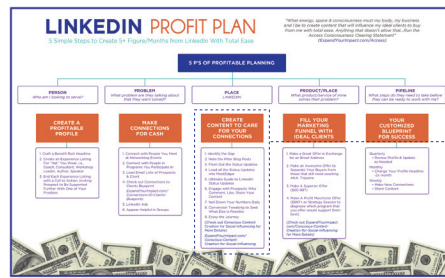


# CONSCIOUS CONTENT CREATION FOR SOCIAL INFLUENCE

## 9 STEP SYSTEM

*"What energy, space & consciousness must my body, my business and I be to create content that will influence my ideal clients to buy from me with total ease. Anything that doesn't allow that...Run the Access Consciousness Clearing Statement"*  
 (ExpandYourImpact.com/Access)



- CREATE CONTENT TO CARE FOR YOUR CONNECTIONS**
1. Identify the Gap
  2. Note the Pillar Blog Posts
  3. Flesh Out the Status Updates into NeedEdgar
  4. Load all the Status Updates into NeedEdgar
  5. Ultimate Guide to LinkedIn Status Updates
  6. Engage with Prospects Who Comment, Like, Share Your Content
  7. Nail Down Your Numbers Daily
  8. Conversion Tweaking to Seek What Else is Possible
  9. Enjoy the Journey (Check out Conscious Content Creation for Social Influencing for More Details)
- ExpandYourImpact.com/  
Conscious-Content-Creation-for-Social-Influencing

(This is Step 3 of the LinkedIn Profit Plan which you can download at [ExpandYourImpact.com/LinkedInProfitPlan](http://ExpandYourImpact.com/LinkedInProfitPlan))



**Identify** where your clients WANT TO BE IN THE FUTURE and WHERE THEY ARE NOW and map out the possibility pivots that need to happen along their journey. Use this chart to help you get clear on what 5 Possibility Pivots are per client. Start with aligning the energy of 3 ideal clients that you think would be the most fun to work with right now.

	Ideal Client #1	Ideal Client #2	Ideal Client #3
<b>Problem</b> (Keep Them Awake At Night)			
<b>Mindset</b> (What do they think about themselves or the world that keeps them stuck in this problem?)			
<b>Strategy</b> (What's the big picture here that keeps them stuck in the problem?)			
<b>Tactics</b> (What steps do they need to take to get rid of the problem?)			
<b>Pleasure</b> (What is it they REALLY Want?)			



**Note** the 3-5 Pillar Blog Posts that speak to the energy that needs to be activated in order to get someone aware that a possibility for what they want exists and gets them engaged in taking action. If you need help with templates for writing these check out my Copywriting Magic Bullet. Samples might include:

**#1**

Overall Mindset Transformation Needs

**#2**

Overall Strategic Big Picture

**#3**

Deep Dive into a Sexy Tactic

**#4**

Deep Dive into 1 Mindset Shift

**#5**

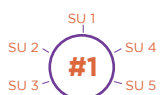
Case Study of Client Transformation

**#6**

Paint the Picture of What they Really Want



**Flesh** out 3-5 Status Updates PER Blog Post and decide on the type of update that would create the most (text, video, image, audio). Check out the Ultimate Guide to Linked In Status Updates at [ExpandYourImpact.com/Ultimate-Guide-to-LinkedIn-Status-Updates/](http://ExpandYourImpact.com/Ultimate-Guide-to-LinkedIn-Status-Updates/) to find out other types of status updates to create. You want to make sure you are Social Listening, Social Networking as well as Social Selling.



Overall Mindset Transformation Needs



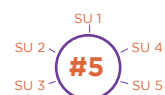
Overall Strategic Big Picture



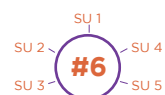
Deep Dive into a Sexy Tactic



Deep Dive into 1 Mindset Shift



Case Study of Client Transformation



Paint the Picture of What they Really Want

*\*Make sure every blog has a call to action to enter your prospect into your Pipeline to Profits*



**Load** all the status updates into MeetEdgar

*\*Make sure every status update has a call to action to get your prospects to click on the update and engage with your pillar blog post.*



**Ultimate Guide to LinkedIn Status Updates...** Unite your BE-ingness with all this DO-ingness. Destroy and uncreate all the hidden agendas and cross purposes you might have about being visible and receiving clients.



**Engage** with prospects who comment, like or share your newly posted content.



**Nail** down your numbers on a daily basis.

**#1**

Status Update Engagement (Look in MeetEdgar)

**#2**

Blog Traffic (Look inside WordPress Dashboard)

**#3**

Look at Your Marketing System for Freebie Opt Ins

**#4**

Look at Your Shopping Cart / PayPal for Awesome Offer

**#5**

Look at Your Calendar for Strategy Session Appointments

**#6**

Look at Your Freedom Factors to Celebrate How All of This Is Coming with More and More Ease!



**Conversion Tweaking.** Now that you know your numbers your job is to stay in the question with each set of number and ask:

- *What Else Is Possible Here I Never Even Imagined?*
- *What's Right About This # I'm Not Getting?*
- *What energy, space and consciousness must my body, my business and this content be to allow me to receive more clients with total ease?*

Then act on whatever insights or inspirations come up...even if it makes no logical sense.

Run the Access Clearing Statement on anything that comes up that keeps you from believing the reality you desire is possible.



**Enjoy the journey.** Doing all this is required and as you learn more how to do this yourself or enroll others in helping you the more you'll be able to get done. Enjoy the overwhelm and the frustration. What's right about overwhelm that you're not getting? What's right about being frustrated you're not getting? How does it get any better than this?

*"All of Producing Profits Comes To Me With Ease and Joy and Glory!"*  
**#ExpandYourImpact**