

POSTS FROM THE HEART Media Week Sheet

BRAVE BRANDING

Why

Who

When

What Value / Focalpoint

Medium	Date	Date	Date	Date	Date	Date	Date
INSTAGRAM							
FACEBOOK							
FB PAGE							
LINKEDIN							
TWITTER							
BLOG							

How to fill in the POSTS FROM THE HEART sheet

1. WHY - why are you posting? Make sure you got a clear goal. Like a launch, a book, your upcoming offer, coaching etc. Remember to ALWAYS be on the runway!
2. WHO are you posting for. See your posts as a conversation with your soul client. Combine heartfelt posts, with video's or inspirational posts. Make sure at least 75 percent of your posts are yours. Do not only send. Connect, ask questions.
- 3 WHEN. The date of your launch, book etc. Work towards that date. The longer the runway, the easier it is to sell. See it as a soft and beautiful dance with your soul clients.
4. WHAT are your Focal Points or values. Write the 5 (*or more but not too many*) focus points that form the base of all your posts. For instance: Health, World Peace, dog, Fun stories, Meditation. Make sure they are connected to your heart, so you can send out truly connected messages. People will start recognising your posts when you regularly post on the same topics. It's all about establishing your expert status.
5. What kind of posts can you send? Figure out what your Soul Clients love. And focus on that. For instance my soul clients love humour, vulnerability posts, art and branding tips. But I also post when I'm upset about something. Or when I'm having a 'I love this person so much' attack. I need to love my posts first. So should you!
6. Images or video. Use always (*or as much as possible*) images. Make a habit of taking photo's wherever you are. That way you show the world as seen through YOUR eyes. Make sure YOU show up often. Alternate between selfies and group pics with observational photos.

ABOVE ALL have fun doing it.

It's like opening your door to the outside world. Inviting them into your Queendom.

YOU got this!