

Social Media Posts

Provide valuable information

1. Showcase a Tip

TIP: If you want to [get some benefit] in [a smaller amount of time (e.g., “half the time”)], then [insert your tip].

2. Share a Quote

[Famous person said], “[insert quote].”

This applies to [the subject that it applied to in the original quote], as well as [a topic related to the niche]. Specifically: [explain how the quote specifically applies to the reader].

3. Answer a Question

Question of the day: [Insert a frequently asked question].

Answer: If you want [some benefit], then here’s what you need to do. [Explain what to do].

4. Share a Surprising Method

Here’s a surprisingly easy way to [get some benefit]: Instead of [doing something a common way], [do something a better way]. [Elaborate if needed].

5. Offer a Mini Guide

How to [Get a Benefit] In Just Three Easy

Steps Step 1: [Quick Summary of Step]

[Insert more information].

Step 2: Quick Summary of Step] [Elaborate/
explain].

Step 3: Quick Summary of Step] [Elaborate/
explain].

6. Provide a Resource List

[Number] [Tools/Software/Resources/Gear] Every [Type of Person] Ought to be
Using #1. [Name of Tool]. This [tool] is especially useful for [task].

#2. [Name of Tool]. If you do any amount of [some task], then you'll definitely want this
[tool]. #3. [Name of Tool]. If you only get one [tool] for [task], this is the one to
purchase.

7. Make a Prediction

Prediction: [Take some certain step or purchase something] now, because we're going
to see [something happen] within [some timeframe].

8. Ask a Question

[Some experts] say the best way to [get a benefit] is to [do something]. What is your
experience [with this particular thing]?

9. Ask a Different Question

Have you ever [tried to get a good result], but you ended up [getting a bad result
instead]? Why do you think that happened?

10. Encourage Interaction With Yet Another Question

You've heard that [certain types of people] should NEVER [do a certain thing]. I don't think that's true, because [insert reason]. What do you think?

11. Share a Fact/Statistic

Currently, [some number or percentage] of [a specific group of people] are likely to [experience something specific]. Are you a part of that statistic?

12. Tell a Story

If you find yourself struggling to [achieve a goal], then you're going to want to read the inspirational story of [a person] who [had a disadvantage but overcame it to find success]. Click here [link to a blog post].

13. Shatter a Myth

Did you know [commonly held myth] isn't really true? Researchers have shown [that the opposite is true]. You'll [get better results] if [you do this one thing]!

14. Share a Mistake

Don't make the same mistake as I did. When I [tried to get a result], I [made this mistake]. End result? [Explain what happened.]

Here's how to get a better result: [explain how to avoid that mistake].

15. Provide a Mini Checklist

Before you [start a process], print off this mini-checklist:

- Did you [take some important step]?
- Did you [take some other step]?
- Do you [have some item]?
- Did you double check [a step]?
- Do you have [everything you need to complete the process]?

16. Offer a Mini Worksheet/Calculation

If you want to [get a benefit], then you need to determine [whatever the worksheet helps readers determine]. Complete the following:

What do you need [to complete a process]?

What do you [currently have]?

What is the difference?

How will you acquire [the amount needed]?

17. Link to a Cheat Sheet

Need to [perform some process]? Then you'll want to download this [type of] cheat sheet, which includes dozens of steps, tips, and ideas. Get it here: [link].

18. Invite Followers to Share an Infographic

Did you know [share some interesting niche-relevant fact]? It's true. And if you liked learning [about that fact], then you're going to love this [type of] infographic. Better yet, share it with your friends now!

19. Encourage People Read Your Blog Article

There's one simple way to [get a benefit] that almost everyone overlooks. Are you? Find out at [link].

20. Ask People to Watch a Video

Whenever I want [to get a benefit], I [do some specific thing]. Check out the video below so that you can learn how to do it too:

Promote your business, products, or services

21. Release a Product

[Name of Product] just went live! Get it now to take advantage of [special discount offer]: [link].

22. Build Anticipation

The most exciting thing to hit the [type of] market is coming in just [number] days for now. If you've ever wanted to [get a benefit], then keep your eyes on this page!

23. Provide a Testimonial or Case Study

If [type of person] can [get this sort of extraordinary result] using [Product], just imagine what it can do for you! Click here to find out: [link].

24. Provide Proof

PROOF: [Product] really works to [get a benefit] and [get another benefit]. See the irrefutable proof here: [link].

25. Get Beta Testers

We're looking for [number] [types of people] to test out [a new product]. If you're looking to [get some benefit], then sign up here for free: [link].

26. Utilize Social Proof

[Number] of your fellow [type of people] LOVE [Product]. Find out what has everyone so excited by clicking here: [link].

27. Use Social Proof in Another Way

You too could [enjoy some desired outcome]. Here's how other people are doing it: [link]

28. Offer a Benefit

What if you [needed to get a benefit] but you [lacked some characteristic]? Here's what to do: [link].

29. Share a Tip

My favorite tip for [getting a benefit] is [explain tip].

Here is a collection of my other tips and tricks for [getting a benefit]: [link].

30. Reveal Secrets

[Getting a benefit] doesn't have to be hard, when you know the secrets. Click here to find out for yourself: [link].

31. Share an Inspirational Story

[Name] [got some great benefit] by [doing some specific thing]. Find out more about how [Name] did it and how you can do it too by clicking here [link].

32. Promise a Complete Strategy

How to go from [zero] to [success] in just [short amount of time]. Think it's impossible? Think again! Find out how at [link].

33. Start a Sale

The biggest sale of the year starts now! Stock up on [type of product] with savings of [amount]. Click here to start saving [link].

34. Provide Savings

Get a crash course in [topic] and save [dollar amount] while you're doing it! Click here to learn more: [link].

35. Create an Anniversary Sale

Our anniversary sale starts now! Save [amount] on all your favorite [products]. Use coupon code [code] and click here to get started: [link].

36. Offer a Free Trial

Put your wallet away! Now you can try out [product] absolutely free [for trial period]. Claim your free trial here: [link].

37. Offer a Low-Cost Trial

Get the best [type of solution] for [time period] for just \$1. Click here before this offer is gone: [link].

38. Share a Testimonial

Here's what others say about [Product]: [insert testimonial].

You could be next to [enjoy success]. All you have to do is click here [link] to get started...

39. Offer Risk Reversal

[Get some benefit] or it's free – guaranteed! Click here to get started risk-free [link].

40. Provide a Bonus

Free [Bonus] when you order [Product]. Hurry and click here now because this offer ends soon: [link]

41. Share What the Experts Do

What do [type of people] do when they want [a benefit]? Find out at [link].

42. Justify the Price

Would you trade a small pizza for [a big benefit]? Click here to find out how: [link].

Extra ways to push your reach

43. Encourage Webinar Registration

Did you register for the FREE [Name] webinar yet? If not, you'll want to do so now before all the seats are gone. Click here to register: [link]

44. Get Contest Entries

How does an extra [dollar amount] in your pocket sound?

We're giving away [amount] in our brand-new contest. All you have to do to be eligible for your chance to win is [explain].

Click here to enter now: [link].

45. Solicit Feedback

Would you do me a quick favor?

We're improving [our business] and we could use your help. All we need is for you to answer a small set of questions. It just takes five minutes, and you'll get [some valuable freebie] for your trouble.

Click here to get started: [link]

46. Build Your Affiliate Program

Wanted: People who want to make money by giving away free reports. Click here to find out how you can do it too: [link to an affiliate page].

47. Send an Affiliate Announcement

Hey affiliates: we've got a brand-new set of marketing materials to go along with the upcoming affiliate contest. You could win up to [dollar amount]! Click here to learn more: [link to affiliate contest info].

48. Offer a Free Report

Have you ever wanted to [get a benefit]? Free report shows you how. Click here to get started.

49. Encourage Interaction

What is your favorite way to [get a benefit]?

50. Solicit Opinions

[Some people] say [a process should be done one way], while others say [it should be done another way]. What do you think?