



Content Cheat Sheet

This resource can be printed out and/or saved to your device for reference. This way, when you are creating your valuable content you'll have something to refer back to.

Content Types

#1 Blog Posts

Here is where you get to communicate with your readers and really showcase your know-how & expertise. Remember that you always want to send your fans and followers back to your website. Use these posts to build your traffic and grow your email list. Fun fact: Blogging helps boost SEO quality by positioning your website as a relevant answer to your customers' questions.

#2 Inspiring Content

You know the feeling you get when you see an image quote or read an article that really hits home? Your fans and followers want to feel it too. So share inspirational content with your followers, if you think it will empower them. Tip: Stick to content relevant to your niche & style.

#3 Tips & Tricks

Create short tidbits of insights, advice, or tips that can be helpful to your audience. You can start off by answering some of the questions you get asked the most by your current clients. Did you know: that search engines like Google favor rich content that answer people's questions. We recommend creating a FAQ page on your site and putting them on your Google My Business profile as well.

#3 Ask Questions

Questions are great conversation starters. By asking questions that are easy & fast to answer you're breaking the ice with your followers and encouraging them to converse about topics that interest them. Example: It's Sunday! Do you count it as the end to your week-- or the starting of a new week?



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#5 Other People's Content

It's almost impossible to create all the content your audience is interested in all on your own (unless you're a publication or hire a content creator) so show fellow industry leaders some love & share their content with your audience whenever you think they'll find it helpful. This process is basically just content curation. You're going out there and curating some of the best content to showcase in your own social channels.

Example: Whenever you reshare, retweet, or share a link to another person's blog, website or graphics, you are practicing content curation.

#6 Contests & Giveaways

These can help build buzz about your products and get people talking about them. Get really creative and you'll be able to leverage contests and giveaways really efficiently.

Tip: encourage people to like, follow, and share so you get more reach and engagement.

PS: before launching your social media contest be sure to make sure it doesn't violate the platforms' Terms & Conditions or Rules & Regulations.

#7 Promotions

You'll want to sell your product(s) but there's an art to doing so. You should never be afraid to sell on social media but always make sure that you've given enough free value away first by following the thirds rule. Nobody likes someone who just talks about themselves all the time. 70% of your content should add value for your followers (such as sharing blog posts, coupons, etc.), 20% should be sharing other people's content (posts from other businesses or highlighting customers), and only 10% should be directly promoting your business (such as "come by our store we have a new shipment of handbags!").

#8 Everything Else

This includes photos of yourself or your team, behind-the-scenes action, a photo of your cute puppy or recent project... you get the point. Leave space for creativity and anything that just pops into your head and that way content stays fresh and relevant.

FOLLOW US ON SOCIAL MEDIA





One Last Thing Before You Go...

Are you serious about starting your own online business?

Have you ever wondered what it would be like to be your own boss?
Maybe you've already started?!

In any event, you might agree that building a business alone can be daunting.

But is it scarier than the uncertainties of working for someone else? Or being unemployed?! With layoffs and less job security than ever, now is the time to consider growing your own business.

Our company, EntreTEK, has been on a mission to help eliminate world poverty through entrepreneurship for more than 18 years and has served more than 15,000 entrepreneurs.

In fact, they recently launched a fast growing community called, The Entrepreneur Advantage for you to connect with other leaders, innovators, and like minded folks.

That community provides education, tools, resources, and world class support. In fact it has everything you need to be successful as a small business or entrepreneur including discounts to things like; social media marketing, search engine optimization, website development, consulting, and more!

So if you want to join millions of other's just like you who were able to get out of the rat race and build their own business, go to MeetWithET.com for a free consultation today.

ENTRETEK COUPON

EXPIRES 12/2020

FREE 7-Day Trial

For all aspiring entrepreneurs

In this 7 Day Trial subscription you have ACCESS to: a 30-60 minute Welcome & Orientation Call, Priority Support, BONUS All Access Course, BONUS All Access Pass to Weekly Classes & Content, BONUS All Access Pass to Small Group Masterminds, BONUS EntreTEK Directory Access (Listing optional), BONUS PRO Managed Web Hosting (Normally \$29.99/mo). PLUS THE MEGA BONUS UP TO A 50% Discount on Done-For-You Services! Hourly Support & Strategy Sessions for only \$97/hour (normally \$197/hr). Visit MeetWithET.com to speak with a representative today!

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