



Workshop 1: Using Social Media as a Lead Engine

Acting Like a Media Brand From Day One

The Core Question

If someone looked you up online today, would they understand:

- What you do
- Who you help
- Why they should work with you

Or would they still feel unsure?

For most businesses, social media is your shopfront.

Where Attention Lives

Your customers are already spending time on:

- Instagram
- LinkedIn
- TikTok
- Facebook

If you want to build awareness and opportunity, you need to show up where their attention already is.

The founders who see results tend to be:

- Clear in how they communicate

- Consistent in how they show up
- Useful in what they share

Usefulness builds trust. Trust creates opportunity.

The Shift: Think Like a Media Brand

Do not think like a business that occasionally posts.

Think like a media brand.

Media brands:

- Lead conversations
- Focus on specific topics
- Show up consistently
- Become known for something

Clarity matters more than creativity.

If people do not understand what you do, they cannot buy from you.

What to Be Known For

Strong content is built around a small number of themes.

These usually come from:

- The problems your customers face
- The questions they ask
- The expertise you have

Over time, consistent content around these themes builds recognition and trust.

Turning Visibility into Opportunity

Social media can drive real business, but only if there is somewhere for people to go next.

Tools:

Linktree

<https://linktr.ee>

Stan Store

<https://stan.store>

Use these to create a simple hub where people can:

- Book a service
- Download a guide
- Join your email list
- Buy a product

The key is a clear path from interest to action.

Using AI to Support Your Thinking

AI can help you structure your ideas and generate content more easily.

Tool:

ChatGPT

<https://chat.openai.com>

Prompts to Use

Copy and paste these into ChatGPT.

Help me write a clear positioning statement for my business:

[Describe what you do]

Give me 10 social media post ideas based on this audience and problem:

[Insert details]

What questions or objections might my customers have before buying

Suggest 5 lead magnet ideas I could create for this audience

Help me map a simple customer journey from social media to sale

A Simple Example

If you were a florist working with weddings and events, your content might include:

- The three things that make wedding flowers feel premium
- What most couples get wrong when planning florals
- How far in advance you should book

These are answers to real customer questions.

A Simple Customer Journey

A clear, simple flow might look like:

- Someone discovers your content
- They click your link
- They download a guide or enquire
- They receive follow-up communication
- They book a service

This is how social media becomes a lead engine.

Final Takeaway

Social media is a practical tool for building visibility and trust around what you do.

When you are clear and consistent, it becomes much easier for people to understand your value.

Make it simple for someone to take the next step, and visibility turns into real opportunities.