

THE PERFECT POST CHECKLIST

TIPS TO CRAFT
FACEBOOK POSTS
THAT YOUR FOLLOWERS
LOVE AND SHARE

~ JAIN BRAND ~



About Me

Hi! I'm Jain and I run a dream business. I teach people around the world, via my online courses and eBooks, how to develop a very special bond with their horses.

I've always loved horses and I've had an enjoyable career in marketing and advertising. My business is the perfect meld of the two.



Because of my marketing background I knew that creating an excellent product was only part of a successful business. **I also needed to reach my perfect customer.**

So nine years ago, when I was just starting my online business, I joined Facebook and started posting photos, memes and short articles in an attempt to reach my perfect customer. I didn't really know what I was doing and I had no plan... I was just posting things I liked.

Some of my posts got more love and shares than others. I tried to work out why. As I tested and tweaked I learned what worked and what didn't. I've now been posting several times a week for 9 years on several pages. That's about 8000 posts!

I discovered how to craft the perfect post to get lots of shares and love (for free). In this ebook I'll be sharing some of my most important tips - simple ideas that you can start putting into practice today.

Let's dig in...

Jain.

You can find me here...

Facebook: <https://www.facebook.com/horsetricks>

© 2020 Horse Tricks 101

May be shared with copyright and credit left intact.

The benefits of creating shareable and loveable posts

- Reach your perfect customer (for free)
- More page likes / Followers (a lot more!)
- More engagement on your page
- More reach for your page
- Increased brand awareness
- Cheaper to run ads to Followers

You want to create shareable and loveable posts to grow your page and to increase the awareness of your brand. You want to encourage people to like your page and get to know you and what you do.

Ultimately people prefer to buy from people they know.

The main benefit of creating shareable and loveable posts is that you can reach your perfect customer for free.

You can reach your customers for free

As long as you create posts that are **entertaining, educational or inspiring**, Facebook is very happy to share them with others on their platform (for free).

Following is a screenshot of the insights on my posts for ONE WEEK in April. Organic reach only (e.g. no paid posts). I had about 95,000 Followers when this screenshot was taken. Most of the posts reached 30% - 50% of that number and one post reached 139,600 people for free!

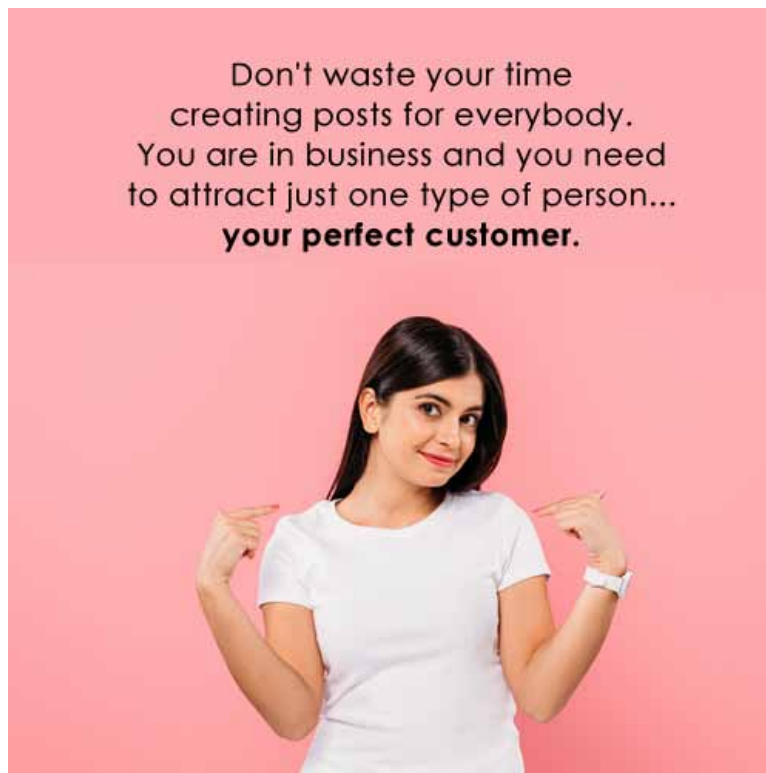
Some folks say that you need to pay to reach more than 5% of the people that like your page (not true!)



Yellow bar represents "Organic Reach" (how many people the post has reached for free). Pink bar represents "Engagement" (shares, likes and comments).

Create posts for your perfect customer

It is really important to know exactly who you are creating posts for. This will determine the language and images you use and what you post about. All your posts should be created for a particular person - **your perfect customer**.



To make this easier create a one page **Customer Avatar Outline**. In the outline make up a name for your Avatar. Even find a photo that you think would look like them. Then write a brief description of their interests and what they like to do.

Pin this somewhere near where you create your posts. Refer to it whenever you write a post to help you focus on your perfect customer.

Getting your perfect customer's attention

Your perfect customer is scrolling through their Facebook news feed at a fast rate. You've got a fraction of a second to get their attention! Keeping the design of your post as **simple and relevant as possible** is the best way to stop them scrolling and get them engaging with your post.



We've found that simple posts with quotes and sayings that speak to your perfect customer get very good reach and engagement on Facebook. They will help you to get your perfect customer's attention for free.

Use a simple real image

Lots of space is good. Try not to use a picture that is too busy. Choose an image that is relevant to the words you are going to use.

Use images that look real. You will find a lot of images that are free are very staged and the people don't look like real people. Your audience will spot a fake image a mile off.

Your posts should seem real and from you.



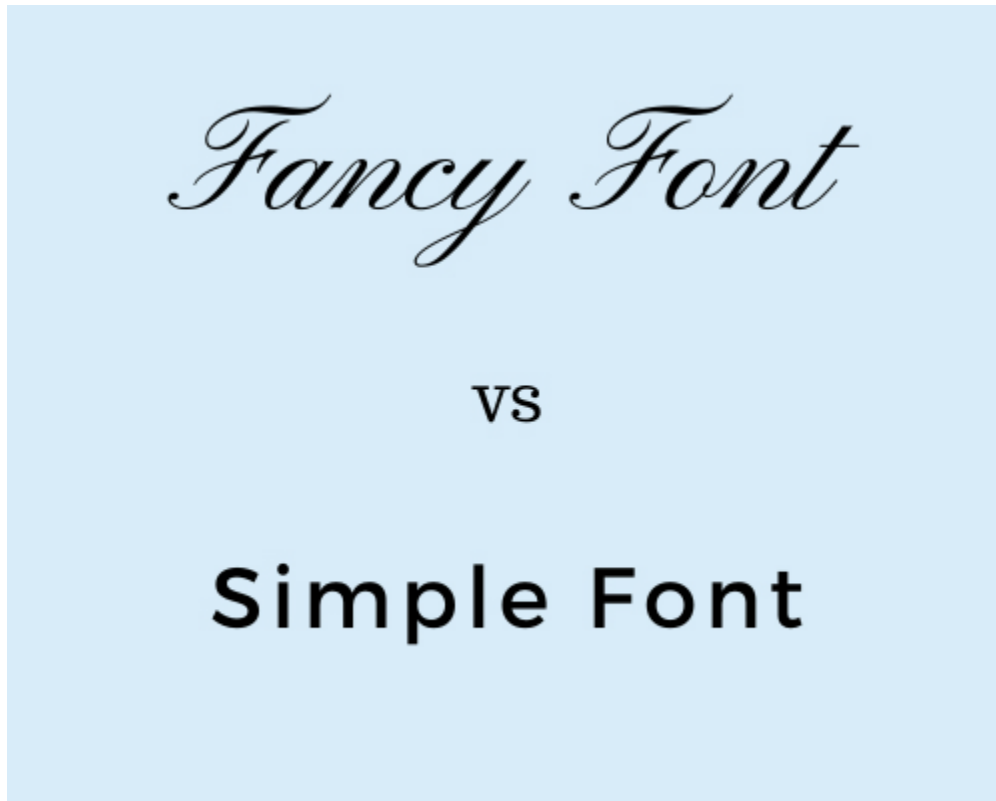
A simple, real image with lots of space



A busy, staged image

Use simple, clear, fonts

Fancy fonts look lovely but they can be very hard to read on mobiles.



If your perfect customer was scrolling through their news feed (especially on a mobile), the Simple Font would be much easier for them to read. You are more likely to grab their attention if they can easily read what you have to say.

Use a simple logo

You should brand all your posts with your logo, or a version of it. This is one of the best ways to get people to know your business.

If your logo is quite complicated and isn't easy to read at a small size then create a version of your logo just for your posts. Just make sure that it is relatable to your business.

This is an example of one of my logos in full...



And the simplified version I use on my posts...



One simple idea per post

This isn't the place to create a lengthy article with lots of information and ideas. That works well if you link to an article on your website. For these simple posts, pull out the main idea and just focus on that. Your perfect customer needs to grasp the idea of the post in just a second.



The Perfect Post



More actionable ideas...

Do you want more tips, tricks and lots of real life examples of ways to create the perfect post for your perfect customer?

In this 50 page eBook you will discover...

- WHY you should be creating shareable posts and WHY it matters to your business.
- How to get clear on WHO you are creating content for.
- What a perfect post looks like and HOW you can create them (easily!)
- Lots of real-life examples from our own pages.
- The ACTION STEPS that will help you craft the perfect posts, for the right person, and share them at the right time.



Soon you'll be well on your way to getting the reach and engagement on Facebook that you have been craving!

EBOOK COMING SOON! Keep an eye on your inbox.