

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

ELEMENT 01

Demonstrate common human values

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

ELEMENT 02

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.

ELEMENT 03

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.

ELEMENT 04

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.

ELEMENT 05

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.