

THE STEP-BY STEP GUIDE :

Turn Your Posts into Paying Clients

*Simple brain-based content frameworks to have
new clients reaching out & buying!*

JEN CASEY



Hey there,

In downloading this guide, you've made the decision to uplevel your content, so that you can finally attract more of the right clients and customers.

Why did I create this guide? There are so many brilliant coaches, course creators, and service-based entrepreneurs who are spending hours every week into their content creation process, unknowingly making the same nuanced mistakes again and again!

Needless to say, I've been there. When I started my first online business in 2011, I would have people commenting that they were "inspired" by me, but not buying! I had no idea why I wasn't able to convert engaged followers into clients.

I got spending so much time on something that wasn't generating results, so I decided it was time to crack the code on how to effectively sell on social media.

Today, I am known by many as the go-to coach for brain-based content creation, program design, and selling.

As you go through this guide, you'll begin to notice areas where you can make adjustments in your content – And this is something to **CELEBRATE!**

Developing mastery in your content voice is like learning a new instrument... The more you show up, explore, & play the better you become.

You got this.

Jen Casey
@heyjencasey



Inside the Guide Access:

THE BIGGEST MISTAKES KEEPING YOU
FROM OPTIMIZING YOUR CONTENT

THE 6 CONTENT SHIFTS TO INCREASE
ENGAGEMENT, CONNECTION, & SALES



THE BIGGEST MISTAKES KEEPING YOU FROM OPTIMIZING YOUR CONTENT

MISTAKE #1: NO FOCUS

MISTAKE #2: PRODUCT FOCUS

MISTAKE #3: CUSTOMER FOCUS

Once Ashley showed up with content that clearly communicated the value of her offers, she went from \$100/month to consistent \$10k months & scaling!



Ashley

4 mins · 🌐

Jen Casey is the bomb. She took me from a SERIOUSLY nervous, scatter brained newbie struggling to make \$100 a month with my "side hussle" to someone that made a MONTH of corporate income in ONE DAY. And well exceeded my corporate pay in the first 3 days of this month.

MISTAKE 1: NO FOCUS

Do you ever feel like you don't know what to post?
Tell yourself you must not be a good writer?
Wonder if you're just not creative?

I am here to tell you, those are simply symptoms
of not having clarity around your niche.

Think about it...

*If I asked you to design a workout program without a
clear client in mind... how would you decide what to
create?*

*Without knowing the age, level of fitness, health history,
etc. of the person, or the style workout you specialize
in, you would have great difficulty deciding on which
direction to go.*

Once you start speaking to your dream client, your
content will start attracting the right people.

MISTAKE 2: YOU FOCUSED

If you've been treating your instagram as a personal diary or food log, *without sharing the tips, education, or lessons you're learning...* your followers may be "inspired by you," – but not buying.

Put your ideal client front and center. Why? It's not about you. You want to make your ideal client the hero, and yourself or brand the guide.

Without paying customers and clients – you don't have a business. Plain and simple.

When Kristin nailed down her niche, she started getting referrals like crazy!

Kristin Clarifying my niche has been a total game changer! I am speaking to my tribe and can 100% be myself - before I wasn't sure who I was speaking to and felt like I had to be this perfect image of health and fitness in hopes of finding the right people. Now, I am in massive creative flow and having so much fun connecting with these women who just get me and I get them! The referrals from these ladies for my new program that's launching is crazy - mind blown!

Love · Reply · 2w



MISTAKE 3: FEATURE FOCUSED

When *presenting your offer*, are you primarily highlighting everything that it comes with? (*a.k.a. the features: # of shakes, modules, calls, workouts, templates, etc.*)

– Or are you speaking to the transformation; the result that is made achievable through the support of your course, service, product, etc...?

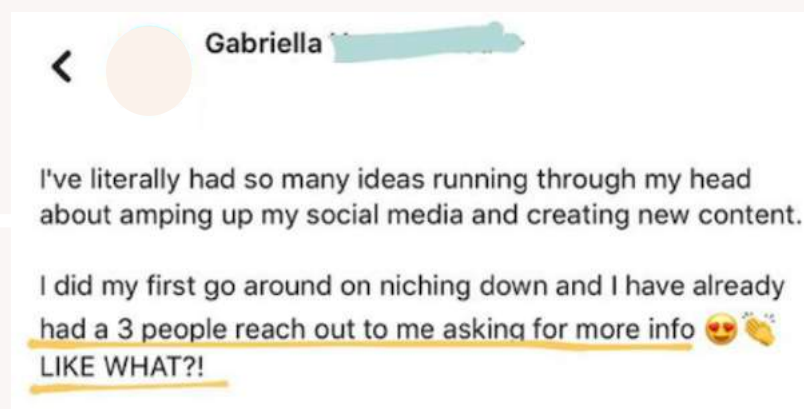
If you're not speaking to the transformation, you're missing out on the key, emotional reason why people buy.

They won't care what they get until they know how it can help them get a result.

THE 6 CONTENT SHIFTS TO INCREASE ENGAGEMENT, CONNECTION, & SALES

1. CRAFT A SCROLL-STOPPING HOOK
2. ADD A CALL TO ACTION
3. YOUR EXCITEMENT VS. THEIR EXPERIENCE
4. FEATURES VS. BENEFITS
5. VAGUE VS. TAP INTO DESIRES
6. THE LESSON

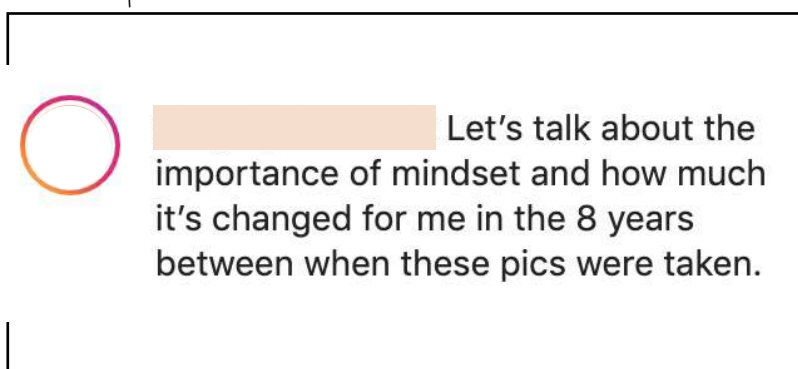
With a few content tweaks, Gabriella had 3 people DM her for more info!



#1 Craft a Scroll-Stopping Hook

You're only got a few words to grab someone's attention, so **treat your first line like a headline** to stop the scroller, and get them clicking to read [...more]

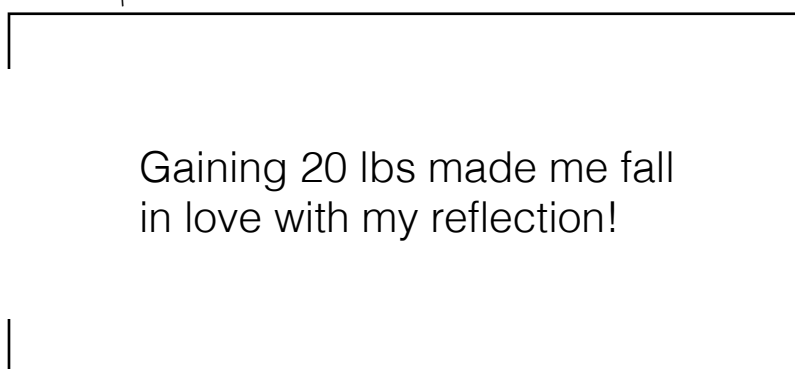
Before



Let's talk about the importance of mindset and how much it's changed for me in the 8 years between when these pics were taken.



After



Gaining 20 lbs made me fall in love with my reflection!

#2 Add a Call to Action

What action do you want your dream client to take after reading your post? **Be direct and clear.** Saying “Let me know!” is vague, has no deadline, and puts the responsibility on the client.

Before

You can get started on your progress too! Its never too late to start. Let me me know!

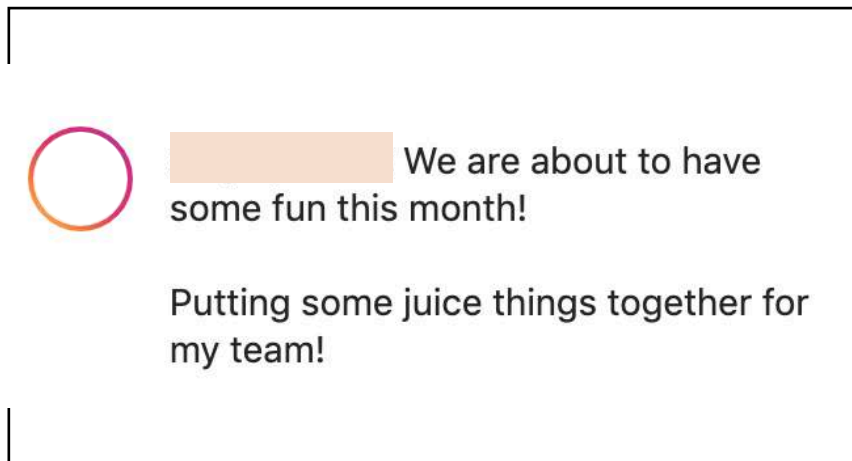


After

If I showed you how you can lose 20lbs without “dieting”, would you want to join us? (Yeah?) Send me a DM now and we can chat to make sure working together is a good fit!

#3 Your Excitement vs. Their Experience

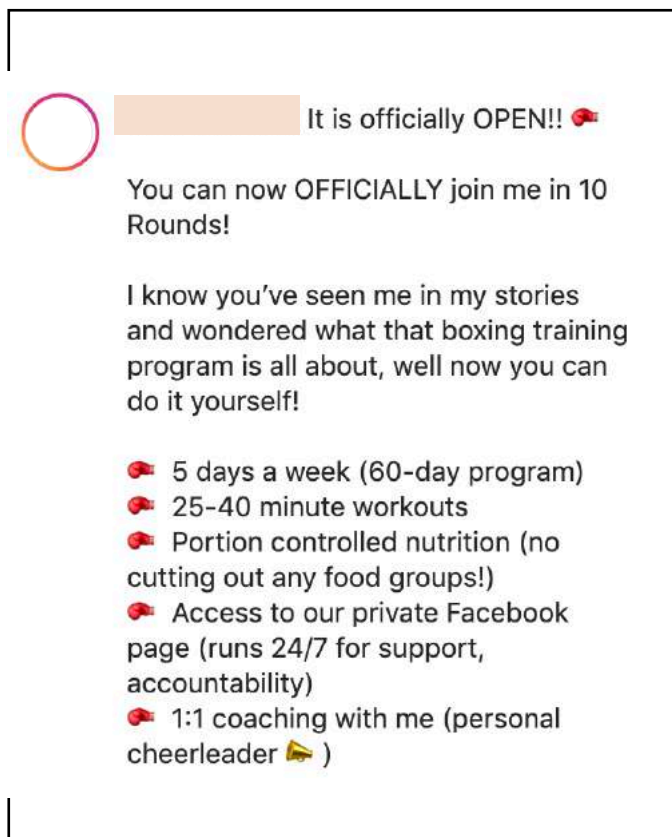
As online entrepreneurs, we're often at home, in our own bubble of creation. When we are bringing something new to our audience, it's far too easy to fall into the trap of sharing why YOU are excited, instead of **speaking to why THEY should be excited.**



Ask yourself: What's in it for my dream customer?
How will this serve them? Why should they be excited?
How will it be helpful/informative/entertaining?

#4 Features vs. Transformation

When creating sales posts... are you focusing on how many coaching calls they get? Hours of content will be provided? The number of templates included? How the price of the shake you sell is a better deal than Starbucks...?



It is officially OPEN!! 🇺🇸

You can now OFFICIALLY join me in 10 Rounds!

I know you've seen me in my stories and wondered what that boxing training program is all about, well now you can do it yourself!

- 🇺🇸 5 days a week (60-day program)
- 🇺🇸 25-40 minute workouts
- 🇺🇸 Portion controlled nutrition (no cutting out any food groups!)
- 🇺🇸 Access to our private Facebook page (runs 24/7 for support, accountability)
- 🇺🇸 1:1 coaching with me (personal cheerleader 🙌)

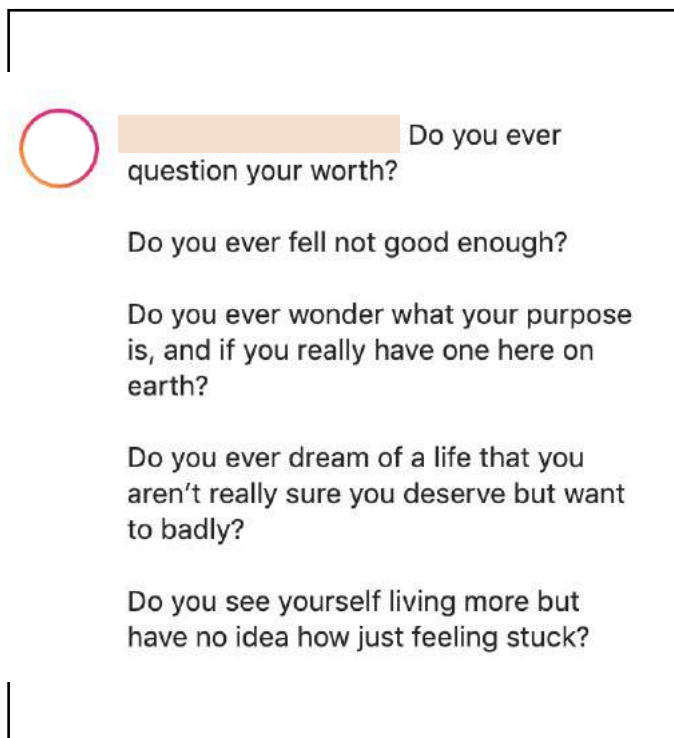
If you're leading with this, you're sharing **the features** of your offer.



Instead, **lead with the transformation.** What problem does this solve for your dream client? What transformation will this provide?

#5 Vague vs. Desires

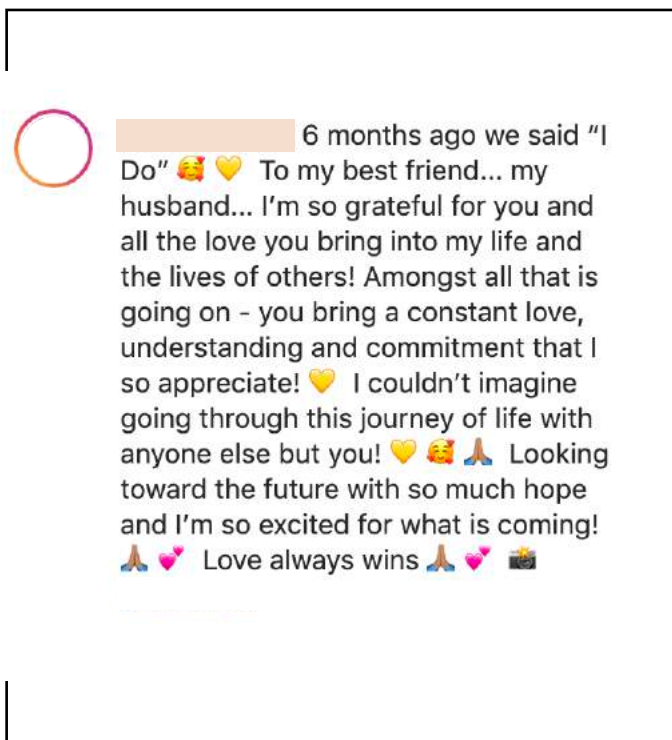
When creating a post where we are digging into your dream client's desires, it's important to remember that **specificity is everything!** The goal is to have them thinking, "Woah... How is she in my head?"



It is nearly impossible to make these questions pop off the page, until we begin to niche down.

#6 The Lesson

When sharing a personal anecdote or story, to increase connection and engagement, it's valuable to share the lesson. Without this, your audience is left wondering how this is relevant to them.



A simple way to encourage audience interaction would be to share the greatest lessons from 6 months of marriage - and/or - ask, *"What has been the biggest lesson you've learned from your partner?"*

Notes:

A large, empty rectangular box with a thin black border, intended for taking notes. It occupies the central portion of the page.

Upgrade!

GET DREAM CLIENTS SAYING **"I'M IN!"** –
BEFORE YOU EVEN OPEN ENROLLMENT
FOR YOUR COURSES & PROGRAMS



DISCOVER HOW TO:

- Get the step-by-step **content method** learn how to get your ideal buyers find you, talk to you, and ultimately, buy from you.
- Discover how to create **highly shareable content**, that communicates your unique brand voice and positions you as someone to follow!
- Design content that communicates your deeper values, **builds real relationships**, and positions you as the coach, leader, and guide.
- Create content that **creates excited buyers**, without any pushy or annoying old school "marketing" tactics.

Grab your spot & start designing your high-converting content now!

I want in!

About the Author:

Jen Casey is a brain-based business coach™, speaker, & host of the top-rated, CEO Psyche Podcast. With a psychology-backed approach to business, she teaches online coaches how to design high-level programs, sell with ease, & effectively coach their clients through massive transformation.

When Jen isn't working, you can find her becoming best friends with every dog she meets, singing her heart out, & introvert-ing on the couch with her fiancé, Michael.



Let's Connect:



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