

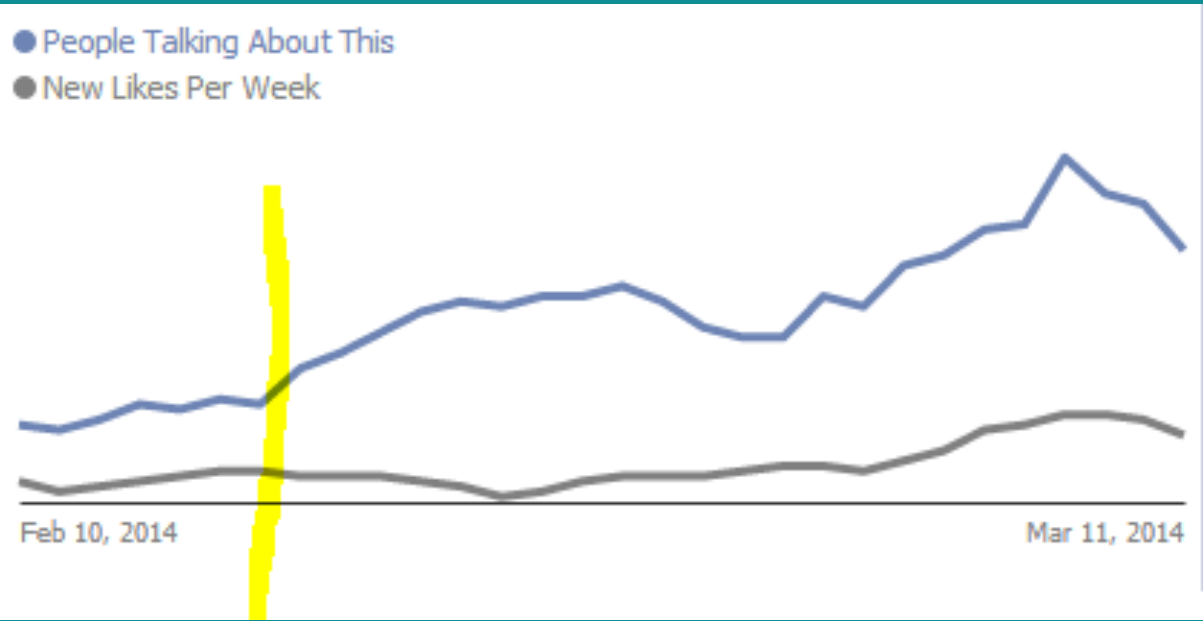
ATTRACT MORE CLIENTS

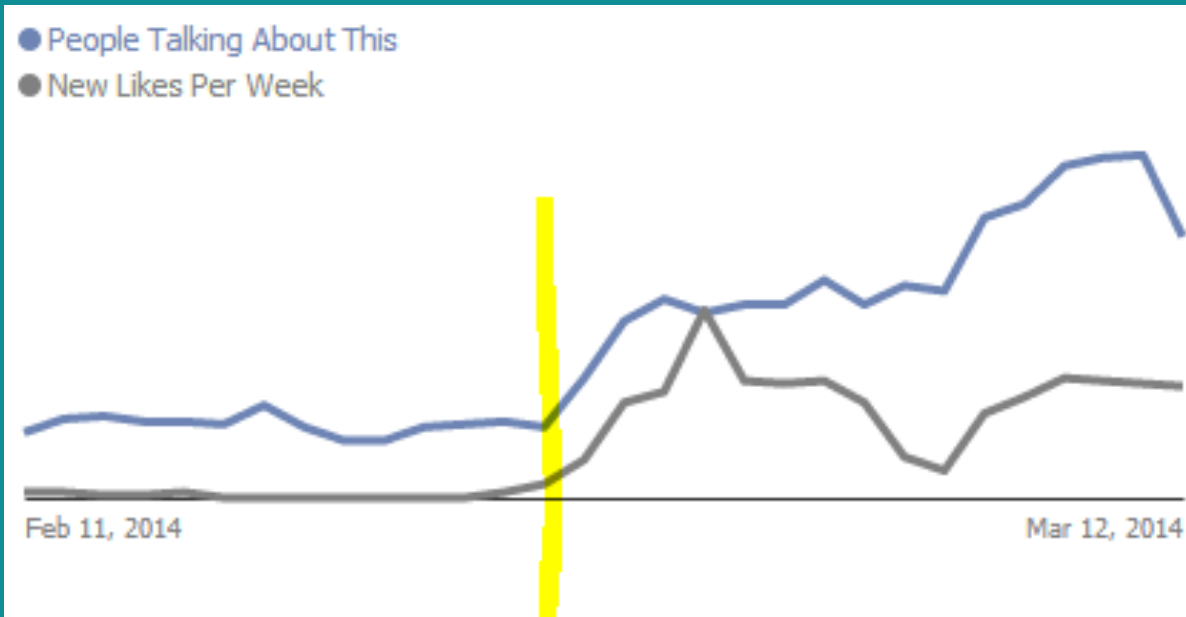
4 Pillars of Great  
Social Media Content

A workshop with Jackie Johnstone

## 4 Pillars of Great Social Media Content Workshop with Jackie Johnstone

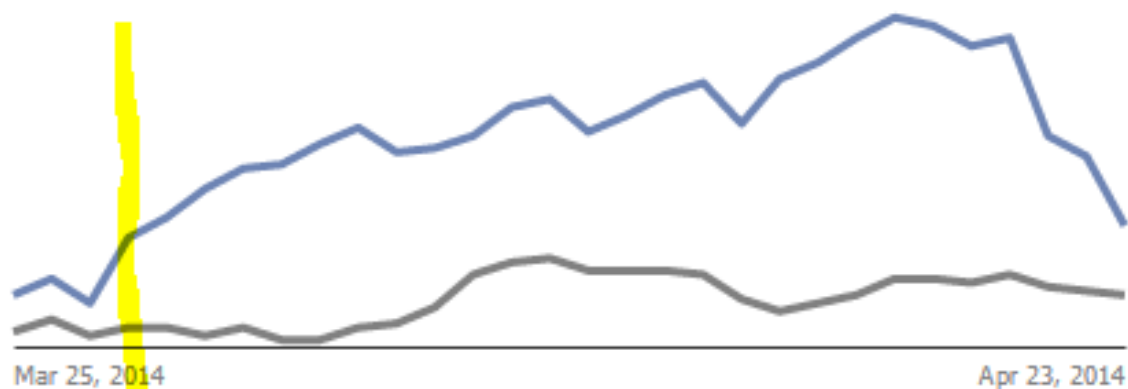






● People Talking About This

● New Likes Per Week



*Attract*

**Educate**

**ENGAGE**

*Advertise*

**4 Pillars of Great Social Media Content**



# Content Pillar #1: Attraction

*Attract*

**GOAL:** attract new fans to your community



## Ask yourself:

- “What would my ideal client LOVE to share or retweet?”
- “What would she/he find inspirational, entertaining or interesting?”



# Ex: Inspirational quotes



**Hey Shenee**

Small Business · 1,741 Likes

Liked

You don't have to play the game to do great things. You don't need someone else to see you to be seen.

October 11, 2012

Like Comment Share

1 Comment 3 Shares

18 people like this.



**Marie Forleo**

@marieforleo

Follow

*Ambition is beautiful.*

9:25 PM - 23 Jan 2014

47 RETWEETS 36 FAVORITES



# Ex: Common beliefs/causes

Attract



**Meghan Telpner**

@MeghanTelpner



We'd all function pretty poorly if poisoned. RT  
[@grist](#): Bees exposed to neonic pesticides suck at gathering pollen [bit.ly/1cDI6dY](http://bit.ly/1cDI6dY)

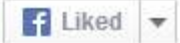
12:20 AM - 3 Feb 2014

1 RETWEET 2 FAVORITES



**Kris Carr**

Public Figure · 141,981 Likes



Please share! This cutie needs a home. His name is Boulder and he lives in a shelter in Atlanta, GA.

<http://www.petfinder.com/petdetail/26196881/>





# Ex: Useful/entertaining for ICA

Attract



**Stupid Easy Paleo**

Health/Wellness Website - 67,045 Likes

Liked

If only!

Pin it: <http://www.pinterest.com/pin/156289049542583922/>

I want to grow my own food, but I can't find any bacon seeds.



someecards  
tuck and



**Melissa Stewart**

@MelissaOnline

Follow

What Makes You More Creative, Coffee or Beer?  
[thecultureist.com/2013/09/10/mak...](http://thecultureist.com/2013/09/10/mak...) @TheCultureist  
#creativity

2:23 PM - 23 Oct 2014

4 RETWEETS 3 FAVORITES



# Content Pillar #2: Education

**Educate**

**GOAL:** establish yourself as an expert, the go-to person in your field



## Ask yourself:

- “What questions are my clients asking?”
- “How can I help solve my customer’s problems?”



# Ex: Other people's work

Educate



**Yes Yes Marsha**

Small Business · 488 Likes



Absolutely BRILLIANT piece from Gretchen Rubin at **The Happiness Project**

Seven tips on making good conversation with a stranger.

Includes suggestions for what to say when the conversation is torturous. And when the other person is just being a dick....

[See More](#)



Seven Tips for Making Good Conversation with a Stranger. « The Happiness Project

May 20, 2009 6 Comments Tweet Seven Tips for Making Good Conversation with a...

GRETCHENRUBIN.COM

about 4 months ago

Like Comment Share



**Meghan Telpner**

@MeghanTelpner



Chicken only accounts for 50% of a McNugget. The other 50%... [ow.ly/ta5E9](http://ow.ly/ta5E9)

1:10 PM - 1 Feb 2014

5 RETWEETS 3 FAVORITES



# Ex: Your work, tips, advice

Educate



**Ramit Sethi** ✓

@ramit



Why aren't we more productive? (Hint: it has nothing to do with time). [ow.ly/sXTn5](https://ow.ly/sXTn5)

10:31 PM - 30 Jan 2014

9 RETWEETS 27 FAVORITES



**The Middle Finger Project**

Business/Economy Website · 11,063 Likes



CRINGE when the client says, "Before we go any further, what's your rate for something like this?"

Here's four things you should NEVER do when you respond:

1. Reply, "Well, what's your budget?" There's no statement on earth that more clearly screams, "Bargain with me because I'm new at this and don't know what my rates are." Result? You don't decide your rates. Your client does. And they'll inevitably be below what you deserve. Worse? When that client goes on to refer you to someone else and you're stuck honoring that same (foolish, cutely naive) low rate.



# Ex: Your work, tips, advice

Educate

2. Sound like a sweet old lady, making a deal with her grandson for a cup of lemonade. Stop saying things like, "How would you feel about \$200?" or "How does \$200 sound?" You don't sound like a sweet old lady. You sound like someone who has no idea what they really charge, and you're looking for the client to validate you. You're also signaling that you feel your own price is too high. And that? Is bad for business. Repeat after me: "It's \$200."

3. Put fluffy adjectives in front of the price. No more, "My standard fee is," or "My usual fee is," or "My base fee is." Ditto "average," "normal," "regular." Those adjectives come out of your mouth to soften the blow. But what you might be subconsciously doing is trying to put the ball back in the prospect's court, hoping the prospect will realize there's room to negotiate, ask you to negotiate, and then take the pressure off of you to have to stand by your rate. Repeat after me, "It's \$200."

And for the fourth?

Read it over here:

<http://www.themiddlefingerproject.org/just-the-tip-choke-when-they-ask-whats-your-rate/>



# Ex: Infographics & statistics

Educate



**Karen Yankovich**

@karenyankovich



The average household income of [#LinkedIn](#) users is \$109,000.

10:51 AM - 3 Feb 2014

1 FAVORITE



**Kendrick Shope**

Coach · 598 Likes



Statistics show that it takes 5 TOUCHES with a brand or product before people are willing to invest their money. Follow up with a potential client today. [#followupfriday](#) [#makemoremoney](#) [#authenticselling](#)

about 2 weeks ago

Like Comment Share

1 Share

2 people like this.



# Ex: Industry news & info

Educate



**Melissa Stewart**  
@MelissaOnline

Follow

Facebook News Feed Changes: How That Impacts Brands [goo.gl/var5vm](http://goo.gl/var5vm) via @ShellyKramer

5:45 PM - 3 Feb 2014

1 FAVORITE



**Social Media Examiner**

Media/News/Publishing · 225,552 Likes

Liked

LinkedIn is launching a jobs database for non profit volunteers.

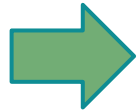


LinkedIn Expands Its Jobs Database With A New Volunteer Marketplace For Unpaid Non-Profit Work | ...

# Content Pillar #3: Engagement



**GOAL:** get your community involved and create conversation



Ask yourself:

- “Does this provide value?”





# Ex: Ask questions



**Leonie Dawson**

@Leonie\_Dawson

Follow

I believe EACH of us can make a huge difference in the world. What is the difference you want to make?

1:14 PM - 20 Aug 2014

3 RETWEETS 3 FAVORITES



**Stupid Easy Paleo**

Health/Wellness Website · 67,124 Likes

Liked

I wish someone would make a Paleo version of \_\_\_\_\_ that actually tastes good.

about 3 weeks ago

Like Comment Share

133 Comments

12 people like this.



# Ex: Answer questions



**Jenny Shih**

Public Figure · 1,465 Likes



What's your biggest question about building your list? How can I help you with list-building today, superhero?

October 16, 2012

Like Comment Share

14 Comments

15 people like this.



**Ramit Sethi** ✓

@ramit



Tomorrow I'll be holding a twitter "therapy session."  
Ask me anything from 4-5pm EST

9:45 PM - 3 Feb 2014

5 RETWEETS 5 FAVORITES



# Ex: Issue a challenge



**Amy Porterfield**

Product/Service · 63,244 Likes



I have a little challenge for you today!

By now almost everyone on Facebook has the graph search (the big white box across the top where you can type in search inquiries).

Here's what I want you to do!

1. In the Facebook graph search, type in: Pages liked by people who like [insert the name of your page] (As an example, I would type in: Pages liked by people who like Amy Porterfield.)
2. Leave a comment below with the #1 page that shows up!
3. Get ready, set, go!

about 5 months ago · 🌐

👍 Like    💬 Comment    ➦ Share

84 Comments    4 Shares

38 people like this.



**Jackie Johnstone**

Business Person · 599 Likes · May 7 · 🌐



Taking my own advice and spending the next 2 hours batch writing the next month worth of my social media posts! (I've been putting it off for too long!)

Want to join me? Let's get this done together. (Post in the comments when you are getting started!)

👍 28    💬 63



# Ex: Peek behind-the-scenes



**Nikki Elledge Brown**

Public Figure - 1,189 Likes



This is what Halloween 2012 looked like at our house 😊



www.nikkielledgebrown.com



**David Garland**

@TheRiseToTheTop



New photos by @keithleeSTUDIOS awesome photo shoot

4:43 AM - 7 Jan 2014

# Content Pillar #4: Advertising



**GOAL: conversion**, moving fans to take that next step in your business



**Ask yourself:**

- “Is this interesting?”



# Content Pillar #4: Advertising



“While it’s true that you can’t land a solid right hook if you don’t set up the punch with a series of good jabs, it’s also true that **no fight has ever been won on jabs alone.**”

~ Gary Vaynerchuk, *Jab, Jab, Jab, Right Hook*



# Ex: Ask for support



Advertising  
+  
Engagement



**Smart Passive Income with Pat Flynn**  
Business/Economy Website · 54,545 Likes

As promised, I'm shooting a random fun video each day for the next two weeks to serve as a fun reminder to vote for the SPI Podcast for the top business podcast award at:  
<http://www.podcastawards.com>  
(don't forget to verify your vote via email after you submit!)...  
[See More](#)



A video thumbnail showing Pat Flynn in the driver's seat of a car, looking directly at the camera with a slightly concerned or pleading expression. A woman is visible in the passenger seat behind him.

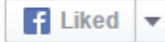


# Ex: Sell something



**Leonie Dawson**

Coach · 39,450 Likes · June 26 · 🌐



One of the MOST important questions gorgeous ones have is about using their time productively. DO YOU STRUGGLE WITH USING YOUR TIME PRODUCTIVELY?

Yesss, we all have the same number of hours... here's how to be super-strategic about a major time sink→online networking.

Make sure you set a timer or check the clock before you go into a forum. Set a goal of exactly how many people you are going to help or respond to. Then get in there and GET OUT.

DO NOT FRITTER AWAY YOUR TIME WITHOUT GETTING RESULTS!

What's the biggest time suck in your business lovey?

[www.doubleyourbizprogram.com](http://www.doubleyourbizprogram.com)

👍 58 💬 36 📄 1



**Rebecca Tracey**

@rebecca\_tracey



Not sure what makes you stand out from, oh, the billion other coaches out there? Get Message Therapy. [buff.ly/1hGAF6m](http://buff.ly/1hGAF6m)

7:05 PM - 31 Jan 2014



Advertising  
+  
Education  
+  
Engagement

Advertising  
+  
Attraction





# Ex: Subscribe to newsletter



Danielle LaPorte

Author · 55,155 Likes



Over-planning kills magic.  
Your inbox wants #**Truthbombs**. Get some: <http://bit.ly/truthbombs>  
The whole #**Truthbomb** collection lives on Pinterest  
<http://pinterest.com/daniellelaporte/truthbombs/>



Chris Brogan

@chrisbrogan



My weekly newsletter is the BEST thing I do all week.  
I'd love it if you'd sign up- [ow.ly/tb2e6](http://ow.ly/tb2e6)

5:25 PM · 1 Feb 2014

4 RETWEETS 2 FAVORITES



Over-planning  
kills  
magic

Advertising  
+  
Attraction

Advertising  
+  
Engagement



# Ex: Sign-up for something free



**The Rise To The Top**

Product/Service - 10,089 Likes



Totally got busted today at Starbucks by a member of RISE Nation. Polishing up my slides for today's webinar and had someone who is attending the webinar walk into Starbucks, walk up to me and say "Hey, I'll be at your webinar this afternoon. Watcha doing?" Um...polishing up the slides 😊 See you there?  
[www.therisetothetop.com/createcourses](http://www.therisetothetop.com/createcourses)



**Kendrick Shope**

@kendrickshope



"More value in 15 minutes than a year long mastermind" - Sign up for your FREE call with me here: [bit.ly/1l2a88l](http://bit.ly/1l2a88l)

4:05 PM - 27 Jan 2014



Advertising  
+  
Education

Advertising  
+  
Engagement



# Using the 4 Pillars

 **2-3** posts/pillar = a **week's** worth of content

 **8-12** posts/pillar = a **MONTH's** worth of content

 **BATCH IT!** (and get it in your calendar)



# Ready-to-use 4 Pillars resources



## 4 Pillars of Great Social Media Content: Brainstorming Guide

1. Attraction: The goal is to attract new fans to

→ Ask yourself: "What would my ideal client LOVE to share? Inspirational, entertaining or interesting?"

Examples: Inspirational quotes, entertaining videos, useful articles

Fun/personal interest/not-directly in your industry magazine (but in the actual, clickable links here, the idea is a place you

-- jackiejohnstone.com --

## Brainstorming Guide

	A	B	C	D	E	
1		Twitter	Facebook	Shortlink	Image	
2	ATTRACTION	It's all about building progressive relationships with your customers. Just LOVE this piece @Puzzle by @brennandunn: <a href="http://bit.ly/1eCoRRu">http://bit.ly/1eCoRRu</a>	"I see a lot of people who try to sell stuff online ... let	Thought-provoking piece on the Sparkline on "digital c" <a href="http://bit.ly/1eCoRRu">http://bit.ly/1eCoRRu</a>		
3						
4						
5						
6						
7						
8		Stop counting followers & start engaging w/ the ones you have! 5 ideas especially for	Are you embarrassed about your number of likes? Stop that. Each like is a PERSON. It's time to celebrate small and use your growing community to your advantage! 5 ideas to really connect with your community (and leverage its small size):	<a href="http://bit.ly/1fjzqgh">http://bit.ly/1fjzqgh</a>	Real Relationships image in social shares folder	
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20		MORE results in LESS time. Closest thing to a social media easy button: Rock-solid strategy session-- <a href="http://bit.ly/1h0o3pn">http://bit.ly/1h0o3pn</a>	Is the only time you consistently post to your Facebook			
21			The answer: my Rock-Solid Social Content Strategy: <a href="http://bit.ly/1h0o3pn">http://bit.ly/1h0o3pn</a>			
22						
23						
24						
25						
26						
27						
28						
	ADVERTISING					

## Social Content Stockpile



# Questions?

➔ Email me: [jackie@jackiejohnstone.com](mailto:jackie@jackiejohnstone.com)

*More social media resources:*

<http://jackiejohnstone.com>



Create a social media  
presence you can  
*be proud of.*



[JackieJohnstone.com](http://JackieJohnstone.com)