

# Jan Wallen

## Top 10 Tips to Effective Social Media Posts

For the best results on social media, start with these Top 10 Tips. Even if you haven't been on social media at all, or haven't been consistent – Start now. It's never too late.

1. **Get on – or get back on -- social media** and send your email newsletter and emails to your list. Do it consistently -- 3-5 posts/week and a weekly email (approximately).
2. **Write posts that develop your Know-Like-Trust Factor** with your readers. People work with and buy from people they know, like and trust.
3. **Include posts about your Story** – a tough situation you were in, the obstacles that came up, how you overcame them, and then turned the situation around and are now successful. People want to know that you've been through what they're going through.
4. **Write your posts in different lengths** so they don't all look alike. Also post with pictures – people love to see pictures.
5. **Write your Story out in paragraphs** before you start posting about it – it's easier that way. Then you can repurpose the content – take parts of it in one post, and then a longer post about another part of it.
6. **Repurpose content you've already created.** For example, if you're giving a program to help people transform their lives, take the topic in Module 1 and write a short post about it. Then expand on it in a longer post. If you're selling products, tell the story behind the product – how you decided to sell or create the product, and another post about how you decided to sell or create this specific product.
7. **Post “Top 10” articles about your area of expertise.** People love “Top 10” lists. For example, write the Top 10 things people must know to be successful in your area of expertise.
8. **When you've written your Top 10 list, write posts** (long and short) about each one.
9. **Engage people with questions** – Write a sentence that's relevant to them, and then ask – “What's been your experience?”

# Jan Wallen

10. **Organize your posts around Themes.** For example, make 2-3 days of the week a Theme day – and post about a specific topic for that day. For example, Monday is Marketing Day – post marketing tips. Wednesday is Tips & Tools Day – post tools, apps and techniques that you use to run your business or live your life more productively.
11. ***YOUR BONUS TIP:* Schedule your posts ahead** with Hootsuite, Buffer or other apps



**Jan Wallen** has moved from corporate sales, to entrepreneur -- selling skills advisor, author, speaker, social selling expert, thought leader and media authority.

Now she leverages her own *ExpertiseDNA*<sup>™</sup> fingerprint -- differentiating people and positioning their business for their Ideal Clients. She helps people leave corporate life or their job without sacrificing their income and sanity – Designing their gameplan, choosing their best niche of ideal clients, overcoming Corporate Hangover and starting their own successful business *before* they leave.

When you know your *ExpertiseDNA*<sup>™</sup>, it's easy to know your niche and overcome Corporate Hangover, you save the time and money that many entrepreneurs spend before their business is successful.