CONTENT CREATOR

100 days of social media post and live ideas to get your soul aligned clients connecting and buying

With Senga Cree

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Hi...

I'm Senga Cree a Business Strategist and 6 Figure Mentor providing 1:1 Coaching, Masterminds and Retreats to help entrepreneurs build and grow their businesses through key foundations and recurring revenue offers... think layering and blending programmes that are uniquely YOU. Plus the mindset shifts....because our business growth is always about our personal growth and ability to hold it all.

I truly believe that ***we create*** the life and business we love... and that the journey should be as golden as the destination. I work with woman that are ready to leave the old paradigm of doing and being the same as everyone else, doing everything by them self AND who are stepping into the emotional alignment and personal power of knowing, leading and showing them self first (The You-Turn)!

Part of this process is in growing an audience, who love your content and your offers.. and it starts by the letting your authentic self be SEEN. In getting comfortable with taking up more space in people's news feed, inboxes and life. And then deciding the energetic story you will share.... the Signature message and how you position your offer as providing THE compelling solution. BUT... I know my clients sometimes struggle to come up with continual new content ideas unique to them. So I have included 100 days of social media prompts, 3 content types examples and my Seen-ology creativity, to boost your connections and "perfectly aligned for you" audience and sales growth.

CONTENT

01

CONTENT TYPES

Three content types to create social media posts that support deeper connections and help you sell

02

SEENOLOGY

Seenology is my methodolgy for connecting and seeing yourself in all your glory first... and creating images of you and your life to show how you embody the life and the work you do. Documenting and sharing living and business in an unique way. Creativity as a lifestyle.

03

100 DAYS OF SOCIAL MEDIA IDEAS

No more I have no clue what to write about or speak about today scenarios!!! 3 months worth of social media posting or live streaming ideas...

CONTENT TYPES

CREATING TRUST SHIFTING POSTS

There is nothing like compelling content to connect with our audience and convert them to paying clients. But for me there is more to developing a thriving business than a list of topics to write or speak about. A heart led strategy to **SHIFT** your "like, know and trust" content is a key foundation to growing your impact and your income. No boring and fluffy- real insights, details and examples. There are so many content types... but here are 3 key areas I like to include in my posts.

TOP 3 CONTENT TYPES

No 1: Engagaement

Engagement posts encourage people to comment or share in response to our posts to start those deeper conversations... Commenting on posts can be quite a big deal for some people to begin with... so posts asking for short responses can work well to generate engagement (particularly for people new to your group or page). Examples of opinion posts/choice posts include asking people to pop in the comments:
(Which do you like best A, B or C
True or False
Yes/No answers
OR behind the scenes lifestyle posts that ask them to share theirs... .. (from what you are up to in the day, something that represents your values, the people you interact with, your desk, your office view, your pet....the list is endless.

No 2: Value

These posts teach the specific methods we use and showcase how we provide compelling solutions for your audience. How our offers shift them from A to B. This is our **unique results path!!** In detail!! What do they need to hear from you?

What stories can you share with people that offers a lesson or inspiration?

Do you have a specific system, success path steps or results you get people...how do you share this in your posts and lives. How do you showcase your expertise, authority and knowledge.

No 3: Selling

Strategically ALL of our content should link in someway to our offers and what we want to share and sell to the world (selling is service) but often I find clients need to specifically add more ASKING posts... asking for a sale: These can include:

Clear sales posts, that outline your offer exactly- who it is for and how they sign up/pay.

Social proof posts: testimonials, clients talking about the difference working with you has made, the outcomes they have achieved. It is one thing for you to live and achieve these results.. but how do you support that for others? Client interviews are super powerful here.

Embodiment Posts: where you show how you embody the work you do... if you are selling fitness, how are you fit. If you are selling business growth & freedom -what does this look like in your life?

CONTENT TYPES - NOTES

What ideas in terms of Engagement, Value and Selling has the content types generated?

SEENOLOGY

There is a difference between using stock pictures and stories and creating visions and story telling based on all that you are and all that you do. SEENOLOGY is having fun showcasing the real you and what you are here to do. Sharing the story of YOU through capturing the moments. Life and business in flow, in movement, in action. Embodying. Leading from the front. Showcasing how it is done so that others know the WAY.

Begin to notice more deeply the world around you in the moment- what can you capture, photograph, create, play with...angles, light, colour, filters. Fall in love with taking photos of you- SEEING yourself first. How can you document the story of your work- the offers, revenue, success you have already created AND the work you are currently creating and bringing to life.... people love to hear what you have done and the ins and outs, ups and downs AND what you are currently working on!

SEENOLOGY - NOTES

Day to day living your brand...
How could you SHOW more of YOU and truly let yourself be SEEN?
How might you blend the content types with SEENOLOGY.

100 SOCIAL MEDIA POST IDEAS

So you can see how the Engagement, Authority, Selling Content Type strategies combined with Seenology to capture the energy, feeling, living and intention of YOU create the MAGIC!! But there are still days where I have NO IDEA what to write about!!! So to spark the magic... here are 100 days worth of social media and live ideas and topics to create with your Seenology shine!!! Add a unique picture and some words or go live on the topic. Choose monthly content themes around what you are selling each month and then generate content that supports this.

01	The most recent achievement you are celebrating
02	What makes you/your business unique- Signature YOU
03	Share your favourite mantra and explain why it is important to you.
04	Yes or No- I know when to rest and reset ?
05	Yes or No- I'm comfortable speaking about money (or topic in your niche)?
06	Sharing the goals/ targets you set.. or a true/false on: Are targets helpful?..
07	Something you are grateful for
08	Create and share a freebie or post on how it helps people get results
09	Share your results path- the method you use to get people your outcome
10	Share you morning routine
11	Your best client ever and why
12	Describe your business using only emojis
13	A, B, C answer post- help me pick my next book cover, offer name, challenge title
14	Your wins in the last week, month, 90 days and ask your audience to share theirs
15	What is your favourite social media platform
16	Your story about starting your business
17	Your biggest lessons from your first 12 months in your field
18	Your biggest lessons from your highest earning month/best results
19	True or False: My confidence affects my business
20	What has growing your business meant for your family/lifestyle
21	Ask: How does Imposter syndrome got in your way (add your example)
22	Your advice to someone who is letting fear stop them following their dreams
23	Overcoming other people's worry or negative criticism
24	What your space looks like -office, garden, local area Seenology style
25	How you avoid procrastination
26	The three top goals you want to accomplish this year and why.
27	Describe your ideal client and why they should absolutely desire to work with you

28	Ask your audience: get to know each other post- share your FB Groups or Insta links
29	Yes or No- "to do" lists?
30	Your favourite 5 apps- ask others to share theirs
31	Why working with a coach is so powerful (lessons from your coach)
32	Yes or No- Email lists-do you have one (or add your own subject topic here)
33	Your favourite book at the moment and what it has taught you
34	Your favourite tech tools
35	How you develop your graphics and images
36	How your business shows women how to lead themselves first
37	Behind the scenes in your programmes
38	Client testimonials - case study interviews
39	Where to start outsourcing in your busines/something you would love to outsource
40	How do you measure success- metrics, peace of mind, money?
41	Biggest risks and how you ran with them
42	Biggest mistakes and what lessons you took from them
43	Your proudest moment
44	The courses you bought that you learned the most from
45	5 mistakes to avoid when you are getting started
46	If you were working with me and wanted help with one thing- what would it be?
47	Word or theme for the week/month/year
48	Share: Your favourite purchase- with the business money you make?
49	Ask: When it comes to your business what is the one thing that makes you stand out?
50	Share: How you build your community
51	How do you manage boundaries
52	How you deal with people wanting to just pick your brain for 5 minutes
53	How you stay motivated
54	What phrases or saying are you known for?

55	Share: ways your business has changed your life
56	Your favourite quote and why it inspires you
57	How you stand out from others in your field
58	How you do your planning- share a look at your tools and process
59	Ask post- what would you do next if you weren't afraid?
60	Ask post- or share yours: what was the best business investment you ever made?
61	Yes or No: If you invest in yourself, people invest in you?
62	Share post: what are your key money beliefs, thoughts and patterns.
63	Share post: share a fear you overcame to grow your business this year
64	Share post- how you deal with worrying about what other people think
65	Selling post: celebrate each buy/uptake on the offers you are currently sharing
66	Overview post: provide an overview of the programmes you offer.
67	Share a shot of your day Seenology style
68	Share your LIFE list- things you want to do in the next few years
69	Share the ways you relax and unwind from your business Seenology style
70	Ask: what is your favourite social media channel
71	Who is your business role model?
72	Break down your results method and describe in chunks over a series of posts
73	Describe your ideal clients starting points and where they get to working with you
74	Challenges as a business owner and what steps you take to conquer them
75	Ask: Are you A) A Planner B) Spontaneous
76	Your view on a current trend in your industry
77	Who is into wellness here: what are your best tips?
78	How you uniquely launch or share your new products or services
79	Collaborations and how they can work well- with an example
80	Ways you self sabotage and get in your own way- and what you do about that!
81	How you add some fun into your day Seenology style

82	Share your latest key teach
83	Share who you had to "become" to do what you do, rather than how you do it
84	Share something that comes really EASY to you that others find difficult
85	Share a post around CHOICES you had to make this week
86	Demonstrate when you know and feel you are in your Personal Power Seenology style
87	Keep your eyes peeled post- a seeding post peek into something you are creating
88	An appreciation post
89	Scheduling post- how you schedule your diary- creating, delivering, selling ..
90	Your weekend plans Seenology Style
91	Client testimonial- share a screen shot (with approval) of an outcome
92	Client testimonial- ask for feedback on your freebie and screenshot share the replies
93	Tag someone who has helped you or you have worked with this week
94	Run a masterclass that showcases your expertise and authority
95	Run a competition with a prize to increase engagement
96	Run a poll on the key things people would like to see on future lives
97	Run a Q& A session
98	Share how you create your content!!!!!
99	Share a pic of you and your favourite coffee/tea cup & spot Seenology style
100	AskShare your favourite holiday destination

COME JOIN MY WORLD

WOMEN RISING ICONIC

Happy Posting. I would love to hear how you get on. If you haven't already jump over and join my free Facebook Business Group Women Rising... a community of ICONIC women expanding and scaling their business.
With regular teaches in my key foundations... growing your audience, selling, systems and Signature YOU offers.

JOIN HERE