



PROVEN PROMPTS FOR

Copy that Converts



Proven Prompts for Copy that Converts

Dear Leader,

The purpose of this guide is to help create content that increases your visibility to your ideal clients who don't know you yet, and to draw out those already in your audience that are watching.

Remember, marketing is simply connecting with people and sharing value in a way that serves them. When using your online platform to market, the words you share have power and meaning.

People want to do business with people they connect with and trust. Instead of pressuring yourself to share perfect, curated content, focus on sharing content that is genuine and authentic.

As your ideal audience engages with your content, they are asking themselves 2 Questions:

Can she help me?

Can I trust her?

Think about crafting copy and creating an online space where the answer to both of these questions is a resounding "Yes!".

Let's get started!

Rachael



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Before you start, a few proven tips and techniques to set the stage:

- Don't get distracted or discouraged by vanity metrics a.k.a likes & comments. It's isn't about that. It is about showing up and sharing your value with the world in a consistent, meaningful way.
- If you are going to view metrics, focus on metrics that matter. Look at your business insights for profile views and clicks.
- Remember that there is a human behind every like and comment. Think about your ideal audience as you write. It's helpful to complete the Best Customer/Teammate Exercise and have it handy for reference.
- Know that you are not for everyone and that is ok. You will lose followers and it's just part of the process to discovering your best people and repelling those who aren't.
- Use the notes app in your phone or a separate document to create content so you don't get distracted by creating it in the social media app.
- Set expectations. Writing copy that converts is a skill that is developed, and sometimes it feels hard. That's ok. Let go of any expectations for how it should feel or that it should come more easily.
- Good leaders ask great questions. Our brains are wired to look for answers so leverage prompts that ask questions to get the creativity flowing.



Connection-Based Prompts

Marketing Prompts for sharing your story in a way that serves you ideal audience:

- What problem did you have that you solved for yourself?
- What does she need to hear about my story today that will empower her to believe in herself no matter what her situation may be?
- What are your passions?
- What triumphs/successes have you had?
- What is the thing you really want to say but have been too afraid to share?
- What is an experience you have had in your life that your ideal client could deeply relate to?
- What is a principle or something you have learned that has radically changed your life?
- What breakthroughs/transformation have you had?
- What failures setbacks have you had- What did you learn?
- What are you working on right now in your life?
- Where are you now? Where do you want to go?
- What transformation are you seeking?
- What's the vision for your future?
- What change do you want to see in the world?

Value-Based Prompts

Marketing Prompts that speak to your ideal audience by solving their problem/adding value:

- What struggle is she currently facing?
- What keeps her up at night?
- What has she tried in the past as a solution to her problem?
- Why have those other solutions not worked?
- What is the real problem that she is afraid to admit to herself?
How can you explain it to her simply and clearly with love and compassion?
- What does she believe about herself that isn't true?
- How does she view investing in herself?
- How can you shift her perspective around investing in herself?
- What does she need to believe to create the life she wants?
- What is getting in her way of creating the results she wants most?
- What can you share with her today that will encourage and impact her to have a "win" in her life?
- What patterns are keeping her stuck? How can she break the cycle?
- What transformation have your client's had that she is seeking?

Value-Based Prompts (cont'd)

Marketing Prompts that speak to your ideal audience by solving their problem/adding value:

- What thought is she believing about herself that is keeping her from saying yes to working with you?
- What perspective or experience can you share about her problem that will help her think about it differently? What can you share to inspire her to take action?
- What does she need to believe about herself in order to take the step to work with you?
- What does she want most for her life?
- How can I remind her that she is worthy of investing in herself?
- What does she need to believe about herself in order to take the next step?
- What thoughts and action in getting in the way of her potential?
- How would her life change after experiencing your product/service over the course of the next 30 days, 6 months, 1 year?

Boosting the Algorithm

The Instagram Algorithm determines the value of your post, and if it goes out to more followers. It takes into account several factors like:

- The number of saves and shares
- The amount of time the viewers spend on the post
- If the viewer scrolls back up to read the post/swipes through the carousel of multiple photos
- If the viewer watches the video
- If the viewer clicks the link in the bio or DM's after reading

The first several minutes of the post are most important.

- Don't post and run, be social and engage with your audience.
- Be sure to invite them to experience what you have to offer with a solid call to action
- Put yourself in the shoes of the reader: What does she need to hear? How do I want her to feel? What do I want her to do?

Examples:

Practice strategic vulnerability. You do this by sharing stories that allow your audience to connect with you on a deeper level with the intention of passing on lessons you learned in the process. Ask yourself what lesson can I share that will empower my audience?

They laughed at me.

5 years ago, when I started my business, I was in a meeting and one of my colleagues made a comment about what I had shared on social media.

It was a post launching my brand new business.

We were talking about marketing a leadership event and she said: "If all else fails, we could use the bikini photo you posted on facebook to reel them in."

Everyone laughed.

I was totally taken aback. In an effort to hide the embarrassment I felt, I laughed too.

That was the first time I had ever shared something so vulnerable on social media about my struggle with overcoming an eating disorder and my weight loss journey.

I learned some important lessons that day as a brand new entrepreneur.

- Not everyone will understand your business or support you. And that's ok. As much as it depends on you, limit your exposure to those people.
- If they are family or people who you do have regular contact with, limit what you share with them about your business. Permission to block them from viewing your posts.
- You will trigger people. This has more to do with them than you. It is part of the process to attracting your soulmate customers and teammates, and repelling those that aren't.
- If you aren't surrounded by people who support your dreams and vision, seek them out.

So they may laugh, but keep going. As you live as an example of what's possible, you will become one.



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rachaelbodie They laughed at me.

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