



## Quick Tip Formula

### How to Grab Attention & Create Engagement in 2 Minutes

If you want more qualified leads coming into your business, that is, being able to have more people know about you and how you serve, this Quick Tip Formula gives you exactly what you need to make it easy and effective.

We know that it can feel confusing and overwhelming to decide what to share on social media and this formula, coupled with the Content Creation Made Easy Blueprint, sets you up for success.

You can use this formula to create engaging and influential content that shows your expertise as well as your heart. Here are the many ways you can use this formula:

- Create videos for posting on social media such as:
  - Facebook Live (or recorded and uploaded), Instagram Live, YouTube (live or recorded), LinkedIn, Blogs, Email Campaigns and/or Opt-In (Landing) Pages on your website.

*Note: If your confidence isn't quite there yet to do videos, just start with consistent written tips and then move up to video.*

***"Be known before you're needed."***

~Cheri Martin  
Social Media Marketing Expert



| Example   | Your Version |
|---|--------------|
| <p>1. <b>Introduce yourself and get to the point quickly by stating the problem/issue</b> you'll solve with your tip:</p> <ul style="list-style-type: none"> <li>• Hi, it's Trish Carr from WPN (or I'm... <u>not</u> My name is)</li> <li>• People often ask me; or, a question that comes up is; or, I got an email asking, or one of my clients recently ran into this issue...</li> </ul>   |              |
| <p>2. <b>Give your problem/question context:</b></p> <ul style="list-style-type: none"> <li>• This issue is often happens when you're dealing with..., feeling..., having to... or especially now when...</li> </ul>  |              |
| <p>3. <b>Give your solution:</b> So here's an easy way to solve that..., do that..., make that happen...</p>  |              |
| <p>4. <b>Encourage people to connect with you</b> (and get into your funnel):</p> <ul style="list-style-type: none"> <li>• You can find out more about this at...; offer free gift, join FB group, your website, a resource, or simply say keep coming back for more tips every Monday (or whenever you post) or ask them to.</li> <li>• Put the where to go for more info in the written post along with your LIVE.</li> </ul>   |              |
| <p>5. <b>Invite them to give their thoughts/opinion:</b><br/>To create engagement, finish with a specific question – and be sure that too goes at the END of the written post and the video:</p> <ul style="list-style-type: none"> <li>• Give me your opinion in the comments</li> <li>• How often do you deal with this?</li> <li>• How do you handle when...?</li> <li>• When was the last time you dealt with something like this?</li> <li>• What do you do when...?</li> </ul> <p>Give the direction after each of those questions for them to post in the comments below – OR – send me a private message.</p> |              |



## EXAMPLE

*Hi, it's Trish Carr with your weekly Influential Communication tip. Something I get asked often and something a client mentioned just yesterday is how do I remember my flow and remember to say what I want to say? And I've heard that over and over – it's one of the greatest fears about speaking on stages and it's especially important if you have nothing to prompt you like a PowerPoint or Keynote presentation. In a lot of speaking engagements a PPT isn't possible.*

*So how do you stay on track and remember what you want to say?*

*Besides the obvious Practice, Practice, Practice, a simple easy way is by giving your audience a handout, so they follow along with you. A simple, one-page, fill-in the blanks type handout gives you permission to hold that same piece of paper in your hand – except your paper has all the answers and a brief note next to each point with a prompt reminding you what you wanted to be sure to mention.*

*For more on speaking with influence and to get the formula for influential presentations, go to [SpeakingForFunand Profit.com](http://SpeakingForFunandProfit.com).*

*I'd love your opinion on this – how do you remember what to say when you're on the stage, on zoom or speaking to groups? Give me your opinion in the comments below. Till next Tuesday, this is Trish Carr – remember, It's Just a Conversation.*