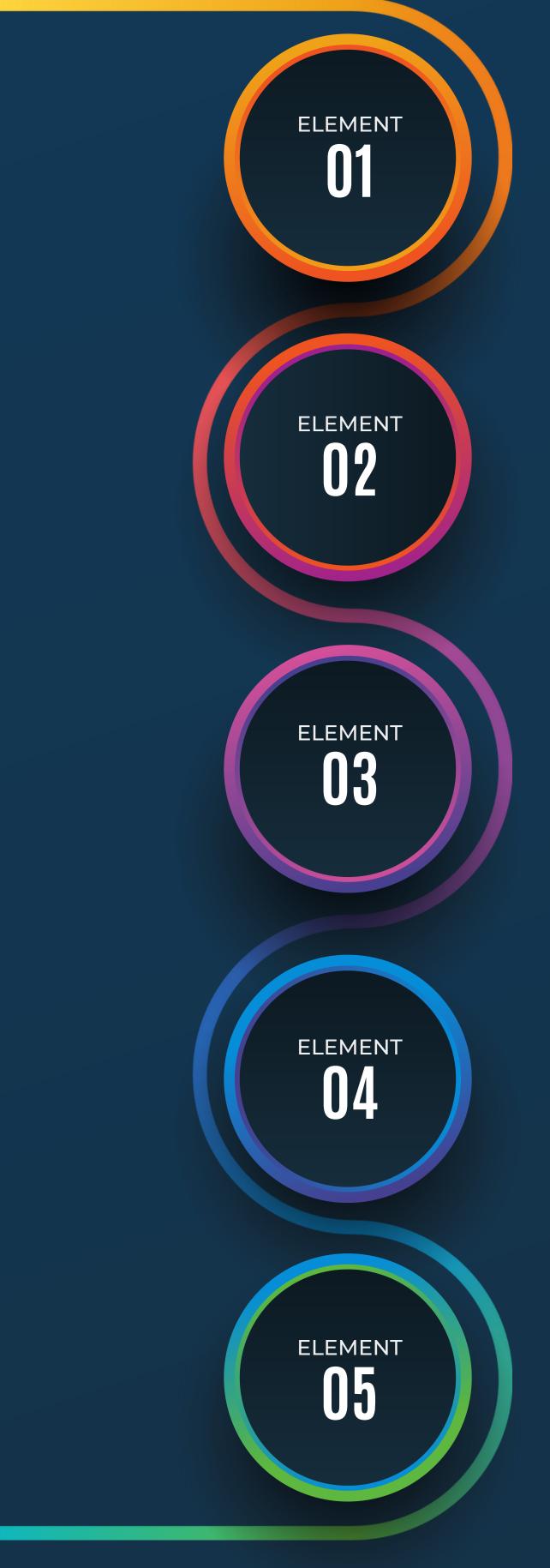
# The 5 - Element Formula of how to Sell on Social Media



#### Demonstrate common human values

- Make posts that show empathy, provide inspiration and declare your position about common issues.
- Make emotional, supportive, encouraging posts.

## Present an introduction video about yourself

- People tend to believe more in what they see, that's why a video is a powerful tool, do not ignore this.
- Record 45-60 second introduction video with open space or nature background where you introduce yourself, describe what solution you bring to the market, and the methods you use.

### Prove yourself as an expert

- Create a series of posts on How -To.
- State an issue, give a solution, and break the solution down into single actionable steps.
- Provide downloadable checklists and other useful material.
- Be fully open about the solution and crystal clear about how to achieve it.

## **Frequency and consistency**

- Make at least 4 posts a week, do not try to come up with the highest quality of posts, it will be more than enough if your posts are reasonably interesting, original, and personal.
- To make it refreshing and less boring for you and the audience diversify topics and types of posts, alternate how-to, emotional, encouraging, written, and video posts.
- To establish your presence, and authority create depth of content keep posting 4 times a week at least for 8-10 weeks in a row.

## Present an offer

- Presenting an offer doesn't necessarily mean a paid offer.
- Make a free offer, for example, "Let me know if you would like me to send you 5 cheat sheets that will cover the end-to-end process of how to create and manage video posts across social media platforms".
- After offering several free offers and analyzing audience responses you will get an indication if that's time to start selling.