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Hot Takes
WORKBOOK

THIS WORKBOOK BELONGS TO

_____

Hot Take #1:
Clear messaging comes first.

Brain dump words or phrases that describe how you want people to perceive you or your business.

PRO TIP: Imagine you were reading the most thoughtful review ever about your business. What are some phrases that the reviewer would use?

WORDS/PHRASES THAT _____ **IS KNOWN FOR**

(YOUR BIZ)

Hot Take #2:
It's *not* about creativity.

Step 1: Choose a realistic posting frequency and assign content buckets to specific days. *You do not need to post every day – do what's most attainable for you.*

MON	TUES	WEDS	THURS	FRI

STEP 2: MAKE YOUR CONTENT COMMITMENT

"I will post _____ times each week. Each post will come from one of these content buckets:

(FILL IN YOUR CONTENT BUCKETS HERE)

Hot Take #3:

Collaboration expands your reach.

Make a list of local businesses that would be a natural fit for a marketing collaboration with your business.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Hot Take #4:
Every (!) post needs a *next step*.

Write or circle five calls to action that fit your content buckets and business goals.

_____

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- Book your consultation.
- Join our email list.
- Visit us this week.
- Reply and tell us what you need.
- Download the guide.
- Tag someone who would love this.
- Save this for later.
- Follow along for more tips like this.
- Comment "GUIDE" and we'll send it your way.
- Drop your answer in the comments.
- Which one are you choosing?
- Tell us what you think below.
- Vote for your favorite in the comments.
- Send this to someone who needs to see it.
- Share this to your story.
- Bookmark this for when you're ready.
- DM us your questions.
- Reach out to learn more.
- Schedule a call with us.
- Request more information.
- Get on our waitlist.
- Reserve your spot.
- Sign up today.
- Shop the collection.
- Browse what's available.
- See all the details at the link in our bio.
- Click through to learn more.
- Read the full blog post.
- Watch the full video.
- Listen to the full episode.
- Try this yourself this week.
- Add this to your to-do list.
- Use this at your next team meeting.
- Screenshot this checklist.
- Come back to this when you're ready to plan.
- Pick one and take action on it today.
- Tell us which tip you're going to try first.
- Have a question? Drop it below.

Hot Take #5:
Every (!) post needs a *next step*.

Scan the QR code for your own marketing tracker template.

File > Make a Copy > Save in your own Drive

common tracking *definitions*

- **Views**: The total number of times your content was viewed or played.
- **Reach**: The number of unique people/accounts who saw your content.
- **Impressions**: The total number of times your content appeared on someone's screen, including repeat views.
- **Followers**: The number of people who have chosen to follow your account.
- **Interactions**: Actions people take on your content, such as likes, comments, shares, and saves.
- **Engagement**: How much people are actively interacting with your content.
- **Engagement Rate**: The percentage of people who saw your content and interacted with it.
- **Profile Visits**: The number of times people visited your profile.
- **Link Clicks**: The number of times people clicked a link from your content or profile.
- **Watch Time**: The total amount of time people spent watching your video.
- **Accounts Engaged**: The number of unique accounts that interacted with your content.