

MODULE 5

S O C I A L
M E D I A

The Coach School

Workbook

ALLI WORTHINGTON

Social Media

Facebook. Instagram. LinkedIn. Twitter. TikTok. YouTube. Sometimes it feels like running a marathon when you log into social media. Especially when you're trying to figure out what to post for your business. Discover how to show up online as your personal brand without sacrificing the magic of personal connection.

Lesson Checklist:

- **Training 5.1 : How to Use Social Media the Right Way**
- **Training 5.2 : How to Choose the Perfect Platform**
- **Training 5.3 : What to Post on Social Media**
- **Training 5.4 : The Secret to Engaging Your Audience**

How to Use Social Media the Right Way

Social media can no longer be used ONLY for you as a person. Your social media will now be used for you as the brand in a strategic way.

Now, don't hear what I'm not saying. I'm not saying you shouldn't be real or you shouldn't share your life and your interests. You do want to share who you are and your life, but you want to be strategic with it from now on. We need to build a plan to use social media the smart way!

“ We do not have a choice on if we do social media, the question is how well we do it. -Erik Qualman ”

How does this change what you will share and post on social media?

Use social media as your authentic brand – not as an individual person – and with the purpose of growing your business.

Use social media to establish your thought leadership, so your expertise on your subject will be seen.

Social media is where your audience is, and that's where you need to be. It builds connection, trust, and momentum around your work.

Posting as frequently as you can sustain is important. Frequency builds familiarity with our audience. And familiarity is an important component of building trust.

Now, let's dive into how to make your social content really connect with your audience.

Your social media should always be curated toward your Perfect Person. So let's get to know them! Take a moment to put yourself in your perfect person's shoes. This is the time to get creative – explore what really makes her tick. There's no wrong answer here, so have fun!

► *Getting to Know My Perfect Person*

When you take the time to get to know your perfect person and curate content based on them, there will be no confusion for you or your client on what you do and who you serve. This means you'll be able to get more clients with social media.

▼ 1. WHERE IS HE/SHE FROM?

Not only where is he/she located now, but where did he/she grow up? And how did he/she grow up? What about his/her cultural and economic upbringing? What has impacted his/her to be where he/she is now? Was it big life changes? Was it from stagnancy? As a coach, how can you relate to where he/she is coming from?

▼ 2. WHAT DOES HE/SHE DO?

What is his/her career? Is that different from the career path he/she set out for? Is he/she content with what he/she does? What does he/she do for fun? With others or on his/her own?

▼ 3. WHAT IS HIS/HER RELATIONSHIP STATUS?

Married, single, divorced, widowed? Does he/she have kids? How does this relationship impact how he/she is coached?

▼ 4. WHAT MOTIVATES HIM/HER?

What drives your perfect person? What gets him/her out of bed in the morning? What makes him/her jump into action? What brings him/her joy?

▼ 5. WHAT ARE HIS/HER FEARS?

What makes your perfect person hesitate with the problem you can help him/her with? Where are his/her personal insecurities? How are these insecurities overflowing into his/her life, and how can you help solve these fears with the services you provide?

▼ 6. WHAT ARE HIS/HER CORE MOTIVATIONS – NEEDS, FRUSTRATIONS, DESIRES?

What is he/she currently missing out on that you can provide? Is he/she frustrated with a lack of time to grow his/her business? Or is he/she overwhelmed with the amount of work that goes into solving his/her problem? What are his/her desires? What does a win look like for him/her?

Everything you post needs to help your perfect person in some way. These posts don't always have to be life-changing. Maybe he/she needs a laugh, some encouragement, or a tip, or an answer to a problem, or encouragement. Whatever it is, it should move him/her forward and make him/her feel seen.

Because as a coach, your social media isn't your personal scrapbook, it's a way to serve others, establish yourself as an expert, and connect with people.

The good news is that you don't need thousands of followers. You can't work with a hundred people one-on-one. You don't need the masses to be successful.

Focus on quality over quantity.

Now that you've learned how to best represent your brand online and defined your perfect person, what will you change about the way you use social media?

How to Choose the Perfect Platform

You cannot be focused on every single platform equally, but you should have a presence on the big ones that your perfect person uses.

► *Where is My Perfect Person Hanging Out?*

Based on all you know about your perfect person now, where do you see them hanging out the most consistently? Are they on Facebook, Instagram, TikTok, LinkedIn, or another network?

If they're on **LinkedIn**, you know you can skip the dance videos and just focus on connection and establishing your thought leadership. Writing smart, helpful updates and insights can keep you top of mind with connections. LinkedIn also has advanced search options to find clients by keyword or specific locations.

If your perfect person is on **TikTok** – then friend, brush up on those dance moves and start practicing pointing to word bubbles, because that's what works there.

Facebook can be great for creating groups and having direct and collaborative contact with your audience without the nasty algorithms. Conversations easily happen here, compared to Instagram.

Instagram is great for visuals and graphics, getting your message across in catchy imagery (tons of tips for creating killer graphics is coming up in another training), and a concise brand that people can spot from a mile away. Your direct messages can be used to connect directly to your potential client.

When you choose to focus your time and energy on the platform where your perfect person shows up consistently, you're working smarter not harder.

You don't need to put all of your content on every platform. That's a waste of time. Just put the right content in the right places, saving yourself time and energy.

TRAINING 5.2: HOW TO CHOOSE THE PERFECT PLATFORM

Pick the top 3 platforms your perfect person hangs out on and list them below.

Here are some types of content that may fit your platforms:

- Videos (videos 60 seconds or more)
- Stories (videos 60 seconds or less)
- Guides
- Articles
- Graphics (quotes or teachings)
- Photos
- Reels (15 second, creative, and catchy videos)
- Live Videos
- Tutorials
- Groups or Communities

Now, spend a few minutes writing out the type of content that best fits each platform you listed above. Not sure? Google it!

You want to repurpose content between platforms to best reach your perfect person.

Here's an example: Use the main points of an article posted to Pinterest to make a video that you post on TikTok and Facebook, or a multi-slide graphic on Instagram, or a SlideShare presentation on LinkedIn.

You now know which platforms you should focus on and what to post on them! We are simplifying and demystifying social media one step at a time.

What to Post on Social Media

The main goal of your content on social media is to help your perfect person. As a coach, you are a creator of solutions who is always offering advice, tools, and answers to your perfect person's problems. And you should do this on social media!

► *The Five E's Every Coach Should Post:*

1. **Establish Authority** - a post that shows that you are an authority in your niche and you want to make sure your audience knows to come to you for coaching
2. **Educate** - a post that teaches/helps your perfect person with a problem, shows thought leadership
3. **Entertain** - gives your perfect person a smile/laugh, shows your personality, creates a connection
4. **Encourage** - uplifts your perfect person, shows your great attitude toward them and your business
5. **Engage** - these are the easy-winner posts that you know people love to engage with

Now it's your turn! Don't overthink this! Now is the time for brainstorming and creating content. You can edit your content later before you post it.

Write 2-3 ideas of "ESTABLISH AUTHORITY" posts.

Write 2-3 ideas of "EDUCATE" posts.

Write 2-3 ideas of "ENTERTAIN" posts.

Write 2-3 ideas of "ENCOURAGE" posts.

Write 2-3 ideas of "ENGAGE" posts.

► *Tone*

Social media is best when used from a perspective of victory, not struggle.

Think about the difference between these two phrases:

“I’ve been feeling overwhelmed by my kids lately. I yelled at them twice this morning, but I would love to help you find strategies to break out of overwhelm. Let’s talk.”



“Ever wish you had a fairy godmother there to help you manage your kids? Look no further, I’m here to help you break out of overwhelm and find peace in the middle of parenting chaos. Let’s talk.”

Your potential clients aren’t there to hear you complain; they need to hear that you understand their challenges, that you have been there, you get it and get them, you found a way to overcome the challenges, and you have the answers and expertise they need.

► *Content Pillars*

These are going to be the top 5 things that you talk about and the 5 things that support your entire message as a coach. Think of it as your theme.

If you are a running coach, your content pillars may be running tips, product highlights, client highlights, nutrition, your family, and your love of the Steelers. It’s good to let your personality shine through.

If you are a life coach focused on helping clients build a healthy mindset, your pillars may be mindset tips, posts about how you developed a healthier mindset, healthy habit posts (food, exercise, etc.. if it works for your brand), and of course, your beloved dog.

As long as you can adjust your Pillars to work with your brand, the options are endless.

HERE ARE SOME SMART QUESTIONS TO ASK YOURSELF AS YOU DEFINE YOUR PILLARS.

What do you want your brand to reflect? Is it fun...ease...strength...inclusivity...exclusivity?

What character or personality traits are specific to you that you want to be reflected in everything you post?

We talked about this when we talked about your personal brand. Are you funny? Straightforward? Quirky? Let who you are show on your social media. It's like picking a pair of glasses and looking at the whole of your business through the color of their lenses. If you are "blue," tint everything you do with blue.

Who do you want following you? Here's your perfect person again. What do they need to hear or see to know you are the person who can help them?

How do you want to convey your brand to your community?

TRAINING 5.3: WHAT TO POST ON SOCIAL MEDIA

What does your coaching business look like to other coaches? (Hint: They will make up your future referral networks!)

Where is your niche to help within a sea of other coaches?

What makes you stand out from the rest?

With all this in mind, take some time to brainstorm your 5 pillars now.

► *Copy*

Simply put, copy is the words you write that your audience reads. Powerful copy can make or break any post.

A Call to Action (or CTA) is one of the best tools you can use to drive engagement on your social media posts. It asks a question of the reader that invites them to respond by tagging other accounts, commenting with an answer, considering something of themselves, or liking, saving, sharing your post.

Here are a few examples of great CTAs:

1. Tell me about a time...
2. Tag a friend who...
3. Click the link in bio for...

Brainstorm some CTAs that you can use below.

Remember, open-ended CTAs are key to increasing engagement, and asking your audience to tag a friend for a specific reason is the key to reaching people who haven't heard of you.

► *Let's Work on Your Bio*

Your bio is going to be your virtual elevator pitch. This is where you quickly say how you help people. It needs to be short and sweet and get that message across quickly, no matter what platform you're using. Using your branding statement in your bio is a smart way to quickly tell people who you are and what you do.

One of the first things you need to tell your perfect person is how you're going to serve them. This should be a short **mission statement**. Something digestible, using descriptive words that represent your business and services. You want to use your tagline and add a little extra info that will get your perfect person's attention.

You're going to want to have a few things for your audience to **click** on in your bio like a hashtag and your website. You can create a unique hashtag that all your content is connected to, no matter if you're tagging yourself or others tag you with it. You want this hashtag to be known by your audience. Also, pointing your audience back to your website every chance you get is key to building an email list.

TRAINING 5.3: WHAT TO POST ON SOCIAL MEDIA

LinkTree is a free bio tool that allows you to share multiple links via Instagram. It centralizes everything you offer as a coach into one link in your bio and then branches to different areas of your website, other social media platforms, Pinterest, whatever you choose! (And it's free!)

▼ EXAMPLES OF WHAT NOT TO DO

Bio for a life coach

Ashley

Wife to @dantheman, boy-mom of 3, loves avocados, sunsets, and Jesus - not in that order. Go Bulldogs!! Class of '99.

The main issue, although we know a ton about Ashley's personal life, is that we don't have any info on how she will help us with ours. Our temptation in bios is to tell everyone about who we are, instead of who we can be to the person reading it.

Bio for a nutrition coach

The Queen of Greens

You can do it! Eating healthy is easy!

Email me here for more info!

queenogreens@kale.com

Although this is more on-brand than the last example, we still don't have a clear understanding of how we're being helped. Yes, it's still in the sphere of nutrition, and there's a CTA. But there's more clarity to be explored in this.

▼ HERE'S WHAT TO DO

Bio for an Enneagram coach:

Sarah Sevenly

Certified Enneagram Coach

Helping you love who you are and become who you want to be.

Join my personalized 6-Week Course!

Now it's your turn to take some time to write that bio.

Include:

1. Who you are as a coach
2. What the core issue is for your perfect person
3. How you can help solve their problem

Perfect! Now, go update your new bio on all of your social media platforms!

► *Next, Let's Work on Your Profile Picture*

Your profile picture is an oh-so-important feature. You only get one chance to make a first impression with this image, so let's make it a good one. Here are a few tips:

1. Ask yourself, is your profile picture appropriate for the platform you're using? If your main form of social media is going to be LinkedIn, more often than not you'll see an avatar with a professional corporate feel to it, rather than you cropped out of a bunch of your girlfriends in a bridal party.
2. It should be an image of you alone. No one cropped out or added to the photo. Your clients just want to see your face, no matter how cute your kids are.
3. Make sure the image that you're using is a quality image. The file needs to be large enough that the platform doesn't scale it up and make it pixelated. Also, the image needs to be clear. A blurry photo can make a profile look unprofessional, and that's not something you want your brand to say.
4. Don't use a selfie. Have a photographer take a great headshot. Professional headshots are a great investment for your business that you will use over and over again. Think about the color of your shirt and the background. Unless your brand is super neutral, you want to use color to make it pop.

Profile picture checklist:

- Is this picture appropriate for the platform?
- Is this picture of me alone?
- Is this picture of high image quality?
- Consider using a professional headshot.

► *Social Media Caption Copy*

The key to writing captivating captions is connection. There is no straightforward formula that I can give you because not only is everyone's audience different, but your perfect people are also their own person.

1. Use story to connect emotionally
2. Make paragraphs 3-4 lines long
3. Make your copy scannable
4. Take out filler words
5. Create content off your social media platform - GoogleDocs, Apple Notes
6. Save hashtags in notes for easy copy & paste
7. Use apps for formatting your posts (you can click on these links!)
 - a. [IG LineBreak Caption Generator](#)
 - b. [Auto Post for Instagram, Fonts, & Line Breaks with PostBuilder](#)
 - c. [Instagram Line break - easy & fast generator](#)

► *Now Let's Dig Into Planning Your Content*

The overarching idea here is always going to be quality over quantity. You need to find a schedule and a rhythm that you can be consistent with. Consistency is key for connection and building trust.

I have a few tips and tricks for you to optimize your workflow in creating your content. The keyword here is "batch". Batching is gathering similar tasks, working into one group, and completing them together.

▼ **CONTENT PLANNING TO-DOS**

I want you to take out your calendar and set aside a time each week for...

Content Creation: Remember to batch your content creation. If you're making a post for Instagram, reconfigure a few things and make the format applicable for Pinterest too.

When will you schedule time in your week for content creation?

Content Scheduling: When are you going to post? What time of day & dates of the week is your perfect person online?

(Note: For Facebook and Instagram, Facebook Creator Studio is a great app to use for this because it's not a 3rd party app. You can schedule your posts in advance without having to deal with any nasty algorithms.)

When you begin to implement the things you learned in this training, you'll see that when you understand how to use social media it becomes a powerful tool for building relationships, establishing your brand, and increasing your revenue.

The Secret to Engaging Your Audience

► *Audience Engagement*

Talking to and engaging with your audience is important for building your brand and creating trust as a coach. You want to engage with people who would be great clients one day! A great model that I like to follow is the 15-15 posting model.

15-15 Posting Model:

Spend 15 minutes engaging before you post and posting.

Spend 15 minutes engaging with your audience.

If you use Instagram, stories are a great tool for engagement. Let's plan out a few great Instagram story scenarios for you! Go ahead and jot some ideas down for the following story themes. Have fun with it!

A Day In The Life Of – what does your day-to-day look like as a coach? From sun up to sundown. Feel free to add in personal stories still relevant to your brand so people get an inside look at where you're coaching them from.



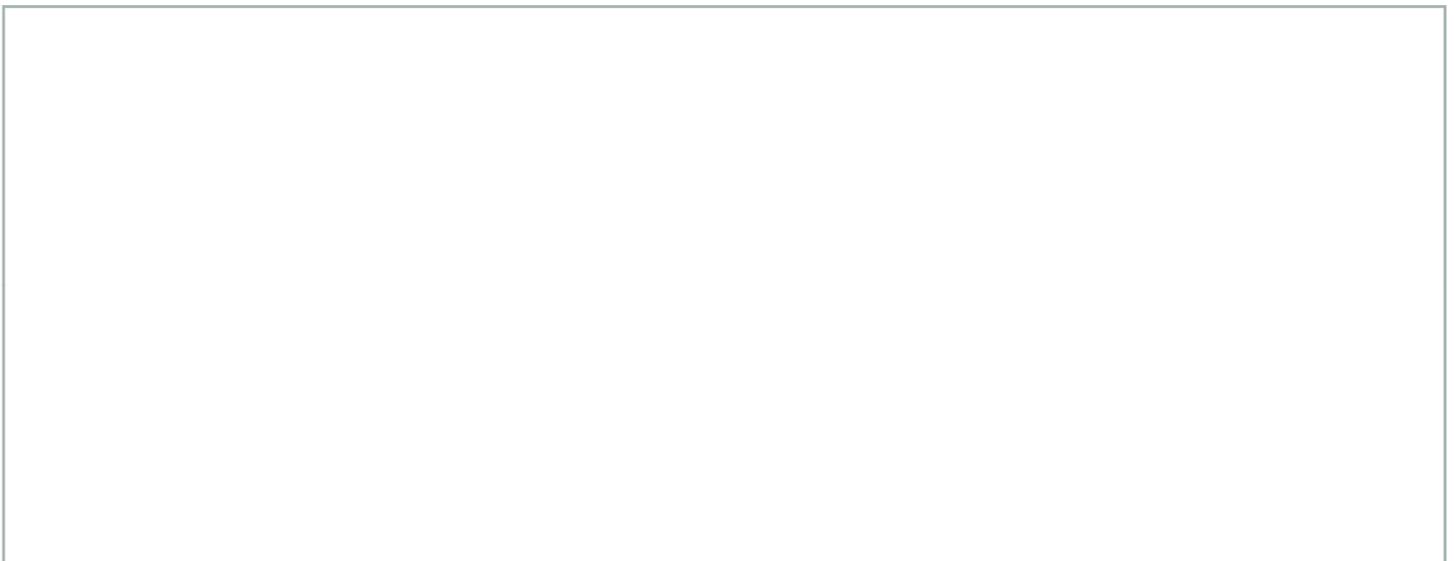
Behind the Scenes – this would be a great chance to batch content while you're doing something interesting, like on your photoshoot. Enlist/hire the help of an extra hand to take snippets of what happens behind the scenes.

You could also show how you go through the process of creating your TV channel, hosting a podcast, or creating a course. This doesn't have to give away your intellectual property, but make your audience feel special for following you on social media by giving them an exclusive look.



Story Takeover/Exchange – Swapping social media with like-minded services can be a great way to gain followers and a larger audience. This should be done sparingly as to not direct your audience away from your email list and website on a weekly basis.

Collaboration can show that you have confidence, trust, & kindness not only in your services but in someone else's as well.



► *Community Groups*

Write down a few things that you're looking for in a community group.

Now, take a moment to scour the internet for groups that you'd like to be a part of. Facebook Groups and Clubhouse are just two of the platforms where you can find like minds to chat with.

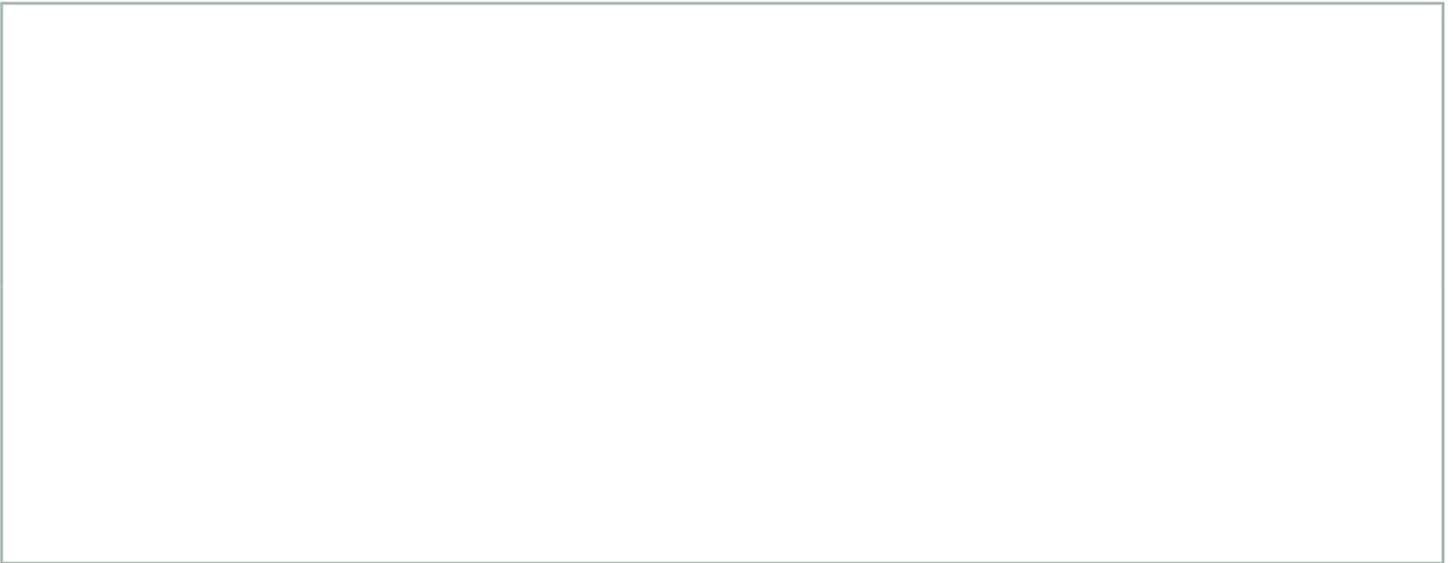
You'll likely be able to find a community not only in your industry but possibly in your geographical area. Building community with others in your field not only promotes your brand as a coach but gives you amazing opportunities to network with incredible people you may have not been able to find on your own. The key to these groups is consistent engagement.

Still don't see a group out there that fits your area of expertise? Maybe it's time to start your own!

It's important to stay upbeat and positive in these communities as well as consistent. You can still educate, encourage, and entertain in these platforms while staying true to yourself and abiding by the rules set out by the community leaders.

Based on this training, what do you think you do well when engaging on social media?

What is an area you'd like to grow in?

A large, empty rectangular box with a thin grey border, intended for the user to write their answer to the question above.

Wrap Up

Great work finishing up this module! You're one step closer to booking clients and growing your business. Take a moment to reflect on all you learned, and then don't forget to visit the bonuses you unlocked.

My biggest takeaway from this module is . . .

The changes I made based on this module that will help my business be successful are . . .

Some things I learned in this module that I wasn't able to focus on right now but want to come back and work on later are . . .
