

Social Media Storytelling

List your values as a creator:

List the social media accounts you love to follow:

What are the elements you love about these accounts?

Who is your ideal reader? They are the hero...

What problems can you solve for your reader?

Using your answers so far, create your posting guidelines:

Brainstorm Ideas for a freebie for email opt-ins:

- Checklists:
- Quizzes:
- Vital Information:
- How-to:

Create a storytelling template for your posts:

(Here's mine. Remember, your reader is the hero!)

- State the problem.
- Reveal an insight or helpful advice.
- How it applies to my reader's problem, and how to fix it.
- Encouraging, empowering call to action/offer next steps.

Action steps:

- Choose your handle:
- Reserve your account name/handle on as many platforms as you can. Post a clear, well-lit headshot.
- Make a posting calendar and post template.
- Focus on one platform and automate as much as possible.