

2020

SOCIAL MEDIA CALENDAR

**52 WEEKS OF PRE-PLANNED SOCIAL MEDIA POSTS FOR
COACHES, CONSULTANTS AND B2B SALES**



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We're digital marketers who specialise in working with professional services firms like coaches, consultants, law firms and accountants.

If you like what you see here and would like to find out more about what we do (or if you'd like to work with us), drop us an email.

hello@cubesocial.com

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Start Here...

You have in your hands (well, probably on your screen) a whole year's worth of social media posts... completely planned out for, you day-by-day, and month-by-month.

This calendar will work for you regardless of the industry you work in or the market you serve.

But, it's especially powerful if you work in B2B or professional services sectors (such as consulting or coaching) where more thoughtful and carefully curated content often works best.

All you need to do is follow the simple instructions on the next few pages and the job's all done.

But before we dive into the calendar, we want to share with you *how* we've structured this content plan, and *why* it works so well this way..

The Social Media Secret Sauce: Trust, Authority and Offer

It's easy to overcomplicate things.

So, let's keep this really simple: There are only 3 types of social media posts you need to worry about...

1. Trust Posts (Your 'Why')

These posts focus on your "why" – your values, your drivers and your motivations. The goal of these type of posts is to build trust with your audience.

These posts should either have no call-to-action (CTA), or a CTA that is focussed on driving engagement. For example, "Leave a comment to let me know if you liked this post and would like more".

Around **one third of your posts should be Trust Posts.**

2. Authority Posts (Your 'What')

These posts explain the “what” – the specific steps people need to take to achieve their goals. The purpose of sharing Authority Posts is to educate, demonstrate, inform (and even entertain) your audience – with the aim of positioning yourself as an authority figure – an expert in your field.

These types of posts will often include a “small commitment” CTA. For example, “If you’re curious to find out more, you can download the brochure here” or “View this article for more information”.

Around **one third of your posts should be Authority Posts.**

3. Offer Posts (Your 'How')

These posts share the “how” – how the reader can achieve their goals using your product or service. It’s in these posts that you promote your product or service to your audience, or share the successes that others have already achieved by working with you.

No more than one third of your posts should be Offer Posts.

Where You’re Likely Going Wrong

If you’re like most people, you’re only creating Offer Posts – which of course is a complete turn off. Imagine yourself browsing social media for a moment. You want to see content that is interesting, educational and entertaining – even on a primarily B2B stream like LinkedIn. You’ll stop scrolling when you find something that piques your interest. An offer is only usually interesting if you’ve already been convinced on the value (Authority Posts) and credibility (Trust Posts).

The problem is, it’s easy to write Offer Posts. But it’s much harder to come up with good ideas for Trust and Authority Posts.

That’s where this social media calendar comes in.

Using this Calendar

The Social Media Calendar is laid out month-to-month with 5 original content ideas per week. To attract a high-quality, engaged audience, we recommend you post 3-5 times a week, regardless of social media platform.

It's better to have just 3 quality posts a week that create engagement and position you correctly, than have many more posts that risk making you look rushed or amateurish.

IMPORTANT Don't feel you need to follow the calendar to the letter.

It's there to provide a default so that you're never stuck for something to post, and that you post a varied stream of Trust, Authority and Offer posts in the right ratio.

But if something significant is happening in your company or your industry – things like a major conference, important news story or new product launch – then feel free to go off-plan and create posts on your own topics – all the time keeping to the Trust, Authority and Offer principles.

January 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|---|--|---|--|-------------------------------|--------|
| 30 | 31 | 1 New Year's Day | 2 Trust Your goals for 2020 | 3 Trust Share an amusing photo or story (perhaps from the holidays) | 4 | 5 |
| 6 Promotional Share a company blog post or article by a colleague | 7 Authority What's on your reading list for 2020 | 8 Golden Nugget #1 (see How to Create Golden Nugget Posts) | 9 Authority Share an industry article your audience might like | 10 Trust A time you had to make a change to pursue your goal | 11 | 12 |
| 13 Authority A common process or tactic in your sector that is ripe for change | 14 Promotional Share a win you got for a client | 15 Trust How are you challenging yourself this year | 16 Promotional Reshare an old article you wrote | 17 Trust Behind the scenes photo | 18 | 19 |
| 20 Martin Luther King Jr. Day | 21 Pleasure & Pain #1 (see How to create Pleasure & Pain Posts) | 22 Promotional Share a free download your company provides | 23 Promotional How people can contact you & what you can help with | 24 Trust Something you love about your town/city | 25 Chinese New Year | 26 |
| 27 Trust A core value you live by | 28 Authority Feature an award-winner: You, your company or a colleague | 29 Trust About a time you took a risk on an employee and what you learned | 30 Golden Nugget #2 (see How to Create Golden Nugget Posts) | 31 Promotional A new product or service (recent or upcoming) | 1 | 2 |
| 3 | 4 | Notes | | | | |

February 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|---|---|--|--|----------|--------|
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| 3 Authority Post your opinion on a newsworthy story | 4 Trust Someone that inspires you | 5 Authority A sneak peak photo of something you're working on | 6 Trust Your backstory - how you came to do what you do | 7 Promotional Share a company blog post or article by a colleague | 8 | 9 |
| 10 Trust A funny, touching or beautiful picture from your commute | 11 Authority Share a company infographic | 12 Promotional Introduce a memebr of you team & what they're great at | 13 Trust About why it's important not to sacrifice your values | 14 St Valentine's Day Something or someone you love / are thankful for | 15 | 16 |
| 17 President's Day | 18 Promotional A client testimonial or case study | 19 Authority Post a little known fact about your sector | 20 Trust About a time you took a risk on a client | 21 Golden Nugget #3 (see How to Create Golden Nugget Posts) | 22 | 23 |
| 24 Trust Tag a client, say why you like/value/respect them | 25 Shrove Tuesday About making sacrifices/giving something up | 26 Pleasure & Pain #2 (see How to create Pleasure & Pain Posts) | 27 Authority Tag a colleague and say why you respect them | 28 Promotional Promote your company newsletter | 29 | 1 |
| 2 | 3 | Notes | | | | |

March 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|--|---|---|---|----------|--------|
| 24 | 25 | 26 | 27 | 28 | 29 | 1 |
| 2 Authority Share a common mistake people make when buying your product/service | 3 Trust Ask - what do you look for when you're hiring a [your job]? | 4 Promotional Post a selfie from an event | 5 Trust A lesson or value you learned from family | 6 Authority A video you watched recently | 7 | 8 |
| 9 Promotional Share a company blog post or article by a colleague | 10 Authority Share an industry article your audience might like | 11 Trust Request Feedback - Do people like what you've been posting? | 12 Trust Tag a supplier, say why you think they're great | 13 Promotional Share a press article about you or your firm | 14 | 15 |
| 16 Trust A quote from a hero that embodies who you are | 17 St Patrick's Day | 18 Promotional Share a recent win for your firm | 19 Trust A time you worked with someone with a different culture/perspective and how you adapted | 20 Authority An online tool you would recommend | 21 | 22 |
| 23 Golden Nugget #4 (see How to Create Golden Nugget Posts) | 24 Trust Mention an charity you support & why | 25 Authority Share a time-saving tip related to your sector | 26 Trust How you overcame an obstacle | 27 Authority Tag an influencer in your sector. Say why others should follow them | 28 | 29 |
| 30 Trust Q&A with client or supplier | 31 Authority Share your vision for how your sector should/is evolving | Notes | | | | |

April 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|---|---|--|---|----------|----------------------------|
| 30 | 31 | 1 Pleasure & Pain #3 (see How to create Pleasure & Pain Posts) | 2 Promotional Share some press coverage of your firm | 3 Trust About a time you had to discover new opportunities | 4 | 5 |
| 6 Authority Compare two approaches that are used in your sector. Make comparisons, list pros & cons | 7 Trust About some advice you received from an unexpected corner | 8 Promotional A common mistake you often see competitors make and how you're different | 9 Trust A photo of you when you started your first job | 10 Good Friday | 11 | 12 Easter Sunday |
| 13 Trust About a hobby you have and how it aids your work | 14 Golden Nugget #5 (see How to Create Golden Nugget Posts) | 15 Authority Ask the audience to guess the right answer to highlight a common misconception in your sector | 16 Trust Ask for a recommendation (software, book, supplier - anything) | 17 Authority Record a quick how-to video for a common task | 18 | 19 |
| 20 Trust About a time someone took a risk on you | 21 Promotional Share a free download your company provides | 22 Authority Ask me anything. I'll answer here. | 23 Authority How you get motivated when you're not 'feeling it' | 24 Trust What you learned from your biggest loss | 25 | 26 |
| 27 Authority Post your opinion on a newsworthy story | 28 Trust About how you found your passion | 29 Promotional Share a job you're hiring for | 30 Authority Post your opinion on a newsworthy story | 1 | 2 | 3 |
| 4 | 5 | Notes | | | | |

May 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|--|--|---|---|----------|-----------|
| 27 | 28 | 29 | 30 | 1 Trust About a time things worked out in your favour after all | 2 | 3 |
| 4 Promotional About a time a client used your product or service in an unusual way | 5 Trust Ask for advice - 'how would you handle this...?' | 6 Golden Nugget #6 (see How to Create Golden Nugget Posts) | 7 Pleasure & Pain #4 (see How to create Pleasure & Pain Posts) | 8 Trust Behind the scenes photo | 9 | 10 |
| 11 Authority Share an industry article your audience might like | 12 Trust Ask for opinions on a hot topic in your sector | 13 Promotional A product or service from another part of your firm or a partner | 14 Trust About when you should trust your gut (or not!) | 15 Authority A routine that you have that you find useful (morning, exercise, learning, pre-meeting) | 16 | 17 |
| 18 Promotional Share a company blog post or article by a colleague | 19 Trust About a time you faced criticism and how you overcame that | 20 Authority Write a review of a book you read recently | 21 Trust Why I chose this career | 22 Authority Answer a common question you're asked | 23 | 24 Eid |
| 25 Memorial Day | 26 Promotional A client testimonial or case study | 27 Trust About a time you were humbe and the outcome | 28 Golden Nugget #7 (see How to Create Golden Nugget Posts) | 29 Trust About a time you were scared to take action and how you overcame that | 30 | 31 |
| 1 | 2 | Notes | | | | |

June 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | |
|---|--|---|--|--|-----------------------------|--------|--|
| 1 | 2 Promotional Introduce someone from another part of your firm | 3 Trust About a time you stood up for someone | 4 Authority Share a common mistake you often see clients make and how to avoid it | 5 Trust About a time you made a decision based on gut feeling | 6 | 7 | |
| 8 Trust Ask for predictions for a topical story in your industry | 9 Promotional Recap your best articles from the last 6 months | 10 Authority Share some research relevant to your sector | 11 Trust About the things that drive you to excel everyday | 12 Pleasure & Pain #5 (see How to create Pleasure & Pain Posts) | 13 | 14 | |
| 15 Authority Share an industry article your audience might like | 16 Promotional A job you're hiring for | 17 Trust About a habit that got you through tough times | 18 Trust About why you should make exceptions to rules (and when) | 19 Golden Nugget #8 (see How to Create Golden Nugget Posts) | 20 Summer Equinox | 21 | |
| 22 Promotional Share a company blog post or article by a colleague | 23 Trust About a promise you kept and the result of that | 24 Authority A complex job and how to simplify it | 25 Authority Post your opinion on a newsworthy story | 26 Trust Something you love about working for your company | 27 | 28 | |
| 29 Trust About how you had to pay your dues to get where you are today | 30 Authority An insight from a recent presentation/book/article | 1 | 2 | 3 | 4 | 5 | |
| 6 | 7 | Notes | | | | | |

July 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | |
|--|--|---|---|--|----------|--------|--|
| 29 | 30 | 1 | 2 Authority Answer a question you saw online to your timeline | 3 Independence Day | 4 | 5 | |
| 6 Trust About a time you overcame procrastination and took action | 7 Trust Summer holidays: ask for reading recommendations | 8 Authority Share a recent company announcement | 9 Promotional Share a free download your company provides | 10 Trust About how you impacted your company culture for the better | 11 | 12 | |
| 13 Golden Nugget #9 (see How to Create Golden Nugget Posts) | 14 Authority Share an industry article your audience might like | 15 Authority Share 2 related images (before/after; right/wrong; v1, v2) and invites comments | 16 Trust About a time you were rejected, but them came up trumps | 17 Promotional A product or service from another part of your firm or a partner | 18 | 19 | |
| 20 Trust About when you worked hard to achieve something, but then realized there was a better/faster way | 21 Authority Offer a live Skype/Zoom call on a topic of your choice | 22 Trust About a time your fought biases and came out on top | 23 Promotional Share a company blog post or article by a colleague | 24 Promotional How people can contact you & what you can help with | 25 | 26 | |
| 27 Pleasure & Pain #6 (see How to create Pleasure & Pain Posts) | 28 Promotional A new product or service (recent or upcoming) | 29 Authority Feature an award-winner: You, your company or a colleague | 30 Authority Post your opinion on a newsworthy story | 31 Trust About a time you realised there is more than one way to success | 1 | 2 | |
| 3 | 4 | Notes | | | | | |

August 2020

| | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|---|--|--|---|----------|--------|
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Trust About a time you gave someone an opportunity | Golden Nugget #10 (see How to Create Golden Nugget Posts) | Authority Share a podcast your audience will love | Trust About a time someone gave you some great advice that had a huge impact | Promotional A client testimonial or case study | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| Trust Ask - how do you motivate yourself when you just aren't feeling it? | Authority Share a company infographic | Promotional Introduce a memebr of you team & what they're great at | Trust A time you discovered you should change your mind, rather than change theirs | Trust A fact about you that many people don't know | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Promotional Promote your company newsletter | Trust About a lesson you learned in your youth that you still live by today | Authority Tag a colleague, say why they are great at what they do | Authority Post your opinion on a newsworthy story | Trust About how to overcome biases | | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| Authority Provide a walkthrough of the experience of working with you from start to finish | Trust A big mistake and what you learned | Golden Nugget #11 (see How to Create Golden Nugget Posts) | Trust A time you made a short-term sacrifice for long term gains | Authority A common mistake people make when choosing your product/service | | |
| 31 | 1 | Notes | | | | |
| Promotional Share a compliment you received from a client | | | | | | |

September 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | |
|--|--|--|---|---|----------|--------|--|
| 31 | 1 Pleasure & Pain #7 (see How to create Pleasure & Pain Posts) | 2 Authority Share an idea that would improve your sector | 3 Trust When you made a career move that turned out wrong and what you learned | 4 Promotional Share a job you're hiring for | 5 | 6 | |
| 7 Labor Day | 8 Authority Share a new product you've discovered that would be useful in your sector | 9 Promotional Share a company blog post or article by a colleague | 10 Trust About a time you had a brilliant, fun time at work | 11 Trust Ask - what's the most fun you ever had at work? | 12 | 13 | |
| 14 Authority Share an industry article your audience might like | 15 Promotional A little known fact about your product or service | 16 Authority Tag an influencer in your sector. Say why others should follow them | 17 Golden Nugget #12 (see How to Create Golden Nugget Posts) | 18 Trust Photo from 'behind the scenes' | 19 | 20 | |
| 21 Trust Your first job - how you started from the bottom | 22 Authority Post your opinion on a newsworthy story | 23 Trust About a time you were criticized for your unique style/culture and how you overcame it | 24 Authority Recommend a podcast or YouTube channels your audience would like | 25 Promotional Share a company blog post or article by a colleague | 26 | 27 | |
| 28 Trust Tag a client, say why you like/value/respect them | 29 Promotional A product or service from another part of your firm or a partner | 30 Authority Share a money-saving tip related to your sector | 1 | 2 | 3 | 4 | |
| 5 | 6 | <i>Notes</i> | | | | | |

October 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | |
|---|---|---|--|--|------------------------|--------|--|
| 28 | 29 | 30 | 1 Trust Q&A with client or supplier | 2 Authority An insight from a conference you attended | 3 | 4 | |
| 5 Trust About finding balance in work and life | 6 Authority Pick a recent news item from your sector and use it as the basis to predict future trends | 7 Pleasure & Pain #8 (see How to create Pleasure & Pain Posts) | 8 Trust About fighting tradition to achieve success | 9 Golden Nugget #13 (see How to Create Golden Nugget Posts) | 10 | 11 | |
| 12 Columbus Day | 13 Authority Ask a member of your team to write something they are an expert in that would be interesting to your audience | 14 Trust What you learned from your most successful piece of content | 15 Promotional Explain your firm's point of differentiation | 16 Trust Say thanks to someone who helped you get where you are today | 17 | 18 | |
| 19 Trust About how you negotiate - your principles | 20 Promotional Share a free download your company provides | 21 Authority Ask me anything. I'll answer here. | 22 Trust A time you asked for feedback and what you learned | 23 Trust A picture from your commute | 24 | 25 | |
| 26 Promotional Share a company blog post or article by a colleague | 27 Trust A time when you made a proposal and the outcome | 28 Authority A little known fact about your job | 29 Authority Post your opinion on a newsworthy story | 30 Trust Tag a supplier, say why you love them | 31 Halloween | 1 | |
| 2 | 3 | <i>Notes</i> | | | | | |

November 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|--|---|--|--|---------------------|--------|
| 26 | 27 | 28 | 29 | 30 | 31 | 1 |
| 2 Golden Nugget #14 (see How to Create Golden Nugget Posts) | 3 Promotional Post a photo from an event. Tag all the people in the image | 4 Authority Write a review of a book you read recently | 5 Trust About how to spot people who you can trust and work with | 6 Trust Something you love about working for your company | 7 | 8 |
| 9 Promotional A client testimonial or case study | 10 Trust Ask for opinions on a newsworthy story in your sector | 11 Veterans Day | 12 Pleasure & Pain #9 (see How to create Pleasure & Pain Posts) | 13 Trust A time someone took advantage of you and what you learned | 14 Diwali | 15 |
| 16 Trust Ask for podcast recommendations | 17 Promotional A popular product or service from another part of your firm | 18 Authority Share an industry article your audience might like | 19 Trust About a time you worked with a highly creative person and how you adapted | 20 Authority Share 2 related images (before/after; right/wrong; v1, v2) and invites comments | 21 | 22 |
| 23 Trust About a time you had to be resourceful | 24 Golden Nugget #15 (see How to Create Golden Nugget Posts) | 25 Trust About a time your curiosity paid off | 26 Thanksgiving Day | 27 Promotional Share a company blog post or article by a colleague | 28 | 29 |
| 30 Authority Post your opinion on a newsworthy story | 1 | <i>Notes</i> | | | | |

December 2020

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | |
|---|---|---|--|---|----------|--------|--|
| 30 | 1 | 2 Trust About a time you got greedy and learned a lesson | 3 Promotional A job you're hiring for | 4 Trust About respecting your competitors | 5 | 6 | |
| 7 Trust Ask -how you learned to do something you found really hard | 8 Promotional Introduce someone from another part of your firm | 9 Trust Pick a topic, ask for predictions for 2021 | 10 Authority What's working now for your team or clients | 11 Trust Best books you've read this year | 12 | 13 | |
| 14 Authority How you stay focussed when under pressure | 15 Promotional Recap your best articles from the last 6 months | 16 Golden Nugget #16 (see How to Create Golden Nugget Posts) | 17 Trust People you want to thank this year: clients, suppliers, colleagues, mentors etc. | 18 Trust Ask for captions for a holiday season photo | 19 | 20 | |
| 21 Winter Equinox | 22 Authority Post a seasonal photo of your team | 23 Authority Introduce a colleague to your audience | 24 Trust About family, balance and priorities | 25 Christmas Day 🎅 | 26 | 27 | |
| 28 Authority A before/after story | 29 Promotional Share a company blog post or article by a colleague | 30 Trust Reflect on how you have grown this year | 31 New Years Eve | 1 | 2 | 3 | |
| 4 | 5 | Notes | | | | | |

How to Plan and Create “Golden Nugget” Posts

Golden Nugget posts are educational posts that answer a specific question a prospect has related to your product or service. They aren't directly promotional, but they do fall into the category of *Offer Posts*. Golden Nugget posts are truly useful in their own right, but crucially, they also provide an insight into how you work with your clients and so serve to build trust and authority too.

Many social media gurus will breeze past this with a bland instruction to “share a quick tip” or similar. But this is just not explicit or detailed enough. To move a prospect towards a sale, your golden nuggets should be both actionable *and* specific to your offer.

Here's how to create 12-18 ready-to-go Golden Nugget posts...

Step 1: Think about each stage involved in implementing the product or service you provide. Write those down.

Step 2: Now, for each stage write 2-3 of the most common questions that clients or prospects ask.

Step 3: Finally, for each FAQ, think about how you would answer that with a prospect in real life. Each answer is a post.

Let's take an example.

Imagine you work for a web design agency. When someone engages you to create a new website, you would work through a number of stages to deliver that site, probably something like this:

- Discover – where you learn and understand the customer needs
- Design – where you create some candidate design options
- Build – where you implement the chosen design
- Test – where you validate the build with the client
- Launch – where you deploy and promote the site
- Maintain – where you provide on-going maintenance for the site

For each of the six stages, you would think about the top 3 questions that prospects and customers ask.

If you come up with 2-3 questions for each stage, at the end you'll have 12-18 FAQs. Each one of these is a post.

In many cases, it might be quicker and easier to record a short video rather than write a post. If you do this, then the text of the post should be a quick introduction, e.g. "In this short video I'll show you how to quickly configure Google Analytics to track your sales".

As Offer Posts, do make sure to include a call-to-action at the end of the post or video. Something like "Message me to find out more" or "Signup for a free trial here" is good. But always remember the key goal of Golden Nugget posts is to educate your audience. Present value first, and the offer at the end.

How to Plan and Create “Pleasure & Pain” Posts

Pleasure & Pain Posts are educational posts that address a pain or desire that your market has. They fall into the category of *Authority Posts*. What’s great about them is that because they are specifically focussed on your market’s fears and desires, they create an emotional connection with your audience and leave them thinking “this person *really* understands me”.

Before we go on....

Don’t be too hard on yourself! Pleasure & Pain Posts are a bit harder to write than Golden Nugget Posts. Most people are confident talking about their product or service, but with Pleasure & Pain posts you’re writing about the emotions and feelings of your customer – and for most of us that’s not something we’re used to doing (but we should all do more!)

So take your time creating these posts, and don’t worry if you struggle to begin with. Keep working at it, and if you can only come up with a couple of posts to start with, that’s fine.

Here's how to create Pleasure and Pain Posts...

Step 1: Think about the top 3 pains or problems your market has. Write them down.

Step 2: Now think about the top 3 challenges your market has. Write these down too. (Note that challenges are different to pains. Pains come from external forces and inflicted upon us, whereas challenges arise from within us based on our aspirations).

Step 3: Next think about 3 desires or goals that your market has. You got it - write these down as well.

Step 4: You should now have 9 pains, challenges and desires in total. For each one, write a post about that topic. Take a moment to think about how people in your market feel, and what their typical day looks like in that situation. Provide a tip or hint about something practical they can do to achieve the goal or overcome the pain or challenge.

Let's take an example.

If you run a web design agency specializing in serving software consultancies, 3 pains your market might have are:

- No consistency of pipeline – either feast or famine
- Larger consultancies can offer more services
- Freelancers are undercutting them

Note how these are not specific to web design. They are the broader pains of the market!

Now, let's look at challenges:

- Move away from referrals as the main source of new clients
- How to appear bigger and offer a wider range of services, when you have no budget to hire people with other skillsets
- Unable to get enough cash into the business to hire, expand services and scale

See how these challenges are derived from the pains.

Finally, 3 goals and desires:

- Win more clients
- Increase the range of services offered
- Scale the business

You can now write 9 posts on these topics showing your empathy and understanding of the client situation, along with some expert advice.

And that expert advice will likely include tips on how you used great web design to address those pains, challenges and desires in your own business, or with previous clients!

