



## **Ingredients of a viral social media post: C.L.E.A.R. Curiosity, Lead-In Pitch, Emotion, Analyze/Proof & Reinforce/Reaction/Result**

### **Formula**

#### **CURIOSITY**

Write your Curiosity Headline (Should only be a few words or 1 sentence tops)

#### **LEAD-IN PITCH**

(Should be 1-2 sentences top) Write down a couple sentences that draw them in. They want to read more, know more, after reading these.

#### **EMOTION**

(1 sentence or even a word) How did it make you feel? How did it affect you?

#### **ANALYZE/PROOF**

(2-6 SENTENCES – this is the MEAT of your post) Write down your analysis/proof of your content here. What did you find out, and learn from?

#### **REINFORCE/REACTION/RESULT**

(1-3 Sentences) What was it you learned? This should reinforce the original lead-in / pitch. Get them engaged. Write down your reinforcement/reaction/result here:

Example:

1. C



Julia McCoy

I help creative entrepreneurs get their strategy, skills & systems down f...

6mo · Edited ·

It sucked.

2. L

I put a month, countless hours, and a few late nights into training a new agency writer this April. And today, I had to reassign their work.

3. E

They hadn't bothered to read or implement my latest feedback, and completely ignored it. Deadlines were missed, work backlogged.

I saw massive talent in their work early on. But, I'd been blinded.

You can have talent...

But if your attitude is wrong...

If you aren't willing to try harder, get back up, embrace change...

4. A

Your talent ends up in a discarded heap.

In Gary Halpert's Boron Letters (Gary has had more multi-million dollar winning campaigns than any other copywriter ever), he said enthusiasm wins over talent, every time.

In Grit, celebrated researcher and professor Dr. Angela Duckworth proves that achievement doesn't come from talent... it comes from perseverance.

I've read the books I quoted.

But I keep learning the hard way.

5. R

Take it from me. Perseverance, grit, and the right attitude ALWAYS outperforms talent.

I've trained and mentored writers at the top of their craft...but when I look back, they didn't show talent. They showed up with a great attitude.

That thing you're stuck doing? It's okay to not have the answers today. What's NOT okay is giving up. Keep going. You'll win. ❤️

#successmindset

**CURIOSITY**

Curiosity Headline

(Should only be a few words or 1 sentence tops)

**LEAD-IN-PITCH**

(Should be 1-2 sentences top)

A few sentences that draw them in—they NEED to know more!

**EMOTION**

(1 sentence or even a word)

How did it make you feel? How did it affect you?

**ANALYZE/PROOF**

(2-6 SENTENCES—the MEAT of your post)

Write down your analysis/proof of your content here. What did you find out, and learn from?

**REINFORCE/REACTION/RESULT**

(1-3 Sentences)

What was it you learned from it? It should reinforce the original lead-in / pitch. Get them engaged. Write down your reinforcement/reaction/result here: Put this all together and you have just written your first CLEAR post.



50,000 views on LinkedIn

100+ engagement responses on Facebook

200+ engagement responses on Instagram

# CLEAR Formula Worksheet

## CURIOSITY

Write your Curiosity Headline (1 sentence max)

## LEAD-IN PITCH

Write down a couple sentences that draw them in. They'll want to read more, know more, after reading these. (Should be 1-2 sentences top)

## EMOTION

How did it make you feel? How did it affect you? (1 sentence or even a word)

## ANALYZE/PROOF

Write down your analysis/proof of your content here. What did you find out, and learn from? (2-6 SENTENCES – this is the MEAT of your post)

## REINFORCE/REACTION/RESULT

What was it you learned? This should reinforce the original lead-in / pitch. Get them engaged. (1-3 Sentences)

› Put this all together, and you have just written your first viral-worthy CLEAR post.

*Take time! On average, these can take 60 minutes to write, edit, clean up, refine, and perfect.*



**HW: Create a new Google Doc and paste the formula (above) into the doc. Write your own C.L.E.A.R. Story from your life experiences! See below for examples to inspire you. When you're ready, share your Google Doc in the [student group](#) for live coach feedback.**

## Additionally: 3 Types Of Social Media Content That Create Connection

- 1. Entertaining:** (TikTok) @owenvideo “Dad will you watch me?” [TikTok](#)
- 2. Educating:** (IG Reels) @raviabuvala “1 Skill that Made Me \$1M+ Dollars” [Reel](#) & David Perrell (Twitter) Facts about fact-checking [Tweet](#)
- 3. Empowering:** (IG Reels) @recollectedself “What boundaries ACTUALLY sound like” [Reel](#)

**ASK YOURSELF EVERY TIME YOU ADD TO THE SOCIAL MEDIA WORLD:**

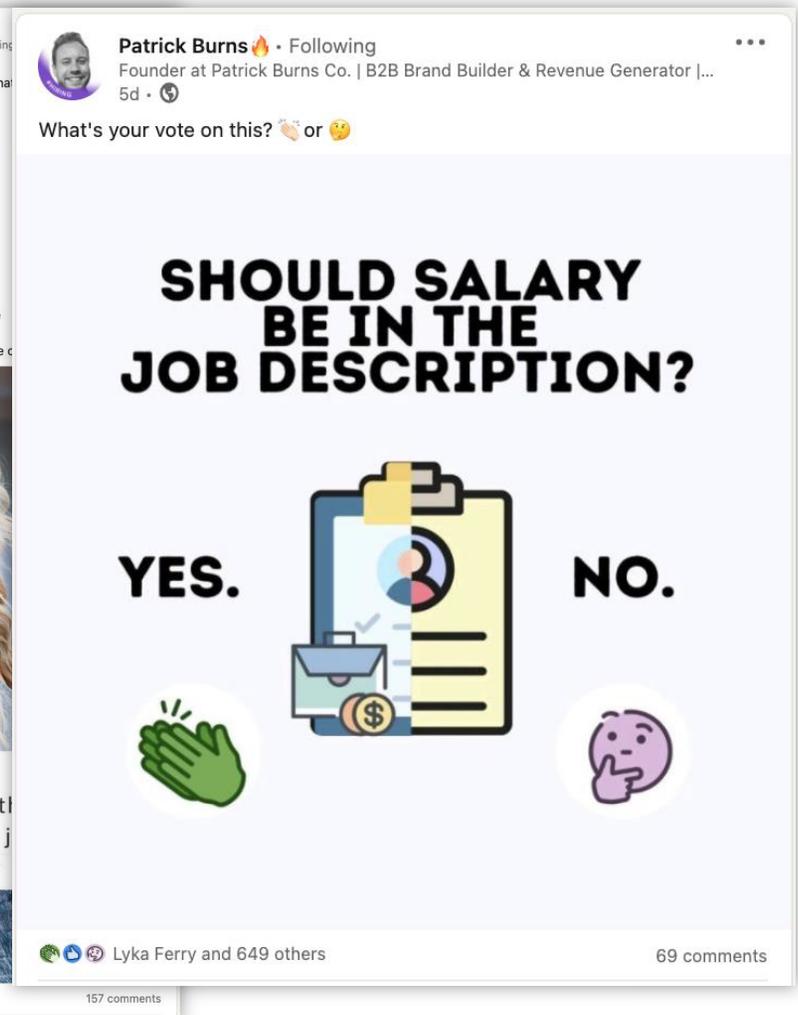
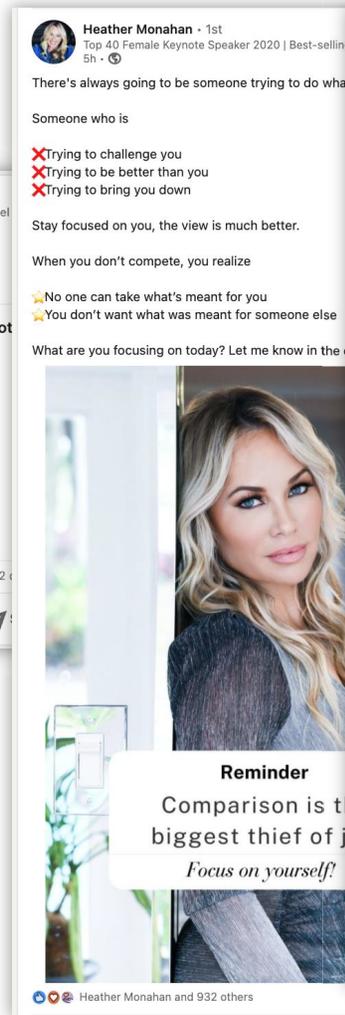
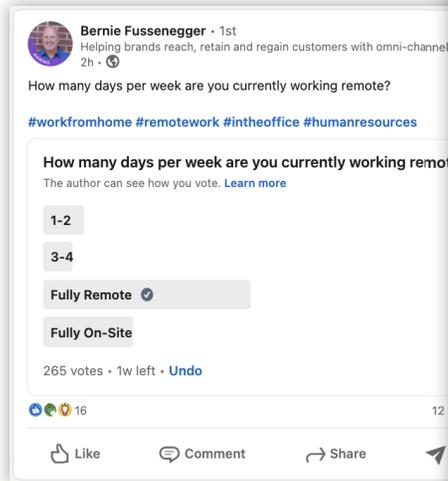
**Am I entertaining someone?**

**Am I educating someone?**

**Am I empowering someone?**

*If you are... your posts will provide value. If you aren't... don't create until you are. Let inspiration hit you! Remember, quality over quantity.*

Resource: [Browse social media image designers for cheap on Fiverr](#)



Did you see a bottom-line in all of these 3 high-engagement posts?

They encouraged the scroller to stop and participate with a DIRECT QUESTION (poll, question statement, etc.)