

8 WAYS TO FIND IDEAS FOR SOCIAL MEDIA CONTENT

1. JOIN FACEBOOK AND LINKED GROUPS
2. REVIEW A BOOK, BLOG, VIDEO
3. FOLLOW THE GURU'S
4. REVIEW A TRAINING
5. ASK PEOPLE WHAT THEY WANT
6. QUORA.COM AND ANSWERTHEPUBLIC.COM
7. POSTS WITH THE MOST HITS
8. GOOGLE

SWC

Success With Cecelia

• 937-361-6202 •
<http://bit.ly/CeceliaAMF>

HOW TO CREATE A CALL TO ACTION IN YOUR CONTENT

1. GIVE THEM A REASON TO TAKE ACTION
2. USE WORDS THAT GENERATE EXCITEMENT
3. TAKE ADVANTAGE OF FOMO (FEAR OF MISSING OUT)
4. USE SCARCITY - "ONLY 12 LEFT!"
5. USE ACTION VERBS LIKE "DOWNLOAD", "CLICK HERE", "SUBSCRIBE

**A Call To Action in your content is used to build your email list, make a sale, and encourage future contact.

The logo consists of the letters 'SWC' in a stylized, serif font. The 'S' and 'W' are connected at the top, and the 'C' is positioned below them.

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