



Types of content to share

- Motivational Quotes (create a graphic and brand it with your logo)
- Offer a freebie such as a download or printable
- Promote your business by sharing a product or talk about a service you offer
- Helpful tips such as strategies, quick tricks, or something that makes lives easier
- Videos introducing yourself, offering tips, or offering training
- After you blog, share something intriguing about it and the link to it
- Relevant articles, current news in your industry and information
- Create custom graphics or infographics
- Pictures behind the scenes – you working or at an event
- Provide a live training sharing your expertise (take advantage of Facebook Live)
- Offer a discount on of your products or services
- Ask questions for feedback
- Testimonials from happy customers
- Show your personal side by sharing family photos or a day in the life

