



Social Media CONTENT BLITZ



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About Laura

My business building antennae are tuned to spot barriers to your business success and opportunities to grow.

My marketing smarts are backed by over twenty years of managing lean, game-changing not-for-profits and running a successful agribusiness in the super competitive export sector.

Like you, I've worn a hundred hats and done all the things we do to keep our NFPs or small businesses buoyant. I've steered organisations through rough patches and made the most of stretches of smooth sailing.

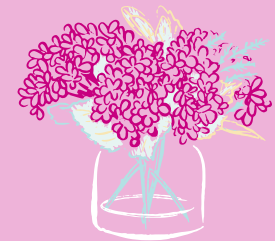


The result? If your business is hitting turbulent times, stuck in the doldrums, or wondering how to maximise fair winds and fine weather, I can help.

Successful marketing is a mix of art and science. Look for a system that blends them in ways that foster creativity, rhythm, and accountability. That way, you'll know exactly what to do next, how to do it well and how to measure its impact.

Introduction

Content Blitz



Hello lovely human,

Let's get cracking on creating gosh-wow content. Let's flood your sales funnel with curious bystanders that you can convert into fans of your brand, aka contented customers, who'll buy your brilliant products and services and bring in more business by spreading the word and sharing the love.

Ready to stop feeling:

- Flabbergasted by socials and floundering for inspirational ideas
- Fed up with soullessly posting ... something ... anything ... just for the sake of it?

Let's go!

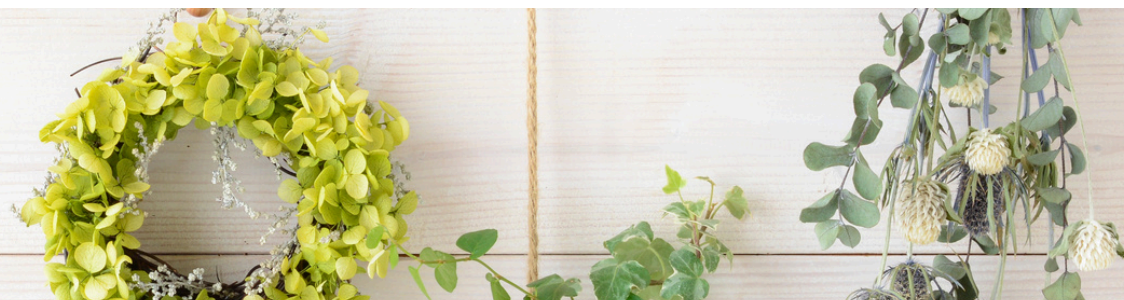
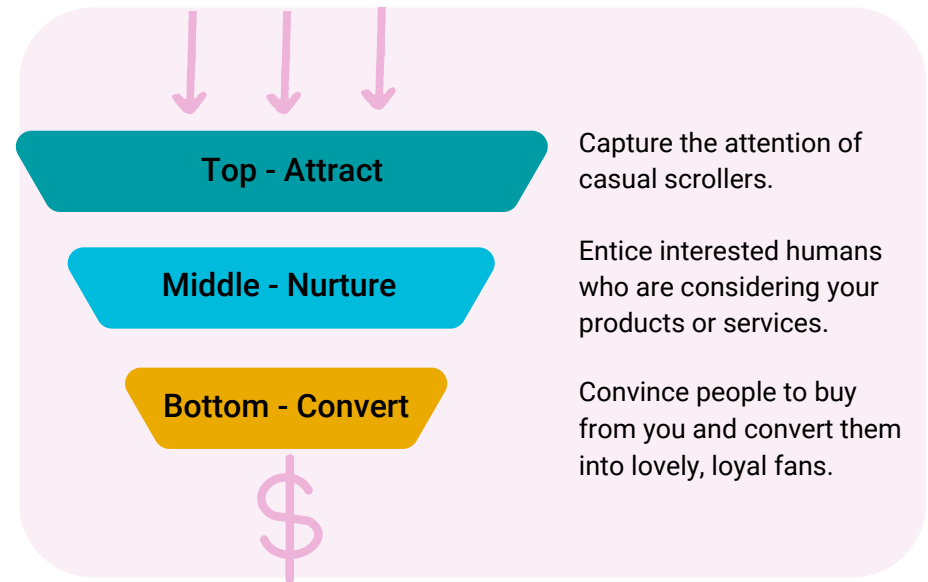
This guide is your go-to reference for creating monthly content.

There are 25 prompts divided into 3 categories that correspond to 3 stages of the customer journey and 3 places people might find themselves in your sales funnel.

If you're thinking, 'What even is a customer journey?!' [Here's a heads-up I prepared earlier.](#)

If you're thinking, 'Sales funnel?!' What is this fancy-pants piece of marketing speak?

Sales funnel



Anatomy of a post

- The Hook** The first line to grab attention, the "scroll-stopper." It could be a question, a bold statement, or a catchy phrase.
- Visual Content** Visuals are key! High-quality images or videos that complement your text make a big impact.
- Body** This is where you provide value, tell a story, share insights, or offer tips. Keep it concise but informative.
- Call to Action** Encourage your audience to take action. It could be to like, comment, share, click a link, or visit a website.
- Hashtags** These help categorise your post and make it discoverable. Use relevant hashtags that align with your content.
- Timing** Post when your audience is most active. This varies by platform and audience demographic.
- Analytics** Track the performance of your posts. Use insights to refine your strategy.



Example Productivity Post Breakdown:

Visual Content: An eye-catching infographic about productivity.

The Hook: Struggling to stay focused? 🤔

Body: Use the Pomodoro Technique, work for 25 minutes, then take a 5-minute break. It's a game-changer! 🍅

CTA: Try it today and let us know how it goes! Comment below with your results. 📌

Hashtags: #WorkSmarter #ProductivityHacks #Focus

Emojis: Used throughout to enhance readability and engagement.

Creating effective social media posts takes practice, creativity, and a bit of experimentation. Keep testing different elements to see what resonates most with your audience. Happy posting!



How many posts per month?

Aim for a minimum of 8 posts per month (2 per week) targeting the sections of the funnel as follows

- 5 x Top (Attract)
- 2 x Middle (Nurture)
- 1 x Bottom (Convert)

Bam! That's 8 pieces of content created with clear intention and posted twice a week.

How long should you spend?

Dedicate 10 minutes to putting together each post. Just put pen to paper, or tap that keyboard. This is a social media post, not chapter one of your first novel or tell-all auto biography. Write the first thing the prompt pops into your mind. Forget faffing about spitting and polishing because [#doneisbetterthanperfect](#).

Top timing tip: I began by booking a date and time in my calendar, to write content. Now those slots are simply part of my weekly ritual, and no longer feel like a grind.

Top tagging tip: Feel free to tag me, I'll be delighted to get the comments ball rolling. I might even share it!


Top repurposing tip: Turn your best loved pieces of social media content into a blog, newsletter or even podcast!

Last, but not least, HAVE FUN, relax, enjoy the creative process, and relish the results.

Yours for building business buzz,

Laura





Content marketing is really like a first date. If all you do is talk about yourself, there won't be a second date.

DAVID BEEBE

Top of funnel prompts

*to attract your audience
(50% of your content)*





Top of Funnel

Imagine a bright and bustling marketplace, and you're a star vendor with a stand that everyone wants to visit.

It's time to make a splash with your brand, and let your enthusiasm and creativity be the magnet that draws people to the great value you have to offer.

Through eye-catching visuals, compelling content, and a vibrant online presence, you can attract curious visitors like bees to honey.

The goal? To spark their interest and make them eager to learn more about you and your products and services.

Poll

INTENTION

Engage your audience and get them talking ... get feedback, rank their priorities, canvas their dreams and schemes

WRITING TIP

Keep the questions simple and sharp.

Throw in a fun item.

Offer an inducement e.g., a link to a freebee resource matched to whatever choice they make.

ACTUAL KICK STARTER

1. What would help you grow your business the most?
... MORE: [Time, tools, talent, cake](#)
2. How do you learn best? [Self-paced online courses](#), [F2F workshops for small groups](#), [One-to-one-mentoring](#), [Informal get togethers over a good lunch](#)
3. If you had 10 extra hours in your week, would you...?
4. Which of these tools/products/services floats your boat?

RESOURCES

[Hootsuite's guide to making a poll on Instagram](#)

[How to make a poll on LinkedIn](#)

[My LinkedIn example](#)

A Hot Topic

Talk about something that gets you fired up/riled up/ excited/ exasperated/ motivated or just plain mad.

If your hot topic is currently newsworthy, that's also cool.

Think of events and special days, issues or causes close to your heart.

Say what you think and feel.

Flag an action you're going to take or one you'd love others to take.

1. Spruik some small, fun offers linked to special days, e.g. croissants on Bastille Day, cupcakes on Mother's Day, curses on Halloween (just kidding!)
2. Note days and causes that are important to your audience (and possibly most of the rest of us.) RUOK Day is one of mine.
3. Pick a topic (environmental, sport or recreational, commercial, etc.) that's newsworthy in your community or local area. Talk about how your business is supporting local efforts
4. It's [\[insert day/event name\]](#) time to celebrate/reflect/ here's what I'm doing...

Check this [calendar of days](#) to celebrate any number of wonderful and occasionally weird human qualities, behaviours and achievements

Here's my real-life [LinkedIn example](#)

Frequently Asked Question - FAQ

INTENTION



Show you're tuned in to queries burning a hole in your customers' brains. Because if one person is asking, others are pondering the same thing!

WRITING TIP



Keep your answers clear and concise. Simple words work best. Bullet points or Q & A format are fab for readability.

ACTUAL KICK STARTER



1. Help customers:
 - Choose between X and Y products or services – 'How to get started with...
 - Achieve their goals - How to make doing X or Y effortless and fun
 - Get rid of hassles and headaches – How to save time/energy/ money by....
 - Trust you – How (or why) I came to do
 - Request refunds, changes, more or different services... What happens if I need
2. Want to work with me? Here's my process
3. 4 ways you can work with me
4. What will change when you work with me?
5. Why choose me?

RESOURCES



[My website FAQ which I also use on socials](#)

[My LinkedIn example](#)

A Highlight

Highlights are great social proof. Sharing positive outcomes makes you very relatable and gives people a chance to cheer you on.

Highlights are a delicate mix of fact and feeling. Describe 'the thing' in concrete terms then wax lyrical about how you feel about it.

1. A beautiful customer sent this review....
2. The top takeaway from a networking event or workshop highlight
3. Invite customers to share a challenge they overcame with the help of your product/service solution.
4. Invite customers to share their favourite feature of your latest product/service and say why they love it?
5. One thing you are grateful for this week or month
6. One great result you got this week or month

Networking and supporting other women in business, is what I love. Here's one of my [highlights](#).

Brand Story

INTENTION



Get personal.
Talk open heartedly about why you do what you do.

Humans are nosy parkers.

Indulge them with a sneak peek into who you are and how you tick

WRITING TIP



Tell a story.
Anecdotes and images rule here

ACTUAL KICK STARTER



1. How you got started, how it's going
2. What problem you are aiming to solve with your business
3. 'Shoes off' you – what you love to do when you're not at work
4. Why I'm called [Tell the story of your business name](#)
5. Who I'm here for ... [Talk about the kinds of clients you work with ... why you choose them, why they choose you ... shared values, shared goals](#)
6. The best thing about my work is/Three things I love about my work are ... [Talk about the difference you make, the way you work, the humans you serve](#)
7. Something my business has taught me ... [Talk about something that surprised you a skill you never knew you had OR Something you struggled with and mastered](#)

RESOURCES



[My About Page](#) – my constant source of social snippets (cos repurposing rules!)

[A solidly useful guide from Hubspot](#) - chock full of prompts and examples

[My LinkedIn example](#)



A Shoutout

INTENTION



Taking time to compliment someone is thoughtful and kind.

Do it without expecting anything in return, although you'll likely receive a gracious 'thank you.'

Celebrating someone deepens your connection with them.

It also creates space for others to connect to both of you.

WRITING TIP



Tag that person and/or their organisation in your post.

Focus on specific qualities or achievements.

Add visuals and quotes for extra oomph and impact.

ACTUAL KICK STARTER



1. Shine a light on someone who's rocking their field. ✨
2. Choose someone from your network – a client, a colleague, a staff member, or a supplier.
3. Pick someone not directly connected to you who you admire - a public figure/ a complete stranger you observed doing something kind
4. This very special person [insert name] never ceases to amaze me because ...
5. Big shoutout to [insert name] for their gosh-wow work in [insert industry] ...
6. A huge cyber hug for [insert name] who inspires me to do more/do better/do differently...

RESOURCES



[Buzzworthy Inspiration](#) my fortnightly newsletter has a section for sharing things that were a joy to see or visit.

Loads of lovely shout out idea in this piece by [Positively James published in Medium](#)

[My Linkedin example](#)

A Day in the Life

INTENTION



Take your audience behind the scenes in your life or your business.

People are curious about you, so give them a glimpse of your daily routine or show them your space.

WRITING TIP



Share a daily ritual or two, including personal and professional ones.

Videos are hot right now, so film yourself being you. You may think you're boring, but I guarantee your audience will be intrigued.

ACTUAL KICK STARTER



1. How you start your day The ritual coffee, your morning swim/walk/ garden quiet time.
2. One thing you eat/do/feel/look forward to/ feel great when it's done each day.
3. A highlight or lowlight of your week - what/why/who and how you feel about it after the event.
4. What you're working on – at or outside of work – a project -its purpose a skill you're using /what you love about it /what you love less but you're keen to learn.
5. Someone you've spoken to who's given you guidance and kindness.
6. Where you travelled for work or fun or relaxation or shopping.
7. The success of the day .. what, why, who, how you feel writing about it now.
8. Mornings. Mine can get messy if I don't ... add your calming/connecting ritual and invite readers to share theirs.
9. Take a look at my secret stash of ... add hoarded item of your choice...pens/chocolate/and reveal a little of why you have it.

RESOURCES



My [Instagram Carousel example](#) loaded with ideas.

A Tip

INTENTION



Be genuinely helpful. Show your expertise and generosity.

WRITING TIP



Don't reveal everything. Give curious, grateful readers a reason to keep you and your fab products and services in mind

Connect them to a freebie and /or your services where you can give specific advice.

ACTUAL KICK STARTER

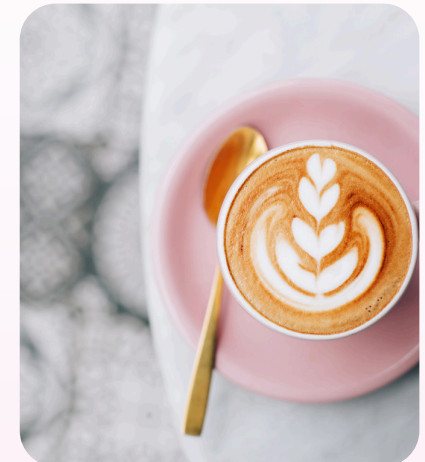


1. Why this or that product /service is the perfect match for this or that need.
2. One thing you wish all clients knew when choosing a product or service like yours.
3. First things first - Before you begin to [\[insert action e.g. set up your video, add an image to a post\]](#) do this.
4. One thing you wish I could have told your newbie business self.
5. Struggling with [\[insert headache of choice\]](#) here's a hack for that

RESOURCES



[My instructional tip example](#)



An Industry Update

INTENTION



Talk about a change, an update, or a trend that's impacting your business and your customers.

There's always something brewing. New rules and regulations, new tech – applications, tools and trends, new attitudes and expectations.

WRITING TIP



What's making life more interesting/ fun/ simpler/ more complex?

ACTUAL KICK STARTER



1. Inform and reassure your audience - Pick the bones out of a new law or regulation for your industry .. [something we'll need to do differently](#) .. [something that won't change](#)
2. Share a new application you love – [show \(yep, I'm talking VIDEO here\) how it works and how it makes life easier](#)
3. Publicise an award or some funding available in your community, [encourage your audience to apply or share your own plans or experience as an applicant.](#)
4. What grinds your gears – see the example from my beautiful client, Cait Wotherspoon in resources

RESOURCES



An example from the lovely [Cait Wotherspoon](#)

Here's an [update I shared](#) about one of Canva's new features.

A Fun Fact

INTENTION



A little light-hearted content can go a long way on socials.

Fun stuff feels less salesy.

It gives readers a gentle smiley insight into who you are and what tickles your funny bone.

WRITING TIP



If 'funny' is not your default setting don't strain to go there.

Just have a go at being you in relaxed 'shoes off' mode.

If you've the slightest inkling that your joke might be even the tiniest bit 'off'. Reality check this with a trusted ally with 'a nose for anything on the nose.'

ACTUAL KICK STARTER



1. If your team were a band, who would play which instrument?
2. If our business had a mascot, what would it be and why?
3. Share your quirkiest office tradition or ongoing inside joke.
4. Share an unusual fact about you and /or your business.
5. Do a fun true or false about you and /or your business.
6. Post a light-hearted meme or joke about your sector.

RESOURCES



Here's my Friday funny examples:

One

Two



Middle of funnel prompts

*to nurture your audience
(30% of content)*





Middle of Funnel

Now you've got a warm audience. You've caught their attention, it's time to start building a relationship.

Think of nurturing as hosting a fabulous dinner party where you're the gracious host.

Charm and engage your audience with valuable insights, personalised communication.

Keep the conversation lively with regular updates, helpful tips, and exclusive offers that show you truly care about their needs. Create a warm and inviting atmosphere, that turns casual visitors into loyal followers who trust and appreciate your brand.

Fostering a connection that feels genuine and rewarding for both sides!

Problem solving



INTENTION

Send a clear message to your ideal client that you're a person they can come to for help.



WRITING TIP

State the problem and the impact on your client's business
Walk through the steps you took to resolve the situation.
Spell out what changed and how that felt for the client and you and your team



ACTUAL KICK STARTER

phrases & questions

1. Talk about a problem someone may not even know they have. Needing a brand refresh can be one of those.
2. Talk about great features of one of your products/services that make clients' lives easier
3. Do a mini case study on an issue you solved for a client. Use the headings Problem, Solution, Results.
4. Highlight a problem addressed in your FAQ, then send readers there for more solutions
5. Describe an issue you solved in your own business and say what you learnt.
6. We had a light-bulb moment and realised we could do [\[insert underperforming activity\]](#) better, so we...



RESOURCES

links & examples

Here's how I supported one of my clients to solve a dilemma. [Take a look.](#)

What you're working on

INTENTION



Show your existing and future followers the astounding range of useful things you do.

WRITING TIP



Describe your processes, talk about the bits you love lots and maybe those you love a bit less. Share quirky, interesting, helpful bits of information you've picked up through your research, give readers a sense of what goes on behind the scenes.

ACTUAL KICK STARTER



1. Talk about a blog post, name the topic, say who it's for and why it matters, share some interesting research findings talk about your process, drafting, editing proofing etc.
2. Summarise a call you had with a client call with a client. If you have their permission to tag them, go for it otherwise be careful to protect their identity. In either case you can still talk interestingly about goals set, problems solved and next steps.
3. Two days are never the same, today I'm doing [insert scintillating activity] ... tomorrow is all about [insert completely different but equally enthralling activity.]
4. I've just learnt this cool new thing [insert cool new thing] It's made a big fat juicy difference to how I do...
5. If I had to choose between spending my day doing [insert frequent task] or [insert a different typical task] I'd probably choose [insert preference] because

RESOURCES



Here's my real-life [LinkedIn example](#)

Compare and review

INTENTION



Show your business and industry expertise. Let people know what you think. This can feel a bit risky, but expressing your opinions is one way to connect with your ideal client.

WRITING TIP



Be fair and even handed. Be upfront about talking from your own experience, and /or your clients' experience.

ACTUAL KICK STARTER



1. Compare the service options you might offer a client depending on the problem they had or the enhanced results they were after.
2. Compare different products your own and/or someone else's showing their benefits.
3. Compare different technologies for the same job. [Do the 'pros and cons' based on your experience and trusted reviews](#)

RESOURCES



Check out these [15 well dissected comparison examples](#)

Customer Insights

There is no better social proof than people raving about your business, even better if it isn't sponsored! NOTE: In Australia, all paid for products or services reviews on socials must be marked as 'Sponsored.'

If a customer is happy to provide a short video. Remember to film in:
Portrait/vertical mode for Instagram or Facebook
Horizontal mode for LinkedIn.

1. Why did you choose our product/service?
2. What did you want the product/ service to do? Did that work?
3. How was it working with us?
4. What's the most/useful/ surprising/ feature of the product/service?

[10 ways to gather customer insights](#)

Spotlight a Service

INTENTION



Build curiosity and trust and show how you stand out from the pack. Be transparent and practical about the why, what and wherefore of one of your services.

WRITING TIP



Spill your service's special sauce. Who loves it and why? How does it work – what precisely happens when someone engages this service. How do they work with you? What can they expect?

ACTUAL KICK STARTER

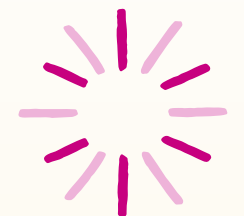


1. Ever wondered how our service tackles [insert specific problem]? Here's how. [Reveal the secret of your success.](#)
2. Our [\[insert name of service\]](#) helps move your business from [\[insert stuck or otherwise undesirable place\]](#) to [\[more dynamic, profitable rewarding place.\]](#)
3. Why customers love our [\[insert service name\]](#) ... add three benefits (not features) i.e. three things that change for the better for clients using the service.
4. [\[Insert service name.\]](#) How does it work? What to expect when you sign up with us.
5. Three things clients love about [\[insert name of service\]](#) ... list 3 ways the service solves problems makes life easier/more interesting/ more fun/more fulfilling etc.
6. Our [\[insert name of service\]](#) is for you, if you would like to do [\[insert name of activity\]](#), differently or better/ here's how that works ... describe two or three ways this service gets results for clients.

RESOURCES



Here's my [Instagram example](#)



Blog

INTENTION



Blogs are brilliant bits of reusable content.

They can draw people to your website and get you some serious SEO-driven Google love.

By sharing your blogs on socials, it directs people to your website, helping your SEO.

WRITING TIP



Create a teaser piece of content that entices readers to click to the blog.

Chop chunks off for Instagram and Facebook.

Republish them on LinkedIn.

ACTUAL KICK STARTER



1. Killer case studies of great projects - problems posed, solutions found, change made, kind words from a contented client
2. Answer an FAQ ... what to do if you ... [can't afford your dream service right now/ haven't a clue where to start with \[insert service/challenge/ etc.\]](#)
3. How to ... [step by step guide to doing something your customers struggle to understand or practice](#)
4. Bust myths ... [\[insert scary activity\] is easier than you might think .. just because you're \[insert quality /resource/skill that might be lacking\], doesn't mean you can't do \[insert the thing.\] ..' here's how...](#)

RESOURCES



Curious about my blog?
[Click here](#)

Here's my [LinkedIn example](#) for you.

Step-by-step 'how to' guides

INTENTION



Build trust and loyalty by showing how you solve daily dilemmas and issues with step-by-step guides.

WRITING TIP



Break down complex tasks into manageable chunks.

Use subheadings to signpost the stages.

Show what you offer in real-time.

Focus on before and after and diverse uses.

Get your video boogie on.

ACTUAL KICK STARTER



Step by step guides to

1. Simplifying technology tasks with useful apps and tools
2. Preparing some SMART goals to headline your marketing plan
3. Making beautiful, branded posts for socials
4. Wearing heaps of hats without losing your head
5. How to partner with you
6. How to support local businesses/ help out in your community

RESOURCES



Here's [my step-by-step guide on making sure your Canva designs are accessible.](#)



Demo your stuff

INTENTION

Showcase your products or services on social media to amplify your brand visibility and engage a broader audience.

In a world saturated with products and services, you need to be continually demoing yours. Think reminder notices (without the bills!)

WRITING TIP

Show what you offer in real-time.

Focus on before and after and diverse uses

Get your video boogie on

ACTUAL KICK STARTER

1. This is the end result...of working with me ... **show a transformed ... thing ... a space, a piece of marketing material ... an item of clothing ..a piece of craftwork ..whatever it is that you make more beautiful and or workable**
2. Show before and after... **use visuals ..naturally**
3. This is **[insert product name]** out in the wild, having the time of its life ... **images of happy humans using your product with killer testimonial captions**
4. 'Must dos' and 'don't dos' when using **[insert product name]** ... **then make a check list of dos and don'ts**

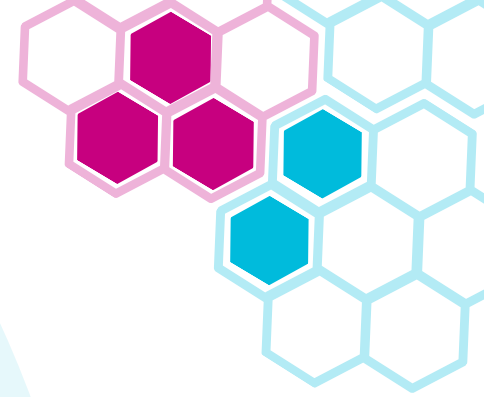
RESOURCES

I created this client's new website – [watch the before and after demo.](#)

Bottom of funnel prompts

*Converting your audience (20
% of your content)*





Bottom of Funnel

You've attracted them, nurtured them, and now it's time for the grand finale – conversion! 🎉

Your hard work is about to pay off. You're going to seal the deal with a delighted customer who's ready to take the plunge.

Make purchasing smooth, intuitive, and delightful. Highlight the benefits and value they'll receive. Address any last-minute questions or concerns with confidence and clarity.

Celebrate every conversion as a win, because it signifies not just a sale, but the beginning of a lovely, loyal customer relationship!

Make it easy for people to purchase

INTENTION



Humans are busy and forgetful. So, take one product or service and remind them that you offer this very good thing!

WRITING TIP



Give people a direct link to purchase

Include a call to action to buy.

ACTUAL KICK STARTER



1. Be specific - one product or service at a time
2. Be succinct about how it helps
3. Be clear about who you work with and why.
4. Be concrete - state the results use stats and testimonials to show your success

RESOURCES



Here's an example for one of my workshops.
Here's another example for one of my favourite services - mentoring.

Invite people to work with you

Let people know that you're available.

Be specific about HOW available and for what kinds of work.

If you have spots available. Publish your monthly availability in your newsletter or on your socials.

1. Create a visual infographic or storyboard that
 - outlines each step of your onboarding process
 - illustrates how you helped one client with what they needed
2. What's the one thing you always ensure you do to help clients?
3. What's the one thing you do differently to your competitors?

[How to make kickass infographics in Canva](#)

An example from My Instagram to get your creative juices flowing

Share some client love

INTENTION



As the Wrinkly Writer aka my frank and fearless editor, is prone to say 'LL, show me the evidence,' (LL being short for 'Lovely Laura' her nickname for yours truly.)

Testimonials aka social proof are pure marketing gold.

They can be the decisive reassuring nudge someone needs to buy from you.

WRITING TIP



Make a nifty little branded template to display testimonials

Here's one I prepared earlier.

Sprinkle these kind words across all your digital platforms: Website, LinkedIn, Emails, etc.

ACTUAL KICK STARTER



1. Show how much you appreciate your clients' kind words like this and this
2. Follow the Wrinkly Writer's example and give your clients a testimonial right back

RESOURCES



Here's Hubspot's good guide to requesting and using client testimonials



Strut your stats

INTENTION

Validate your expertise, products and services.

Boost your credibility.

Inspire your audience and strengthen your social media presence.

WRITING TIP

Summarise your stats in a stunning visual like this from [Doctor's Health NSW](#)

ACTUAL KICK STARTER

1. How many people have bought from you, and what do they say about their experience? [Pool them, interview them ask them for video testimonials](#)
2. How have things changed for your clients because of engaging with you?
3. Show your stats:
 - how many people you have worked with
 - who have you worked with and what was the impact?
4. Publish a weekly or monthly series celebrating clients' wins

RESOURCES

[How to review your stats \(insights\) on Instagram](#)

[View your analytics on LinkedIn](#)

Here's my [LinkedIn example](#)

Spruce up your contact info

Make it easy for people to contact you with inquiries, feedback, or requests for more information.

Note that Instagram doesn't let you embed website links in posts.

Use the About/Bio section on your channel to include links and contact details.

1. Cover the options Get in touch ... Call | Email | Book
2. If quirk works for you link your contacts to a fun CTA – Have you contacted me yet? I'm all ears, Quote me on this ... etc.
3. Head to our website to Request a quote/Book a chat/Explore some awesome options

[How to make a Link Tree in Instagram](#)

LinkedIn now lets you add a direct link to your website/calls. [View mine here](#)

Spruik your signature service

INTENTION

Pick the thing you love doing the most ... the thing you're known for ... the thing that makes people say, 'Oh go to [insert your name] for that ... [insert your preferred pronoun] is the best!

WRITING TIP

Be practical - say exactly what you do.

Be emotional – say why you love it.

Be convincing – say how it changes clients' lives.

Show the evidence - Add some killer testimonial snippets.

In short, be irresistible – show clients why they should choose you over your competitors.

ACTUAL KICK STARTER

1. Outline your fresh approach ... [Here's what we do a little differently ...](#)
2. Say what you give a little or a lot more of ... [Here's how we go the extra mile...](#)
3. Be specific about what will change for your client's business ... [No more ... lots more](#)
4. Choose testimonials that talk about repeat business ... if necessary. create one ... ask a lovely loyal client to tell the world why they keep coming back to you.

RESOURCES

See the practical, emotional, and convincing in action on [My !\[\]\(4b7a79268f6ba26c1471d4232fffa85a_img.jpg\) Beat Marketing Package page](#)

Read about the [difference we made for this fabulous client](#)

Get endorsed

INTENTION



Kind words from influential humans on your business patch are superb for building credibility, trust, and visibility.

Give as good as you get, be generous in endorsing others whose support has made a difference for you.

WRITING TIP



If you've collaborated with a talented high-profile human or done work for a renowned organisation blog about it. Naturally, you'll check with them before you publish.

ACTUAL KICK STARTER



1. Pitch for spots on podcasts you enjoy and admire
2. Ask influential people if you can interview them for your blog
3. Write about associations and groups you belong to and add their logos to your website

RESOURCES



[How to get and give endorsements on LinkedIn](#)



Huge Congrats!



You made it! May your funnels be flush with fab leads that bring you loads of lovely, loyal customers.

I'd love to know how you found this challenge. If there are things you loved lots or not so much, or you'd like something more or different
Let me know at laura@theinspiredhive.com.au.

Yours for building business buzz

www.theinspiredhive.com.au



Dont use



TOPIC

FAQ



INTENTION

Show you're tuned in to queries burning a hole in your customers' brains. Because if one person is asking, others are pondering the same thing!



WRITING TIP

Keep your answers clear and concise. Simple words work best. Bullet points or Q & A format are fab for readability.



ACTUAL KICK STARTER

phrases & questions

1. Help customers:
 - o Choose between X and Y products or services – 'How to get started with...
 - o Achieve their goals - How to make doing X or Y effortless and fun
 - o Get rid of hassles and headaches – How to save time/energy/ money by....
 - o Trust you – How (or why) I came to do
 - o Request refunds, changes, more or different services... What happens if I need
2. Want to work with me? Here's my process
3. 4 ways you can work with me
4. What will change when you work with me?
5. Why choose me?



RESOURCES

links & examples

- [Hootsuite's guide to making a poll on Instagram](#)
- [How to make a poll on LinkedIn](#)
- [My LinkedIn example](#)



TOPIC

Poll



INTENTION

Engage your audience and get them talking ... get feedback, rank their priorities, canvas their dreams and schemes



WRITING TIP

Keep the questions simple and sharp.
Throw in a fun item.
Offer an inducement e.g., a link to a freebee resource matched to whatever choice they make



ACTUAL KICK STARTER

phrases & questions

- What would help you grow your business the most? ... MORE:
- Time, tools, talent, cake
- How do you learn best?:
- Self-paced online courses
- F2F workshops for small groups
- One-to one- mentoring
- Informal get togethers over a good lunch



RESOURCES

links & examples

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Topic



Intention



Writing tip



Actual kick starter phrases
& questions



Resources – links
& examples

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Keep the questions simple and sharp. Throw in a fun item. Offer an inducement e.g., a link to a freebee resource matched to whatever choice they make

- What's getting between you and your business goal?
- What matters most out of... ?
- If you had 10 extra hours in your week, would you...?
- Which of these tools/products/services floats your boat?\

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ACTUAL KICK STARTER phrases & questions

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