



# NURTURING

## LESSON THREE - BEST PRACTICES

# Content Qualities

## Ask Yourself:

- Is this content valuable?
- Is this content what they need to know?
- How will someone know if this is the right time to take this program?
- Is this going to help them move further along in their journey?



# Series & Theming



Mirror your series by pulling content from the paid program, to take students on the same arc as the paid content.

This is straightforward and **powerful!**

# Call To Action (CTA)

ONE CTA in every piece of content you put out.  
Note: This is **not** selling your program.

CTAs include:

- Liking
- Sharing
- Commenting/question
- Driving to the waitlist

Get clients oriented around micro-conversions.



# Must Haves



- Call-to-action
- Relevancy to paid offer
- Clear and concise in the first 30-60 seconds to grab people
- Meets your audience needs

# Content Promotion Points

---

## SOCIAL

(paid and organic)

- Lead magnets
- Waitlist
- Webinars
- Nurture videos

## WEBSITE

- Lead magnet offer
- Capture email to join community

## EMAIL CAMPAIGNS

- Driving to waitlist
- Announcing webinar/workshop

# Where Do These Assets Live

- **Pre-recorded videos**: Upload to Facebook and/or YouTube
- **Livestreaming** (on hosted platform - YouTube, Facebook, Instagram)
- **Lead magnets** -- your homepage (make sure there is a Facebook pixel in place)
- **Blogs** -- your website (make sure there is a Facebook pixel in place)
- **Webinar recordings** -- LeadPages (make sure there is a Facebook pixel in place)





# Common Traps



- Teaching what you think they need to know, versus what they are asking for.
- Not having a focus point to every piece of content. What do you want them to leave with, even if it's a 60 second video?
- What is the feeling, the vibration of your free content? Is there resonance and rhythm?



# Next....

---

We will explore how to use social media to attract your ideal audience to your programs and offers.

WITH GRATITUDE

