

THE EVOLUTION



Social Media Formula

Creating your Viral Transformation Post

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TRAFFIC > CONTENT > CONVERSATIONS >
CLOSING > TRANSFORMATION



OBJECTIVE: Transformation posts are the most powerful weapon you have to drive hundreds of eyeballs to your profile.

Getting this right results in immediate trust and authority in your market (even if you have zero audience). It's critical for you to review, apply, and master this skill because without this, you'll struggle to build your audience...and no audience means no clients.

Foundational Principles

- Your first post in any external FB group should be a story-based Transformation Post you can back up with before/after photos.
- Your ideal client is you 2-3 years ago...people without the knowledge or expertise that you've gained from your journey. Show them you are where they want to be.
- The transformation post is by far the most powerful post in the entire content strategy to build trust, traffic and authority in your market fast.
- Post this everywhere. You want as many people to see it as possible. Post it on all your social profiles (FB/IG) AND in your top 3-5 FB groups.
- The first 20-30 minutes are critical to the success of your post. The FB algorithm is "testing" to see if it's worthy of showing to more people. If you don't get any engagement, delete it and repost it immediately. If you do get engagement, set aside 30-60 minutes to tag, heart, and comment on every comment - this will boost your algorithm juice.

Viral Transformation Post

Best Practices

- The 80/20 of what matters most (starting with MOST important)
 - The right FB group (same post can flop in one and go viral in another)
 - Before/After photos show an OBVIOUS VISUAL transformation (if you have to explain it, it's probably not obvious enough)
 - Should clearly see your face in both photos
- Copy structure
 - Concise (aim for under 300 words)
 - Readability (short sentences, line breaks, no LONG walls of text)
 - Use tool:
<https://www.apps4lifehost.com/Instagram/CaptionMaker.html>
 - Align it to your audience
 - BEFORE needs to be RELATABLE (pain/struggle/mistakes)
 - AFTER needs to be ASPIRATIONAL (results/outcomes)
 - Specificity (quantify results, provide examples)
 - Bad - I became healthier
 - Good - I lost 15lbs in 40 days and had more energy than ever before (even started waking up at 6AM without trying!)

- Logic + Emotions (talk about what happened, then ask yourself SO WHAT and describe how that made you feel)
 - Bad - I got an internship at Google
 - Good - I got an internship at Google. My parents were beyond proud of me...they couldn't stop smiling. I was thrilled to make them happy after everything they've sacrificed for me.
- **Add a benefit-driven title.** Make it clear why your audience should be interested in reading this post and what they'll get out of it.
 - *Mindset Coach: "How I scaled my business to \$10k/mo with this 1 simple mindset shift."*
 - *Business Coach: "Why quitting your job is the best thing to help you grow your consulting business to 6-figures. (Here's how I did it step-by-step)"*
- **Focus on ONE Main Transformation.** Respect your readers...no one cares about getting an entire biography and details about how things evolved in your life. Talk about ONE transformation with the end-result that your audience wants to achieve.
- Avoid long paragraphs and keep your sentences as simple and straight to the point as possible. The simpler the better.

- Keep it positive. Be in a good headspace when creating your post. Posts go viral because they are inspirational. They should give people hope, joy, humor, or entertainment (80% of your post should be focused on creating positive emotions).
- Keep it concise. 250-400 words total. 3-5 sentences max for Before/After sections.
- Keep it authentic. Never copy-paste transformational posts of others. Give genuine advice to the readers based on your own journey you went through. Make the post fit to the type of Facebook group (and people who read it) that you share it in
- Keep the end result aligned with what the audience wants to achieve
 - Example - as a mindset coach in a business group you want to talk about “how you’ve grown your business” as the end-result. You can still cover that you did this through shifting your self-identity etc.

- Add clear social proof (if possible). Best form of proof is screenshots that convey the “end-result” that you cover in your transformational post (e.g., Stripe screenshots, before/after fitness photos, etc).
 - If you don’t have an end-result photo, you can use photos of you on stage, speaking at an event, or working with clients/team
 - Don’t add screenshots of client testimonials. This will get you banned in Facebook groups.
 - All photos should be high-quality (especially the “end-result/after” photo)
 - No more than 2 photos (before/after or just the results). More than 2 will distract and overwhelm people.
- Focus on what you DO have. Not all of us have obvious transformations with before/after screenshots. Even if you don’t have “impressive” achievements, milestones or success yet...there’s ALWAYS a way to write your post as if you do or inspire one level below you. Don’t beat yourself up or think “I don’t have anything inspirational to write” - that leads to inaction and ultimately failure.

- 1x unique post per group every 3-4 weeks (try not to publish same post in multiple groups in same week - use a 3-4 week cycle)
 - Tweak the content so it looks different (title, first few sentences)
- Once you've drafted your copy for your transformation post, copy-paste it in [apps4lifehost](https://www.apps4lifehost.com) to add breaks between your lines.

Viral Transformation Post Structure (ENGAGEMENT)

- Title/Hook (grab attention)
 - Benefit-driven
 - Shout out the admin (especially for paid groups)
 - “Huge shout out to (name), thanks to you and this program I’ve been able to land my first \$5000 client in less than 30 days!”
- Example
 - Mindset Coach: “How I scaled my business to \$10k/mo with this 1 simple mindset shift.”
 - Business Coach: “Why quitting your job is the best thing to help you grow your consulting business to 6-figures. (Here’s how I did it step-by-step)”

- Before You (3-5 SHORT sentences)
 - Relatable (the Hell pain they're going through now)
 - Movie scene (vivid description of "day in the life")
 - Emotions (how that made you feel)
 - Example
 - 2 years ago.. I started my own social marketing agency.. I was working from my parents house.. cold-calling leads all day in my bedroom.. I was broke.. had a poor mindset.. And I even used my mom's laptop as I could not afford my own..
- After You (3-5 SHORT sentences)
 - Aspirational (the Heaven outcome your target market wants)
 - Movie scene (vivid description of "day in the life")
 - Emotions (how that made you feel)
 - Example
 - This month.. I've been able to close 5 new clients for my agency in e-commerce. I've been able to hit \$20k/mo with my 2 team members. Without lifting a ZERO finger on prospecting..

- Key Lesson/Shift (1-3 lessons - numbered or bulleted)
 - Main change you embraced
 - What did you start doing differently?
 - Example
 - Here's what I did:
 - 1. Build a personal brand in your marketing niche. Leverage Facebook groups where your ideal audience is at.
 - 2. Never lower your prices.
 - 3. Don't play victim and be patient and consistent with building a personal brand online in your niche. Once it's working.. People come to you! You won't ever have to do cold-prospecting anymore (and that's so worth it).

- Inspirational Message
 - If a paid group, thank the community, program-owners once again
 - What are you doing now? What do you want to achieve in 2021?.
 - Example
 - Thanks <program owner>. This program has changed my life and agency. I will pay-off my 50k student-debt this month. For anyone that's currently just starting out. Take it 1 day at a time, stay consistent and it will be worth it!

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- Before/After Photo (must be an OBVIOUS VISUAL Transformation)
 - Old you (struggling, in pain, sad)
 - New you (happy and transformed)
 - Screenshots of end result (if possible)

Viral Transformation Post Structure (ACQUISITION)

Everything is same as above through Key Lesson/Shift...then announce your offer using below outline:

- Announcement
 - Launching coaching program
 - Why you're doing it (connect to your story)
 - Benefits
- What they're going to get
 - Tangible outcome
 - Incentive
 - First time launching so lowest price ever
 - Small founding members group (more 1:1 attention)
- Urgency/Scarcity
 - Limited # of spots
 - Doors close by X
 - Price going up by X
- Keyword CTA
 - If you're ready to get <desired, tangible outcome>, comment "keyword" below
- Before/After Photo
 - Old you (struggling, in pain)
 - New you (happy and transformed)
 - Screenshot of end result (if possible)

Viral Transformation Post Examples:

- Rachel's Examples:
 - Example 1
 - Example 2
 - Example 3

Was this helpful?

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me for business coaching visit
<https://rachelscheer.com/business/>
to apply