.artofliving.org/us-fremont



EVENTS.ARTOFLIVING.ORG/US-FREMONT

What does Yale think about SKY Breath Meditation? Sign up

Discover the Easy, Effective Approach to Meditation Through Breath, That's Help...

  16 5 Comments 2 Shares

Use free Giveaways or Special Offers to identify your superfans. Superfans are those who are interested in your products, services, or information you provide.

The concept of gift giving was made famous by Oprah Winfrey. Audience members traveled far and waited in long lines just to get a seat in her audience because she gave audience members valuable gifts.

You can put this proven concept to work to keep your fans coming back every day by showing them why they need your Special Offer or Giveaway. Then showing them how they can get it.

Pro Tip: Review your marketing plan to determine which of your products or services you wish to promote this month.

Identify Your Super Fans with Special Offers continued



Try 3 of these for your body today!

- Get some sun
- Put on nice clothes
- Take a long shower
- Try a new form of exercise
- Meditate for 5 minutes
- Drink 8 glasses of water
- Go on a hike
- Plan a plant-based meal

How to:

- Decide what you want to promote this month, (e.g., *your blog, an upcoming workshop or seminar, your book, an introductory session*)
- List 4 or 5 Special Offers you'll give fans this month (*these can be your free give-away items, your irresistible offers, or offers from those with whom you collaborate*)
- Compose a post that identifies the problem your first free giveaway or special offer solves
- Take an attention-grabbing photo of someone using your special offer
- Repeat the process for your additional Special Offer posts for this month
- Use the Day-By-Day post templates to:
 1. Locate the days to schedule these posts
 2. Copy the photo you'll use
 3. Document your post message

Now Uplift your fans with inspirational posts

SIGNS YOU'RE

Growing

1. You don't entertain drama
2. You're no longer bothered by opinions of others
3. You value your time
4. You say no to things that don't serve you
5. You're surrounding yourself with other growth minded people
6. You invest in yourself

@Lisa2Motivate

Lisa Nichols

March 2

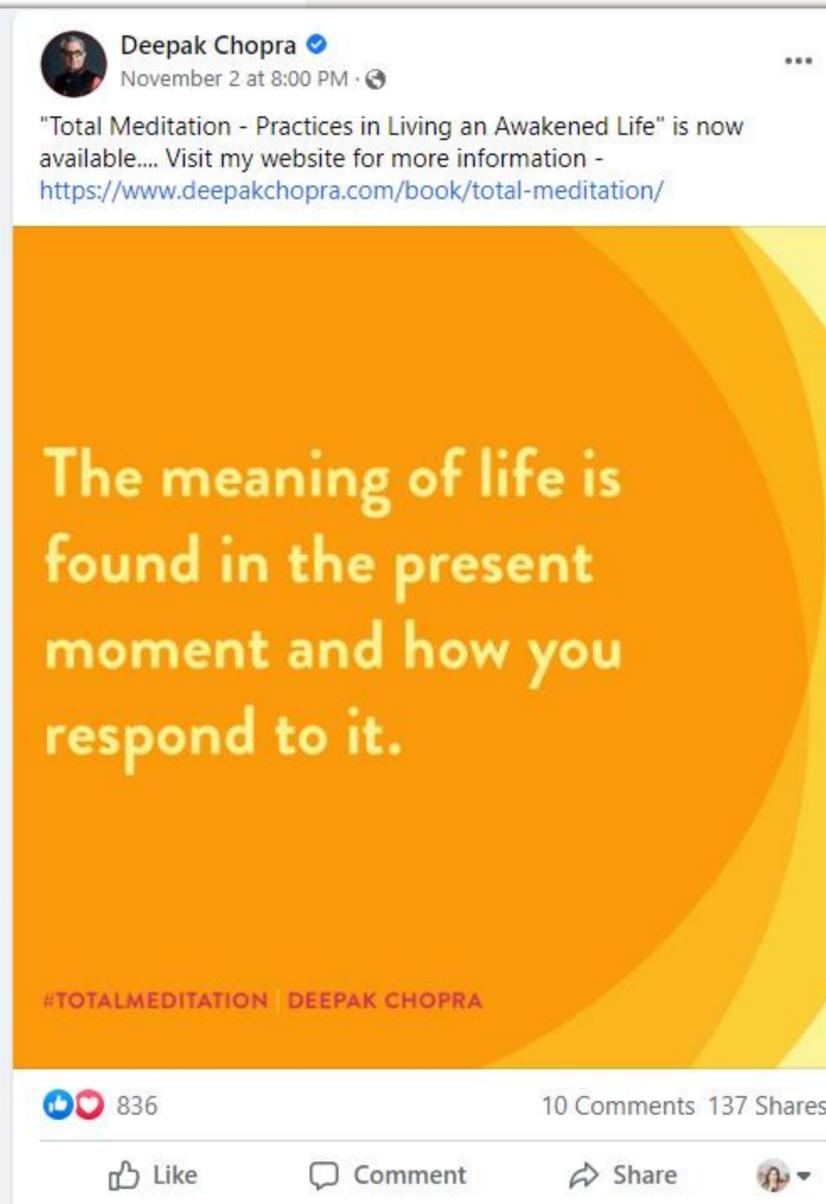
You know how at times we want to remove things from our children or remove the struggle from our spouse or family members?

We want to come to their rescue. But see the thing about growth is this...

If we were to try and "rescue" our children, our spouse, or family members, etc. then they will never experience the struggle to really learn and thrive.

Why?

Because we GROW THROUGH what we go through.



Post attention-grabbing illustrated quotes to grab your fans' attention and as springboard to opening a discussion about a topic of interest to you and your fans

Inspirational quotes are useful because they're brief distillations of larger texts or concepts

Inspirational quotes can create positive uplifting feelings because they often affirm what we already know (or think we know) about ourselves.

One of the greatest human motivations is our desire to be able to both fit into categories or types of people, and to feel like we're in good company

Uplift your fans with inspirational posts continued

How to:

- Decide on a theme for the inspirational quotes you'll share with fans. (Choose quotes that relate to your company's values or relates to the problem your product or service solves.)
- Explore a few online illustrated inspirational quote websites (e.g., *FetchGreatQuotes.com*). Select an inspirational quote to post this month (*be sure to include the name of the quote's author*)
- Compose a brief post about how that quote relates to either your company's values or the problem your product or service solves.
- Repeat the process for your additional Inspirational posts for this month
- Use the Day-By-Day post templates to:
 1. Locate the days to schedule these posts
 2. Copy the photo you'll use
 3. Document your post message



Pro Tip: Avoid looking unprofessional by only post high-quality attention-grabbing illustrated quotes

Now spread Goodwill

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

Goodwill refers to the monetary value of a company's brand: it is a way we can attempt to put a tangible value on an intangible asset.

When customers are having a hard time choosing between companies who have similar products and price points, the goodwill you create can help set you apart from your competition and push them in your favor.

Creating this goodwill can help you stand out from your competitors and gain your customers' business.

Use Goodwill post to greet your fans with a smile, lift their spirits, & make clicking the LIKE button a 'no-brainer'



"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

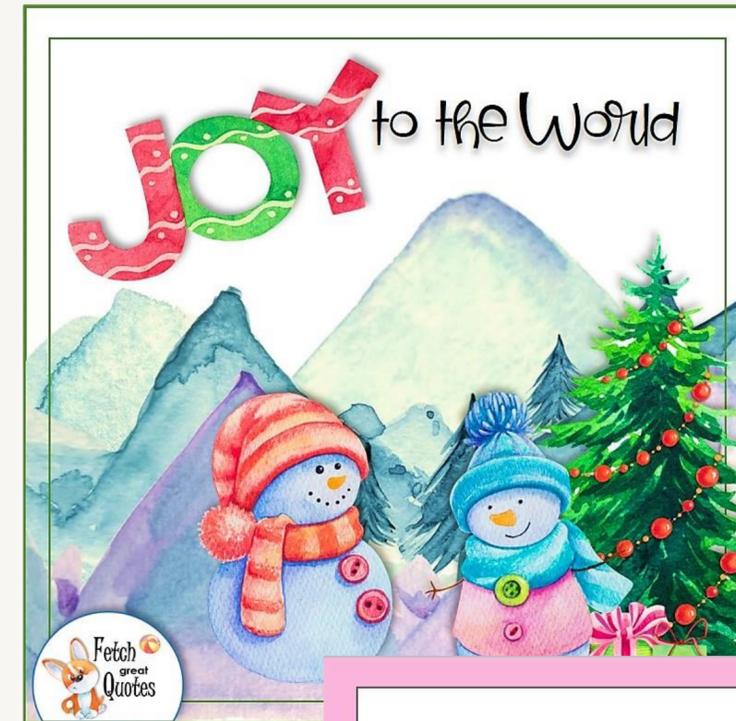
Spread Goodwill continued

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

- Ludwig Borne

How To:

- Explore a few online sources that provide free & royalty-free Goodwill illustrations (e.g., FetchGreatQuotes.com)
- Goodwill posts include – Good Morning, Happy Friday, Holiday Greetings, & Have a nice day messages
- Be careful to only use royalty-free photos that grant you permission to use them. If the photos are not marked Royalty Free, you can be fined exorbitant fees for copyright infringements plus legal fees
- Compose a brief greeting or humorous message to accompany the goodwill photo
- Repeat the process for your additional Goodwill posts for this month
- Use the Day-By-Day post templates to:
 1. Locate the days to schedule these posts
 2. Copy the photo you'll use
 3. Document your post content



Pro Tip: Avoid looking unprofessional by only post high-quality attention-grabbing illustrated quotes

Next review your Day-by-Day posting blueprint



Follow the instructions on pages 25 to 27 below to create your Day-by-Day Posting Template for the month



How to use your Day-by-Day Monthly Posting Template

Step 1: Open the 30-Day Social Media Planning Calendar

Step 2: Review all 5 pages to understand the types of posts you'll create for each day

Step 3: Open the Day-by-Day Monthly Posting Template

Step 4: Use a traditional calendar to find the first day of the month

Step 5: Insert a Text Box to enter the date on the correct weekday slide of Week 1

Step 6: Reference your traditional calendar to make the date entries on each slide throughout the month. *(Note: Some months will have 4 weeks while others may have 5 weeks.)*

Step 7: Go back to slide 8 above to determine your social media goals for this month

Step 8: Follow directions on pages 9 through 12 above to create your What You Do posts

Step 9: Paste one photo and message on each of the 6 What You Do post pages in your Day-by-Day Posting Template

Step 10: Follow directions on pages 13 through 15 above to create your Who You Are posts pages



How to use your Day-by-Day Monthly Posting Template

Step 11: Paste one photo and message on each of the 6 Who You Are post pages in your Day-by-Day posting Template

Step 12: Follow directions on pages 16 and 17 above to create your 5 monthly Tip or advice posts

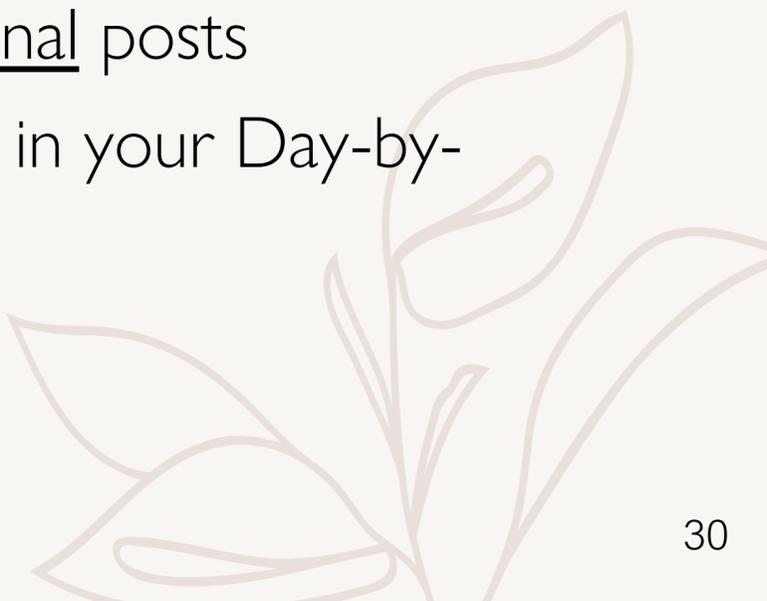
Step 13: Paste one photo and message on each of the 5 Tip or Advice pages in your Day-by-Day Posting Template

Step 14: Follow directions on pages 18 and 19 above to create your 3 Special Offer posts

Step 15: Paste one photo and message on each of the 3 Special Offer pages in your Day-by-Day Posting Template

Step 16: Follow directions on pages 20 and 21 above to create your 5 Inspirational posts

Step 17: Paste one photo and message on each of the 5 Inspirational post pages in your Day-by-Day Posting Template





How to use your Day-by-Day Monthly Posting Template

Step 18: Follow directions on pages 22 and 23 above to create your 11 Goodwill posts

Step 19: Paste one photo and message on each of the 11 Goodwill post pages in your Day-by-Day Posting Template

Step 20: Now create a file folder labeled Social Media Posts on your computer

Step 21: Create a sub-folder labeled with the Month and Year

Step 22: Using the post date for the name of each photo, save each of the photo you've entered into your Day-by-Day Posting Template (e.g., *May 1*)

Step 23: Open your social media app and enter that day's photo and post message

Step 24: Check your post once or twice throughout the day and respond to comments

Step 25: Show your support for friends and fans by giving their posts a LIKE and a brief comment (*this tells social media algorithms to connect you with your friends and fans so they'll show them your posts more often*)

Step 26: Repeat Steps 1 through 25 above each month



VISIT FETCH GREAT QUOTES

FetchGreatQuotes.com

- ✓ Thousands of professional-quality photos
- ⊕ Sized to fit social media apps
- ♥ Always Royalty Free photos

