

SOCIAL MEDIA STRATEGY

How I Turn Social Media Into Customers

The exact content → DM → email → revenue system behind one \$120K post.

I grew an audience of millions, but views were never the real goal. The goal was to turn attention into an asset my business could actually use. One reel brought me 100,000+ followers. Another added \$10,000 in monthly recurring revenue.

A viral post is not the business. It is the front door.

1. Make Content That Earns Attention

Your short video has one job: stop the scroll and make the right person want the next step. Start broad, then get specific.

- **On-screen hook:** one idea anyone can understand instantly.
- **Spoken hook:** the first sentence creates curiosity or stakes.
- **Visual hook:** motion, contrast, proof, or an unexpected image.
- **Proof early:** show the result before explaining the process.
- **One takeaway:** do not cram a full course into 30 seconds.

Short-form content is advertising for your long-form work.

I test hooks, colors, titles, and openings with Trial Reels. A red title beat four other designs. A revised hook made one concept perform 3x better. The shorter the video, the smaller your margin for error, so test instead of guessing. Keep the winner, change one variable, and test again.

2. Give the Viewer One Clear Next Step

Most viral viewers have never seen you before. If they swipe away without taking action, you lose them. Offer something useful and ask them to comment one memorable keyword

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VALUABLE VIDEO → COMMENT KEYWORD → AUTOMATED DM → FREE RESOURCE

Content is user-generated and unverified.

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