

THE SOCIAL MEDIA METHOD



VOICE WORKBOOK

CREATE YOUR OWN STORY

main character = ideal client

method to end-goal = your product or service

end-goal = the state of being, or feeling the client gets after using your product or service.

ADD MORE KEYWORDS

(use the trick with your thesaurus)

-
-
-
-
-
-
-
-
-

-
-
-
-
-
-
-
-
-

PRACTICE

Think about one specific product/service and end-goal.

Pitch end-goal

Pitch product/service