



A monthly newsletter for our ambitious community



THE DROPMOCK PODCAST

Personal Growth & Business Conversations for the ambitious entrepreneur

Every Friday DropMock launches a brand new podcast episode to tune into! Their hope is that every conversation inspires you to continue building a life & business that you love. You can expect tangible advice every episode & occasional special guests too!

[LISTEN NOW!](#)

BEAT FACEBOOK



6 do's & dont's to get around the Facebook Algorithm



Make your content count. Be intentional with creating posts that will get people *talking*.



Links are killing your reach! Post your external links in the comment section of your post, not in the caption itself.



Tagging people has been shown to decrease reach. Avoid it when possible.



Use your personal profile to capture leads. Make sure someone can clearly tell who you are & what you do.



Let your comments build up on a post before you engage with them. Make sure to leave the last comment untouched. This will keep the post active for longer!



Use the power of FB groups and allow people to experience who you are by commenting & adding real value right there on a piece of content.

WRITING THE BEST SOCIAL MEDIA CAPTIONS FOR YOUR BIZ

1.) Know who you're talking to

- Social media can seem all about the photographs & designs, but you have to get a voice to the visual! You want to build the know, like & trust factor with your audience. Share your message with them! With each post, think about your community. The clients who work with you, the customers who've bought from you. Les Brown has said, "never let what you want to say, get in the way of what your audience needs to hear." What message does your ideal customer or client need to hear today? How can you best show up & serve them?

2.) Put the most important or compelling words first

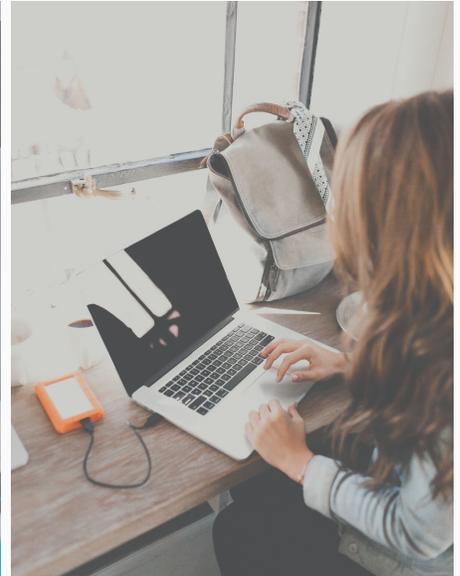
- 2,200 words is the max for an IG caption. After the first three sentences of a caption, your people will need to hit the "more" button to continue reading your content. How can you make them want to read more? How can you keep them engaged with the content that you are producing? You might have noticed that "micro-blogging" has become extremely popular on social media, especially IG. This is where you write several different paragraphs for one social media caption and you're sharing advice, telling a story, sharing a perspective or teaching something valuable. You could start off a caption with... "3 ways to stop your back pain.." "How you can be a better leader..." "Want to know my secret to success?..." These compelling words will hopefully make your ideal customer/client click "more" & read your content!

3.) Use a call-to-action

- After you've given your audience value, you can ask for something back. What were you trying to accomplish with your social media post in the first place? Did you want somebody to book you for a call? Do you want them to go read your blog or watch a video you made? Encourage your audience to do something after reading your content! "Click the link in my bio to watch my new training video." "Sign up through the link in my bio" "Learn the other tips on my blog. Link in bio." "Comment below what you learned from this" "Tag two friends below"

WOULD YOU LIKE TO KNOW MORE?
CLICK HERE & LET ME HELP YOU.

***A satisfied
customer is the
best business
strategy of all***



People want to know who you are.

DO PEOPLE KNOW, LIKE & TRUST YOU?

People buy from businesses that they trust. There is a reason a woman might buy Mary Kay products from Sarah instead of from Tiffany. There is a reason a man might go fishing with Henry instead of John. They more than likely trust one person over the other. That one person they choose to buy from or hang out with, has built a reputation of trust, credibility & friendship with them. That's the same mindset you need to have when it comes to social media. People want to know who you are. It's vitally important that you create a know, like & trust factor with ideal customers or clients. Are you creating authentic friendships online?

Meaning, is your content resonating with the people that you would want to work with or have buy from you? You want to create content that gets them talking about who you are & what you do. Are you only posting about your business, being a little too salesy? Or are you also allowing people to get to know the person behind the brand or business? It can be challenging to answer these questions on your own, especially if it's not your best expertise! This is why you can hire social media managers, business consultants or freelancers to help you expand the message of who you are & what you do.

**"Don't make excuses. Make improvements."
- Neil Patel**

THE NEW **FACEBOOK** GROUP ALL ENTREPRENEURS NEED TO JOIN



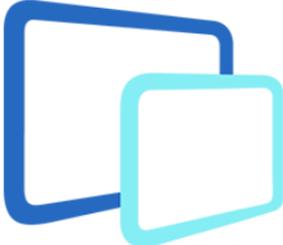
SMALL BUSINESS

— ONLINE MARKETING SUCCESS —

ARE YOU **READY** TO GROW YOUR BIZ?

If you want to be in a community with other ambitious entrepreneurs who are learning tangible actions steps to grow their business online, you need to be apart of this group.

[JOIN HERE](#)



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