

Making Social Media Sell Worksheet #2

Design to Sell

Instructions

Be sure to keep Worksheet #1 handy when filling out this one. The purpose of this printable worksheet is to help you take action on what you just learned when you watched the video portion of Lesson #2. NOTE: Everything here assumes you already completed Worksheet #1.

Our Objective

When you're done with this worksheet you'll be GENERATING LEADS with social media. You'll be able to make everything you do on social media create a response from customers or prospects.

You'll actually start, right now, to engage customers and do it in ways that lead them toward the products, services or unique experiences you sell.

The worksheet is divided into 2 sections. I recommend you complete the sections in the order they're presented.

1 Chum the Water. That's sport fishing talk for tossing juicy tidbits of bait (answers) into the ocean (the Web) to attract hungry fish (customers). This section gets you started actually doing it the right way, so you don't waste precious time.

2 Provoke Responses. This section helps you design a simple, effective way to make sure the fish don't get away. You'll start provoking responses from customers who aren't ready to buy yet—earn an on-going relationship (courtship) with them.

Take it Easy. Yes, I want you to take it easy. Sure, this is a little bit of work. After all, that's why it's called a worksheet. But I'm doing everything I can to make it easy for you. This is my promise to you.

Throughout this worksheet **I'll show you short cuts** to make “designing to sell” a simple process that snaps into everyday life without the headaches. Ok? Cool. Let's rock out this worksheet and start generating leads.

1

Chum the Water

Section Goals

- Pick which social media platforms to fish in and actually begin attracting customers.
 - Choose the questions you'll answer (or experiences you'll sample) for customers.
 - Quickly write 5 effective blog headlines and 2 short articles (blog posts).
-

People will start buying more of your product/service, more often, when you start *proving* to them just how good your product, service, brand or business is before they purchase. And that's what we're about to do—**deliver some results to your customers in advance**. These results will come in the form of either **solving a problem** for, or **giving samples** of remarkable experiences to, your customers. Here we go...

The last worksheet lists where your customers are hanging out, what social media platforms they use. They might read blogs, belong to LinkedIn Groups and/or spend time on Facebook. Take these places and rank them numerically.

Below, prioritize them based on where you think they spend most time. If you don't really know use your gut instinct.

1)

2)

3)

4)

5)

1

Chum the Water *continued*

Refer back to your list of your customers' questions (they typically need answered), fears (they're challenged to overcome), aspirations (they possess), hurdles (they must clear before they can buy your product), life-enhancing experiences (they crave) and false myths (they believe) from Worksheet #1, Sections 1 & 2.

Now, simply rank them numerically. Prioritize them based on what you think is most important to customers based on your experience. Again, if you aren't certain use your gut instinct.

1)

2)

3)

4)

5)

Think of these as your blog topics list.

1

Chum the Water *continued*

Great job. Now you have THE topics list. You're going to love this part. Now we'll take each of the above topics and write a KILLER blog (article) headline—one your customers will find impossible to resist. Customers will discover and be drawn to the headline, read the article, share it with friends or colleagues in their social network. This will **open the door to generating a relationship, a business lead.**

Here is how you'll do it. Follow the 4 U's. Simple. Your headline must be:

- Useful *(Is the promised knowledge valuable to the reader?)*
- Urgent *(Does the message make the reader want to read it immediately?)*
- Unique *(Is the promised message compelling and remarkable?)*
- Ultra-Specific *(How relevant is the knowledge or message being presented?)*

The “how-to” article is one of the most effective, easy and fun (yes, fun) ways to blog. It's as easy as writing them using your topics list (questions/answers or experiences). You may choose to be provocative (with your headline and opening paragraph) when showing how to do something. The idea is to help customers take short-cuts to achieving goals, avoid dangerous risks or solve a related problem. Or you may choose to write in a way where they get a sample of your unique, meaningful experience. Said plainly, you tell a deeply moving story.

Either way it all starts with a killer headline. So write your headline first. The idea is to make your headline showcase the main benefit of the article for your customer. Ask yourself, “what's in it for them?” He's the basic structure:

How to [Mundane Task] That [Rewarding Benefit]

How to Get a Mortgage That Saves You Money

How to Get a Mortgage That Cuts your Monthly Payment in Half

How to Get a Mortgage That Gets You in Your Dream Home While Saving You \$537 a Month

I once wrote an article called, [“How Hotels and Resorts Can Turn Facebook Fans into Bookings”](#) that's very specific to a niche market.

Write at least 5 different headlines below. Feel free to create variations on each of them. If you get stuck remember to follow the 4 U's guidelines above and refer back to your topics list on the prior page.

You're rockin' it out. Nice work. The last step is right around the corner!

Now, take 2 of your favorite headlines and create rough drafts of articles for your blog. Take it easy on yourself. Think of these as outlines or as a skeleton of a finished article... where you'll fill in the gaps later when you're at your computer. The idea is to get going **RIGHT NOW**. Sure, feel free to dive right in if you're feeling good about this (and I hope you are).

Assemble your notes from prior pages and start writing-up your KILLER article to be posted on your blog. Here are my guidelines for you:

- **Limit your article to 500-600 words**
- **Keep it action-oriented (problem solving) or make it a highly *vivid*, compelling story (experience)**
- **Structure:**
 - **TEASE** with your opening paragraph; don't give away the tips/answers/experience but tell readers they're about to get them/it
 - **GIVE** your readers the tips/tricks/answers/solution/experience
 - **PROMPT** readers to take action in their lives
 - **AVOID** trying to sell them something or talking about your product/service
- **Sub-headers:**
 - **When you're done drafting, insert sub-headlines within the article**
 - **Make it so readers can visually scan & identify logically flowing sections by glancing at the sub-heads**
 - **Whenever possible make your sub-heads specific, bold and enticing**

HOT TIP! If you are able to, present your “how to” as an insight. For instance, do you have a truly unique way of solving a problem for readers? If so boldly proclaim, “you might think X is the best way to solve Y problem but actually Z.” Proceed to prove Z to the reader in a way that surprises and brings benefit to them.

1

ARTICLE 1

DRAFT

****NOTE:** When you're happy with your article go ahead and post it live on your Web site!

1

ARTICLE 2

DRAFT

****NOTE:** When you're happy with your article go ahead and post it live on your Web site!

2

Provoke Responses

Section Goals

- Get customers, who aren't yet ready to buy, to ask you for an on-going relationship and identify themselves via email
 - Create a simple way to earn their trust and, eventually, purchase consideration (get a bonafide lead!)
-

Nice work. We're on the home stretch. This section helps you design a simple, effective way to make sure the customer you just attracted doesn't get away. Let's make sure readers of your blog take action—contact you and ask for a relationship. Why would they do that? Because you just proved your worth to them via your blog article. You just gave them a sample of the results your paid product/service can deliver. Now it's time to continue on that path and earn more trust. This will be like eating cake!

Remember, you just created a powerful, magnetic article that solves problems and/or samples a experiences for customers. If executed correctly you'll soon be seeing results—people arriving at your Web site from Google, reading your blog posts. But without provoking your reader into **action** (beyond reading) your engaging content will not cause a sale.

This is where most people give up and miss the opportunity to cash in!

Ok. Think in terms of a process we're creating here. You just went through a series of steps to:

- 1) Attract Web searchers.
- 2) Give prospects valuable advice, a chance to solve a problem, reach a goal, avoid a risk or sample a unique experience.

You just made a small but very real impact on your business and prospective customers. Now it's time to run with the ball down field and score—for both you and customers. Now we'll add:

- 3) Provoke responses from customers and turn them into business leads.

To do that we'll keep on keeping on... helping customers with authoritative, inspirational, action-oriented guidance for them to act on in their lives, right now.

2

Provoke Responses *continued*

Consider the benefit you just provided to your reader/customer. **After reading your article(s), what are they more clear on now? What useful idea/concept/fact did you reveal to them? What seed did you plant in their minds about an experience they might enjoy or benefit from experiencing? (in real life) Write them in the space below.**

After reading either of your blog articles, what questions might have sparked or “come alive” in the minds of readers? Considering their new insights/experience, what “obvious next step” would a reader probably want to take action on? What other questions remain unanswered—or experiential desires remain unfulfilled—for them? Jot down as many as you can think of below.

2

Provoke Responses *continued*

Now we'll take the above unanswered questions, concepts, ideas or unfulfilled experiences and put them to work for your business.

Let's consider making a short YouTube video that takes customers a little further down the path—on a quick, enjoyable journey toward more answers, more experiences. Or let's create a short, pithy PDF (ebook) guide, tip sheet, booklet or mini-training course for your customers that answers the follow-on questions you've listed above.

HOT TIP! You might even model it after this training course!

The goal here is for your business to earn trust by putting *even more* valuable answers/experiences in the hands of the potential customers you're now meeting. Yes, for free. It's a give-away. By the way, do NOT worry about "giving away too much" information, insights or valuable knowledge. The idea here is to actually empower those do-it-yourselfers who probably will not (or cannot) buy from you anyway. This bold gesture proves your value to those who will and showcases your abilities. *Stay in the "abundance mentality" and trust in it's ability to drive profits.*

Now, write down ideas for a short (4-10 page) guide book or (3-5 minute) video that a customer would probably want/benefit from now—after reading your blog article. For instance, "How to Successfully Relocate Your Pet Overseas" or "How to Choose a Law Firm to Meet Your Needs" or "Keep Your Entire Family Safe from Identity Theft" or "How to Survive the Upcoming Hurricane Season" or "5 Clues That Your Company is Getting Ready to Start Downsizing." Get the idea?

Use the list of unfulfilled experiences or unanswered questions above as your guide to come up with your video or booklet's title. Jot them below.

2

Provoke Responses *continued*

Nice work. Now add a call to action promoting your give-away at the beginning and/or end of your blog post. Do it by inserting HTML code that will create a subject line you designate. This way when prospects email you a request for the video or PDF booklet you will be able to spot it—reply right away to their request and **generate a lead**. Here's the code:

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<A HREF="mailto:you@yourdomain.com?subject=Please Send Me My Booklet / Video on  
_____ ">CLICK HERE</a>
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So if you were a credit card marketer or a financial services company (bank, broker, etc.) your call to action might look like this:

Want more information on identity theft? Download this handy ebook (PDF), *"Keep Your Entire Family Safe from Identity Theft."* [CLICK HERE](#) to request it via email.

Of course, if your business already uses an e-mail auto-responder (like Aweber, MailChimp, ConstantContact) or email database software feel free to use it; automate this process and/or create a colorful, eye-catching form or pop-up on the page. This will work even better.

Don't limit yourself to getting discovered on search engines. **Crank up the inbound visitors to your site by excerpting, quoting and linking back to your articles on Facebook, in LinkedIn Groups discussions... wherever it makes sense. Use your prioritized list from Section 1 of this worksheet. Ready, aim, fire!**



You've reached the end! Nice work. Everything you just did will drive sales to your business *and help customers too*. It's time for the next and final video!