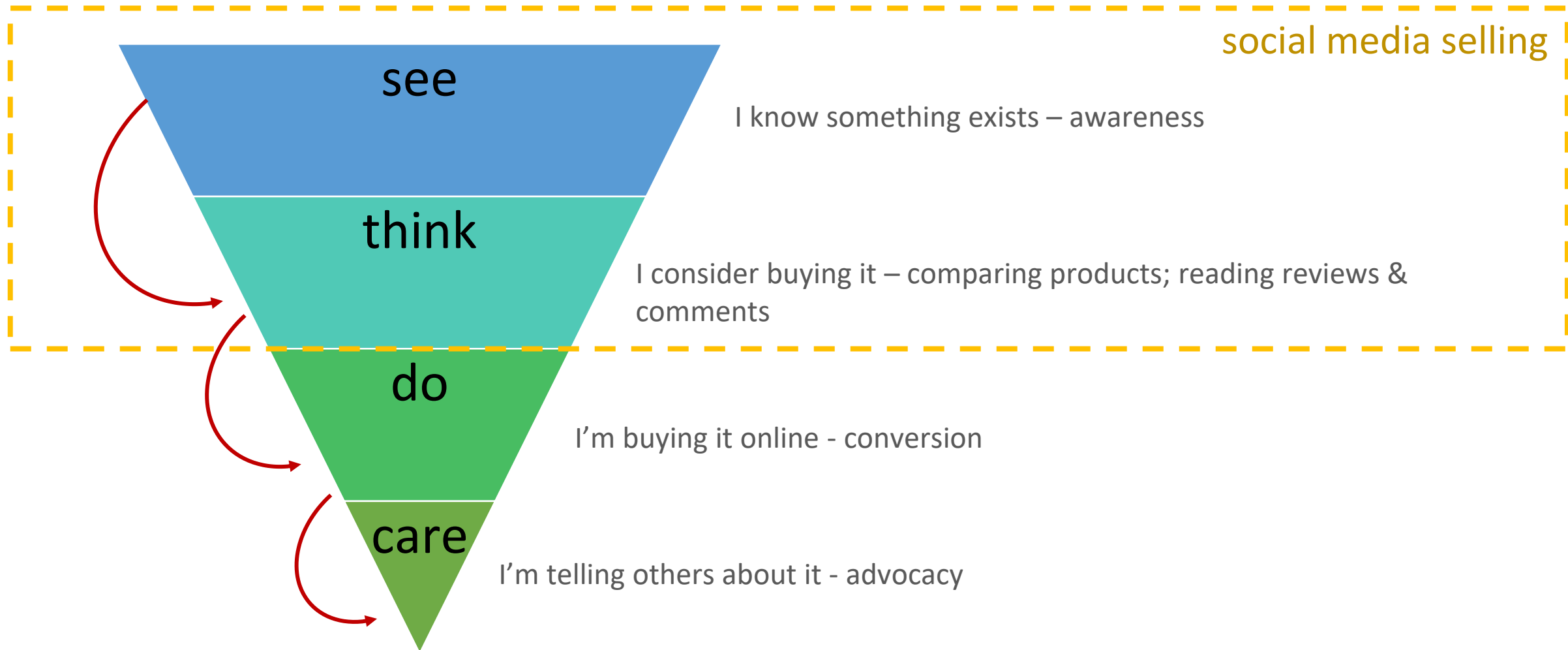


Intro to social selling

Create content that captures attention



How a social media post turns into a sales



Be contextual - it's an experience

- Make it fun
 - Keep it simple
 - Find content opportunities everywhere
- everywhere



Be social - it's a never-ending dialog

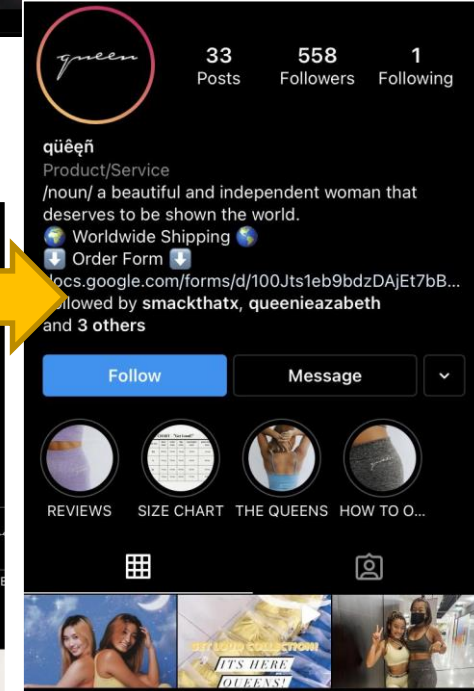
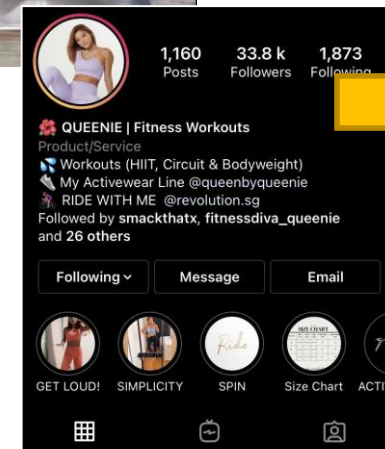
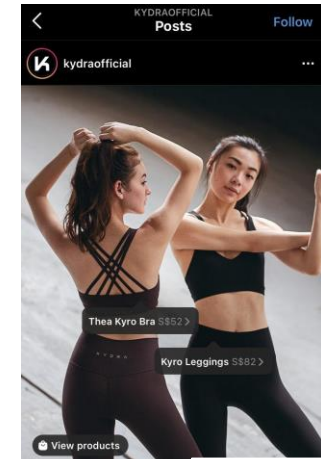
- Comment, comment, comment
- It's a never-ending conversation
- Don't create a sandwich



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Leave no touchpoint untapped

- Be a quizmaster: polls, questions
- Be a shop: product tags
- Be a broadcaster: live streams



Getting started

- **Quotes!** – find one that's been inspiring you lately AND is relevant to your update for scroll stopping success
- **I received something in my inbox this morning that...** (insert emotion, e.g. surprised / delighted / outraged, etc.) **me.**
Here's what it said.
- **Imagine that...** (paint a picture for your audience)
- **Have you ever felt like...** (describe feeling or emotion)?
- **What would you do if...** (describe the situation)?
- **Are you feeling...** (describe emotion)? **I've been there too!** (go on to describe how you overcame that emotion).
- **I'll never forget the moment when...** (describe moment)
- **It was the hardest thing I ever had to do...** (describe experience)
- **Most days, you can find me...** (describe work environment)
- **Most people know me as...** (describe perception) **But you'd be surprised that I'm actually...** (describe real self)

A little homework for you

Things to try:

- Challenge yourself to post once a day on a platform of your choice. But do it consistently every day!
- Write short anecdotes in the captions (150-300 words), be personal, add a bitesize moral, learning or takeaway that others will find useful or inspiring.

More to read:

- <https://sproutsocial.com/social-media-for-small-business/>
- <https://blog.hootsuite.com/social-commerce/>
- <https://sproutsocial.com/insights/social-media-image-sizes-guide/>
- <https://blog.hubspot.com/sales/social-selling-linkedin>