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From Crickets to Clients



The Starter Kit for Building a Magnetic Social Media
Presence That Grows Your Business

Social Media Is Still KING

It's not too late. You don't need 10,000 followers to build influence.

You need a **clear message, eye-catching visuals, and a strategy that converts browsers into buyers.**

This Starter Kit gives you the exact steps to clean up your profiles, post with purpose, and attract your dream clients.

Pick the Right Platforms

Where Should You Be Showing Up?

Not every platform is for every business. Here's a quick breakdown:

Platform	Best For	What Works Best
Instagram	Visual brands, lifestyle, creators	Reels, carousels, stories
Facebook	Personal brands, services, viral growth	Behind-the-scenes, trends
LinkedIn	B2B, coaches, consultants	Authority posts, long-form tips
YouTube	Local biz, older demos	Community, events, promos
TikTok	Tutorials, educators	Long-form video, Shorts

Mini Exercise:

Which 1–2 platforms feel most aligned with your audience + content style?

Optimize Your Profile

Make It Instantly Clear What You Do

Your profile is your storefront—make it clean, clear, and compelling.

Checklist:

- ☐ My handle is professional and matches my brand
- ☐ My bio clearly states what I do + who I help
- ☐ I use a strong call-to-action (i.e. “Book a call” or “Download the guide”)
- ☐ My profile image is clear and branded
- ☐ I use a link-in-bio tool that leads to my offers, booking page, or lead magnets

What to Post (and Why)

You don't need to post every day—you need to post with purpose.

Here are 5 types of content to rotate:

1. **Value** – Teach something helpful
 - Example: “3 color combos that make your brand pop”
2. **Proof** – Share testimonials, before/after, client stories
 - Example: “This brand transformation led to 10x more engagement”
3. **Authority** – Show your expertise
 - Example: “Here's why branding is more than a logo”
4. **Behind-the-Scenes** – Build connection
 - Example: “Watch how I designed this in Canva”
5. **Offers** – Sell clearly
 - Example: “We're now booking July brand refreshes – grab your spot”

Simple 7-Day Content Plan

Day	Content Type	Example
Sunday	Call-to-Action	“DM ‘START’ to grab your spot”
Monday	Tip/Value	3 website tweaks to boost conversion
Tuesday	Testimonial	Screenshot of client feedback
Wednesday	Behind-the-Scenes	Time-lapse of design
Thursday	Offers	Promo for brand audit or booking
Friday	FAQ or Myth Bust	“Branding is NOT just a logo...”
Saturday	Personal/Story	Why I started my company

Don't Just Post—ENGAGE

Build Relationships, Not Just Reach

Posting is only half the game.

Real growth happens when you:






- Comment genuinely on others' posts
- Reply to comments quickly
- Start conversations in the DMs

DM Script Template (non-salesy):

“Hey [Name], just saw your post about [topic]—love what you're doing! If you ever need help with design or branding, I'd love to connect.”

Track What's Working

Metrics to Watch (Weekly or Monthly)

-  Engagement rate (likes + comments ÷ reach)
-  Profile views
-  Link clicks
-  Inquiries or DMs
-  Follower growth (not as important as conversions)

Set a monthly goal and celebrate progress—not perfection.

Let's Work Together

Social media doesn't have to be a guessing game. At Edit Me Lo, we help businesses build magnetic online presences that generate real results.

🔥 Want custom content branded for YOU?

💬 Book your discovery call now at www.editmelo.com

✉️ Or email us directly: info@editmelo.com

We'll help you go from inconsistent to unforgettable—one post at a time.



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