

# Content Conversion Mastery.

Profit-pulling words for  
success on socials



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**Hey,**

*I'm Laura*



**Mama of two little Superhero boys & wife to a Superman! As a former teacher, I've always had a passion for teaching and empowering others to lead fulfilling lives on their own terms.**

But it was a significant life event, my youngest son's battle with a life-threatening illness, that truly lit a fire within me! And with him gratefully thriving, it was a stark reminder that life is too short to postpone the life we truly want to live - for ourselves & our families!

**Having an online business is something I'm so grateful for everyday... Having the ability to be home with my kids, make an income AND an impact! PLUS having that flexibility in my schedule - is PRICELESS!**

And after 7 years in the online space, I know that making content can take time... Which is why I created this guide for you!

**Content mastery is essential for selling on social media because it allows you to craft engaging and profit-pulling posts.**

Compelling content builds trust, encourages interaction, and makes more income AND impact! So with this guide by your side - it'll entirely streamline your process of content creation and management.

**It'll help you save time and consistently deliver valuable content to your followers!**

**SO, LET'S GET INTO IT!**



# Top Tips for Profit-Pulling Posts

**Social media is such powerful tool for making INCOME + IMPACT through social media!**

It can absolutely boost your online business, but it's super important to understand how to effectively leverage it...

## 1. IDENTIFY YOUR AUDIENCE AND OBJECTIVES

Before you create content and post on social media, it's crucial to determine your target audience and goals. Who are you speaking to? Who you trying to reach? What are their interests, age range, and location? Once you clearly understand your audience, you can write your content aimed directly for them. Additionally, define your objectives. Are you aiming to increase followers, engagement, or conversions? Clear goals will help you track your progress and adjust your strategy.

### **THIS IS IMPORTANT!**

When considering your target audience, think about the challenges they face and how you can help them. Your offerings should provide solutions to their problems. By keeping this in the front of your mind it will inspire ideas for creating useful, engaging content.



## 2. MAINTAIN CONSISTENCY WITH YOUR CONTENT

Consistency is so important when it comes to social media (so don't post & ghost!). One way to achieve this is by creating a posting schedule and sticking to it or by preparing your content in advance and scheduling it to be posted throughout the week. Ideally, both methods will work, but you need to show your audience you're reliable and there for them. This will help your followers anticipate your content and stay engaged. You can use online scheduling tools to plan your posts in advance and ensure a steady flow of content. However, what's of most importance is that you strike a balance between quality and quantity. Focus on creating content that offers value to your target audience, such as information they are interested in, helpful tips, facts, or how-to guides.



## 3. BE AUTHENTIC & GENUINE

Your authenticity is one of your most powerful assets! No one else is like you, with your unique story, experiences, personality, and quirks. Allowing your audience to get to know the real you is what builds a strong connection between you and your viewers. This is how trust is established, which is crucial for converting viewers into customers. When creating content, let your personality shine! When you genuinely connect with your audience you naturally create more impact & income!



# Disruptive Content

LOOKING TO STAND OUT AND BE MEMORABLE IN YOUR INDUSTRY?  
THESE HOOKS ARE GREAT WAY TO START ESTABLISHING YOURSELF AS A  
THOUGHT LEADER.

- Don't waste your money on this...
- I didn't want to believe this either...
- Here's what others aren't telling you...
- Don't believe the hype on this...
- You HAVE to stop believing this if you want...
- You HAVE to stop doing this if you want...
- Stop making this mistake!
- This one mindset shift changed everything for me...
- Here's why you actually SHOULDN'T...
- Here's myths I need to debunk right now!
- If you still think this way it could be costing you a lot of time/money...
- This goes against what most tell you, but it's CRUCIAL...
- I'm completely mind-blown that some people still don't know this...
- I'm probably going to get a lot of comments for this but...
- Don't give up on this just because everyone is telling you to... let me explain
- I don't agree with \_\_\_\_\_ and here's why...
- Here's why I still \_\_\_\_\_ even when no one else is...
- Do you STILL believe this myth??
- Let's transform the way you think about\_\_\_\_\_.

# Inspirational Content

IF THE GOAL OF YOUR SPECIFIC PIECE OF CONTENT IS TO INSPIRE YOUR AUDIENCE OR MOTIVATE THEM - TRY USING THESE HOOKS...  
(VULNERABILITY BUILDS CONNECTION)

- Here's how I went from \_\_\_\_\_ to \_\_\_\_\_ in \_\_\_\_\_...
- Here's the shocking story of how I ...
- This one thing changed my life. Here's how...
- If you're truly ready to \_\_\_\_\_ without \_\_\_\_\_, this is for you...
- So many people never overcome \_\_\_\_\_. here's how I did...
- I made this one mindset shift and everything changed...
- Let me take you to the lowest point of my life....
- I never thought I could come back from\_\_\_\_\_ but ...
- Here's how I overcame all the odds...
- How does someone go from\_\_\_\_\_ to \_\_\_\_\_? Let me show you...
- Even though \_\_\_\_\_ . Here's how...
- They told me I couldn't, here's how I proved them wrong.
- This is the moment everything changed on my journey.
- Let me take you back to \_\_\_\_\_ before I was \_\_\_\_\_.
- If you want \_\_\_\_\_ without \_\_\_\_\_, this is the KEY...
- Here's how the TOP\_\_\_\_\_ got everything they wanted...
- This story will always be my biggest motivator. Maybe it'll be for you too!
- If you're tired of this story \_\_\_\_\_ may change everything for you
- Here's why you should NEVER give up on \_\_\_\_\_
- I wasn't ready to talk about this. But now I know I need to share it with you so you too can...

# Connection Content

IF YOU WANT TO GET YOUR CONTENT IN FRONT OF THE RIGHT PEOPLE FOR YOUR BUSINESS HERE ARE SOME HOOKS TO BUILD CONNECTION

- If you like these things, we should connect...
- Calling all \_\_\_\_\_.
- Where are the \_\_\_\_\_ who want more in their life?
- I'm looking for \_\_\_\_\_, do these things describe you...?
- If you're a \_\_\_\_\_ who's tired of \_\_\_\_\_, this is for you...
- Hoping this video gets in front of\_\_\_\_\_.
- Crucial info \_\_\_\_\_ need to know!!!
- If you're a \_\_\_\_\_, listen up, this is gonna change your perspective
- I wish more \_\_\_\_\_ knew this...
- Why isn't anyone telling \_\_\_\_\_ that they need to ?
- This tip is for \_\_\_\_\_
- 3 steps all \_\_\_\_\_ should be taking right now.
- If you're a \_\_\_\_\_, don't forget about this crucial step
- If you struggle with \_\_\_\_\_, you are NOT alone
- Tell me if you relate to this....
- 3 things everyone MUST know...
- If you're a \_\_\_\_\_ and you have a hard time, let me help
- If you're over \_\_\_\_\_, this could change everything for you
- Have been searching high and low for \_\_\_\_\_, is that you?
- I thought I was the only one who \_\_\_\_\_, but please tell me I'm not alone!!

# Sales Content

IF THE GOAL OF A SPECIFIC PIECE OF CONTENT IS TO TRANSFORM CONTENT ENGAGEMENT INTO SALES, TRY USING THESE PROFIT-PULLING HOOKS

## PRODUCT CONTENT

- Run don't walk to try this
- Here's the exact product I used to go from \_\_\_ to \_\_\_\_
- This is my secret weapon to getting \_\_\_\_
- Products I use to \_\_\_\_ without \_\_\_\_
- This will help you go from to \_\_\_\_ in \_\_\_\_
- Tired of \_\_\_\_ ? Try this first...
- I can't believe no one told me about \_\_\_\_ sooner...
- The benefits of this are unlike anything I've seen
- I've created the best of all time. Let me show you...
- I never have to worry about \_\_\_\_ anymore thanks to this

## SERVICE-BASED CONTENT

- Ready to learn how to \_\_\_\_? Here's my methodology...
- Here's how I \_\_\_\_ help go from \_\_\_\_ to \_\_\_\_
- This is the #1 way I help my clients
- 3 signs you know it's time to hire a \_\_\_\_
- If you want \_\_\_\_ without \_\_\_\_ I can help. Here's how:
- This got my client \_\_\_\_\_. Here's how we did it...
- This client breakthrough story could change your life too, let me explain...
- Here's why my \_\_\_\_ of \_\_\_\_ is different than you're used to!

# Call-to-Action Content

## GET MORE ENGAGEMENT

- What do you think? Let me know in the comments...
- Drop a (insert emoji) if you agree!
- A or B? Vote in the comments!
- What's your favorite \_\_\_\_\_? Let me know!
- If you want to hear more about \_\_\_\_\_ let me know...
- What did I miss? Drop it in the comments
- Introduce yourself in the comments -- let's connect!
- I'd love to hear your opinion, drop it below.
- Tag a fellow \_\_\_\_\_ who needs to hear this!
- Comment " \_\_\_\_\_ " and I'll send you more info

## GET MORE SAVES + SHARES

- Save this list for the next time you're \_\_\_\_\_.
- Text this video to yourself as a reminder!
- Save this to come back to when you're ready to (result)
- Favourite this so you don't forget!
- Share this with someone you know needs it right now.
- Share this with your favourite (product) lover
- Text this to your \_\_\_\_\_ to show them you're thinking of them.
- Share this with your (industry) bestie!
- Tag a friend who needs to see this!

# Call-to-Action Content

## GET MORE FOLLOWERS

- Follow for more tips to (desired result) \_\_\_\_\_
- Hit the (+) if you're ready for more \_\_\_\_\_ in your life
- Follow to (desired result) \_\_\_\_\_
- Follow if you're tired of (common problem you solve)
- Follow for daily \_\_\_\_\_
- If you're a (target customer) \_\_\_\_\_, follow for more
- Follow for the next video on \_\_\_\_\_
- If you liked this tip, follow for more on \_\_\_\_\_
- Hit the follow for a community of \_\_\_\_\_
- Follow along if you're ready to \_\_\_\_\_

## GET MORE SALES

- Head to my profile for your free \_\_\_\_\_
- Check out my Stories for more details & direct links
- Don't miss this. Get yours in my bio before (time)\_\_\_\_\_
- Only 10 left! Grab yours now!
- Stop \_\_\_\_\_ (problem) and get your (product)\_\_\_\_\_ for \_\_\_\_\_ off now
- Go get yours if you're tired of \_\_\_\_\_ (problem)
- If you're ready to \_\_\_\_\_(result) you can save\_\_\_\_\_ on yours today
- Want in on this? Drop a comment & I'll send you the link
- \_\_\_\_\_ launches on \_\_\_\_\_(date). go join the waitlist to be notified first!
- The first 10 orders will also receive \_\_\_\_\_. hurry and lock in yours!
- Shoot me a message if you want the special link

# 90 Days of Content Ideas

## STORYTELLING

Share why you started your business

Share what inspired your branding or name

Share what inspired a certain product

Share your core values & why they matter to you

Share your mission and why your audience is part of it

Share a breakthrough a customer had with you

Share your transformation story, before - during - after

Share a hardship or struggle & how you overcame it

Share a mistake you have made and what you have learned from it

Share a micro-story about something that happened this week

Share a lesson you learned this week and how it can help them too

Share a common misconception about yourself or your brand

Share something about you your target audience will relate with

Share a mindset shift you had when using your product

Share a funny story or something that made you smile

# 90 Days of Content Ideas

## PRODUCT & SALES

Share customer reviews

Share a customer transformation story (from your perspective)

Do a product tour (show all you offer)

Ask for product feedback

Share a before and after of using your product

Share a common misconception about your product

Resolve a common objection when it comes to using your product

Share user generated content from customers (ex. unboxing)

Do a product demo / how it works demo

Do a product comparison to a competitor

Share tips on how to get the most out of your product

Share a unique & unexpected way to use your product

Share what makes your product unique

Share what customers say they like best about your product & why

Share how your product saves people's time

Share how your product actually saves (or makes) people money

Show what life would look like with your product

Show what life would look like WITHOUT your product

# 90 Days of Content Ideas

## EDUCATIONAL

3 tips to help you \_\_\_\_\_

5 tools to help you \_\_\_\_\_

Share an interesting statistic related to your industry

Share a how to tutorial

Share a time-saving hack related to your industry

Share a money-saving hack related to your industry

Interview another industry expert

Do a Q&A answering top industry questions

Do a 7-day challenge dropping knowledge every day

Do an “Ask me Anything” post and answer in comments

Share top industry websites to help

Share top books to read in your industry

Share top podcasts to listen to in your industry

Share helpful apps in your industry

Share an industry-related fact or two

Share mistakes to avoid in your industry

Share a checklist for something industry related

# 90 Days of Content Ideas

## BEHIND THE SCENES

Do an office/space tour

Share company news/update

Package a customer's order \*make it engaging\*

Show a day in your life with your biz

Share bloopers/funny moments

Show the little details that go into product decisions

Show how a product is made

Share a belief or rant while you do something for your biz

Share your goals for the business/community

Share a hand-written sketch of an idea or process

Share a PSA (public service announcement)

Share a poll for the audience to help you make a biz decision

Share survey results

Share behind the scenes of a workshop/class

Share your life - morning routine, daily vlog

Share BTS of a meet up with other people in your industry

Share your educational background/experience/credibility

# 90 Days of Content Ideas

## CONNECTION

Share a motivational quote or thought

Call in your target customer by describing who you're looking for

Create "relatable" content based on an industry frustration or funny moment

Visually showcase your community and what you stand for

Share a random thought your target customer would agree with

Call out to a problem of your target customer & solve it

Show how you are like your target customer

Share a motivational story about a customer

Share your favourite memory of a customer/your business

Show how your customers are connected to each other

Host an industry meet up (virtual or in person)

Share an unpopular opinion your target customer would agree with

Share an uncommon or unknown fact about your community

Share which product someone should buy based on their characteristics

Share a business or community milestone

Show how you are bettering your surrounding community

Share why someone would want to be a part of your community

# 13 Ways to Repurpose Your Content

TAKE ANY IDEA FROM ABOVE AND REPURPOSE IT INTO THESE CONTENT MEDIUMS:

Short form video content (TikTok, Reels, Youtube Shorts, Facebook Video)

Long-form video content (Youtube, Facebook)

Live video content (Tiktok, Instagram, Facebook, Youtube)

Blog post

Instagram carousel

Instagram caption of a static image

An email

An infographic

An e-book (paid or free guide)

A printable

A webinar or workshop topic

A mini-course or masterclass topic

A podcast topic

An interactive quiz topic



# CLIENT TESTIMONIALS

"The understanding I have gained through working with Laura is truly PRICELESS"

SHANNON - CLIENT TESTIMONIAL

I feel extremely motivated to get things done both personally and professionally. Yesterday, after our session, was the most productive day I have had for a long time and rather than feel tired after the 4am start, I was full of energy and felt happy and contented to get on with tasks I would have put off on the past



"I highly recommend Laura she is so friendly & professional, I felt no judgement...She got to the root cause of my problem so effectively & helped me to truly transform the limiting beliefs that were holding me back from reaching my full potential"

SHERRI

I realised that I have been surprising my true potential in order to not outshine others and that I am no longer going to play small. I have always put a lot of pressure on myself to go over and beyond and I no longer feel the need to prove myself. I now realise that I am enough for me.

