

The Anatomy of an Engaging Post

COMPELLING VISUAL

Use an educational or entertaining video or image to grab your audience's attention.



Tip

Reply to comments so the audience knows that you are responsive.

Tip

Shorten links with bit.ly.

We are all creating our passion through our businesses but we also want them to be successful.

CAPTION

Create a stronger business. **DOWNLOAD** the "Multiple Income Streams" guide.

CALL TO ACTION

A call to action is the action you want them to take after seeing the post.

Tip

Use CTAs to spur engagement.

SHARE
BUY
SIGN UP
DOWNLOAD
DONATE

*Maintain the goal,
Stop the scroll!*

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