

MONTHLY SOCIAL MEDIA



Templates



REMEMBER

1. Feel free to change the headline of the blog post so it sounds like you.
2. Also, write one or two sentences in your own voice to introduce the blog post.
3. Create a stock close for your blog posts with a call to action and your contact information.
4. If you promote your blog to Facebook or Twitter more than once, craft each promotion a little different to make each one unique.



Blog Post



Create a New Year's Resolution Revolution in Your Business!

Every year when January 1st comes around, the new year offers us a unique opportunity for our lives and businesses: either we can continue with the status quo, OR, we can do something new, exciting, and even revolutionary!

Now, you may be satisfied with your current progress. "Why change what's working? Why rock the boat?" And chances are, if what you're doing is working, you'll continue to enjoy incremental growth – but are you satisfied with that? What if you could experience radical growth?

Historically, when a revolution occurs, it focuses on making monumental changes to the status quo. A revolutionary change isn't satisfied with incremental growth, but dreams and longs for something entirely new, exciting and explosive.

I can't tell you what revolutionary changes you might want to make in your business. Only you can do that. But I can suggest some ways to go about brainstorming, exploring and implementing some revolutionary changes in your business.

Below are 5 steps you can take for creating a New Year's Revolution in your business:

1. **Dream big!** Any kind of revolution usually begins with a dream. Dr. Martin Luther King is a prime example. He boldly declared, "I have a dream..." and he proceeded to live out that dream to make it a reality.

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5 Steps for Designing Killer Training → pg 20

What's your dream? The movie, *The Bucket List* with Jack Nicholson and Morgan Freeman, popularized the concept of creating a "bucket list" of things we want to experience before we die. In this context of revolutionizing your business, I'm not talking about this "revolution" as one of many items on your bucket list.

Instead, what would you really like to see your business accomplish? What legacy would you like it to leave? Whose lives would you like to see it impact for good? What kind of income would you like it to provide for you and your family? How might your business fulfill your bucket-list wishes? Dream big and write down your dream.

2. Assess your current reality. Be brutally honest with yourself in this step. Ask yourself the following questions and others like them in view of your big dream:

- a. What currently gives me the most joy in my business?
- b. What is most financially rewarding?
- c. What elements of my business are flops?
- d. What elements are stellar?
- e. What new facet, direction or enterprise do I long to begin?
- f. How would I rate my business overall on a scale of 1 to 10?
- g. What needs improving?
- h. What part of my business drains me? Can I quit this part, delegate it, make it simpler or more pleasurable?
- i. What current trends or competition threaten my business?
- j. What safeguards do I have in place to protect my business?
- k. How do my customers/clients view my business?
- l. How do my family and those closest to me view my business and benefit from it?
- m. What kind of legacy is my current business liable to leave?
- n. How is my business serving others for good?
- o. What other questions do I need to ask?

3. Evaluate the gap between your current reality and your dream. You've written down your big dream. You've assessed your current reality. Now determine the gap between the two. For some, the gap may be minimal. For others, you may discover you're not even working in the right business! Again, write down your findings.

4. Seek outside counsel. None of us is totally qualified to work through the above steps alone. We're too close to our business to be entirely objective. We need an outside source to help us see the whole picture more clearly. Either engage the help of a business coach or a trusted friend. Spend time going over your observations on the first three steps.

A professional coach is trained to ask you questions and to probe areas you wouldn't normally think of. Your coach may not give advice but will draw conclusions from you that you feel confident about and comfortable with. Your coach will also help you view your life holistically and prevent you from compartmentalizing your business to the neglect of relationships and other vital areas of your life. Together, you can formulate clear next steps.

5. Put your plan in motion. Revolutionary changes in your business and life usually don't occur overnight. They take time to plan, organize and implement. The key is to take action. Prioritize your steps and begin implementing them. Evaluate and document your progress. As the year progresses, contrast your new reality against your former reality. Adjust as you need to along the way. Your coach can help you stay on task and move forward.

New Year's resolutions are notorious for never being fulfilled. That's why we're proposing a *New Year's Revolution* for your business. Dream big and make changes that will make a difference in your life, in your business, and in those you serve.



Facebook Post

Create a New Year's Resolution Revolution in Your Business!

The New Year offers a unique opportunity to assess your business. Is it fulfilling your dreams or does it need some revolutionary changes? Read the rest of the article...

Enhanced Facebook Post: While New Year's resolutions are common, they are seldom kept. Why not create a New Year's revolution for your business and follow through to make some big, meaningful changes? Read the rest of the article...



Twitter Tweet

Create a New Year's Resolution Revolution in Your Business!

New Year's resolutions seldom work. But a New Year's revolution – now that could succeed! [blog post]

Enhanced Twitter Post: What would your business look like if you really dreamed big? [blog post]



LinkedIn Update

Create a New Year's Resolution Revolution in Your Business!

Need some radical changes in your business? Follow these 5 steps for creating a revolution in your business this year. Read the rest of the blog post ...

Enhanced LinkedIn Post: New Year's resolutions are notorious for never being fulfilled. That's why we're proposing a New Year's Revolution for your business. Dream big and make changes that will make a difference in your life and your business, and those you serve. Read more in this week's blog post...



Video Script

A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Create a New Year's Resolution Revolution in Your Business!

B. Content (revise to fit your speaking style): **Create a New Year's Resolution Revolution in Your Business!**

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New Year's resolutions are notorious for never being fulfilled. That's why we're proposing a New Year's *Revolution* for your business. Dream big and make changes that will make a difference in your life, in your business, and in those you serve.

C. Your Standard Close: Until next time this is....



Email Blast (or auto responder)

Subject: Create a New Year's Resolution Revolution in Your Business!

A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

B. Content (revise to fit your writing style): *Create a New Year's Resolution Revolution in Your Business!*

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C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....



How to Edit Your Own Writing

The editing process is essential to good writing. But many entrepreneurs skip editing altogether. They're either pressed for time to get that email sent or blog published quickly, or—heaven forbid—they're just plain lazy!

Why It's Important to Edit

- ❖ It's less than impressive to receive written material from a respected author only to find it riddled with typos!
- ❖ You want to send out clean, professional writing void of typos, grammatical faux pas, and punctuation errors.
- ❖ The editing process makes you a better writer.
- ❖ When others find blatant errors in your writing it's like finding a hair in their salad—it ruins the whole meal!

Here's What Editing Entails:

1. Checking grammar, spelling, syntax, and sentence structure (proofing)
2. Assessing the development, flow and logic of the work
3. Assuring the accuracy of the content whenever possible
4. Offering corrections, changes, and suggestions that you can accept, reject, or modify

From that list, you can see that editing is no small task. It requires considerable knowledge and experience as a writer, plus an eye for mistakes, subtle nuances, and the ability to get into the writer's head. If you're looking at editing your own work, it may be harder than you think, but it is possible to do well, and it can save you some money.

Pros and Cons with Hiring a Good Editor

Without a doubt, hiring a good editor can improve the quality of your writing. There's nothing like having a second pair of eyes to scrutinize your work. They'll catch things you didn't see and perhaps add that extra special "sauce" that really enhances your writing.

But there are also a few risks with hiring an editor:

- ❖ How much skin do they have in the game?
- ❖ To what extent will they edit in your voice?
- ❖ How well do they understand your audience?
- ❖ What if you don't agree with them?

Frankly, some writers absolutely need an editor. Editing is either not part of their skillset, or their time is too valuable and hiring an editor makes good business sense.

But if you're someone who either can't afford an editor, or you'd like to learn how to edit your own work and improve your writing skills, here are some practical tips.

How to Edit Your Own Writing

- 1. Separate the editing process from the writing process.** You might argue that you're already editing as you write, so why would you need to separate those processes? To some extent it is true that we all perform some editing as we write. However, the two skills--writing and editing—are quite different. While writing is chiefly a creative process, editing is evaluative.

Remember the rules of good brainstorming? You never mix evaluation with the generation of free-flowing ideas. The same is true with writing and editing. So, after you've written a piece, you want to "put on a different hat" as an editor to examine your work.

- 2. Check for typos, grammatical errors, and misplaced punctuation.** In the editing process, read through your work at least twice. This first time through you're looking for technical writing issues and problems. You will do a better job of editing if you separate this process from those in your second read-through.

In order to perform this part of the editing process well, you'll want to have some resources at hand for reference. For instance, do you know the difference between "affect" and "effect"? Or how about when to use "further" as opposed to "farther"? How about the proper placement of commas, or where to place punctuation with respect to quotation marks? Also check agreement between verbs and their nouns.

All these represent issues you may need some help with. Please see the list of reference materials below.

- 3. Assess the development, flow and logic.** On your second time through the document, put on the hat of a reader. How does the document flow? How well is the topic developed? Is it logical and easy to follow?

In this read-through, also look for superfluous words or phrases that you can eliminate. Simplify to the extent possible. Split lengthy, difficult-to-read sentences into two or more sentences. Keep an eye out for passive voice and seek to make those sentences active instead. Is the use of pronouns consistent throughout? Did you use terminology that the reader will understand?

- 4. Don't trust an online grammar tool!** Whether it's the built-in application in Word, or a separate tool like Hemmingway, don't trust grammar applications on your computer. These applications are designed using algorithms that cannot possibly detect all the nuances of writing. They may be helpful for catching a common typo or misplaced comma (sometimes), but often they are flat out wrong! Use your judgment and the reference books listed below. Also, trusting these tools indiscriminately makes you lazy!

- 5. But, don't be a grammar Nazi!** I once made the mistake of hiring a high school English teacher to edit my writing. She was what I would call a "grammar Nazi." Her view of the English language was one of strict rules with absolutely no wiggle room.

The truth of the matter is, all language is constantly in transition and doesn't adhere to a strict set of rules. Our language is fluid and the grammatical rules and conventions for writing have changed and are changing. For instance, the current trend is to eliminate commas that were once thought necessary. Also, if you were taught to put two spaces between sentences when writing, that is now considered "old school" and only one space is preferred. The meanings of some words have changed too. So, use some common sense when editing.

Resources

Some great resources for improving both your writing and editing skills include:

- ❖ *On Writing Well* by William Zinsser. This is a classic guide that is as entertaining to read as it is helpful!
- ❖ *The Elements of Style* by William Strunk, Jr., and E.B. White. This too is a class work that's often simply referred to as "Strunk & White."
- ❖ *A Manual for Writers* by Kate Turabian. This book contains an easy reference system for finding answers to your grammar and formatting questions.
- ❖ *Publication Manual of the American Psychological Association*. While this work may seem like an unlikely title for your needs, it too offers some great help in proper formatting especially if you include quotations, footnotes, or bibliographies in any work.
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Facebook Post

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Twitter Tweet

How to Edit Your Own Writing

Is it possible to edit your own work? [blog post]

Enhanced Twitter Post: For others to catch blatant errors in your writing is like finding a hair in their salad—it ruins the whole meal! [blog post]



LinkedIn Update

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Editing is a separate process from writing and requires different skills. But learning to edit your own work can vastly improve your writing skills. Read the rest of the blog post ...

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A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: How to Edit Your Own Writing.

B. Content (revise to fit your speaking style): **How to Edit Your Own Writing**

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1. **Separate the editing process from the writing process.** You might argue that you're already editing as you write, so why would you need to separate those processes? To some extent it is true that we all perform some editing as we write. However, the two skills--writing and editing—are quite different. While writing is chiefly a creative process, editing is evaluative.

Remember the rules of good brainstorming? You never mix evaluation with the generation of free-flowing ideas. The same is true with writing and editing. So, after you've written a piece, you want to "put on a different hat" as an editor to examine your work.

2. **Check for typos, grammatical errors, and misplaced punctuation.** In the editing process, read through your work at least twice. This first time through you're looking for technical writing issues and problems. You will do a better job of editing if you separate this process from those in your second read-through.

In order to perform this part of the editing process well, you'll want to have some resources at hand for reference. For instance, do you know the difference between "affect" and "effect"? Or how about when to use "further" as opposed to "farther"? How about the proper placement of commas, or where to place punctuation with respect to quotation marks? Also check agreement between verbs and their nouns.

All these represent issues you may need some help with. Please see the list of reference materials below.

3. Assess the development, flow and logic. On your second time through the document, put on the hat of a reader. How does the document flow? How well is the topic developed? Is it logical and easy to follow?

In this read-through, also look for superfluous words or phrases that you can eliminate. Simplify to the extent possible. Split lengthy, difficult-to-read sentences into two or more sentences. Keep an eye out for passive voice and seek to make those sentences active instead. Is the use of pronouns consistent throughout? Did you use terminology that the reader will understand?

4. Don't trust an online grammar tool! Whether it's the built-in application in Word, or a separate tool like Hemmingway, don't trust grammar applications on your computer. These applications are designed using algorithms that cannot possibly detect all the nuances of writing. They may be helpful for catching a common typo or misplaced comma (sometimes), but often they are flat out wrong! Use your judgment and the reference books listed below. Also, trusting these tools indiscriminately makes you lazy!

5. But, don't be a grammar Nazi! I once made the mistake of hiring a high school English teacher to edit my writing. She was what I would call a "grammar Nazi." Her view of the English language was one of strict rules with absolutely no wiggle room.

The truth of the matter is, all language is constantly in transition and doesn't adhere to a strict set of rules. Our language is fluid and the grammatical rules and conventions for writing have changed and are changing. For instance, the current trend is to eliminate commas that were once thought necessary. Also, if you were taught to put two spaces between sentences when writing, that is now considered "old school" and only one space is preferred. The meanings of some words have changed too. So, use some common sense when editing.

Resources

Some great resources for improving both your writing and editing skills include:

- ❖ *On Writing Well* by William Zinsser. This is a classic guide that is as entertaining to read as it is helpful!
- ❖ *The Elements of Style* by William Strunk, Jr., and E.B. White. This too is a class work that's often simply referred to as "Strunk & White."
- ❖ *A Manual for Writers* by Kate Turabian. This book contains an easy reference system for finding answers to your grammar and formatting questions.
- ❖ *Publication Manual of the American Psychological Association*. While this work may seem like an unlikely title for your needs, it too offers some great help in proper formatting especially if you include quotations, footnotes, or bibliographies in any work.
- ❖ *The Chicago Manual of Style*. This is available both online and in book formats. This reference work is very similar to the previous two.

After using the above resources for a while, you'll become more and more proficient and find that you need them less and less frequently.

Editing your own work is a big commitment but can also greatly improve your writing skills. Even if you choose to hire an editor at some point, you may want to try your hand at editing for a while simply to become a better writer.

C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....



5 Actions for Defeating Writer's Block

Writing is like breathing for the online marketer. We depend on writing to communicate and to create and sell our products and services. Without writing we'd be lost!

But have you ever sat down to write... and the words just don't come?

With sarcasm Ernest Hemingway wrote, "There is nothing to writing. All you do is sit down at a typewriter and bleed." But when writer's block hits, we could add, "But you can't squeeze blood out of a turnip!"

No doubt, writer's block happens at times to all who wish to write. At some point or another, our brains become filled with an impenetrable fog. Or we experience a mental traffic jam up there that stops our writing in its tracks. Or perhaps something has us so distracted that we're helpless to concentrate. Martha Grimes, a prolific mystery writer admits, "I'm constantly battling writer's block."

But to help clarify the primary issue behind writer's block, Ray Edwards comments, "Writing is the doing part of thinking." He's right! The real problem behind writer's block is not the inability to write, but to think and to translate our thoughts into the written word.

The following five actions stimulate our thinking, so we can get to the doing part of thinking--writing:

- 1. Engage the help of others.** I'm not necessarily talking about anything formal here. Engaging the help of others may be as simple as walking into the next room and asking your spouse or co-worker some simple, open-ended questions: "I'm writing a blog on the topic of writer's block. What do you think about that topic? Have you ever experienced writer's block? What do you do to get past it? How prevalent do you think it is?"

Chances are, after just a few minutes of stimulating discussion, the writer's block will crumble and you'll be typing away on your blog!

- 2. Step away and do something significantly different.** Sometimes we just need a fresh start, a new perspective, and a clear head. Go for a walk, run, hike, or bike ride. Get out into nature and let the beauty of the out-of-doors inspire you. Mull your topic over in your mind as you go.

If you don't have that much time, take out the trash, load the dishwasher, or tidy your work area. Do something totally different to clear your head and take your mind off your writing for a few minutes. But do something productive instead of numbing the mind with television. Then, go back to your writing and let the words flow from you.

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If you like, engage the help of others as you mindmap. Often, within just minutes of mindmapping, I'll have the guts for the basis of an outline for whatever it is that I'm writing.

- 4. Deal with preoccupations.** As we've already pointed out, writer's block is really mind block. Something is blocking our thought process. Quite often, some other issue is looming over us occupying our mind. Whatever the issue is, it is so consuming that we cannot seem to shove it aside.

So, the best remedy for such preoccupations is to take care of them. Get them out of the way, so you can proceed with your writing. These preoccupations could be something dumb like, you forgot to feed the dog this morning; or, you were supposed to call your mother. But sometimes the thoughts that dominate our minds are of greater importance. Perhaps

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Writer's block is a common problem that nearly all writers experience. But it's not so much an inability to write as it is an inability to think or generate creative thoughts. To avoid or defeat writer's block, implement one or more of the above actions and your thoughts will be coming so fast that your fingers can't keep up!



Facebook Post

5 Actions for Defeating Writer's Block

For anyone who runs a business on the internet, writing is core to what we do. We communicate, create, and sell our products and services through writing. But what do you do when writer's block strikes? Read the rest of the article...

Enhanced Facebook Post: Have you ever sat down to write a blog or a marketing piece and the words just don't come? Here are 5 Actions you can take to defeat writer's block. Read the rest of the article...



Twitter Tweet

5 Actions for Defeating Writer's Block

If writing is like breathing for the online marketer, then what do you do when writer's block hits? [blog post]

Enhanced Twitter Post: The real problem behind writer's block is not the inability to write, but to think and to translate your thoughts into the written word. [blog post]



LinkedIn Update

5 Actions for Defeating Writer's Block

When writer's block halts your writing, engaging the help of others is just one of the five actions you can take to get your thoughts flowing quickly again. Read the rest of the blog post ...

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Video Script

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Email Blast (or auto responder)

Subject: 5 Actions for Defeating Writer's Block

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C. Your close

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5 Steps for Designing Killer Training

Let's say you have a stellar idea for a training program you could market. Perhaps it's a unique skill or knowledge you've learned that you'd like to pass along to others. No matter how good your idea is, unless it's designed and delivered well, it could easily flop! Here are 5 steps for designing fun, successful training programs:

- 1. Determine the goals of the training.** The primary question to ask yourself here is: *What do you want participants to be able to do after the training that they can't do now?* This question may seem self-evident, but don't skip over it. Write out the answer to this question clearly.

Another way to put this is from the standpoint of the participant: *What do I have to gain from going through this training?* Clearly define the goals of the training and as you do so, move on to the second step.

- 2. Develop training objectives.** Training objectives quantify the goals of the training. By their very nature, they should speak to your customers' pain and pleasure, and as such, you can use them in marketing your training.

As an example, training objectives for making crepes might look something like the following. (Note that the training objectives each begin with an action verb and describe a process integral to making the world's best crepes.)

Make the World's Best Crepes Training! On completion of this training you will be able to:

- a. Select the best pan for making crepes.
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- 3. Determine the most effective and efficient way to deliver this training.** Using the above example, "Make the World's Best Crepe Training," the most effective way to conduct this training would be with a small group in a kitchen. During the training, participants would watch the facilitator perform a step, then mimic that step on their own. During the process, the facilitator can coach and make adjustments to what the participants are doing. This is by far the most *effective* method for conducting this training but definitely not the most *efficient*, especially if you're trying to teach hundreds or thousands of participants.

Perhaps the next most effective method of delivery would be a video in which the facilitator demonstrates and discusses the steps for making crepes. This method can still work, but it lacks the hands-on element of the first approach. However, what it lacks in effectiveness it gains in efficiency as hundreds and thousands can watch a video in their own home simultaneously.

A third delivery method would be a written recipe card. This method is also high in efficiency, but low in effectiveness. This written approach will focus more on the ingredients and the mechanical process and less on the finesse of cooking.

For your training, you'll want to figure out which delivery method provides optimum effectiveness and efficiency. You don't want to sacrifice benefit to the participants for the sake of your efficiency.

- 4. Create and integrate fun, interactive exercises.** Adults learn by doing. Few facilitators are good enough at what they do to keep an audience engaged with a straight lecture. But keeping the audience engaged and entertained is not the same as training them. Appropriate projects, exercises, and assignments not only help keep your audience engaged, but more importantly, they help them learn.

For instance, if you were conducting the “Making the World’s Best Crepes” training via video, you could have the participants pause the video at key points and have them actually perform the steps you just demonstrated. Another exercise you might have them do offline, is to decide whether they want to make sweet or savory crepes and to pick three different fillings they’ll prepare for serving their crepes.

Exercises, projects or assignments should always be directly associated with the learning objectives. You can be very creative in designing these. Make them fun and interesting!

- 5. Conduct a trial-run of your training.** The tendency is to skip this step. We’ve designed our training and are all excited about delivering it. We just want to launch! But without a trial-run of the training, we really don’t know if it will work. We think it’s effective, but will the participants learn? Will the training actually work? There’s no way of knowing without first trying it.

Both during and after the trial-run, take notes of any changes you need to make to the training before you take it live.

Offering great training requires a clean process. These 5 steps provide a template for designing killer training that gets results.



Facebook Post

5 Steps for Designing Killer Training

You want to create and market a training program, but how? What goes into the design of a training program? Read the rest of the article and we’ll show you how...

Enhanced Facebook Post: What do you want your participants to be able to do after your training that they cannot do now? The answer to that question is the first step in designing killer training. Read the rest of the article...



Twitter Tweet

5 Steps for Designing Killer Training

What do your participants have to gain from your training? [blog post]

Enhanced Twitter Post: Follow these 5 steps for designing killer training! [blog post]



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For instance, if you were conducting the "Making the World's Best Crepes" training via video, you could have the participants pause the video at key points and have them actually perform the steps you just demonstrated. Another exercise you might have them do offline, is to decide whether they want to make sweet or savory crepes and to pick three different fillings they'll prepare for serving their crepes.

Exercises, projects or assignments should always be directly associated with the learning objectives. You can be very creative in designing these. Make them fun and interesting!

5. Conduct a trial-run of your training. The tendency is to skip this step. We've designed our training and are all excited about delivering it. We just want to launch! But without a trial-run of the training, we really don't know if it will work. We think it's effective, but will the participants learn? Will the training actually work? There's no way of knowing without first trying it.

Both during and after the trial-run, take notes of any changes you need to make to the training before you take it live.

Offering great training requires a clean process. These 5 steps provide a template for designing killer training that gets results.

C. Your close

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