

Social Media Promotions

A promotion means that you are presenting an offer.

I get X you get Y.

I get your email you get a free ebook.

I get \$25 you get a course that will get you this clear promise.

That's all it is.

Promoting your work and receiving something of value in return, free or paid.

One of the biggest problems I see people make is that they don't have a structured way to promote, don't promote, then wonder why they aren't making money.

It's quite simple, if you don't promote you won't make money.

Challenge yourself to promote every single day, mostly indirect, some direct.

Promoting With Your Content Ecosystem

Once you have created a sustainable content ecosystem for yourself, you should be promoting nearly every day. You shouldn't have to promote directly on the timeline.

When you write your newsletters, you can have promotions in a few places:

- Wherever relevant and your product ties in to what you are talking about — you can put something as simple as “If you want help with this, check out [your offer]”
- In the middle of the newsletter — in almost every newsletter, I add a “reminder” that newsletter readers can join Modern Mastery for \$5
- At the end of your newsletter — you can either add a P.S. or have a consistent section that says something like “What’s next?” or “How I Can Help You Further”

Having a special offer for newsletter readers might push them over the edge.

Then, when the newsletter is backlogged, you can link to a specific newsletter every single day under one of your posts.

This is how you “sell without selling.”

People will read through your high-value newsletter and be exposed to your promotion.

Promoting On The Timeline

When you promote on the timeline, you are trying to make a quick and clear call to action.

This can happen at the bottom of your threads, in a reply to your tweet, at the end of your Instagram caption, in an Instagram story, or in a comment on LinkedIn.

The Value Framework

When considering a direct promotion on the timeline or under a post, you want to be as clear as possible:

- **Who is it for?** — You can use the sentence “If you are...” followed by the pains they experience.
- **What will they get?** — List out the clear promise or a big benefit that implies a transformation based on what they are struggling with.
- **Why should they care?** — This is where you fill in the blank with one of your most compelling arguments in your marketing strategy.

You aren't trying to sell them right then and there, you are trying to make them curious enough to click through and read your full landing page.

You can do this however you want, but for something that is this short of a promotion, you can use the AIDA or PAS persuasive writing frameworks to structure a promotion. Piece together aspects of your marketing strategy to get creative with this.

Promotion Frequency

For your lead magnets or backlogged newsletters, you should promote every single day, no questions asked.

For products and services, depending on the platform, you should post every 1-2 days under a relevant post.

If you can keep the ratio to 1:4 (1 promotion per 4 value posts) then you should be good to go. Just don't over-promote unless it is launch week.



< Previous Lesson:
The Simplified Product Launch

Next Lesson:
The Reality Sequence >

Conversational Sales Call

Onboarding & Offboarding

Module 8
Creating Your Own Customers

0/6 ✓

Your Education System

Synthesizing Knowledge

How I Create Digital Products

Copywriting & Sales Pages

The Simplified Product Launch

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