

Bonus Inspiration  
Kit

*inspired*  
to serve

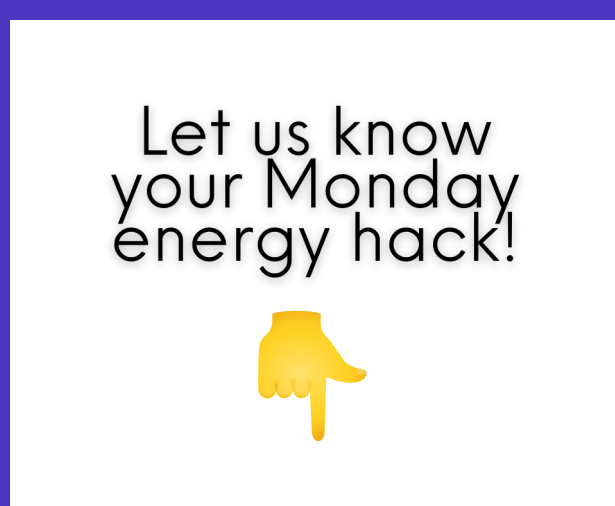
# Value Post Checklist

- Journal for 5 min of free flow about your message
- Write a post on an aspect of your message that lights you up today!
- Ask if there is a quick story you can share in the post about this (optional)
- Edit it down to a more potent post thinking "what can I take out?".
- Read it out loud, standing up as if you're giving a speech or speaking to someone and make edits as you need to.
- Pair it with a photo of yourself or one from Pexels.com that LIGHTS you up.
- Hit POST and chill. Take a breath and have faith it will reach the perfect person.

# Engagement Post Checklist

- Decide what type of post you want to create - a question, "drop an emoji if you...", a meme etc
- Make it light, fun or helpful. Something that makes people want to stop to laugh, comment or share. If you post a meme consider writing "do you agree?" or something that calls them to take action.
- Tap into your silly, authentic self and have fun with it!
- Hit POST and chill. Take a breath and have faith it will reach the perfect person.

Check the Business Building Toolkit for more examples and instructions to create engagement posts.



# Video Post Checklist

- Journal for 5 min of free flow about your message
- Extract THE POINT you want to make. Simmer it down - what do you really want to say?
- Ask where can include polarization ("most people think this.... What people don't understand is...")
- See if you can include a call to action "today do this...one thing you can do is... A tip I want to pass on is...."
- Rehearse it once if you want but don't over-think it!
- Record it live or on your phone - PRESS PUBLISH!
- If you can, select a thumbnail that is either attractive or catches attention
- Chill. Celebrate. Take a breath and have faith it will reach the perfect person.

# SOCIAL MEDIA TYPES OF POSTS

Its time to get posting!!

## **Photos**

When you post photos, I want you to ask yourself if they are "on-brand". Are they authentic? Are they in line with the image, message and feel of your brand? Photos of yourself dont have to be from photoshoots or anything (actually, it's better if they arent in most cases) - you just want the photo and caption to be in line with your message and most importantly - will speak to your ideal client. Included in the photo category is any image that is a photo, even if it has a quote on it.

## **Videos**

Videos are GREAT for engagement! This can be you going live, prerecorded or even a video you share from another page. You can go live offering value and service or share a video that fits with your mission/message.

## **Engagement Posts**

These are posts that call people to engage. This is when you see "Drop me an emoji if you..." or asking an engaging question such as "chocolate or vanilla?". People love these, Facebook loves these and they are super fun. I encourage using these posts often as you get into a rhythm with creating content. This is also a good way to get to know your audience asnd see what they respond to.

Now, get posting!

Aim to post AT LEAST 3  
times per week on your  
page!



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**YES! I NEED THIS!**

