

Swipe These 8 Power Pre-Frames That Instantly Position You As The Industry Authority

Here's the brutal truth:
Prospects will only value you as much as you're able to communicate your worth.

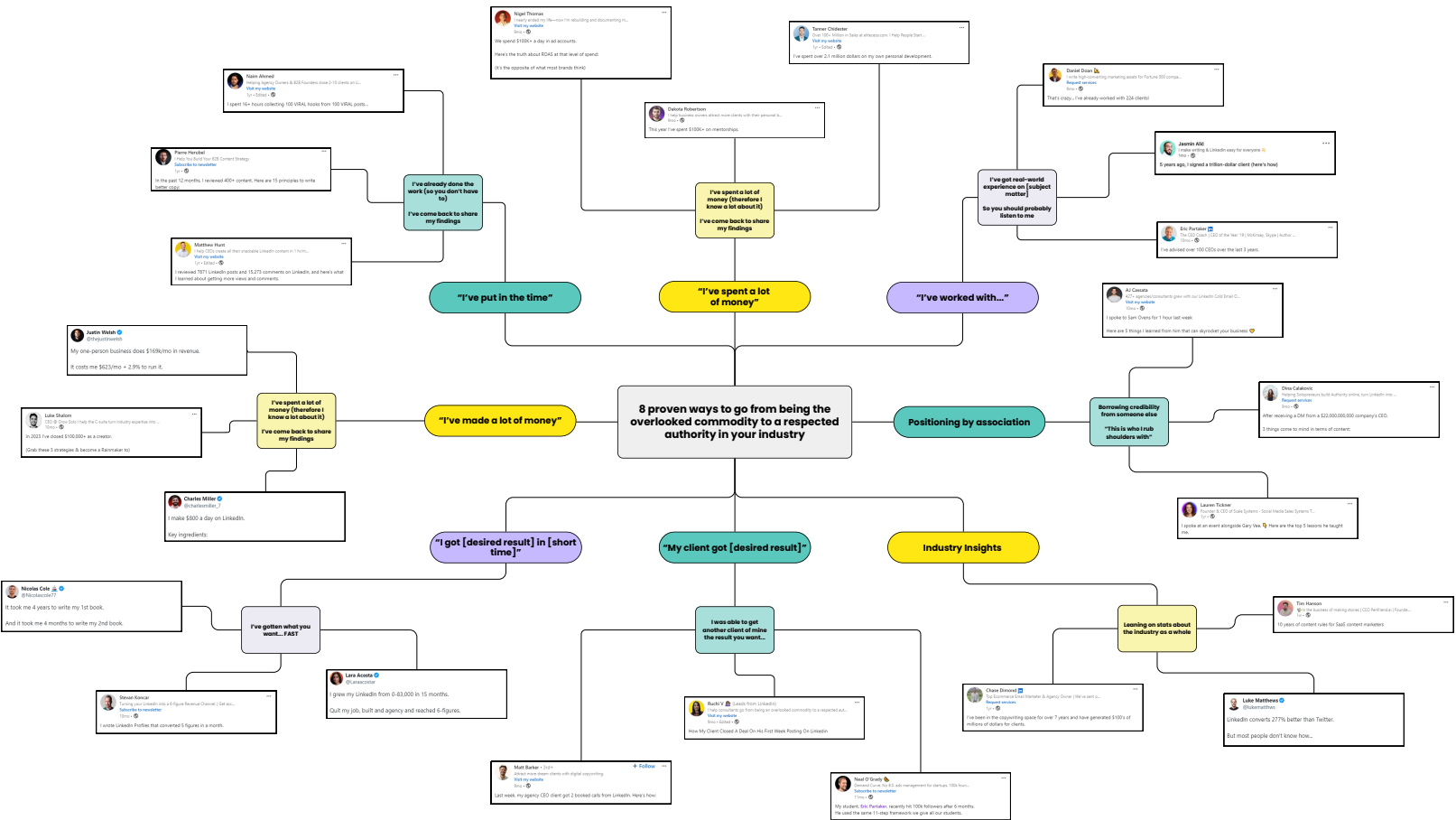
If your posts aren't generating inbound leads...
It's because you haven't given them a reason to trust you.

How you pre-frame things gives the other person a reason to Value what you say next

Social media and the internet in general are full of generic how-to advice, even more so now with AI
Showing that what you have to say comes from real-world results makes your advice carry more weight and have your prospect actually respect you

Personal recommendations carry more weight when you position it differently
You see this all the time in your personal life

- "I really like the Caesar Salads at Georgio's"
 vs.
 "I usually hate salads at restaurants, but the Caesar Salad at Georgio's is phenomenal"
- "Google Pixel is better than iPhone"
 vs.
 "I've been a loyal iPhone user since 2010, but I switched to Google Pixel this year when I saw how good the AI photo editor was"
- "Peachtree Cleaners are the dry cleaners I use"
 vs.
 "I've tried over 15 different dry cleaners - Peachtree Cleaners are the only one that didn't lose any of my clothes"



- Recap**
1. I've put in the time
 2. "I've spent a lot of money"
 3. "I've worked with..."
 4. "I've made a lot of money"
 5. Positioning by association
 6. "I got [desired result] in [short time]"
 7. "My client got [desired result]"
 8. Industry Insights

- What now?**
1. Set a 10 minute timer
 2. Go through each post style
 3. Come up with 1-5 ideas for each
 4. In 10 mins you should have at least 10 ideas you can post over the next few weeks (no more than 2/week)
 5. How to turn 1 case study into 32 power positioning pieces of content (4 months of content)