

Divine Success

Manifestation

Accelerator

Programme.

Client Magnet

Posting Strategy

With Robin Bela

The Client Magnet Posting Strategy

- Title = BIG RESULT + CURIOSITY
- Story = how you got the result
- Result = what your niche wants
- Value = the steps to how to achieve it
- CTA = how to take the next step toward you

Writing Your Post

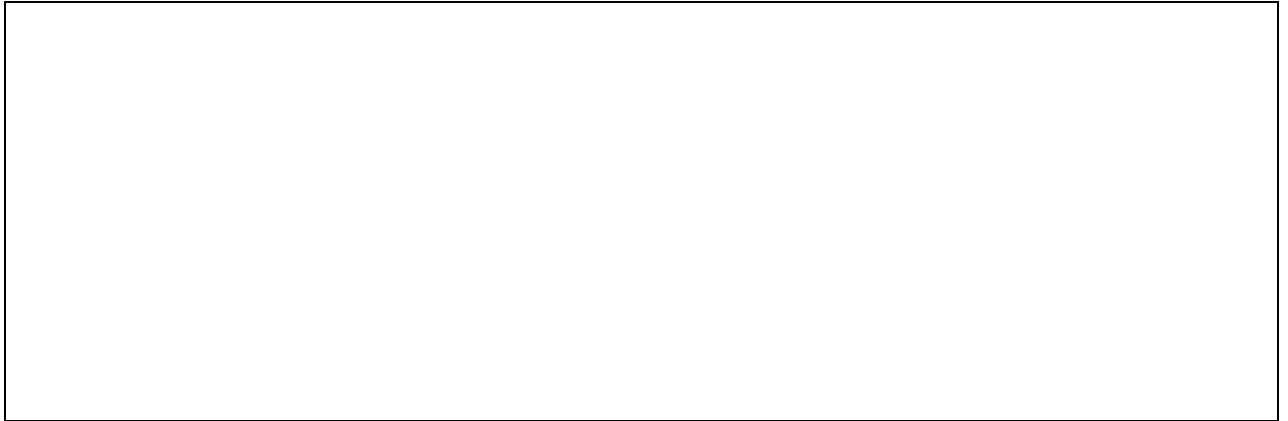
- **What result will you write about?**

Writing Your Post

- **Briefly outline the story you can tell about this.**

Hero's Journey

- **Who was the hero in this story? (Usually you or a client)**

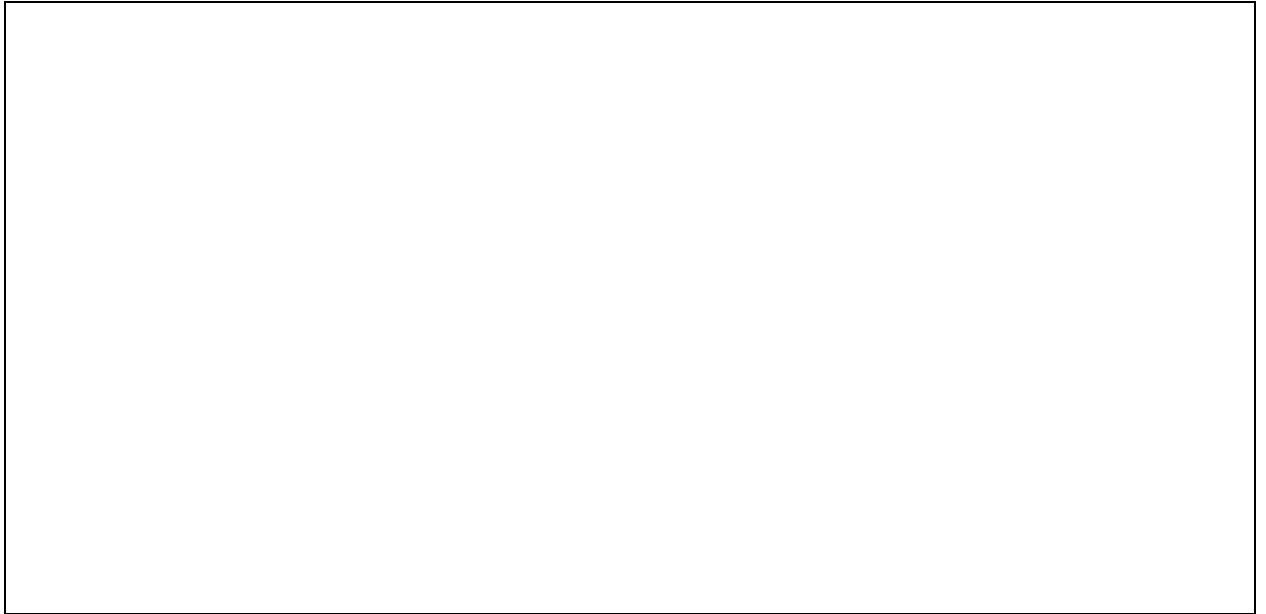


- **What did they want to achieve (must match the RESULT)**

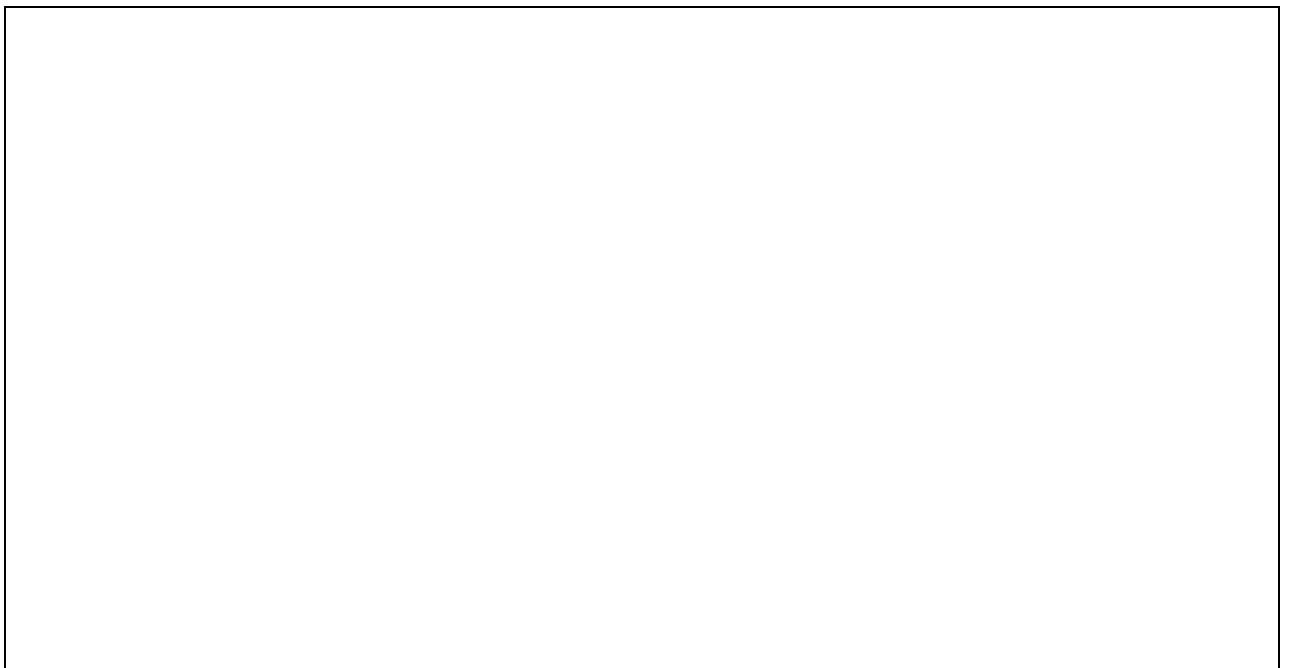


Hero's Journey

- **What was their fear or internal desire?**

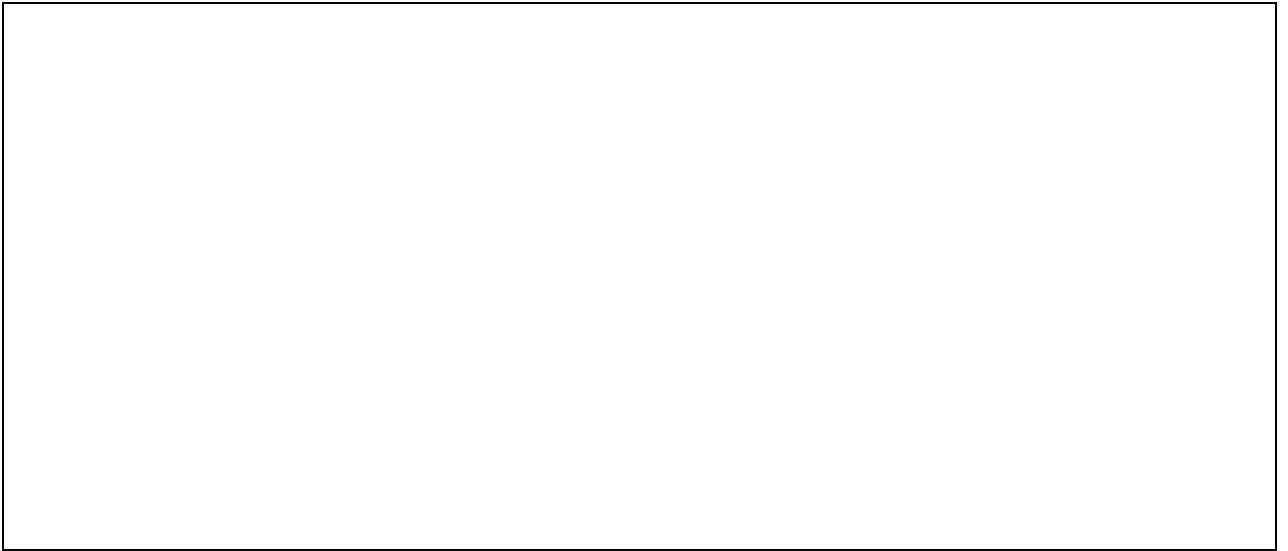
A large, empty rectangular box with a thin black border, intended for taking notes or drawing related to the first question.

- **What conflict was stopping them?**

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Hero's Journey

- **How did this conflict feel?**



- **What plan did they try to get out of this problem?**



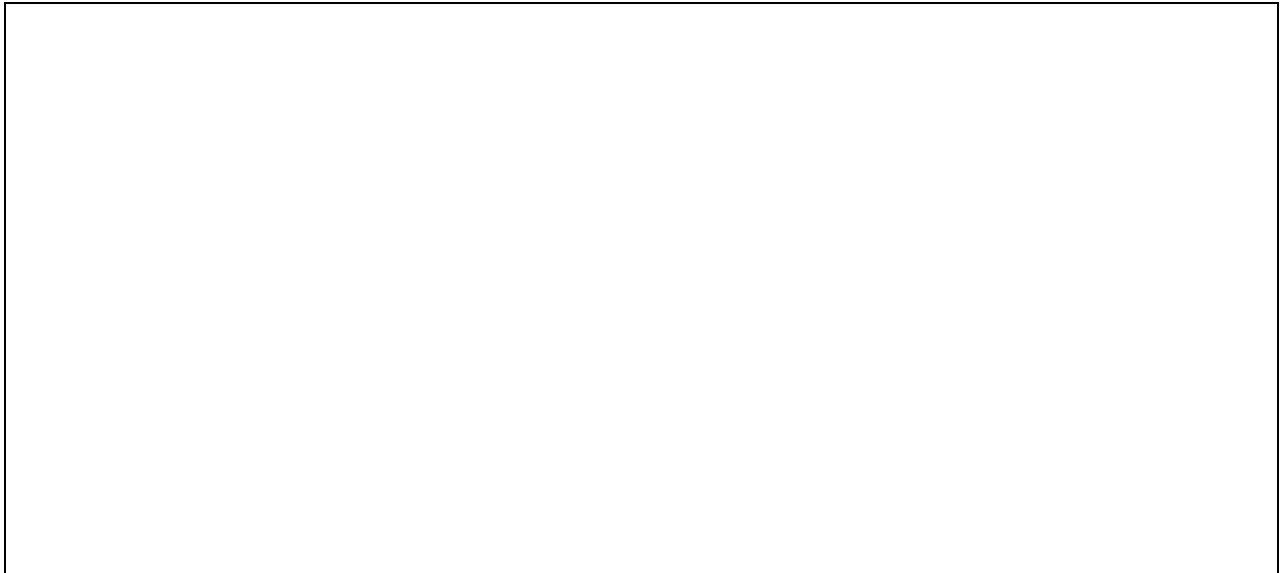
Hero's Journey

- **What was the Make-or-Break moment?**

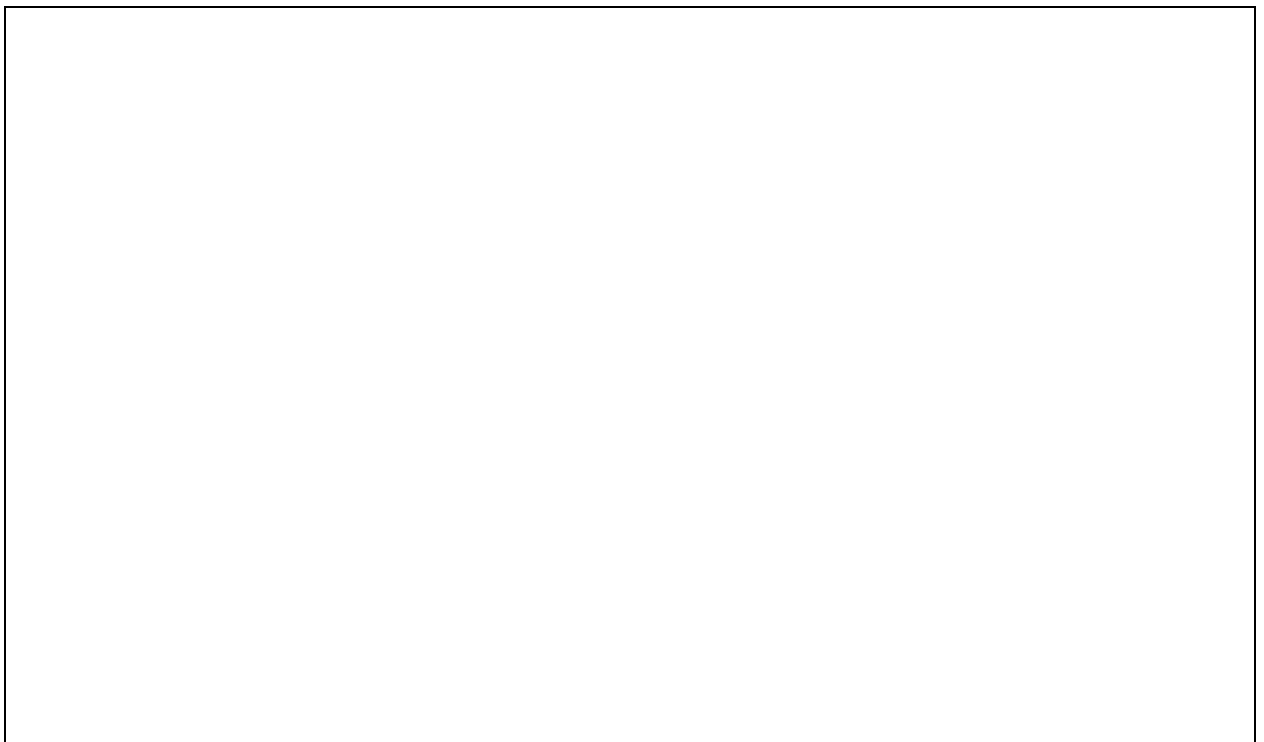
- **What was the discovery or epiphany that helped them (must relate to your work)**

Hero's Journey

- **What did they achieve? (The RESULT)**

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- **How did they TRANSFORM? (The internal desire)**

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Hero's Journey

- **Why was this important for the greater good beyond just them?**

Authority

- **How can you add authority to your story?**

Value (page 1 of 4)

- **What were the steps you took to get to your result?**

Value (page 2 of 4)

- **For each of these steps, write a short explanation of what you did and how this helped:**

Value (page 3 of 4)

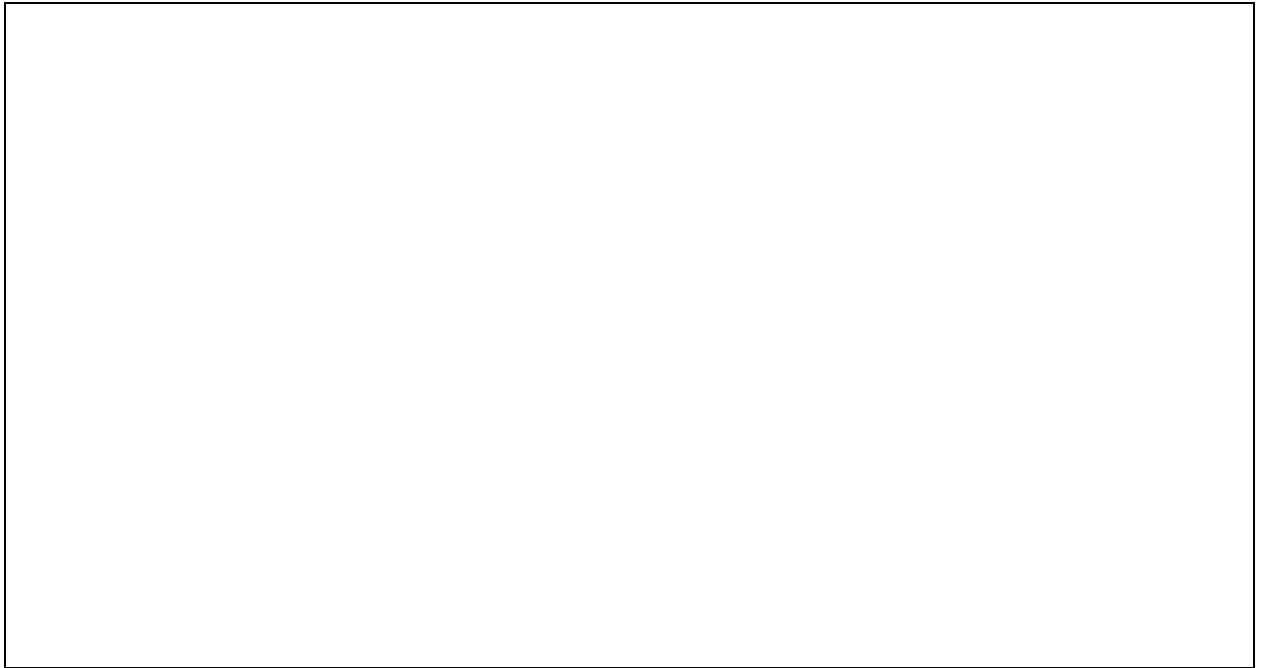
- **For each of these steps, write a short explanation of what you did and how this helped:**

Value (page 4 of 4)


- **For each of these steps, write a short explanation of what you did and how this helped:**

Headline Formulas:

- **What RESULT are you promising?**



- **How can you add CURIOSITY?**



Headline Formulas:

- **Framework:** *“5 Steps to losing weight”*
- **Question:** *“Is This Why You Aren’t losing weight?”*
- **Specificity:** *“Exactly How I Lost One Stone Last Month”*
- **Shock:** *“The Surprising Way I lost 3 stones of weight!”*
- **Little Time:** *“How to lose a stone in less than 2 weeks!”*
- **Without What They Don’t Want:**
“How to lose extra weight after pregnancy without dieting”

Headline Formulas:

- **Call out your Niche:** *“How Can Mums Lose Weight After Pregnancy?”*
- **Specific Numbers:** *“How I Got a 72% Sales Conversion Rate”*
- **Loss Aversion:** *“The 3 Mistakes I Made in my first Year in Business - And How You Can Avoid Them”*

Brainstorm Headlines

- **Brainstorm at least 10 headlines using these formulas:**

Call to Action

- **What is the next step you want them to take after reading?**



- **What benefits will they get from taking this next step?**



Call to Action

- **Exactly what do they need to do to take it?**



Write Your Post

- Write your post somewhere safe and accessible.
- Choose a picture of you (or take a quick selfie!).
- Post it in the social media groups.

You can show me the draft when we speak next.