

SLR LOUNGE

STEP **10**

SOCIAL MEDIA MARKETING



TOPICS & QUESTIONS

Here are the topics/pain points we will address in this module

- How do I generate leads through social media?
- What are some easy social media strategies?
- Which platforms should I be using?
- How do I set up my social media profile?
- How do algorithms work?
- How do I create good content?
- How do I do this without wasting tons of time?
- How can I maximize my content efforts?

L.E.V.E.R.A.G.E. FRAMEWORK



(L)EAD WITH STRATEGIC CONTENT

Start with an SEO-ready, high-impact resource that's valuable to your audience and potential clients.



(E)XPAND INTO LONG-FORM CONTENT

When fitting, turn the resource into a personalized long-form video that you can share throughout your experience.



(V)IRALIZE VIA SHORT-FORM CONTENT

Take the one resource and turn it into multiple pieces of short-form content designed for social media.



(E)MAIL OR NURTURE SEQUENCE

When fitting, take the resource and build it into your email newsletter or nurture sequence to enhance experience.



(R)EPURPOSE AND RESHARE

House all of your content into a content library where you can easily access, share, and reshare the content over time.



(A)MPLIFY EFFORTS VIA PARTNERSHIPS

Wherever you've featured vendors/venues in your content, reach out to relationship build and seek collaborations.



(G)ROW YOUR COMMUNITY

Ensure each piece of content uses CTAs to drives your audience to your own community (email/lead listing)



(E)XPERIMENT & EXPAND YOUR BUCKETS

Track what works, categorize it, and look to create more of your best-performing content.



HEADS UP! THIS IS FAST-PACED!

I believe that education must quick
and simple in order to be effective.
Pause, implement, and repeat.



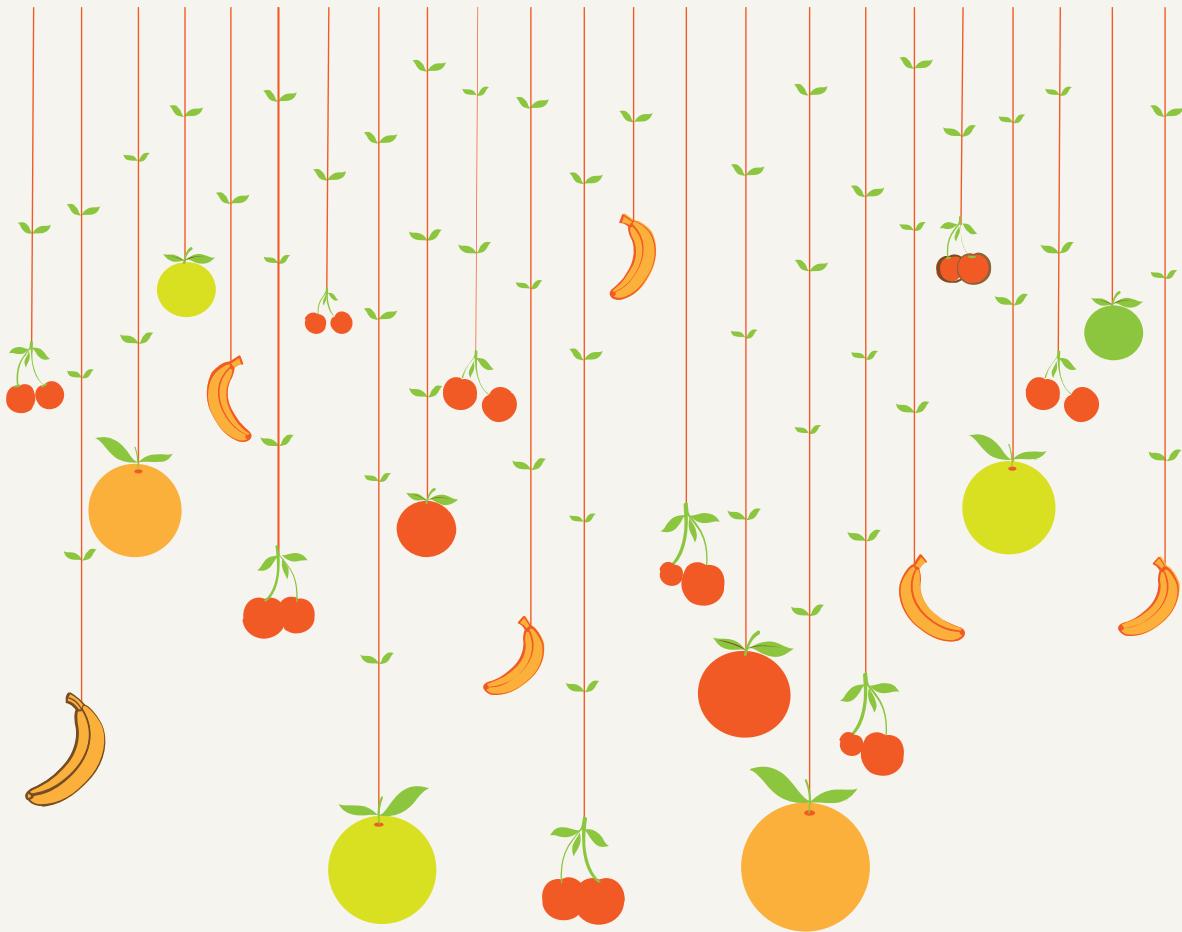
BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

LHF: THE PINTEREST PLAYBOOK



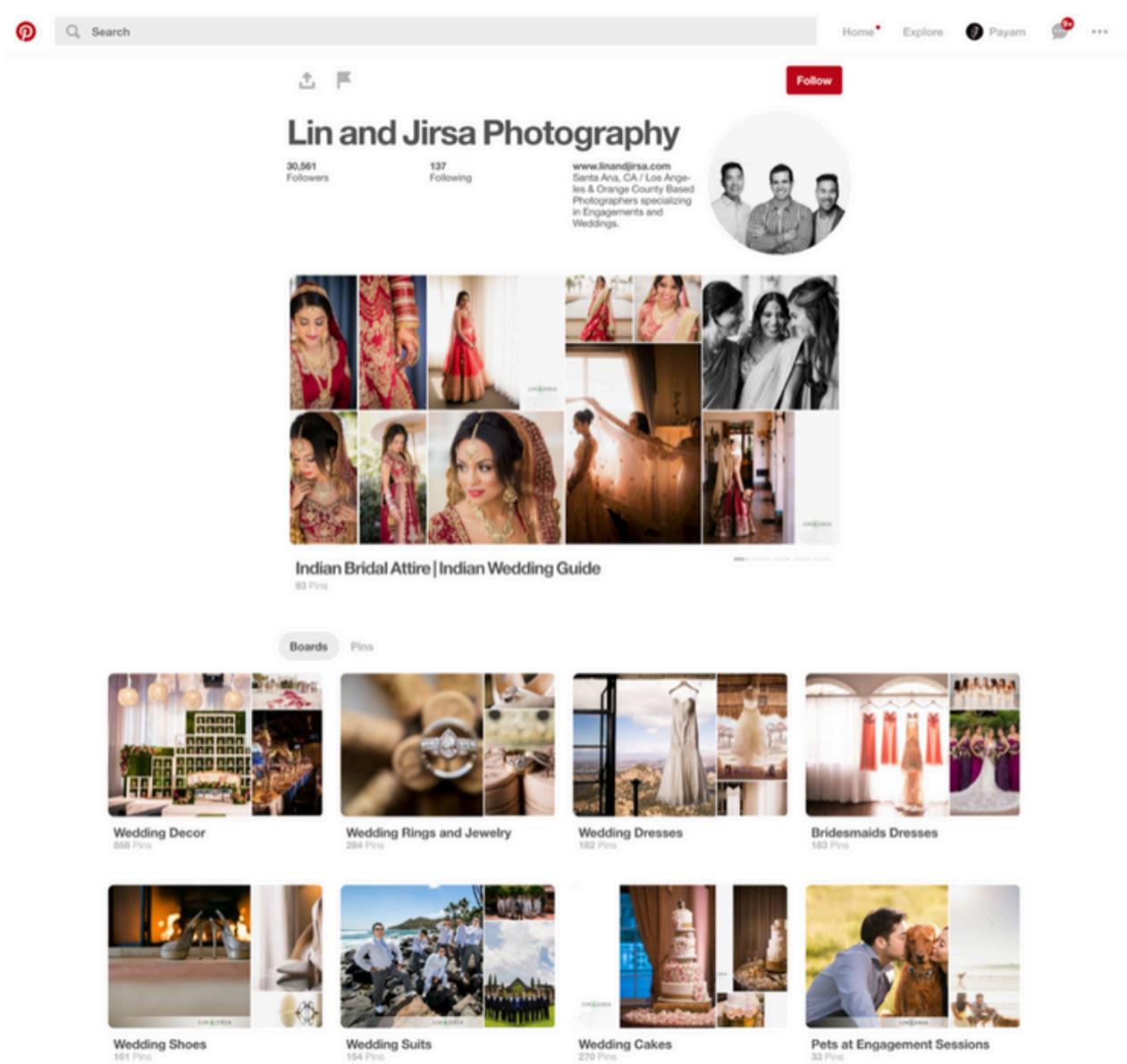


LHF = LOW HANGING FRUIT

Strategies that are easy to implement, yet have a significant impact on your business/revenue.

TWO BIRDS...

Your clients are not only going to constantly feature your work, this hack will help you deliver a better overall experience for them.



The screenshot shows a Pinterest profile for "Lin and Jirsa Photography". The profile has 30,561 followers and 137 following. It features a bio about Santa Ana, CA / Los Angeles & Orange County Based Photographers specializing in Engagements and Weddings. A circular profile picture shows three men. Below the profile is a grid of 12 wedding-related photographs. Underneath the grid is the text "Indian Bridal Attire | Indian Wedding Guide" and "93 Pins". At the bottom, there are eight boards with titles and pin counts: "Wedding Decor" (608 Pins), "Wedding Rings and Jewelry" (284 Pins), "Wedding Dresses" (182 Pins), "Bridesmaids Dresses" (163 Pins), "Wedding Shoes" (161 Pins), "Wedding Suits" (154 Pins), "Wedding Cakes" (270 Pins), and "Pets at Engagement Sessions" (33 Pins).



INSTALL PINTEREST ON YOUR BLOG

**Use Chat GPT/Grok to learn how to
install the Pinterest Plugin depending
on your website hosting platform.**



DURING CLIENT PLANNING

**Whether it's by phone or email,
request the client to pin 5-10 images
from your blog with a couple words
about why they like the image.**



ONE BIG NOTE!



**CLIENTS DON'T PIN WHAT
THEY MOST VALUE**



**CLIENTS DO PIN WHAT MOST
RESONATES IN STYLE**

THE PINTEREST “MOODBOARD” PLAYBOOK

STEP 10



STEP ONE

CONNECT PINTEREST

Connect Pinterest to your blog. Find instructions for common platforms below:

[Wordpress](#)

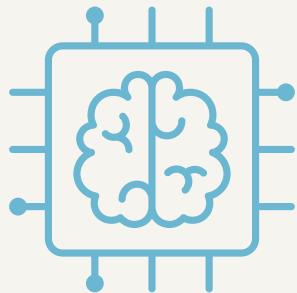
[Squarespace](#)

[Show It](#)

[Pixieset](#)

[Wix](#)

[Format](#)



AI-PROMPT

**If you get stuck, use this prompt with
your technical help bestie:**

How do I setup the Pinterest Plugin on my
blog/website on [YOUR WEBSITE PLATFORM]

STEP TWO

SEND THE EMAIL

Before your shoot (or talk-through) send them the email instructing them to put together a Pinterest Moodboard.



**II. PINTEREST MOODBOARD
B&SW: 06 - EMAIL TEMPLATES**

STEP THREE

TALK-IT-THROUGH

Schedule a talk-through (prior to each shoot) and connect their values (W.A.V.E.) to what they pin on their moodboard.

WAVE = Valueboard
PINTEREST = Moodboard



PAUSE HERE

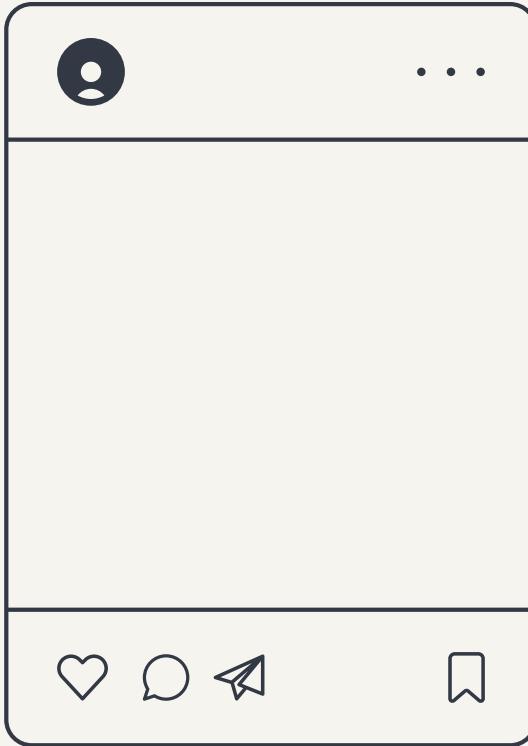
**Do NOT continue until you've
completed this assignment:**



**GET THE PINTEREST PLUGIN
INSTALLED ONTO YOUR WEBSITE**

SETTING UP YOUR SOCIAL MEDIA PROFILE(S)





EVERY SOCIAL PROFILE NEEDS

- Nice, big portrait of you
- Your Clarified Message
- CTA  (Call-to-action)
- Link to website (or bio app)
- Verified (optional, but nice)



THE BASICS...

**Without a profile that includes WHAT
you do, and HOW to get in touch...
What's the point of posting/views?**



PLATFORMS



PINTEREST = USE THE PINTEREST
“MOODBOARD” PLAYBOOK



INSTAGRAM = IDEAL PLACE FOR
MOST PHOTOGRAPHERS



LINKEDIN = GREAT TO ADD FOR
BUSINESS/BRANDING PHOTOGRAPHERS



YOUTUBE = SKIP, EXCEPT FOR LONG-
FROM OR IF STARTING A YT CHANNEL



TIKTOK = SKIP, UNLESS YOU REALLY
LOVE THE PLATFORM

THE SOCIAL MEDIA PROFILE GUIDE





MOT photography by Tom Lebsack he/him

1,288
posts

2,522
followers

1,605
following

Photography Videography

For those who crave stunning backdrops and elevated experiences.

Award Winning Wedding & Family Photographer

[Learn more here](#)

www.motphotography.com and 1 more

SAMPLE WEDDING PROFILE:



Great portrait!



Clarified Message



CTA ([Learn more here](#))



Link to website



Verified (nice to have!)

IDEAS TO OPTIMIZE:

Redundant, how about “Wedding Photography by Tom Lebsack”

Trim, unless inclusivity is a big part of your brand.



A screenshot of an Instagram profile for 'motphotography'. The profile picture is a circular photo of a man with short hair and a beard, wearing a brown jacket. The bio reads: 'MOT photography by Tom Lebsack ~~he/him~~'. Below the bio, it says 'Photography Videography' and 'For those who crave stunning backdrops and elevated experiences.' A red underline is drawn under 'Award Winning Wedding & Family Photographer'. At the bottom, there's a call-to-action: 'Learn more here' with two download icons, and a link to 'www.motphotography.com and 1 more'.

< **motphotography** ✅

~~MOT photography by Tom Lebsack ~~he/him~~~~

1,288 posts 2,522 followers 1,605 following

~~Photography Videography~~

For those who crave stunning backdrops and elevated experiences.

~~Award Winning Wedding & Family Photographer~~

 Learn more here 

 www.motphotography.com and 1 more

Maybe a more direct CTA?
Book a free consult

Could you use this line to connect better? Maybe, something personal?

< vivianacardenasphotography

...



Viviana Cardenas | Branding & Headshot
Photographer

140
posts

1,457
followers

826
following

Branding & Headshots That Match Your Impact

🐶👩‍🦰👩 Mom

📍 Bridgewater, NJ

👉 Book your photoshoot

🔗 [vivianacardenasphotograph...](#) and 1 more

SAMPLE BRAND PORTRAIT PROFILE:



Great portrait!



Clarified Message



CTA (Book your shoot)



Link to website

IDEAS TO OPTIMIZE:

Redundant, your name is already
in your Instagram handle



A screenshot of an Instagram profile for the account "vivianacardenasphotography". The profile picture is a circular photo of a woman with long dark hair, smiling and holding a camera. The bio reads "Viviana Cardenas | Branding & Headshot Photographer". Below the bio, it says "140 posts", "1,457 followers", and "826 following". At the bottom, there's a section with icons: a dog, a person, a person with a baby, a heart, and the text "Mom ❤️". It also says "Bridgewater, NJ", "Book your photoshoot ❤️", and a link "🔗 vivianacardenasphotograph... and 1 more". A red arrow points from the word "Redundant" in the text above to the word "Viviana" in the bio. A large black arrow points from the word "Clarified" in the text below to the "Mom" section at the bottom.

< **vivianacardenasphotography** ...

Viviana Cardenas | Branding & Headshot
Photographer

140 posts 1,457 followers 826 following

Branding & Headshots That Match Your Impact

Mom ❤️
Bridgewater, NJ
Book your photoshoot ❤️

🔗 vivianacardenasphotograph... and 1 more

Redundant, can we expand the Clarified
Message a bit in a way that would be valuable?



PAUSE HERE

**Do NOT continue until you've
completed this assignment:**



**SET UP YOUR SOCIAL MEDIA
PROFILE (AT LEAST ONE)**

WHY (V)IRALIZE W/ SHORT-FORM CONTENT?



L.E.V.E.R.A.G.E. FRAMEWORK

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Wherever you've featured vendors/venues in your content, reach out to relationship build and seek collaborations.

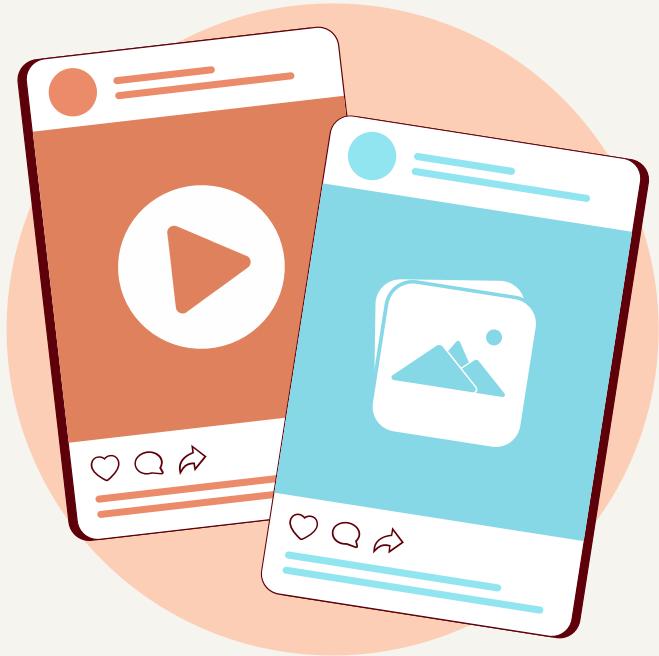
(G)ROW YOUR COMMUNITY

Ensure each piece of content uses CTAs to drives your audience to your own community (email/lead listing)

(E)XPERIMENT & EXPAND YOUR BUCKETS

Track what works, categorize it, and look to create more of your best-performing content.





SHORT-FORM =

**Instagram Reels, YouTube Shorts,
TikToks, etc. Content that's short
(30-90 seconds) = Short-form.**



YOUR CONTENT POWER CHART

Types of content from MOST powerful to LEAST (and what I would focus on in your shoes).

Short-form (Reels/Shorts)

Carousel Posts (Swipe posts)

Stories (Your journal)

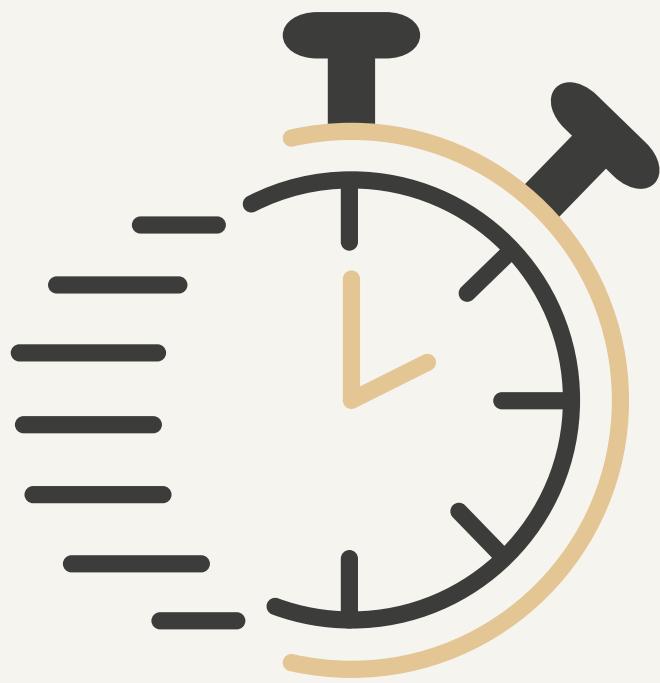
Static Images (wah wah)



SHORT-FORM = YOUR BRIDGE

We're going to focus on short-form video content because it's the **BEST BRIDGE** since it is:

-  **ENGAGING**, simple, and interesting to watch
-  **PERSONABLE** and builds trust with your audience
-  **EASY** and time efficient to create (relatively)
-  Here to **STAY** no matter the name or the platform



QUICK RESULTS!

Short-form content is also one of the quickest ways to market your business (contrast w/ paid ads).



EVERYONE'S FIRST QUESTION...

"How do I get more views?"
Instead of this, we should ask:

"How do I get the RIGHT views?"



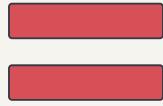
“I GET NO VIEWS!”

Most photographer's posts go unseen because they don't know:

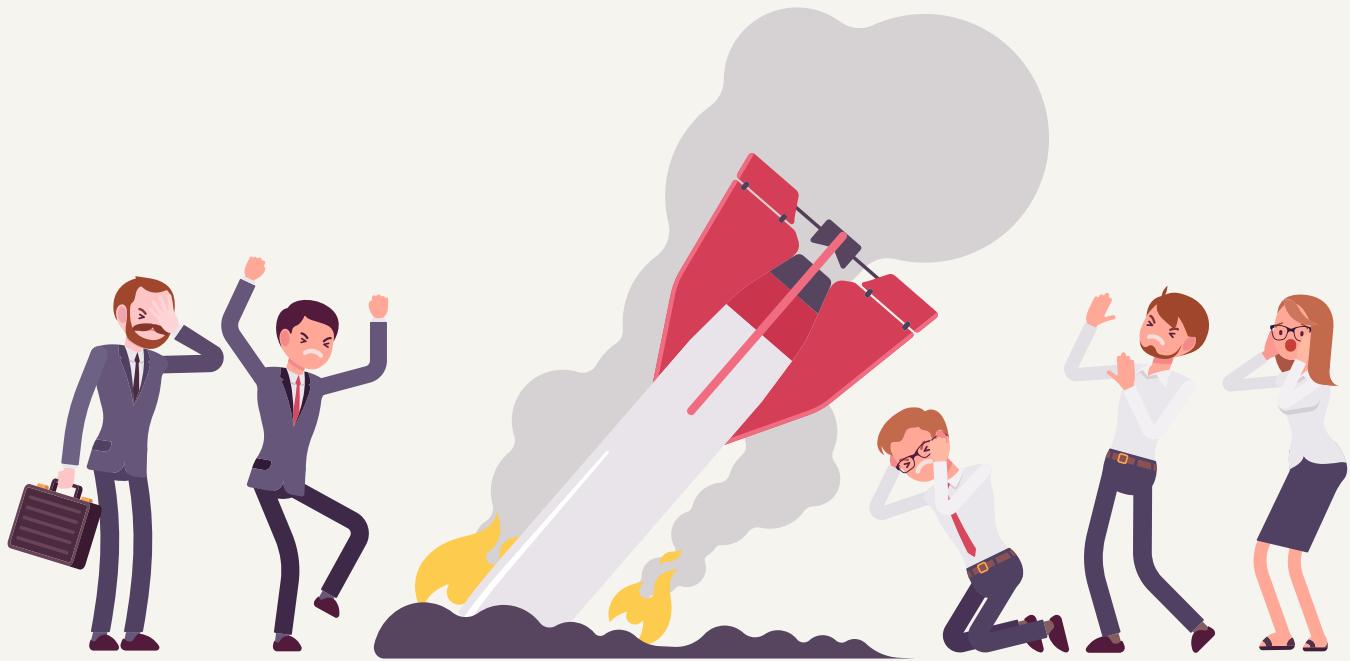
- WHAT** they're selling or promoting
- WHO** they're trying to communicating with
- WHY** their message matters



MARKETING
BLINDLY



FAILURE TO LAUNCH or VANITY METRICS



VANITY METRICS?

TONS OF
EFFORT



MILLIONS
OF THESE

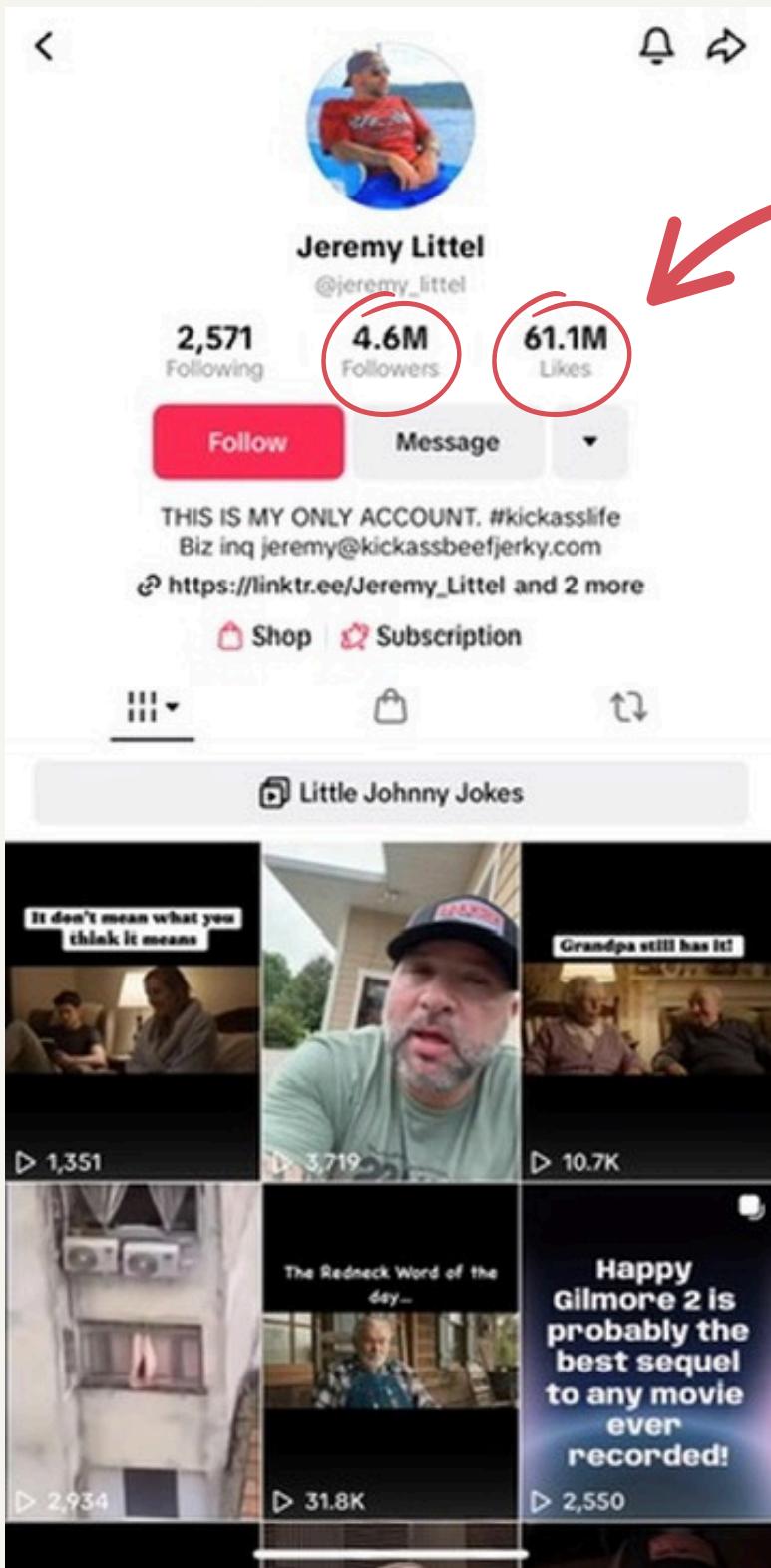


LITTLE-TO-NONE
OF THESE



CASE STUDY

@jeremy_littel



GUESS HOW
MANY SALES?



TOTAL SALES

@jeremy_littel

Jeremy Littel
@jeremy_littel

2,571 Following 4.6M Followers 61.1M Likes

Follow Message

THIS IS MY ONLY ACCOUNT. #kickasslife
Biz inq jeremy@kickassbeefjerky.com
🔗 https://linktr.ee/Jeremy_Littel and 2 more

Shop Subscription

Visit shop >

Jeremy Littel
5.0 ★ · 100+ sold

Kickass Snacks The Kickass 3...
#1 best seller in shop
8 sold
From \$22.50
\$25.00 (-10%)

Kickass Zesty Teriyaki Beef Je...
2 sold
\$32.00

KICKASS PREMIUM



POINT BEING...

Not all views are good views. You can damage your overall brand without a clear vision/focus.

@jeremy_littel



IS HE THE JERKY GUY?

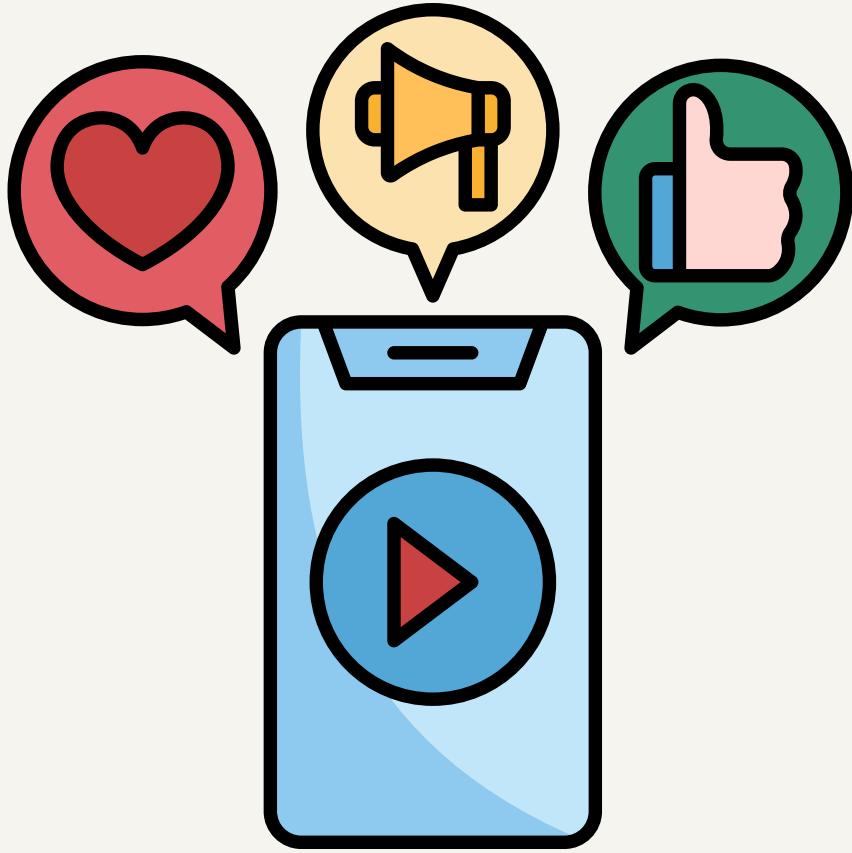
No. He's the guy that tells jokes on TikTok/Instagram. I'll tell you why this is HUGE in the next lesson.



Marketing without a properly established brand is like capturing water with a broken bucket.

**YOUR BUCKET =
GOOD TO GO!**





ONE MORE THING...

When we say “viralize” it’s ALWAYS in context of reaching more of the RIGHT audience. Here’s why...



DO YOU AGREE?

Every one of you has the ability to reach 100+ views on social media right now. We laugh at that number, but here's why it's a big deal.



SAME 100 VIEWS?





100 VIEWS IS A LOT!

As long as they're the right views.
This is literally a superpower in your
business that NOBODY recognizes
or takes advantage of.



YOUR AVATAR...

Your Client Avatar is your key to creating content that MATTERS because now you know:



WHAT you're selling or promoting



WHO you're trying to communicating with



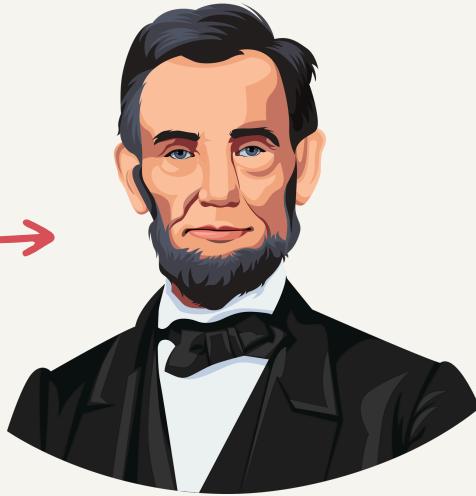
WHY Your message matters



IN SHORT...

You're starting to get clear on a simple question: "What type of content will your audience find valuable and interesting?"

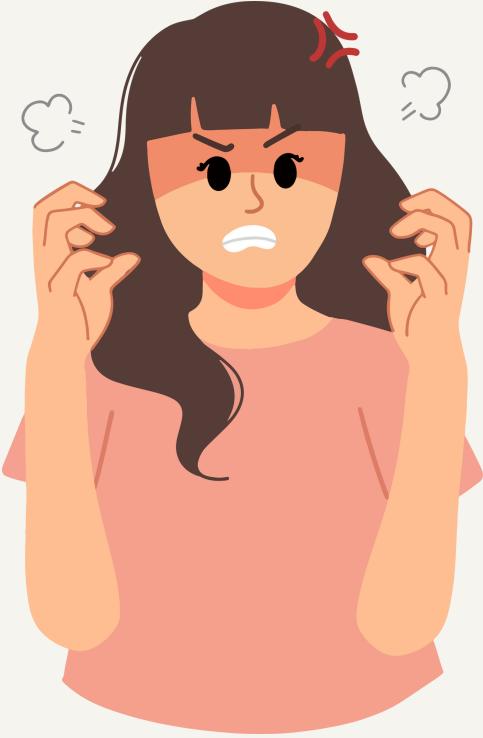
REMEMBER! →



“If I had six hours to chop down a tree, I’d spend the first four sharpening my axe.”

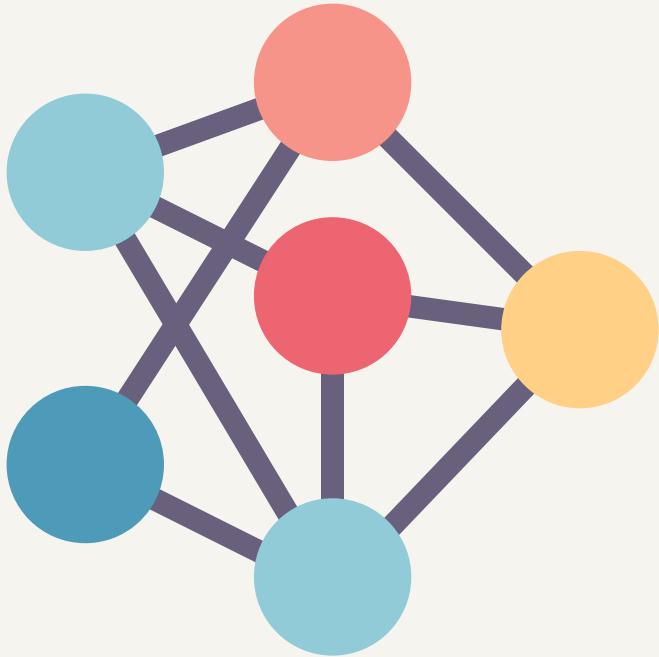
ABRAHAM LINCOLN

You sharpened your axe for this moment right here!



OK, SO WHAT DO I POST?

**Simple. Show potential clients what you do in a way that's educational, engaging, and entertaining.
(This module = training + examples)**



BEFORE THAT...

It's worth knowing how every algorithm works (in a nutshell).

HOW EVERY ALGORITHM WORKS IN A NUTSHELL

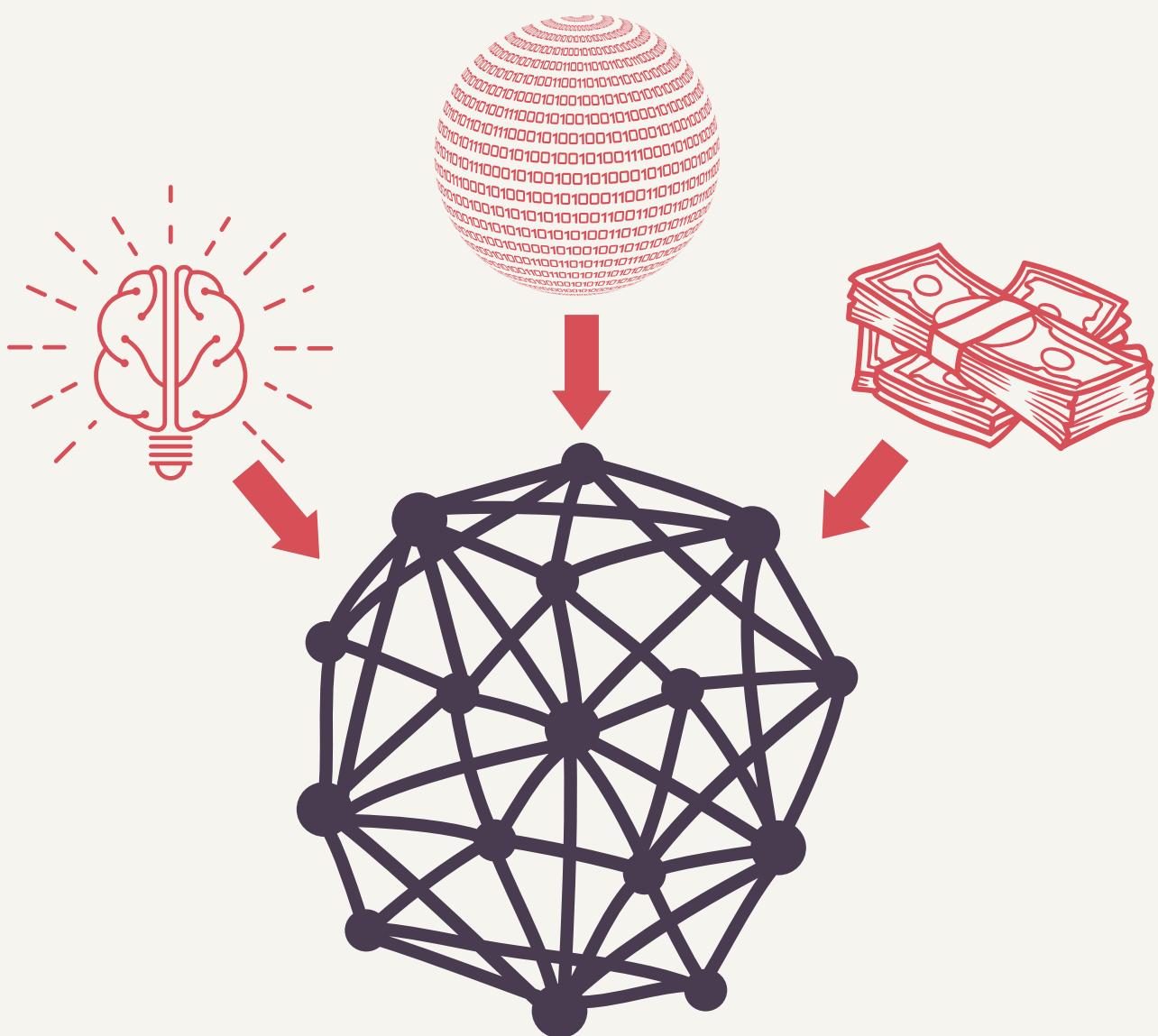




LEARN THE ALGORITHM?

**Understanding the algorithm will help
you immediately know what works,
and what you should avoid.**

GAMING THE SYSTEM?





“JUST FOLLOW TRENDS + SOUNDS!”

**Even if you do end up getting
views, you’re unlikely to:**



**Reach the RIGHT
audience**

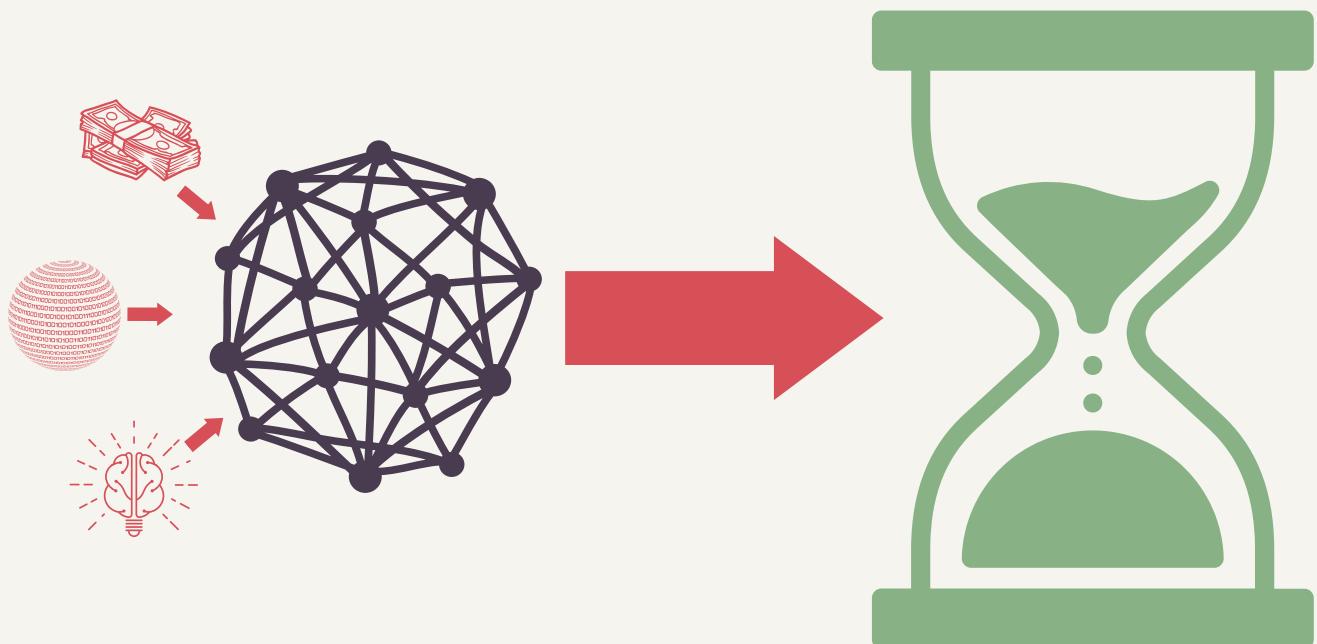


**CONSISTENTLY create
engaging content**



**Grow an audience that’s
ENGAGED**

EVERY ALGORITHM WANTS AWT





BEST PART...

**When it comes to today's algorithms,
your follower count doesn't matter!
Your reach is mostly dictated by the
quality of your content via AWT.**



MADE SIMPLE...

It's all about the average % of your video that your audience watches



30% AWT = GOOD
"I'll serve it to some"



70% AWT = GREAT
"I'll serve it to more"



100%+ AWT = FANTASTIC!
"I'll serve it to much more"



LET'S REWIND...

**Knowing the algorithm, let me show
you why it's so important to develop
the right audience.**

CASE STUDY CONT.

@jeremy_littel



IS HE THE JERKY GUY?

No. He's the guy that tells jokes on TikTok/Instagram.

So what happens to his AWT when he uploads a video about jerky (or anything that's not a joke)?



AUDIENCE MISALIGNMENT

Means AWT drops right out the gate because your own audience isn't interested in what you're showing.
I.E. Your own **followers** damage you.

SHORT-FORM IS NOT!



TIKTOK, IG REELS, OR YT SHORTS

These are platforms and platforms come and go. You're here to learn principles and frameworks of good content that never change.



DANCING AND FOLLOWING TRENDS

While you can if you want, we've never had to dance or follow trends to reach millions of people.



ABOUT GAMING THE ALGORITHM

Trying to outsmart the algorithms is virtually impossible, and even if you can, such a technique only works for a short time.

SHORT-FORM IS...



PROVIDING VALUE IN 30-90 SECONDS

Short-form is learning how to effectively engage, provide value, and communicate with your audience in short (30-90 second) windows.



GOING TO GROW AS A MEDIUM

With more distractions and more content, short-form is the bridge to helping your audience know what's worth their time and resources.



A TRANSFERABLE SKILLSET

Platforms can come and go, what you're learning will apply to every platform as well as your ability to communicate in real life



LEARNING HOW TO COMMUNICATE

Short-form is learning how to understand any audience and communicate in a manner they appreciate and value.



YOUR FOCUS...

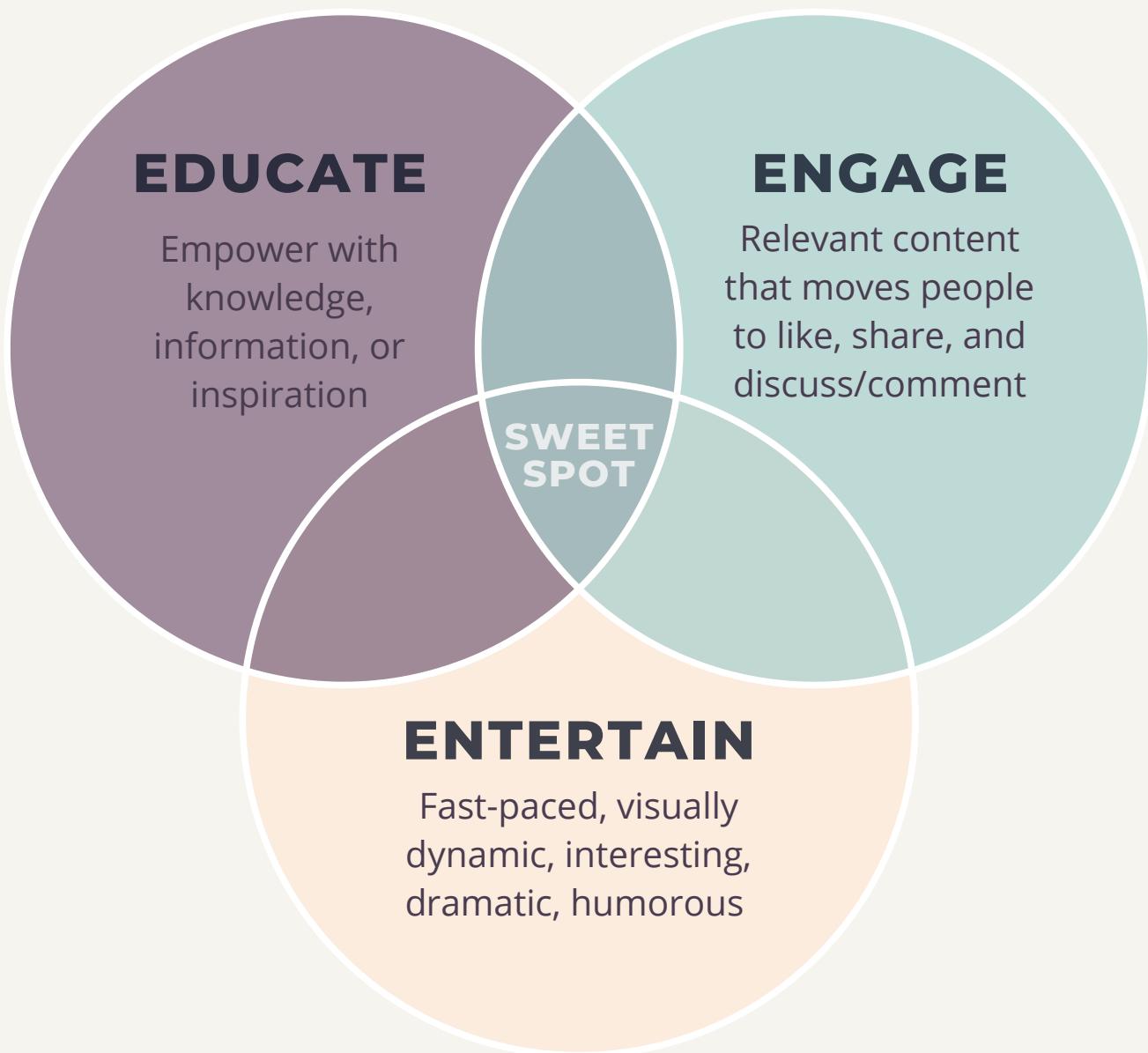
Create content that your target audience wants to watch!

Next question... How?

THE ANATOMY OF (V)IRAL CONTENT!



THE THREE E'S OF GOOD CONTENT





THE 5XS'S OF GOOD CONTENT DESIGN:

- Short
- Simple
- Superhero
- Shareable
- Support (CTA)



ALWAYS HOOK!

Within 2-3 seconds, give them a reason to stay then deliver! Here are the three main types:

- Visual hook**
- Audio hook**
- Text hook**



GIVE IT TIME...

**Over time, understanding how to
create content will simply be
another language. For now, use
the guide and templates given.**

(V)IRAL CONTENT PLAYBOOK

STEP 10

VIRAL CONTENT PLAYBOOK:

Does your content HOOK your audience in 2-3 seconds with a reason to continue?

VISUAL TEXT SOUND SPOKEN VIRAL

Does your content meet at least one or more of the Three E's?

(E)DUCATE

Empower with knowledge, information, or inspiration

(E)NTERTAIN

Fast-paced, visually dynamic, interesting, dramatic, humorous

(E)NGAGE

Relevant, moves someone to like/share or engage.

Does your content follow the 5x S's of good content design in that it is:

SHORT: Only as long as it needs to be

SIMPLE: Easy for your audience to understand

SUPERHERO: Help your audience on their journey

SHAREABLE: Something someone might actually share

SUPPORT: Contain an idea or CTA of what's next



PAUSE HERE

**Do NOT continue until you've
read this assignment:**



**TEST THIS CHECKLIST AGAINST
EACH NEW VIDEO YOU UPLOAD**

SPEAKING THE LANGUAGE OF SOCIAL MEDIA





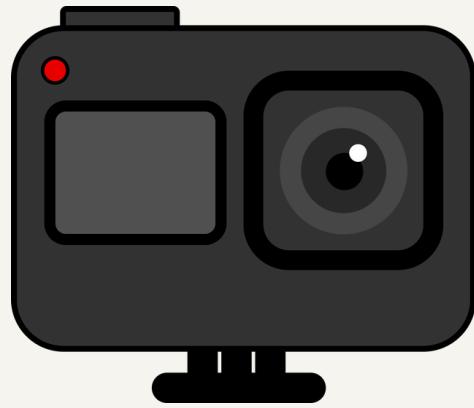
START SIMPLE...

**Before creating custom content,
start with our templates so you
can learn the language of social
media and short-form content.**



ON EVERY SHOOT MAKE SURE TO GET:

- Wide, medium, tight imagery
- Image sequences (action)
- Before/after imagery
- B-Roll (Phone video is fine)



MY FAVORITE DEVICES FOR BTS:



iPhone:

Good quality and always with you.
Con, needs a stand (or assistant).



Meta Glasses:

Good quality and great POV.
Con, having to wear glasses at all times, clear lenses ideal.



Insta 360

Great quality, full 360 perspective.
Con, sorting through footage/angles via the Insta 360 software.



IF ZOOM 360 = IDEAL SETUP

**Tom's horizontal shoulder
mounted setup is awesome. Items
he uses (with his links):**

[Holdfast Moneymaker](#)

[Action Camera Backpack Strap](#)

[Insta 360 Horizontal Mount](#)

[Go Pro Mount Clip](#)



BOTTOM LINE...

**I don't care how you do it, I just
need you to get decent BTS
material from every shoot!**

CREATE YOUR FIRST SHORT VIA TEMPLATES

STEP 10

STEP ONE

CANVA SOCIAL MEDIA TEMPLATES

Select a Social Media template that you like from the Brand & Strategy Workbook.

SOCIAL MEDIA TEMPLATES (STEP 10)			
Template Name & Link	Free vs Pro	Description	Recipe (Assets Needed)
3... 2... 1...	Free	Countdown going from BTS to one final WOW image	1-3 BTS Videos + Final Image
Memory Reboot	Free	Short BTS that transitions into a short slideshow	1 BTS Video + 8 Final Images
My Photography Is...	Free	Multi-image slideshow that describes your style of photography	31 Final Images
Past Lives	Free	Short BTS w/ dreamy music that transitions into a short slideshow	1 BTS Video + 11 Final Images
Strangers	Free	Short BTS sequence that transitions to one final WOW image	3 BTS Videos + 1 Final Image
This is What Space...	Free	Question w/ answer BTS that transitions into a short slideshow	2 BTS Videos + 12 Final Images
Beautiful Things	Free	Two BTS shots that build with the music to one final WOW image	2 BTS Videos + 1 Final Image
Hooligang	Free	Wanna see something cool? BTS transition to one final WOW image	2 BTS Videos + 1 Final Image
Put Your Head On My Shoulders	Free	Short BTS into a slideshow sequence	1 BTS Video + 11 Final Images
A Love Like This	Free	Slideshow sequence	9 Final Images
My Favorite Portraits	Free	Short BTS into a slideshow sequence	1 BTS Video + 12 Final Images
Then Vs Now	Free	Shows transition from "Bad" images to "Wow" Images	3 Bad Images + 4 WOW Images
The Moment vs The Shot (Long)	Free	Short BTS into a slideshow sequence	1 BTS Video + 10 Images
The Moment vs The Shot (Short)	Free	Short BTS into a slideshow sequence	1 BTS Video + 4 Images
Photo Dump	Free	A simple quick photo dump	8 Images



SOCIAL MEDIA TEMPLATES
> B&SW: 00 - RESOURCES

STEP TWO

EDIT VIA CANVA (DESKTOP)

Start with a topic from your Niche SEO Keywords or anything your audience would find interest/valuable:

- 1 Click Link > Use Template for New Design**
- 2 Insert your BTS b-roll**
- 3 Insert your final image(s)**
- 4 Share > Download > MP4 at 1080p**
- 5 Publish on the platform of your choosing**



PAUSE HERE

Do NOT continue until you've completed this assignment:

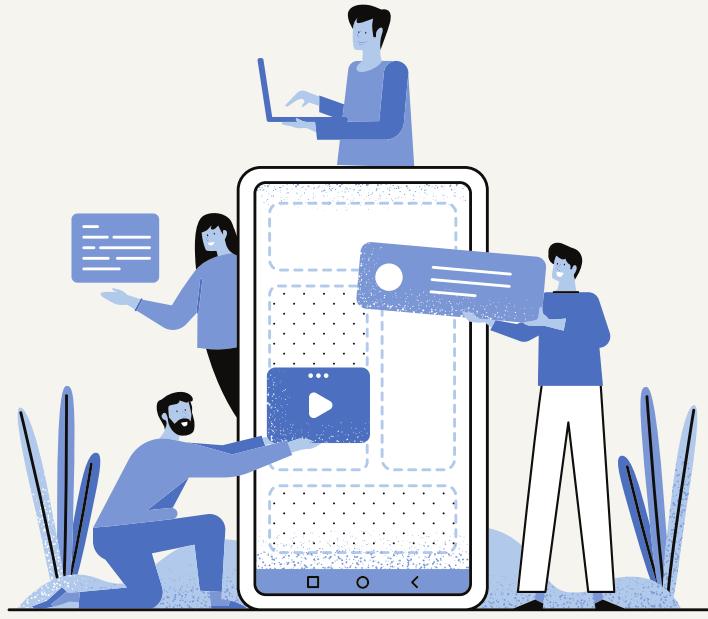


FINISH AND PUBLISH YOUR FIRST SHORT-FORM VIDEO!

Feel free to post, ask questions, or request feedback in the Mentorship Group

THE EASIEST (V)IRAL CONTENT FORMULA FOR PHOTOGRAPHERS





BTS + FINAL IMAGE

**It's simple, interesting, engaging,
and shows your audience exactly
what you do!**

- Short
- Simple
- Superhero
- Shareable
- Support (CTA)



HOW DO YOU LEVEL IT UP?

Make sure it has a text/visual hook to open, and an audio track that makes people wait for a payoff.

EXAMPLE:

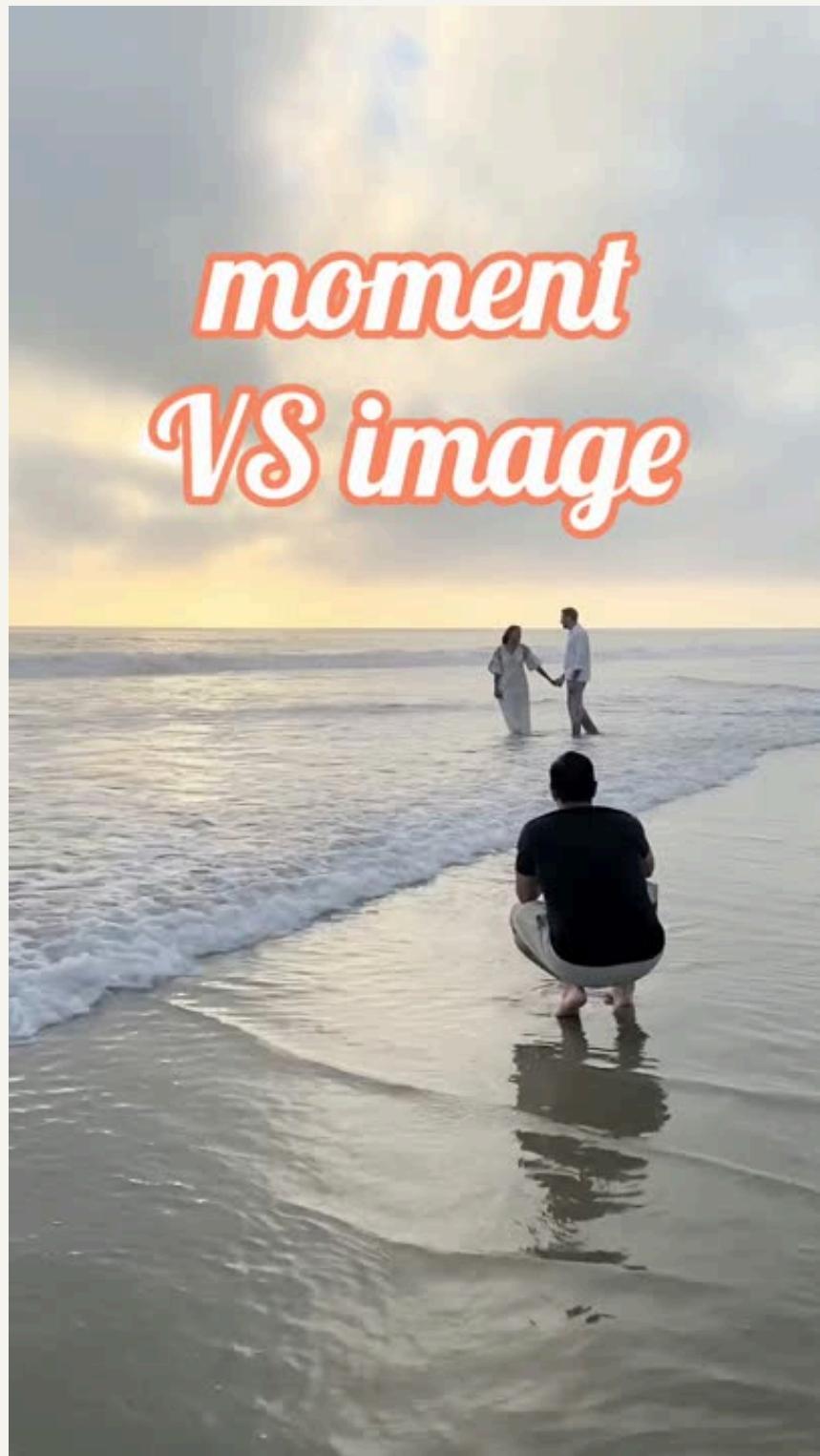
BTS + FINAL IMAGE = 14M VIEWS!

[@rocktown.media](https://www.instagram.com/rocktown.media/)



EXAMPLE: BTS + FINAL IMAGE

SAMPLE CLICK HERE



BTS > FINAL IMAGE: VIRAL FORMULA



STEP ONE

GATHER YOUR INGREDIENTS!



BTS Video: Show the process, get interactions, and capturing the final image



Final Image: This is the payoff, you need to serve up a solid image!



Audio: Choose an appropriate song, ideally something with a viral “drop” for the reveal

STEP TWO

PICK A CANVA TEMPLATE

All of the highlighted templates below follow the BTS > final Image formula.

Template Name & Link	Free vs Pro	Description	Recipe (Assets Needed)
3... 2... 1...	Free	Countdown going from BTS to one final WOW image	1-3 BTS Videos + Final Image
Memory Reboot	Free	Short BTS that transitions into a short slideshow	1 BTS Video + 8 Final Images
My Photography Is...	Free	Multi-image slideshow that describes your style of photography	31 Final Images
Past Lives	Free	Short BTS w/ dreamy music that transitions into a short slideshow	1 BTS Video + 11 Final Images
Strangers	Free	Short BTS sequence that transitions to one final WOW image	3 BTS Videos + 1 Final Image
This is What Space...	Free	Question w/ answer BTS that transitions into a short slideshow	2 BTS Videos + 12 Final Images
Beautiful Things	Free	Two BTS shots that build with the music to one final WOW image	2 BTS Videos + 1 Final Image
Hooligang	Free	Wanna see something cool? BTS transition to one final WOW image	2 BTS Videos + 1 Final Image
Put Your Head On My Shoulders	Free	Short BTS into a slideshow sequence	1 BTS Video + 11 Final Images
A Love Like This	Free	Slideshow sequence	9 Final Images
My Favorite Portraits	Free	Short BTS into a slideshow sequence	1 BTS Video + 12 Final Images
Then Vs Now	Free	Shows transition from "Bad" images to "Wow" Images	3 Bad Images + 4 WOW Images
The Moment vs The Shot (Long)	Free	Short BTS into a slideshow sequence	1 BTS Video + 10 Images
The Moment vs The Shot (Short)	Free	Short BTS into a slideshow sequence	1 BTS Video + 4 Images
Photo Dump	Free	A simple quick photo dump	8 Images



SOCIAL MEDIA TEMPLATES
> B&SW: 00 - RESOURCES

STEP THREE

EDIT VIA CANVA (DESKTOP)

Pick one of the templates that looks interesting to you, insert your media, make sure the audio is still synced, and go!

- 1 Click Link > Use Template for New Design
- 2 Insert your BTS b-roll
- 3 Insert your final image(s)
- 4 Share > Download > MP4 at 1080p
- 5 Publish on the platform of your choosing



PAUSE HERE

Do NOT continue until you've completed this assignment:



FINISH AND PUBLISH YOUR FIRST BTS > FINAL IMAGE!

Feel free to post, ask questions, or request feedback in the Mentorship Group

**WANT MORE
READY-TO-GO
INSTAGRAM
TEMPLATES?**



SOCIAL **TEMPLATES.CO**

Reels Made in 3 Easy Steps



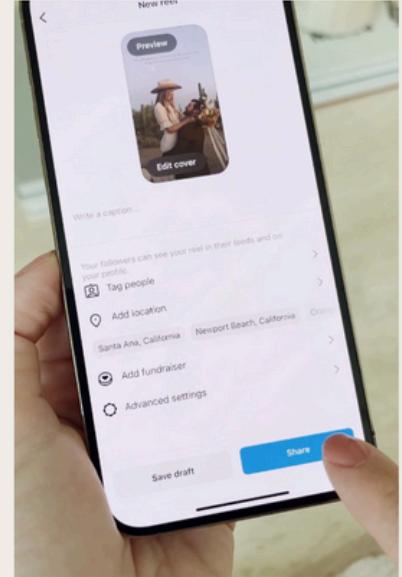
Choose Template

Once you sign up, you'll gain access to a private Instagram account that holds all the reel templates. Choose a template you like, tap to expand and the "Use Template" button appear.



Select Content

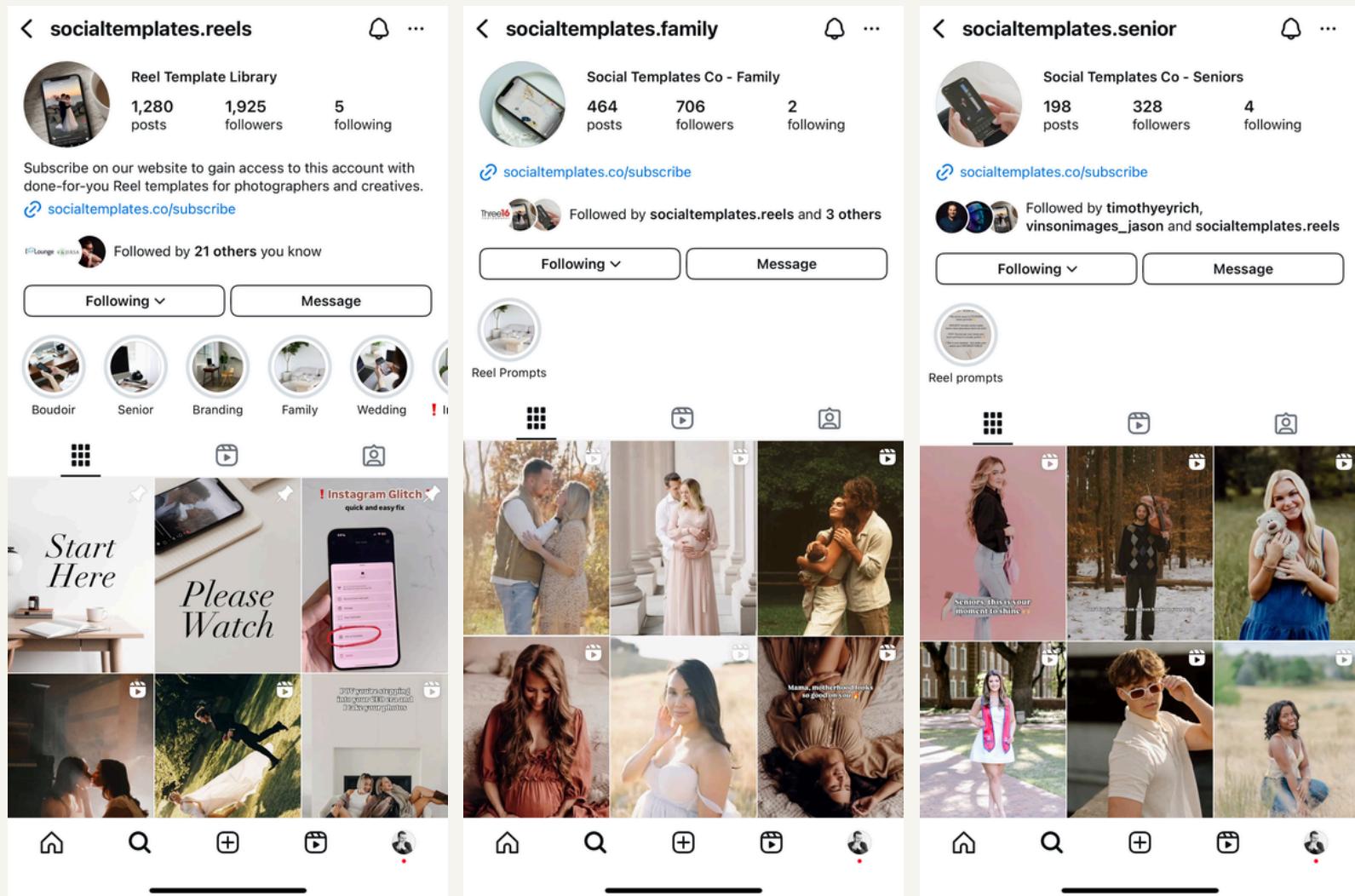
Select the photos and videos you'd like to use directly from your phone. No outside app needed.



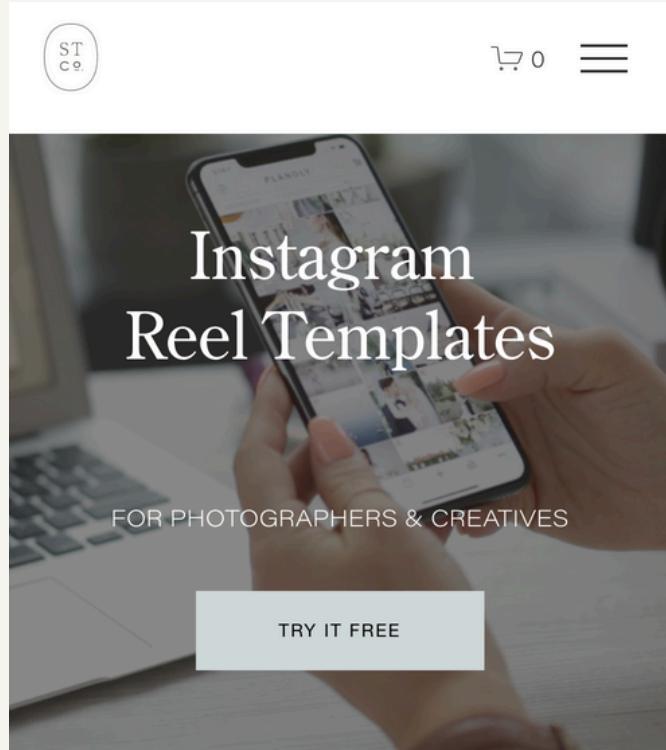
Caption and Post!

The reel will be auto-generated for you and the audio will be perfectly beat-matched. Add a caption, cover photo and post!

It's not the perfect solution, but it's the best one we've found so far, and it's in app (Instagram)



Templates can be adapted to most genres, and they have multiple categories of templates.



SOCIAL TEMPLATES.CO

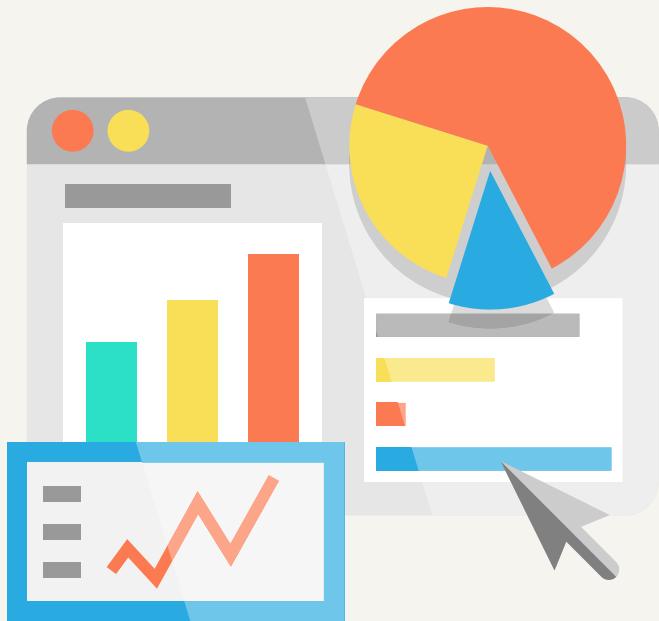
**This exclusive 10K/2K affiliate link
will give you 20% off their service**

"FRIENDSOFPYE"

(NOTE: If we find a better solution, you'll be
the first to know)

UNDERSTAND YOUR ANALYTICS

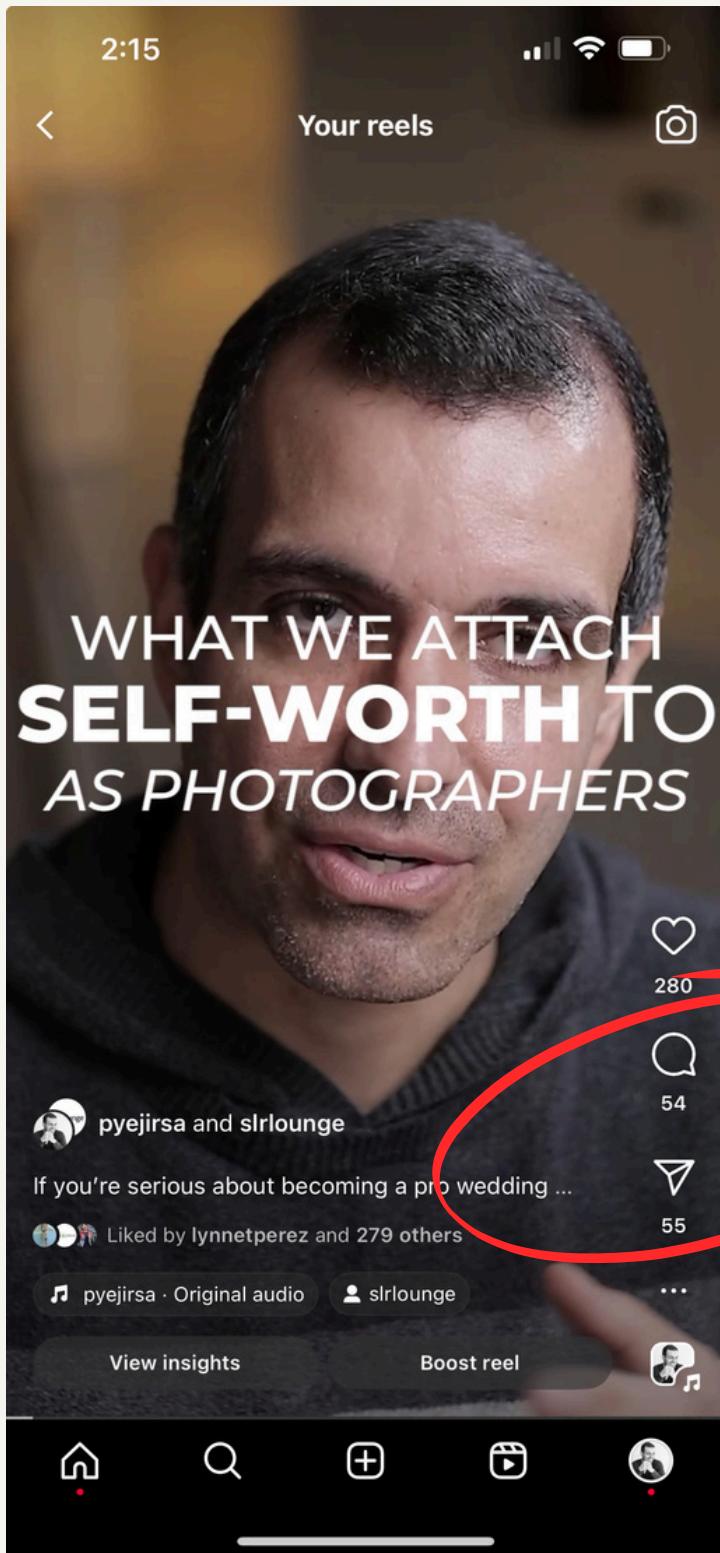




YOUR ANALYTICS...

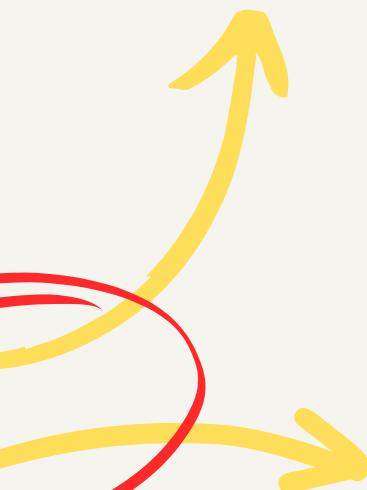
Analytics are the best roadmap to help you understand where your content is weak.

YOUR TWO MOST VALUABLE METRICS



COMMENTS =

What you're posting is **engaging** to your audience



SHARES =

What you're posting is **valuable** to your audience

REACH + AWT

2:21

< Reel insights

Overview ⓘ

Accounts reached	8,457
Reel interactions	427
Profile activity	7

Reach ⓘ

8,457
Accounts reached

56.1%
Followers •



43.9%
• Non-followers

Plays	11,909
Initial plays	9,208
Replays	2,701

Watch time 19 hr 20 min 41 sec

Average watch time 7 sec



IF AWT IS LOW...

Your hook is likely weak, and the material/topic itself may not be of interest to your audience.



PROCRASTINATION / PERFECTIONISM

Like everything else, just start posting! Don't look for perfection, look for improvement over time.

CREATING YOUR OWN SHORT-FORM CONTENT





ONLY WHEN YOU'RE READY

Continue when you're ready to dive deeper and create custom content.



05 - SEO NICHE KEYWORDS

Top-Down Content Design = the SAME topics that would make for good SEO-driven articles can also be used for social media!



SHORT-FORM SCRIPT GPT

**Custom GPT designed to help you
create highly engaging short-form
content scripts.**

[CLICK HERE](#)

GPT GUIDANCE: Type “How do I prompt you” into the interface to receive prompt guidance from the GPT.

HOW TO CREATE CUSTOM SHORT- FORM SCRIPTS

STEP 10

STEP ZERO

GRAB AN SEO'D TOPIC/ARTICLE

Grab any interesting SEO'd article/topic that you prepped from Step 6/8. Let's turn it into a short-form video with viral potential.

YOUR NICHE SEO KEYWORDS (STEP 6 & 8)

Niche keywords are phrases that are less searched and less competitive. However, don't mistake that for being less valuable. Not only are these keywords easier to rank for, they're also highly specific and dialed in to your target client. These pages might get less views, but the views will be more valuable!

When thinking of Niche Keywords, think back to your Content Roadmap. Niche Keywords should be based on your Avatar's wants/needs, problems/challenges, FAQs, and searches for inspiration. Here are a few examples:

LOCATION: "Downtown Pasadena Engagement Photos"

TOPIC: "How to Prepare for Your Newborn Photos"

PROBLEM: "Affordable Maternity Photos in Las Vegas"

With each keyword phrase, do a quick keyword analysis to make sure you've selected the ideal keyword phrase (vs synonym phrases).

If you need help with ideation, use the AI-prompt below in your favorite AI-based tool to help you with ideation.

"I am a [NICHE] photographer looking to serve the [LOCATION] area. Those that hire me are [INCLUDE BRIEF DESCRIPTION IF DESIRED]."

I'd like to create a series of SEO-driven pieces of content for my website and blog that provide valuable resources and tools to help guide my client's journey. These resources would help answer commonly asked questions as well as address various pain points that they might experience in their client journey.

I would love for you to research my client's avatar and then give me 10-20 topics that would make for valuable SEO-driven resources."

EXAMPLE FOLLOW UP QUESTION

"With this client avatar in mind, what are typical questions or topics they might search for on Google to help them in their client journey?"

STEP ONE

THE SHORT-FORM VIRAL SCRIPTER

Start with a topic from your Niche SEO Keywords or anything your audience would find interest/valuable:

1

Input your topic

2

Add a few key points

3

Enter a desired length (optional)

4

Include an ending CTA (optional)

STEP TWO

TEST AGAINST THE VIRAL PLAYBOOK:

Does your content HOOK your audience in 2-3 seconds with a reason to continue?

VISUAL **TEXT** **SOUND** **SPOKEN** **VIRAL**

Does your content meet at least one or more of the Three E's?

(E)DUCATE

Empower with knowledge, information, or inspiration

(E)NTERTAIN

Fast-paced, visually dynamic, interesting, dramatic, humorous

(E)NGAGE

Relevant, moves someone to like/share or engage.

Does your content follow the 5x S's of good content design in that it is:

SHORT: Only as long as it needs to be

SIMPLE: Easy for your audience to understand

SUPERHERO: Help your audience on their journey

SHAREABLE: Something someone might actually share

SUPPORT: Contain an idea or CTA of what's next

STEP THREE

FILM IT!

No need to go crazy, your phone will work just fine. In fact, the phone is ideal to create authentic/relatable content.



Teleprompter (allows you to read from a script while filming on your phone)



Capcut (if you'd like more advanced mobile editing w/ captions)

AUDIO NOTE: If you'd like to narrate, put a t-shirt over your phone mic and speak 2" above it.

STEP FOUR

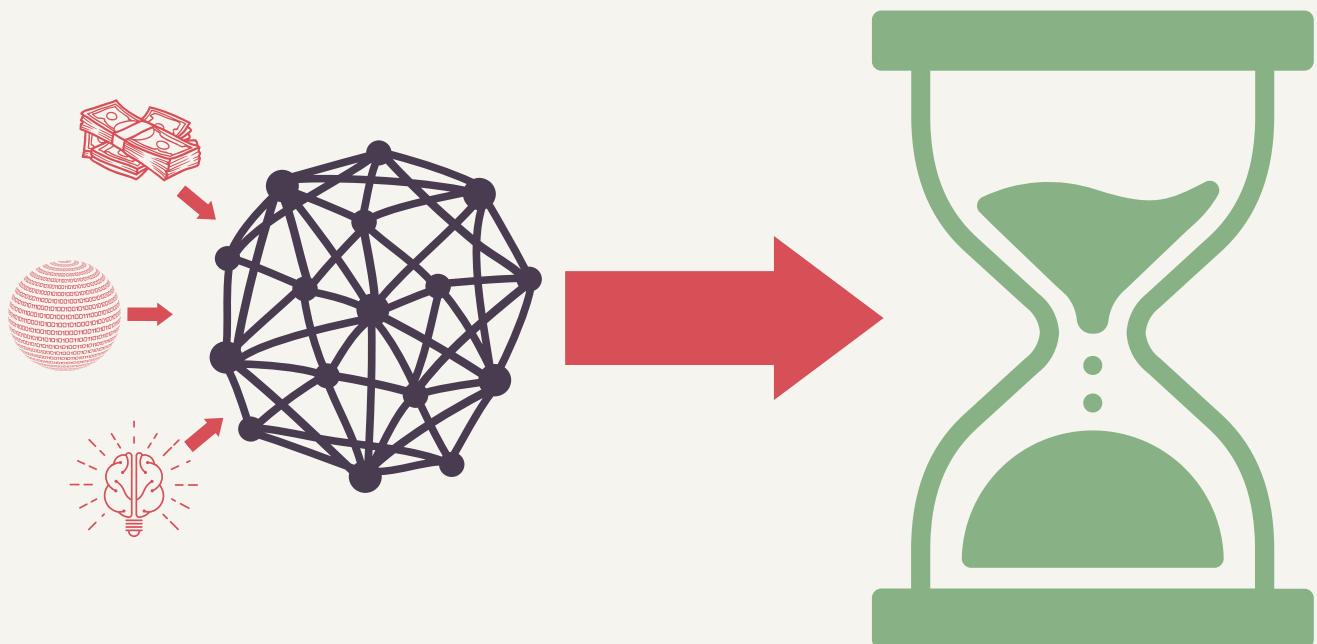
POST & ENGAGE!

**After publishing, check back now and then
and engage with your audience.**

HOW TO PERFECT YOUR HOOKS!



EVERY ALGORITHM WANTS AWT





MADE SIMPLE...

It's all about the average % of your video that your audience watches



30% AWT = GOOD

"I'll serve it to some"



70% AWT = GREAT

"I'll serve it to more"



100%+ AWT = FANTASTIC!

"I'll serve it to much more"



ALWAYS HOOK!

Within 2-3 seconds, give them a reason to stay then deliver! Here are the five main types:

Visual hook

Text hook

Sound hook

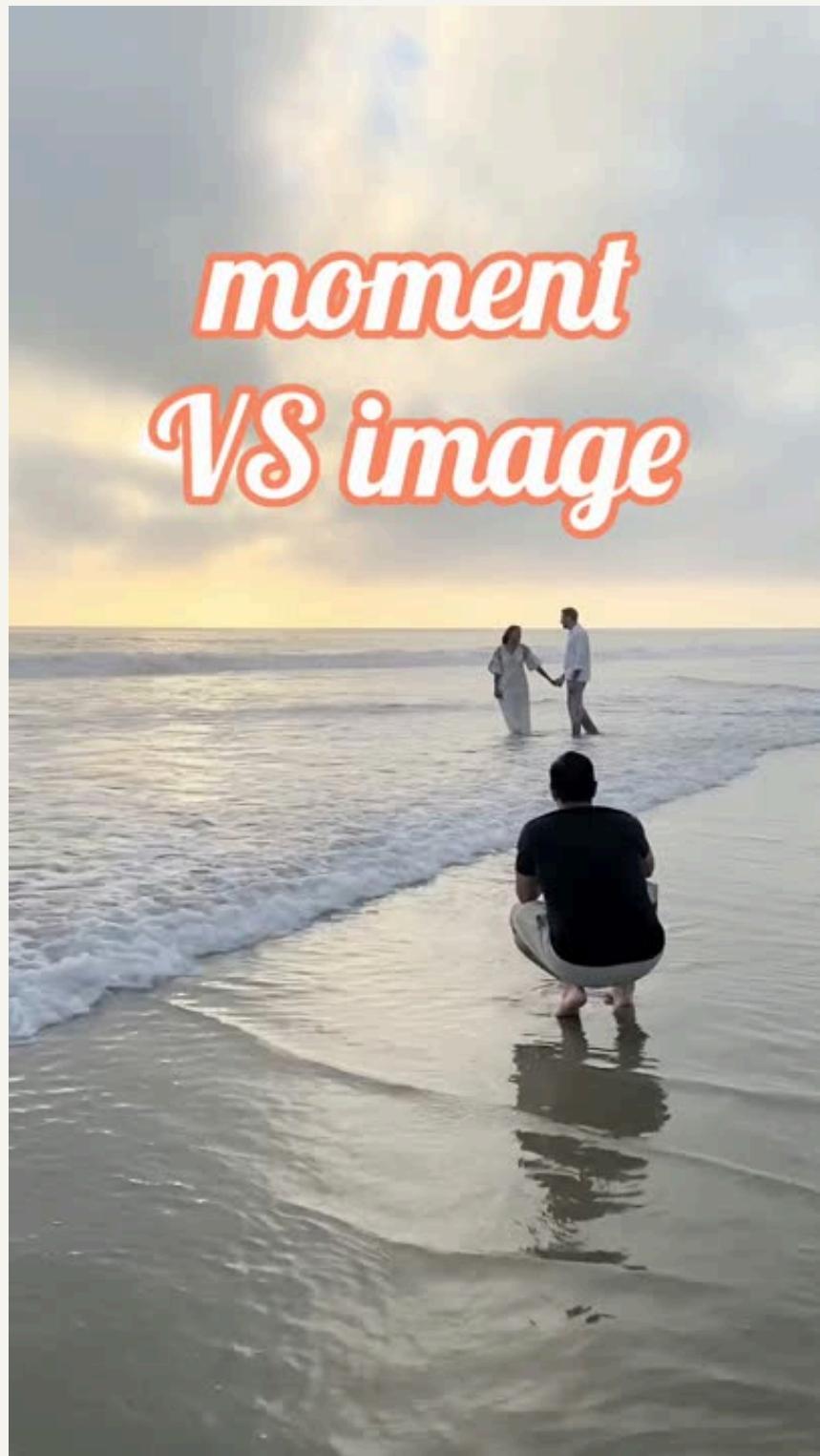
Spoken Hook

Viral Hook

EXAMPLE:

VISUAL + TEXT + SOUND + VIRAL

[SAMPLE CLICK HERE](#)



moment
VS image

EXAMPLE: VISUAL + TEXT + SOUND + VIRAL

SAMPLE CLICK HERE



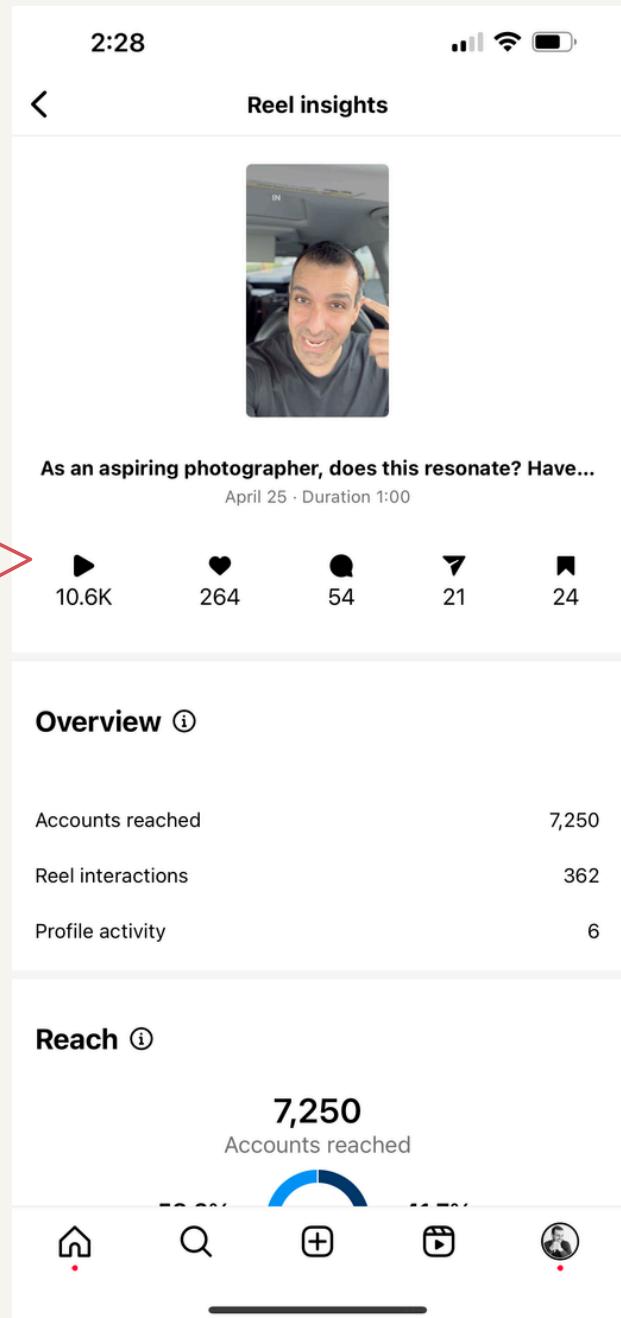
EXAMPLE: VISUAL + TEXT + SPOKEN

[SAMPLE CLICK HERE](#)



DON'T OVERTHINK THIS PROCESS!

Got a tip or story? Get in your car, film and edit from your phone, and post it!





IT CAN BE SIMPLE!

A hook can be as simple as a title that says, “wait for it...” It’s ANYTHING that gives context for what they’re about to see, and why they should stay.



JUST LIKE A TITLE START W/ THE HOOK!

From there, you just make sure the rest of the video delivers on that hook (so it's not just clickbait).



STORYTELLING...

**Right now, I'm giving you a formula,
but in reality, all I'm teaching you to
do is tell an easy-to-understand story.**

STORYTELLING HOOKS

“For just a moment, I want you to imagine...”

“I have a story I’ve been dying to tell someone about, so I’m telling you!”

“Let me tell you a story, a true story mind you...”

“Have you ever wondered what it would be like if...”

“Close your eyes and picture this with me...”

“I’ve been holding onto a fascinating story that’s too good not to share...”

4-STEP SPOKEN HOOK FORMULA



STEP ZERO

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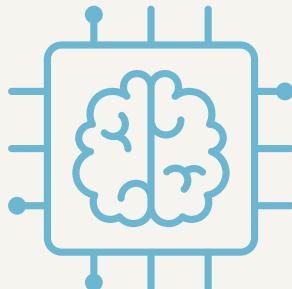
"I am a [NICHE] photographer looking to serve the [LOCATION] area. Those that hire me are [INCLUDE BRIEF DESCRIPTION IF DESIRED]."

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I would love for you to research my client's avatar and then give me 10-20 topics that would make for valuable SEO-driven resources."

EXAMPLE FOLLOW UP QUESTION

"With this client avatar in mind, what are typical questions or topics they might search for on Google to help them in their client journey?"



AI-PROMPT

If you like, use your Brand Strategist to help you ideate topics.

Knowing what you know about my business and brand, give me 10 SEO driven topics that you think my clients would be interested in. Ideally, these are topics that are not only clickable, but also ones that could be broken up into nice pieces of short-form content for social media. It could be content that provides valuable tips on my clients journey, or simply provides them with great ideas and inspiration: I.E. "My 10 favorite..." They of course don't all have to be "list-style articles" this is just to give you an idea of what I'm looking for. Please take what you know about my brand and research what you think would be best.

Make it yours. Then continue to learn how to create an opening hook.

THE 4-STEP SPOKEN HOOK FORMULA

1

SELECT A HOOK FORMAT

Thinking of your Primary Persona and the Content Bucket you created for them, choose a topic and then select a fitting Hook Format as shown below. This list is not exhaustive, it's just a starting point to get you comfortable with the process. Take and make them your own!

IF (AND) THEN

"If someone says (blank) to you... then try..."
"If you struggle with (blank) ... this might help..."
"If you can't (blank) ... then try this..."

HERE'S (HOW/WHY/WAYS) YOU...

"Here's how you can (blank) by doing..."
"Here's three ways you can (blank)... start with..."
"Here's why you might be feeling (blank)..."

WHAT IF I SAID... (STATEMENT)

"What if I said (blank) was a lie..."
"What if I told you (blank) wasn't the key to..."
"What if I said you were (blank)..."

THE NUMBER ONE THING...

"The number one thing I've learned..."
"The number one thing you can do to (blank)..."
"Number one thing that's changed my (blank)..."

THE BIGGEST (MYTH/MISTAKE)...

"The biggest mistake you'll make in (blank)..."
"The biggest myth in (blank) is..."
"The biggest mistake I've made in (blank) is..."

SIMPLE REASONS THAT...

"Here are some simple reasons you might be..."
"Three simple reasons why you feel (blank)..."
"Simple reasons you're struggling with (blank)..."

STOP (THIS)... TRY (THIS)

"Stop doing it like (blank)... instead try..."
"Stop making (blank) mistake... try this instead..."
"Stop thinking (blank) is on you... try..."

MY FAVORITE/TOP (#)...

"My three favorite places to visit in (blank)..."
"Here are my top food spots in (blank)..."
"My favorite creative tips for (blank)..."

SECRETS/HACKS

"I'm going to share with you my secret to..."
"Here's a simple hack so you can (blank)..."
"Three (blank) secrets that nobody told you..."

WANT MORE (BLANK)?...

"Want more (blank)?... try this..."
"Want to generate more (blank)?... try this..."
"Want to feel more (blank)?... give this a shot..."

YOU MIGHT (THINK/FEEL)...BUT...

"You might think that (blank) is the key... but..."
"You might think (blank) is why... but..."
"You might feel that (blank) is right... but..."

EASY (IDEAS/INSPIRATION)

"Easy (blank) inspiration for your (blank)..."
"Here are three easy ideas to (blank)..."
"Here's some easy inspiration for (blank)..."

THE 4-STEP SPOKEN HOOK FORMULA

Once you have selected your topic and a Hook Format, create the hook by factoring in all of the guidance below. Step Two and Three should be incorporated on all Hooks, Step Four where possible.

2

SPEAK TO "YOU"R AUDIENCE

Your audience is the hero, always! You must speak to them within your hook, specifically by using the word "you" at least once or twice within your HOOK.

3

USE POWER WORDS

Use Power Words within your HOOK to elicit an emotional response from your audience. Power Words can elicit fear, inspiration, safety, desire, power, humor, controversy, etc. Here are some examples:

Awe-inspiring	Genius	Painless
Awful	Hack	Proven
Crazy	Hilarious	Right now
Controversial	Huge	Secret
Convenient	Insane	Simple
Dangerous	Incredible	Shocking
Easy	Instantly	Strange
Exclusive	Jaw-dropping	Success
Fantastic	Little-known	Surprising
Fast	Massive	Unconventional
Foolproof	Money	Unexpected
Guaranteed	Myth	World-class

4

NUMBERED POINTS/LISTS

When possible, number the tips or points that you're going to provide within the content. "Five tips for..." or "Three ways to..."

SAMPLE SPOKEN HOOKS

Following the Hook Format and guidance in Steps Two through Four, here are some ideas of what a Hook might look like on various topics.

"If you feel low mood, here are three things that will help..."

"Stop taking pictures like this (example), try this instead..."

"Here's are my five secrets to making \$100K a month..."

"You might think communication is key, but studies show..."

"Here's a secret to happiness that I'll bet nobody told you..."

"You might feel that passion is the key to success, but..."

"Here are my top five ways to lose weight fast!"

"Instead of this (example)... try filming like this..."

"The number one reason marriages fail will blow your mind..."

"Here's how to create wealth in five simple steps..."

"The biggest lie you were told as a child is that..."

"Here are my three favorite food joints in Los Angeles..."

"Three awesome home-improvement hacks that you need to know!"

"Here's how to hack your mind into being more productive..."

"Want to generate a massive amount of leads? Try this..."

"Five simple reasons you're struggling to feel more happy..."

"Easy home-office design inspiration that won't break the bank..."

"The number one key to business success, know what it is?..."

"If you want more affordable insurance, here are three steps..."



PAUSE HERE

Do NOT continue until you've completed this assignment:



CREATE AND PUBLISH YOUR FIRST “TALKING HEAD” VIDEO

Feel free to post, ask questions, or request feedback in the Mentorship Group

(E)MAIL NURTURE SEQUENCE



L.E.V.E.R.A.G.E. FRAMEWORK

(L)EAD WITH STRATEGIC CONTENT

Start with an SEO-ready, high-impact resource that's valuable to your audience and potential clients.

(E)XPAND INTO LONG-FORM CONTENT

When fitting, turn the resource into a personalized long-form video that you can share throughout your experience.

(V)IRALIZE VIA SHORT-FORM CONTENT

Take the one resource and turn it into multiple pieces of short-form content designed for social media.



(E)MAIL OR NURTURE SEQUENCE

When fitting, take the resource and build it into your email newsletter or nurture sequence to enhance experience.

(R)EPURPOSE AND RESHARE

House all of your content into a content library where you can easily access, share, and reshare the content over time.

(A)MPLIFY EFFORTS VIA PARTNERSHIPS

Wherever you've featured vendors/venues in your content, reach out to relationship build and seek collaborations.

(G)ROW YOUR COMMUNITY

Ensure each piece of content uses CTAs to drives your audience to your own community (email/lead listing)

(E)XPERIMENT & EXPAND YOUR BUCKETS

Track what works, categorize it, and look to create more of your best-performing content.



WHAT IS A NURTURE SEQUENCE?

**Sequence of emails that's sent to
newly acquired leads to help them
in their client journey.**



STANDING OUT

**Building a decent client experience is
enough to help you stand out from
90% of professionals!**



WHEN SHOULD I START?

Yesterday! If you've got a lead capture page on your website, you should have a nurture sequence.



HOW?

Create a sequence of emails that provides value. Use your existing resource articles (Step 6/8), and where you don't have them, make them!

(Most photography CRMs can support nurture sequences)

SAMPLE NURTURE SEQUENCES



SAMPLE NURTURE SEQUENCE: WEDDINGS

- You're Engaged! 🎉 Here's What's Next!**

Welcome and congratulate them. Introduce yourself and set expectations for what comes next.
- How Do You Choose the Right 📸 Wedding Photographer?**

Share 5 things they should consider when choosing a photographer (experience, style, values, etc).
- 3 of My Favorite Love Stories**

Help introduce your work by featuring [3-5] of your favorite client galleries and share a short little bit about each one.
- Worried About Looking Awkward in Photos? Read This.**

Provide tips and reassurance by sharing what you do and how you help clients with this commonly felt issue.
- My Top [X] Tips for Unforgettable Wedding Photos**

Help them with their wedding planning process with your top tips on how they can get the perfect wedding photos.

SAMPLE NURTURE SEQUENCE: BOUDOIR

- You're in! Here's What's Next... ❤️**

Welcome, and ease any initial nerves by introducing yourself and telling a little bit about your story.
- Think You Have to Lose 10lbs First? Let's Talk.**

Start overcoming common objections and hesitations while also building their confidence and self-love.
- What to Wear (and What NOT to) for Your Boudoir Shoot**

Help them begin visualizing their shoot while also starting to plan with outfit and accessory ideas.
- Her Story: How [Client's Name] Found Confidence in Boudoir**

Inspire through storytelling to make the experience feel real. Share a transformation story (with permission)
- A Little Reminder: You Are Worth It. ❤️**

Keep nurturing through confidence-boosting tips and empowering self-care rituals.

(R)EPURPOSE & RESHARE + WORKFLOW



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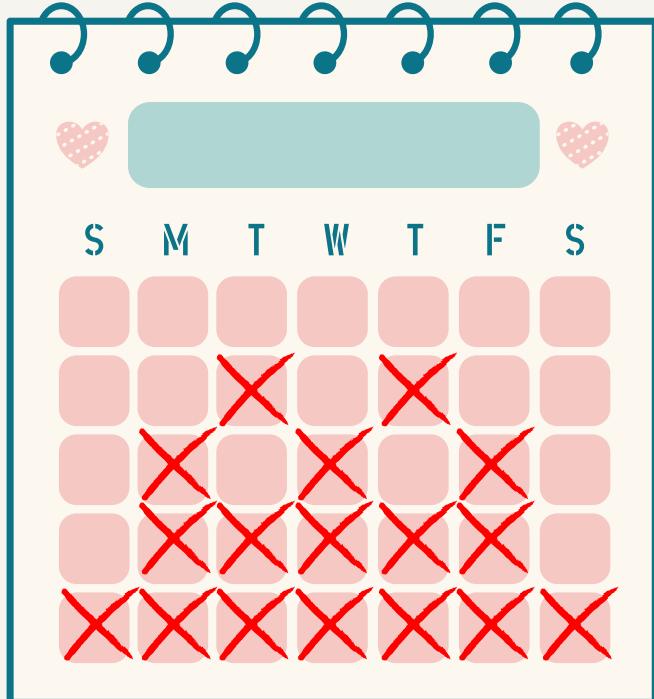
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Ensure each piece of content uses CTAs to drives your audience to your own community (email/lead listing)

(E)XPERIMENT & EXPAND YOUR BUCKETS

Track what works, categorize it, and look to create more of your best-performing content.



IDEAL CALENDAR

- **2x/week** = 😊 good
- **3x/week** = 🎉 great
- **5x/week** = 😍 ideal
- **7x/week** = 🙌 optional

REMEMBER! →



“Do what you can, with what you have, and where you are.”

THEODORE ROOSEVELT

In other words, do what you can, when you can, do more! Name of the game = consistency.



LIFESPAN

Don't constantly create new material. Extend the lifespan of your most engaging content by repurposing and resharing

My Drive > 03_CONTENT ARCHIVE

Name	Owner
00_PERSONAL	me
01_PORTFOLIO	me
02_VISUAL FLOW	me
03_PHOTO SHORTS	me
04_OTHER SHORTS	me
05_PHOTO LONG-FORM	me
06_FULL WORKSHOPS	me
07_LIVE WEEKLY SESSIONS	me



... > 09_10K2K > 01_LIVE LECTURES

Name
01_Here's What Clients Value
02_Do You Love Your Clients?
03_Don't Work For Free!
04_When and What Should I Charge?
05_What Should I Charge
06_Do You Know Your Worth?
07_Should You Take Smaller Gigs?
08_Do More Services Make More Money?
09_Are You Marketing Blindfolded?
10_PhOTOGRAPHY IS A LUXURY SERVICE
11_Does Your Website Grab Attention
12_Stop Feature Selling
13_Why Am I Losing Sales?
14_How to Learn Photography Quickly
15_How to Stop Getting Frustrated While Learning
16_Don't Multitask Learning
17_What is Multi-Sensory Learning
18_Practice Does NOT Make Perfect
19_Check Your Ego

GOOGLE DRIVE

I house all of my BTS, images + finished content on Google Drive so I can access it easily from my phone or any computer.

WORKFLOW + REPURPOSE RESHARE GUIDE



WORKFLOW GUIDE

The day of (or day after your shoot)
upload the following to Google Drive:



Create the Google Drive folder

I start with the date, and then briefly describe the shoot.

- *I.E. 2025.08.28 - Johnson Family Portraits*

Create the following folder structure

- *01_RAW BTS*
- *02_IMAGES + BTS*
- *03_SHORTS*

01_RAW BTS (optional)

If you would like, upload your entire set of BTS videos to this folder for archival (assuming you have adequate space)

02_IMAGES + BTS

Place your cut BTS and final images into this folder. I like to name each so they line up with each other. For example:

- *behind-the-scenes-01*
- *final-image-01*

03_FINAL SHORTS

Whenever you finish editing a short (whether from phone or desktop) drop it into this folder with a brief description.

- *bts-to-final-image-laughing-family*
- *3-2-1-countdown-epic-photograph*

REPURPOSE & RESHARE GUIDE

Watch your analytics. Take your best and most engaging content and repurpose by:



Refreshing and reposting the short-form video

Take a popular video, improve it a bit, and then go ahead and republish it (you can do this every 30 days).



Creating a carousel infographic

Turn any high performing piece of content into a carousel (multi-image) infographic and share on social media



Designing a Lead Magnet to use as a CTA

Turn popular topics into a valuable Lead Magnet, then use as a CTA at the end of a video to get someone's email/phone



Including the content in your onboarding sequence

If the content would be useful in your dream client's journey, add the content to your onboarding email sequence



Adding the content to your newsletter

If the content is just generally helpful or inspiring, consider placing it into your email newsletter.

Short-form: re-share high-performing posts every 3 months or so (as they are)

(G)ROW YOUR COMMUNITY



L.E.V.E.R.A.G.E. FRAMEWORK

(L)EAD WITH STRATEGIC CONTENT

Start with an SEO-ready, high-impact resource that's valuable to your audience and potential clients.

(E)XPAND INTO LONG-FORM CONTENT

When fitting, turn the resource into a personalized long-form video that you can share throughout your experience.

(V)IRALIZE VIA SHORT-FORM CONTENT

Take the one resource and turn it into multiple pieces of short-form content designed for social media.

(E)MAIL OR NURTURE SEQUENCE

When fitting, take the resource and build it into your email newsletter or nurture sequence to enhance experience.

(R)EPURPOSE AND RESHARE

House all of your content into a content library where you can easily access, share, and reshare the content over time.

(A)MPLIFY EFFORTS VIA PARTNERSHIPS

Wherever you've featured vendors/venues in your content, reach out to relationship build and seek collaborations.



(G)ROW YOUR COMMUNITY

Ensure each piece of content uses CTAs to drives your audience to your own community (email/lead listing)

(E)XPERIMENT & EXPAND YOUR BUCKETS

Track what works, categorize it, and look to create more of your best-performing content.



BUT AM I (-----) TOO MUCH.,.

Most of you do far too little when it comes to marketing (posts, emails, phone calls, follow-ups, etc). I want you to error on the other side.



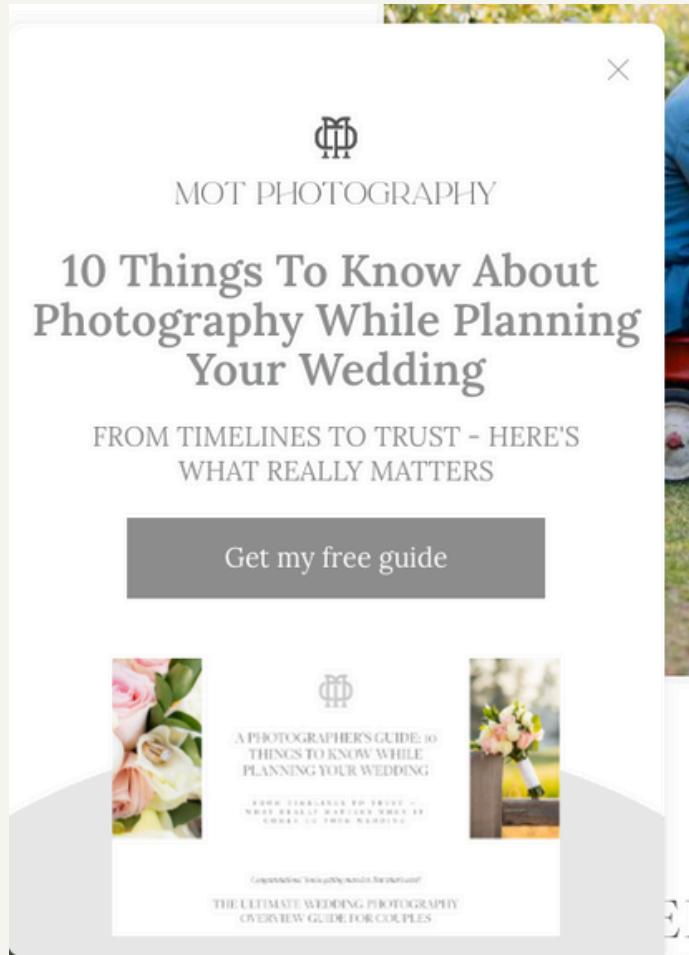
WE HAVE TWO HUGE PROBLEMS

- 1** The average person needs up to eight “touches” before buying
- 2** We don’t provide our audience with a clear CTA, what’s next!?



EVERY PIECE OF CONTENT!

**Every piece of content you share
should give your audience a clear CTA
as to their next most appropriate step!**



MY FAVORITE CTA > LEAD MAGNET

Something that's simple for you to create, and valuable to your potential client within their client journey.

EXAMPLE: <https://www.motphotography.com/>



STOP “RENTING”

**Use your Lead Magnet to stop “renting”
your audience and instead convert
them into your owned audience by
having their email/phone number.**

CTA > LEADS CONVERSION PLAYBOOK

STEP 10

CTA > LEAD PLAYBOOK

**Ordered from most to least valuable.
Use only one CTA per point of contact!**

WEBSITE

1. Home > Header > Contact form > Phone call
2. Get to know you > About > Contact form > Phone call
3. Wants pricing > Pricing > Contact form > Phone call
4. Resource > About > Contact form > Phone call
5. Lead Magnet > Email/phone > Phone call

SOCIAL MEDIA

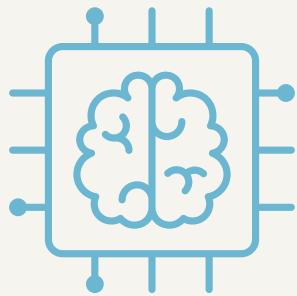
1. Bio > Book me here  > Contact form > Phone call
2. Comment “keyword” > DM Lead Magnet > Phone call
3. Engaged Followers > DM w/ Question > Phone call
4. Post/Reel > Engage w/ question > Reply > DM > Phone call

EMAIL SEQUENCE (ONBOARDING)

1. Book a free consult > Contact form > Phone call
2. Link to resource page > Contact form > Phone call
3. Featured galleries > Contact form > Phone call
4. Need advice? > Contact form > Phone call

EMAIL NURTURE

1. P.S. Book a free consult > Contact form > Phone call



AI-PROMPT

Use this prompt with your Brand Strategist to come up with ideas for a valuable Lead Magnet.

With what you know about my brand, help me come up with 5 or so awesome ideas for a potential downloadable Lead Magnet that my clients would love. Something they would find valuable enough in their client journey to actually click, and leave me with their name and phone number in exchange for the guide. Please give these to me in order of what you think will be the most powerful and successful (to the least).

Make it yours. Place into a guide template. Make available with CTAs on your website, social media, etc.

(E)XPERIMENT & EXPAND YOUR BUCKETS



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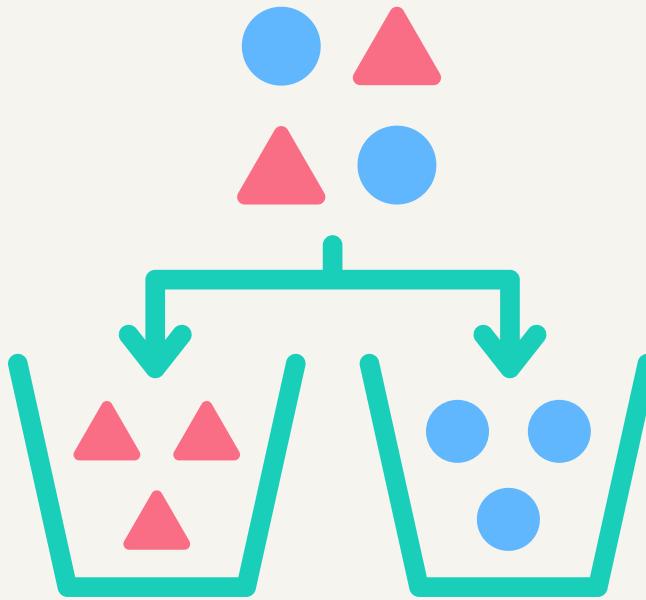
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CONTENT BUCKET?

Think of your content falling into different “buckets” or segments:

- Talking head tips
- BTS video to final image
- Before/after transitions
- Carousel infographics
- Funny stitched videos



NOW WATCH, AND PLAY!

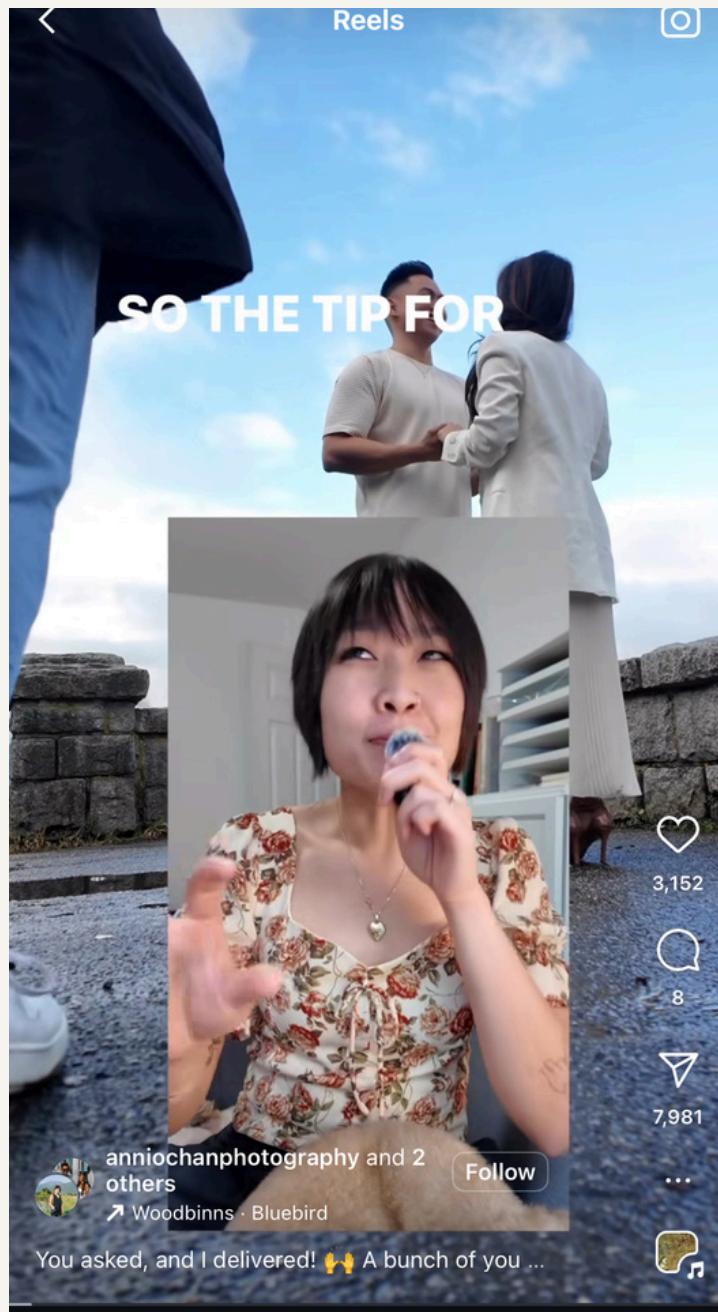
Experiment with new content buckets and watch your analytics. If an area does well (and you enjoy doing it) do more! If not, cut it!

CONTENT BUCKET SAMPLES



TALKING HEAD INFO & ADVICE

[SAMPLE CLICK HERE](#)



TALKING HEAD INFO & ADVICE #2

[**SAMPLE CLICK HERE**](#)



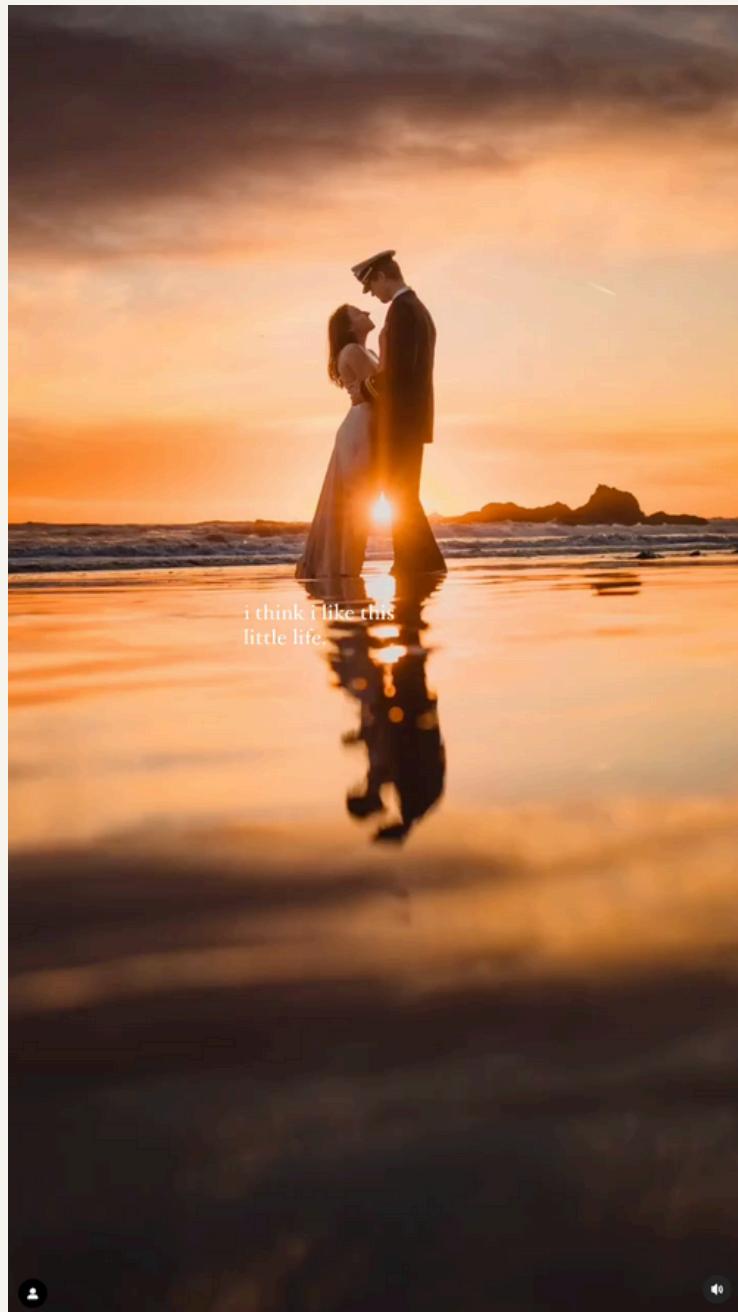
BEHIND-THE-SCENES TO FINAL IMAGE

[SAMPLE CLICK HERE](#)



TIMED SLIDESHOW

[SAMPLE CLICK HERE](#)



EDITING BEFORE / AFTERS

[SAMPLE CLICK HERE](#)



VIRAL STITCHES & TRANSITIONS

[SAMPLE CLICK HERE](#)



OBJECTION / BELIEF SHIFTING

[SAMPLE CLICK HERE](#)



TIPS IN CAPTION BELOW



[SAMPLE CLICK HERE](#)





GO

**YOU'LL GROW
WHEN YOU GO!**

Experiment and be yourself! Gone are the days of the “perfect feed.” Get out of your own way, and have fun!

OPTIONAL: (E)XPAND INTO LONG-FORM CONTENT



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WHY LONG-FORM?

A good resource article can usually be DIRECTLY converted into a long-form video which can:

- Strengthen the SEO/traffic
- Build deeper trust/authority
- Connect and show personality
- Improve your web experience
- Increase conversion rates

LOVE
THIS ↗

NOW BOOKING 2025 DATES!

Tell Us What You're Dreaming Up!

UTAH WEDDING
PHOTOGRAPHERS

ABOUT US

PORTFOLIO

FOR BRIDES & GROOMS

PRICING

BLOG

WEDDING VENUES

CONTACT

SEE OUR WORK!

WHAT MAKES THE JD COUPLE EXPERIENCE UNIQUE?



GREEN IN

awards and features

BY MOUNTAIN
RIDE



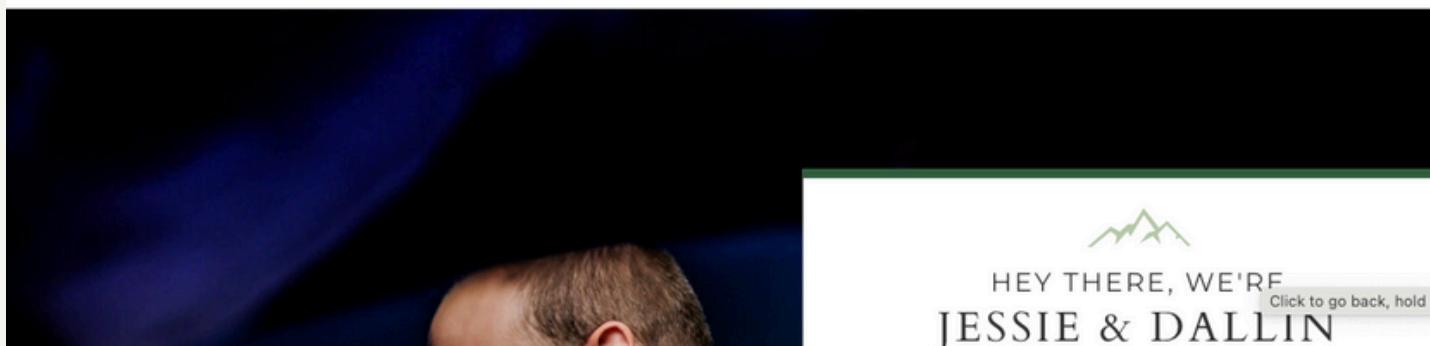
Nikon



WEDDING CHICKS



BRII



ABOUT LIN AND JIRSA PHOTOGRAPHY

STUDIO TOUR

Welcome to our studio! See our studio tour and introduction below!



04:39



Crisp. Clean. Different.

Since 2008, LJP has been documenting the best moments in life.

Experience our passion, professionalism, and creativity on your special wedding day.

REQUEST QUOTE

EXPLORE VENUES

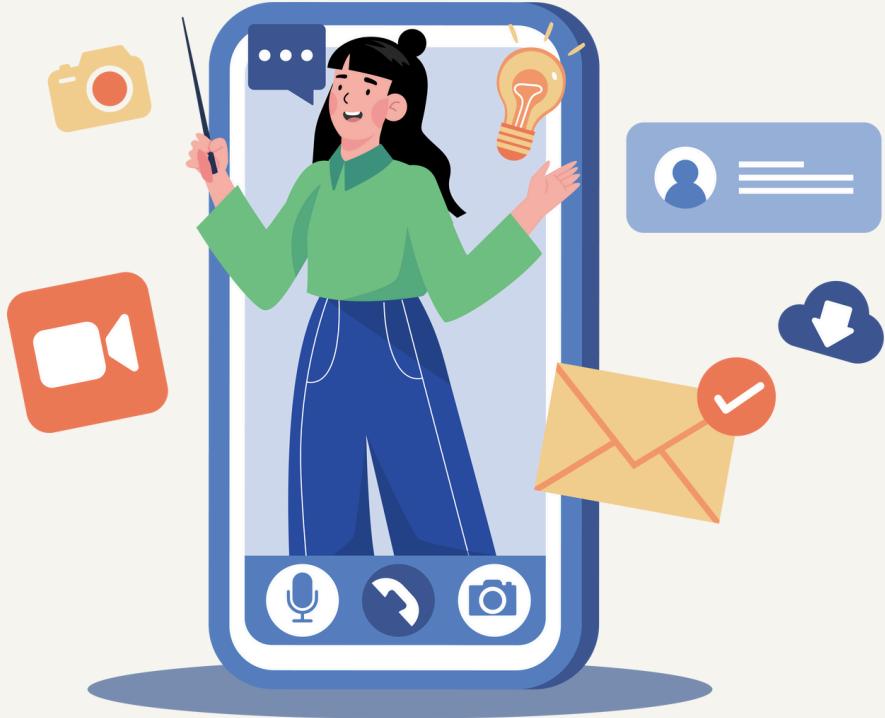
Los Angeles Venues
Orange County Venues
Riverside Venues

Creative. Clean. Different. We are a group of creatives in Orange County with a passion for storytelling. Founded in 2008, our studio has been recognized as the best wedding



PERFECTIONIST?

Again, here's where you're likely to procrastinate, over plan, and fall into your perfectionist mindset...



WHEN CREATING...

Aim for authenticity, not high-production value. If you're going to create long-form, you want it to:

- Be authentic! I.E. low production
- Show your personality/values
- Relate to your target audience

WANT PROOF?

Pye Jirsa • February 15 at 4:03 AM • [See more](#)

THIS SYSTEM IS AMAZING!

Tomasz Babiec I lied, we had an existing offer on the first course. I immediately changed the offer approach/VSL. We'll get it in A/B testing right away to validate the offer approach.

Side note, this is a short landing/thank you page coming off a free lead magnet. The final course page will look dramatically better w/ a complete course layout. We're just using this to test this offer approach versus our current one.

<https://slrlounge.mykajabi.com/conne...> See more

SLRLOUNGE.MYKAJABI.COM
Connect, Collaborate, Convert - Thank You
Welcome to Connect, Collaborate, Convert

2 Like 6 comments

Like Comment Send

Most relevant

Jordan Eaton Hi Pye Jirsa , what do you use for the ai video on this page?
3d Like Reply

Pye Jirsa • Author Jordan Eaton haha, that's not AI video it's me. Can I ask what made it feel like AI?
2d Like Reply Edited

Jordan Eaton Pye Jirsa oh really? Sorry lol! I've got an ai bot that uses my face and voice and this looked like a polished version of it. AI uses a format of Repeating similar movement patterns with just enough variety so it looks human, out of sync audio to video sometimes happens with ai, blurred background is often used in ai, plus a static position for the presenter - so these just made me think it was ai

Jordan Eaton

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2d Like Reply Edited

Jordan Eaton

It's a good video btw, just thought it was AI or AI enhanced at least

2d Like Reply

Pye Jirsa • Author

Jordan Eaton interesting, haha. I keep pushing my audience toward less production value for this exact reason.

2d Like Reply



WANT SALES TO COME EASY?

When you build your personality and values into your website/online experience, a large part of your sales process will be done for you.



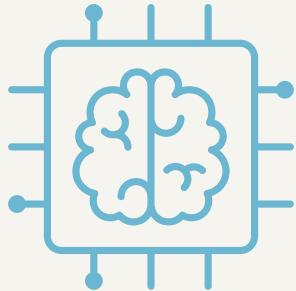
Morayo Sayles ★ Rising contributor

Booked an engagement session with a 5 minute call. It's actually the first time I've been able to call within 5 minutes. It was pretty awesome to do that.

1h Like Reply

LONG-FORM SCRIPT CREATOR





AI-PROMPT

Use this prompt to convert your last resource article into a long-form script:

I want your help turning our last resource article [INSERT TITLE] into a compelling long-form video script. My goal is to educate, engage, and convert viewers. I want the presentation to be warm and conversational in tone, while still establishing myself as an authority in my field. Please keep the content well structured with a strong opening hook (0-15 seconds), well structured main content (4-6 minutes), and a strong ending CTA (our contact form). Can you now present me with a complete script.

Before you film, make it yours! Adjust the content to fit your personality/values!

LONG-FORM USE CASES

Once completed, here are just a few ways you can use your long-form content.

HOME PAGE FEATURE

Introduce yourself with a personal video that speaks about who you are and what you do for your clients.

SEO-DRIVEN ARTICLE/RESOURCE

You can insert your long-form video into its related article/resource to instantly give it an SEO boost.

NEWSLETTER

If you think your new video is interesting/helpful, send it out to your email list within your next newsletter.

SOCIAL MEDIA

If you've got a great new video that you think will help clients or potential clients, share it across your social media!

ONBOARDING EXPERIENCE

If your video offers tips to your clients on their client journey, include it within your onboarding experience.