

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



The Power of Process

As a young man, I worked in the mainframe computer room of a large company. As computer operators our job was to watch a large electronic screen mounted on the wall. It would display a six-digit number indicating the tape required for a particular program and which drive to load it into.

When a tape number appeared on the board, we would run out into the library of more than 65,000 tapes, retrieve the requested tape, run back to the designated drive and load it. Meanwhile, the electronic board measured and displayed the average load time of the operators. Management gauged our performance based on that load time.

However, there was one BIG problem with this process. No matter how fast we operators were in retrieving a tape and getting back to the right drive, invariably, we stood there waiting for the drive to expel the previous tape. Sometimes minutes rolled by before the drive popped open and we could insert the new tape. And those lost minutes were reflected in *our* response time.

This bothered me, so I started asking questions and discovered that this delay in expelling the previous tape was due the programmers' instructions they had coded into the program. As a result, the operators' performance was based on something over which we had no control! BAM! That was a broken process!

No doubt you too have experienced the frustration of a bad process, or a situation in which there was no apparent process, but there should have been.

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Signs of a Broken or Absent Process

Signs that a process is broken or absent include:

- ❖ Frustration
- ❖ Dread about having to use the process
- ❖ Complaints
- ❖ Routine errors
- ❖ The process is too difficult to understand and follow
- ❖ The process contains superfluous elements
- ❖ It doesn't accomplish its intended purpose

What Is a Process?

Simply stated, a process is a roadmap for achieving a desired outcome. A process requires two elements: 1) a series of defined steps; and, 2) a prescribed sequence for implementing those steps.

We use processes every day, some of which are so deeply ingrained that we've probably ceased thinking of them as processes. Something as simple as frying an egg or making toast follows a process. When frying an egg there are a series of steps and a proper sequence for taking those steps. Try reversing those steps and you'll see how dependent we are on such a simple process.

Processes are necessary in any business whether you are a sole proprietor or a large corporation. When processes are well-thought-out, well-constructed, documented, and followed, things run smoothly and efficiently. Just like the process of frying an egg, we don't have to wonder what our result will be every time we follow that process.

There are processes for: writing a book or blog, producing a podcast or video, promoting a product or service, paying bills, invoicing clients, and practically everything else you do in your business. Processes help us achieve efficiency, predictability, and they can simplify a complicated task.

With a hectic schedule, someone might argue that they don't have time to establish processes. But without processes, operations in your business will be haphazard, inefficient, unpredictable, frustrating, and fraught with errors. The time you take to establish processes will more than pay for itself.

If you're just starting out in business, or you're adding new elements to your business, here is a simple process for developing processes in your business:

Designing a Process

- 1. Identify the steps required.** What are the essential steps required to perform this process? Try to keep this simple and basic. Don't include superfluous steps or information.
- 2. Map out a streamlined sequence.** This is primarily a common-sense, practical exercise. It's vital to not only think this sequence through cognitively, but to test it in practice. Put it through the paces in various situations and analyze it. Consider both ease of following the process as well as its consistency in producing the desired results. Make adjustments to the sequence and steps until you're satisfied with the results.

3. Document and formalize the process. Write it down so you and others can learn it and refer to it. No process is flawless and as things change, you might need to abandon or tweak an existing process and replace it.

There truly is power in a process. Processes allow you to achieve efficiencies, reduce costs, predict outcomes and stay competitive. Having established processes also makes it easier to grow your business and train business partners and employees.

Survey your business based on the above signs of a broken or absent process. What elements of your business need a new or revised process? Follow the simple, 3-step approach for designing your processes and experience the benefits of doing so.



Facebook Post

The Power of Process

No doubt you too have experienced the frustration of a bad process, or a situation in which there was no apparent process, but there should have been. The signs of a broken or absent process include: frustration, complaints, errors, it's too complex or difficult to follow, or it contains superfluous elements. Read the rest of the article...

Enhanced Facebook Post: A process is simply a roadmap for achieving a desired outcome. Every process includes a series of defined steps and a streamlined sequence for following those steps. Learn how to design a process here. Read the rest of the article...



Twitter Tweet

The Power of Process

A process is a roadmap for achieving a desired outcome. To what extent do your desired outcomes all point back to a process? [blog post]

Enhanced Twitter Post: Processes help us achieve efficiency, predictability, and they can simplify a complicated task. [blog post]



LinkedIn Update

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Enhanced LinkedIn Post: With a hectic schedule, someone might argue that they don't have time to establish processes. But without processes, operations in your business will be haphazard, inefficient, unpredictable, frustrating, and fraught with errors. The time you take to establish processes will more than pay for itself. 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: The Power of Process.

B. Content (revise to fit your speaking style): **The Power of Process**

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Survey your business based on the above signs of a broken or absent process. What elements of your business need a new or revised process? Follow the simple, 3-step approach for designing your processes and experience the benefits of doing so.

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



Subject: The Power of Process

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C. Your close

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Why You Need a Mentor

It's been said that experience is the best teacher. But what does that mean? The intent of that statement is to admit that hard lessons are often learned through making mistakes and bad decisions—sometimes at great cost! Perhaps, some lessons can only be learned through hard knocks. But does it always have to be that way? Having a mentor offers a much more pleasurable approach to learning.

Reasons to Seek the Help of a Mentor

- 1. Bypass painful mistakes.** Why not bypass the mistakes and bad decisions that are inherent in launching a business on your own and learn through the experience of others? That's precisely where a mentor is so valuable and desirable.
- 2. Gain knowledge and skills.** A mentor may also serve as a tutor who helps you master the knowledge and skills you need in your field as an entrepreneur. A mentor is simply "a wise and trusted counselor or teacher." Usually, a mentor is someone older than you are who has the experience, transparency, and care to offer wise advice and counsel.
- 3. Initiate key relationships.** A mentor can also introduce you to relationships with key people. These are the kinds of people you wouldn't meet without such an introduction. Often these relationships open doors for your business that would have otherwise remained closed, or even unknown to you.
- 4. Obtain wisdom beyond your years.** Knowledge is not the same as wisdom. Nearly anyone can study a subject or skill and become thoroughly knowledgeable about it. Gaining wisdom is not a given. It may come with age and experience, but there's no guarantee that will happen.

Wisdom contains both a practical and moral side. Wisdom is the appropriate application of acquired knowledge. When you submit yourself to the guidance of a mentor, to some extent, you seek to become like them. If you listen and observe them well, they can impart their wisdom to you.

- 5. Acquire a legacy.** When you give yourself to the instruction and guidance of a mentor, the mentor bequeaths on you a wealth of information, knowledge, experience, wisdom and relationships that you would otherwise not receive. You inherit the legacy of that individual. Such a legacy is priceless.

What's Required of You, the Mentee?

Above are some of the reasons we all need mentors in our lives. But seeking out and learning from a mentor requires some things on our part:

- ▶ **Humility**—We have to admit we don't know it all. We must be willing to receive instruction from someone else, even when their advice might seem strange.
- ▶ **Patience**—In our fast-paced culture we want everything now. We're impatient by nature. But when working with a mentor, we must recognize that acquiring wisdom takes time.
- ▶ **Trust**—Our mentor must be someone we can trust and respect.

- **Gratitude**—A true mentor rarely asks for payment. A person with a mentor’s heart loves to impart their wisdom to others. They find great joy and satisfaction in helping others grow. Our part is to express gratitude for their great service to us.
- **Diligence**—If the mentor is motivated by the growth of their mentee, then our role is to diligently implement what they impart. Give your mentor the joy of seeing the fruit of their labor as you grow.

What to Look for in a Mentor

Your mentor must be someone you respect. They must possess the character and experience you wish to emulate. They must be willing to share their life with you. They must have the time to spend with you. You must give them permission to call you out on your behaviors and attitudes, and they must be willing to do so.

Finally, this person may not consider themselves a mentor. Perhaps they’ve never served as a mentor before. By your relationship with them, you can help them become successful as a mentor while gleaning their wisdom from them.

How to Establish a Mentor/Mentee Relationship

Approach the individual whom you’d like to mentor you. Tell them why you view them as a potential mentor and humbly ask them if they’d be willing to mentor you. Discuss what that relationship might look like and decide on specifics mutually. Agree on how often, when and where you’ll meet.

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Meeting with a mentor can launch you forward in your personal life and business like nothing else. If you don’t already have a mentor, consider finding and meeting with one. You’ll be glad you did! Finally, when the opportunity presents itself, be open to serving as a mentor for someone else, investing in their life and leaving a legacy for them.



Facebook Post

Why You Need a Mentor

Experience may be the best teacher, but experience can also be a costly, cruel teacher. Why not seek the help of a mentor instead? Read the rest of the article...

Enhanced Facebook Post: Why not bypass the mistakes and bad decisions that are inherent in launching a business on your own and learn through the experience of others? That’s precisely where a mentor is so valuable and desirable. Read the rest of the article...



Twitter Tweet

Why You Need a Mentor

A mentor can help you avoid cruel and costly mistakes in launching a business. [blog post]

Enhanced Twitter Post: Engage a mentor and gain an invaluable legacy. [blog post]



LinkedIn Update

Why You Need a Mentor

Meeting with a mentor can launch you forward in your personal and business life like nothing else. Where do you find such a mentor? What do you do when you meet? Read the rest of the blog post ...

Enhanced LinkedIn Post: When you give yourself to the instruction and guidance of a mentor, the mentor bequeaths on you a wealth of information, knowledge, experience, wisdom and relationships that you would otherwise not receive. But what is required of you as a mentee? Read more in this week's blog post...



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B. Content (revise to fit your speaking style): [Why You Need a Mentor](#)

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3 Ways to Boost Your Customer Success Rate

What is customer success rate anyway?

Regardless of the business you're in, you either sell a product or a service or both. It goes without saying that we must provide our customers with stellar products and services. But... there's more to it than that. For instance, apparently, most people who buy a course never finish it. In fact, some don't even open it!

Sure, you made the sale, so what do you care whether the customer ever finishes the course? You've got to care! For one thing, you probably put your heart and soul into creating that course or program. You truly desire to help people and give them a better life. You're convinced that if they buy your course and follow its guidelines, their lives will be improved.

But if most buyers never finish the course, they won't experience that life-change. Their lives will not be improved. If we care at all about people (and I'm sure you do), this should bother us!

When we talk about customer success rate, we're referring to the extent to which our customers experience the benefits of a product or service we offer.

It's not just about the sale!

Especially if you're just starting to build your business, it's easy to become focused solely on getting the sale. After all, you are a business and a business must make money to remain a viable business.

The success rate of your clients can't wait until you're making big bucks. It's got to be inherent in your business. And even if you've been operating for a while, it's not too late to put these fundamentals into practice.

Our customers' rate of success in buying from us is vital to us for the following reasons:

- ▶ Because we care about our customers and want to help them improve their lives.
- ▶ Their success is the best marketing for our products and services we could hope for.
- ▶ When we give customers what they want and they benefit from it, they come back and bring others with them.

Years ago, I published a book through an indie publisher. When I contacted this publisher, I'd have to give their sales staff a "10" for their salesmanship! The sales staff were amazing! But after the sale, I had no end of problems with the support staff that was supposed to be helping me get my book published.

When all was said and done, I'd be generous to give them a "2" for their performance. I was never pleased with the printed book. In fact, I've since republished that book through a self-publisher and am now thrilled with the outcome. Because of my experience with that indie publisher, I've discouraged others from using them. You probably have stories like that too.

So, how do we boost our customers' success rate?

3 Ways to Boost Your Customer Success Rate

- 1. Make it easy for them to succeed.** My wife and I recently bought a kitchen torch for crystalizing the sugar when making creme brulee. The torch seems to be well-made. I think we received good value for the price. But the instructions were terrible! It was obvious that a non-English-speaking person wrote the instructions. We eventually figured out how to fill, light and use the torch, but the instructions were worthless. The manufacturer did not make it easy for us to succeed.

To help our customers succeed, we must provide: a clear and simple plan to follow; with small, bite-size pieces; and built-in wins along the way. Don't complicate what you make simple. Make it easy for your customers to succeed.

- 2. Provide coaching and other tools and resources.** Coaching can come in the form of a book or some other written form in which you share your own personal stories and those of others. Depending on the value and impact of your product or service, you could also offer limited personal coaching. You can do this on a group call or even one-on-one. This service could even be an upsell.

Recommend and make other tools and resources available for free on your website or through other means. Include them as a "bonus" when they purchase your program. Demonstrate to your clients that you want to help them succeed.

- 3. Build a community of followers.** Such a community offers built-in accountability. Clients share their wins, and their courage and success are contagious. They also may share their struggles and the community rallies around them to encourage them on to success.

Most of the work for building a community seems to be on the front-end. Once it starts going and builds momentum, you'll find that your customers will help each other succeed in ways beyond your ability. People enjoy helping others.

Boost your customers' success rate by following those three fundamentals. Ensuring that your clients succeed is not only in their best interest, but in yours as well. They experience a better life. They become your "raving fans." They come back for more and bring others with them.



Facebook Post

3 Ways to Boost Your Customer Success Rate

It's not just about the sale. What if your customers buy but never experience the desired results of purchasing your program? Where does that leave your customers? Where does that leave you? Read the rest of the article...

Enhanced Facebook Post: Boost your customers' success rate by following three fundamentals. Ensuring that your clients succeed is not only in their best interest, but in yours as well. They experience a better life. They become your "raving fans." They come back for more and bring others with them. Read the rest of the article...



Twitter Tweet

3 Ways to Boost Your Customer Success Rate

When we talk about customer success rate, we're referring to the extent to which our customers experience the benefits of a product or service we offer. [blog post]

Enhanced Twitter Post: The first fundamental in boosting your customer success rate is to make it easy for them to succeed. [blog post]

LinkedIn Update

3 Ways to Boost Your Customer Success Rate

You made the sale, so what do you care whether the customer ever finishes the course? You've got to care! For one thing, you probably put your heart and soul into creating that course or program. You truly desire to help people and give them a better life. You're convinced that if they buy your course and follow its guidelines, their lives will be improved. So, what if they don't experience success? Read the rest of the blog post ...

Enhanced LinkedIn Post: Most buyers never finish a course they buy. As a result, they won't experience the life-change your program offers them. Their lives will not be improved. If we care at all about people (and I'm sure you do), this should bother us! 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: 3 Ways to Boost Your Customer Success Rate.

B. Content (revise to fit your speaking style): [3 Ways to Boost Your Customer Success Rate](#)

What is customer success rate anyway?

Regardless of the business you're in, you either sell a product or a service or both. It goes without saying that we must provide our customers with stellar products and services. But... there's more to it than that. For instance, apparently, most people who buy a course never finish it. In fact, some don't even open it!

Sure, you made the sale, so what do you care whether the customer ever finishes the course? You've got to care! For one thing, you probably put your heart and soul into creating that course or program. You truly desire to help people and give them a better life. You're convinced that if they buy your course and follow its guidelines, their lives will be improved.

But if most buyers never finish the course, they won't experience that life-change. Their lives will not be improved. If we care at all about people (and I'm sure you do), this should bother us!

When we talk about customer success rate, we're referring to the extent to which our customers experience the benefits of a product or service we offer.

It's not just about the sale!

Especially if you're just starting to build your business, it's easy to become focused solely on getting the sale. After all, you are a business and a business must make money to remain a viable business.

The success rate of your clients can't wait until you're making big bucks. It's got to be inherent in your business. And even if you've been operating for a while, it's not too late to put these fundamentals into practice.

Our customers' rate of success in buying from us is vital to us for the following reasons:

- Because we care about our customers and want to help them improve their lives.
- Their success is the best marketing for our products and services we could hope for.
- When we give customers what they want and they benefit from it, they come back and bring others with them.

Years ago, I published a book through an indie publisher. When I contacted this publisher, I'd have to give their sales staff a "10" for their salesmanship! The sales staff were amazing! But after the sale, I had no end of problems with the support staff that was supposed to be helping me get my book published.

When all was said and done, I'd be generous to give them a "2" for their performance. I was never pleased with the printed book. In fact, I've since republished that book through a self-publisher and am now thrilled with the outcome. Because of my experience with that indie publisher, I've discouraged others from using them. You probably have stories like that too.

So, how do we boost our customers' success rate?

3 Ways to Boost Your Customer Success Rate

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Subject: 3 Ways to Boost Your Customer Success Rate

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C. Your close

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



How Peas Helped Me Beat Procrastination

Half-jokingly, a friend of mine quotes the following as an excuse for procrastinating: "Anything worth doing is worth putting off!" But while procrastination offers the promise of ease, it tends to magnify difficulty and stress.

Procrastination can cause us to miss deadlines and prevent us from being able to take advantage of new opportunities that present themselves. From experience we recognize the pitfalls of procrastination, yet somehow, we still give in to it. Why is that?

Why We Procrastinate

- ❖ **Feeling Overwhelmed.** Sometimes you might procrastinate simply because you feel overwhelmed. There's so much on your plate that you don't even know where to begin. The irony is that by putting off the inevitable, you only increase your stress and the time it will take to complete everything.
- ❖ **Unpleasant tasks.** From time to time an unpleasant task may loom over you. You may dread having to deal with it, so you put it off. But in doing so, it niggles at the back of your mind haunting you with the reality that you'll eventually have to deal with it.
- ❖ **The lure of something fun.** When everyone around you is having fun, it's hard to stick to the task before you. It would be so much more amusing to join everyone else in their merriment, even though doing so will set you back.
- ❖ **Distractions.** Occasionally, distractions coming from other areas of your life seem to demand your attention and prevent you from attending to your real priorities.
- ❖ **Failure to plan or schedule.** Without a plan and a schedule to complete it, other things crowd out those things you need to complete. The result is that you put off tackling the important and you find yourself at the mercy of the trivial and unplanned.

How to Beat Procrastination

- 1. Tackle the unpleasant first.** When I was a kid, I hated peas. It didn't help that my mom served us canned peas that always felt mushy and tasted bland. Because of my dislike for those peas, I'd leave them on my plate until last. Then, there was the ever-unpleasant battle as my parents refused to let me leave the table until I'd finished my peas.

But one day I realized that cold peas tasted even worse than hot ones. And I could eliminate the drama of battling with my parents if I simply ate my peas first. So I did. I love peas today, but I still avoid the canned variety! And this simple lesson I learned from eating my peas I've carried into other areas of my life. Whenever possible, I always tackle the unpleasant tasks first to get them behind me. Then I can enjoy the rest of my day.

- 2. Take large projects in bite-size pieces.** This is a great tactic to use when you're feeling overwhelmed by the magnitude of what's before you. By breaking up a large project, you can set mini-goals and gain confidence and a sense of progress as you knock them off.
- 3. Pick the "low-hanging fruit" first.** When you're faced with a lengthy task list that can seem daunting, sometimes it's best to knock off those tasks first that are fast and easy to complete. This reduces your to-do list quickly and gives you the confidence that you can finish everything on the list after all.
- 4. Plan your day.** Simple planning and scheduling can make attainable what seemed insurmountable at first. Put yourself on a schedule. List what you have to accomplish and prioritize it and/or employ some of the other tips above.
- 5. Save the fun till last as a reward.** This is the other end of the first tip. Save the most pleasant or fun tasks till the end. That way you'll be motivated to complete the more mundane and difficult tasks first so you can enjoy your reward stress-free.

To someone who has an easy-going nature, procrastination may seem like a harmless habit. But it causes us to be ill-prepared, we miss deadlines, and lose out when new opportunities come our way. So, how about changing our motto to: "Anything worth doing is worth finishing well and on time!"?



Facebook Post

How Peas Helped Me Beat Procrastination

Procrastination may seem like the easy way out at times, but it's only postponing the inevitable. And by putting off what must be done, we may miss deadlines and lose out on new opportunities that come our way. Read the rest of the article...

Enhanced Facebook Post: When I was a kid, I hated peas and put off eating them until last. This meant I had to eat them cold—yuck! But one day it dawned on me that eating them first, while they were still hot, would be a lot more pleasant. Then I could enjoy the rest of my meal. This helped me beat procrastination. Read the rest of the article...



Twitter Tweet

How Peas Helped Me Beat Procrastination

Procrastination is like eating cold, mushy peas! [blog post]

Enhanced Twitter Post: Want to beat procrastination? Tackle the unpleasant first. [blog post]



LinkedIn Update

How Peas Helped Me Beat Procrastination

Do you find yourself missing deadlines? Do you struggle getting started? Are you derailed by unpleasant tasks? All those are symptoms of procrastination. But you can beat procrastination with these five tips. Read the rest of the blog post...

Enhanced LinkedIn Post: If you or someone you know struggles with procrastination, here are some practical tips for changing that habit. Read more in this week's blog post...



Video Script

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Email Blast (or auto responder)

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