

SOCIAL MEDIA

Kickstart



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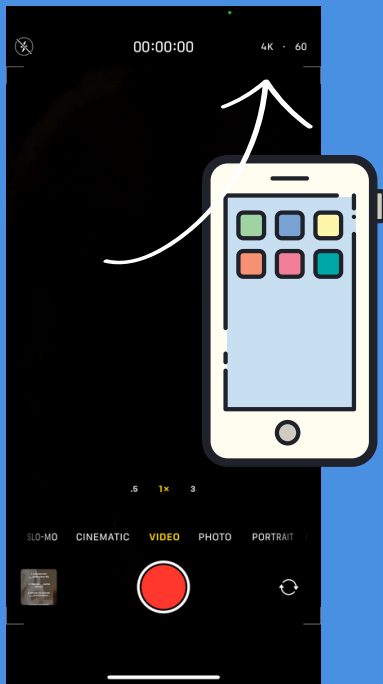
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Here is the [CANVA TEMPLATE LINK](#) to change the product however you want.

01 Equipment



PHONE

All you really need for filming high quality short clips is a smartphone. There is no need to spend tons on a professional camera, you can shoot pretty high quality content using your phone, just make sure to turn the camera settings to 4k and 60 or at least film in 1080

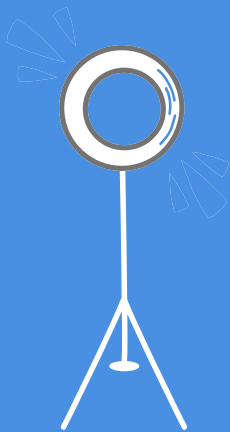
TRIPOD

Get a tripod for filming content and you can get a really affordable one on Amazon



RING LIGHT

Another good investment is a ring light, that you can buy on Amazon. If you don't want to invest in a ring light, make sure to improve the lighting and the quality of your videos by filming in front of the window aka in natural light, make sure that you are facing the window and not vice versa



SOCIAL MEDIA

02 *Kickstart*

USE BUSINESS OR CREATOR ACCOUNT

01

This is important because you need to get access to insights to analyze your content 1-2 times a month. This is the only way to learn what your audience enjoys and which of your posts get the most engagement + interaction so that you can post more of that type of content

ONLY POST CONTENT IN YOUR TOPIC

02

Don't confuse the algorithm by posting content that is not related to your business. Always post videos with overlay text and never skip the hooks! Treat your social media account as a business if you truly want to build a successful and a profitable business, and not a hobby

STAY CONSISTENT

03

Especially when you're just starting post 1-3 times a day to grow your audience faster but no matter what schedule you use - just make sure you show up consistently for your audience and have patience, because growing and getting traction takes time

SOCIAL MEDIA *Kickstart*

SCHEDULE YOUR CONTENT

04

To save time you could also batch your content aka create several content pieces all at once in advance and schedule them so that the app would automatically post them on your behalf (for TikTok you can use TikTok on your computer and for Instagram use the app itself or Meta Business)

USE TRENDING SOUNDS

05

Always use trending sounds (preferably with under 10,000 reels in them). You can find trending sounds when you click on the reel explore tab, next to the profile at the bottom of the Instagram app.

TAKE INSPIRATION FROM OTHERS

06

The best way to never run out of content ideas and grow faster is to take inspiration from others' viral content in your own niche, so make sure to do weekly research (e.g. on the reel tab) and see which content pieces have gotten significantly more views and engagement compared to other reels from that same account

REPURPOSE YOUR BEST CONTENT

07

Another way to grow faster is to analyze your content once a month to see which content pieces of yours performed the best (compared to others) and repost them with a different video using a trending sound and copying and pasting the hook and the caption, this will also save you time

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CONTENT CREATION

08

You could either film short clips of yourself throughout the week like when on a walk, while drinking coffee, while spending time with your family, while on a trip etc or using stock videos from Pexels, Canva, [SocialStocks](#), [Packsia](#), Content Cove

LENGTH OF CONTENT VIDEOS

05

The shorter the better, especially because the attention span on social media is so short. Post videos that are 5-15 sec long and educational ones with several steps can be longer (you can record a phone or a computer screen for educational content)

CONTENT PILLARS

06

For content pillars use these 3 and double down on the educational one at the beginning to grow faster. EDUCATIONAL content should provide value to your ideal client in form of quick wins, INSPIRATIONAL content should inspire your audience to take action, handle limiting beliefs, answer FAQs and STORY TELLING content shares your own (or your clients') transformation and story

UTILIZE STORIES

07

Try to stay consistent on your stories as well as with your regular content like feed posts, reels, TikToks etc. Stories are a great way to connect with your audience, poll them, share links to your freebies and products and generate more sales in your business. Don't underestimate the power of stories!



BIGGEST MISTAKES TO AVOID

01

VANITY METRICS

Don't obsess about vanity metrics like follower amount, views, engagement etc but rather focus on truly connecting with your audience

02

NOT SPEAKING TO ONE IDEAL CLIENT

The only way to attract ideal client and repel everyone else is to use the exact language your ideal client is using when describing their struggles and desires

03

POOR QUALITY VIDEOS

Always film your clips in good lighting, film in 1080 or 4k and sharpen your video using your camera settings or inside CapCut app to make them crispier

04

NOT USING OVERLAY TEXT

Don't just post videos without any text on them, always use hooks and add the text right from the beginning of the video to grab your ideal client's attention

05

CUT OUT THE FLUFF

Shorter videos perform better and become trending, so make sure you don't make your videos too long and if you're doing a longer talking reel for example - cut out all the fluff and get to the point

06 **YOUR TEXT IS NOT READABLE**

Make sure that your audience is able to read the overlay text on your video aka that the text is not too small and that it doesn't blend into the background. Use Instagram's own fonts to maximize the reach & views

07 **DON'T ADD TOO MUCH TEXT**

If you have too much overlay text on your reel, it's way too overwhelming. Keep the overlay text to 2-3 sentences and go more in detail in the caption

08 **INCONSISTENCY**

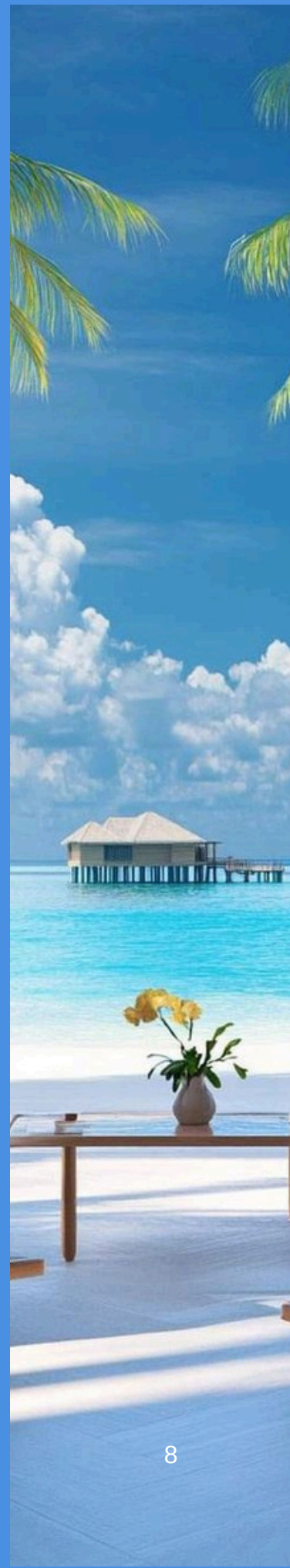
If you are inconsistent you will get inconsistent results. So make sure that even if you don't have time to post every day, you pick your own schedule and stick to it

09 **ENGAGING TOO MUCH**

Make sure (especially if you just started a new account) that you don't engage too much as that might trigger Instagram restricting your account

10 **REMOVING FOLLOWERS**

Don't remove your followers in a bulk, as Instagram might see that as spammy activity and restrict your account where you won't be able to comment or post with a caption. Wrong followers will unfollow so don't worry about removing them



HOW TO FIND YOUR

Audience

INSTAGRAM

Go to the search tab and search accounts with keywords in your niche / topic to see which topics those bigger accounts are posting, see which reels have performed significantly better than others and take inspiration - tweak and post with your own story and transformation. Research viral reels on the Explore page and Reel explore tab - save viral reel trends (= viral reels in your niche) and study them to see how you could recreate them with your own twist and story

TIKTOK

Go to the search bar and search with different keywords in your niche and see what's popular and have gotten the most views. Recreate with your own twist and story. You can also filter your search and filter to show TikToks from the past 30 days, it will also suggest other related keywords that you can use for searching viral videos.



01

30 DAYS OF IDEAS

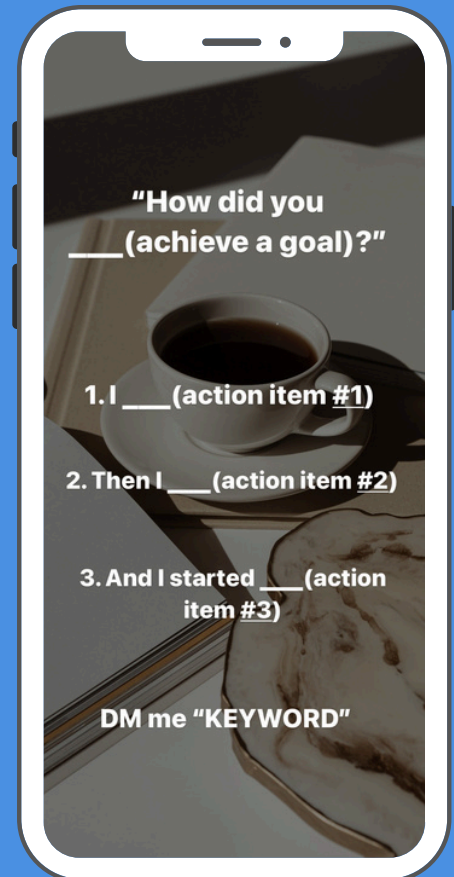
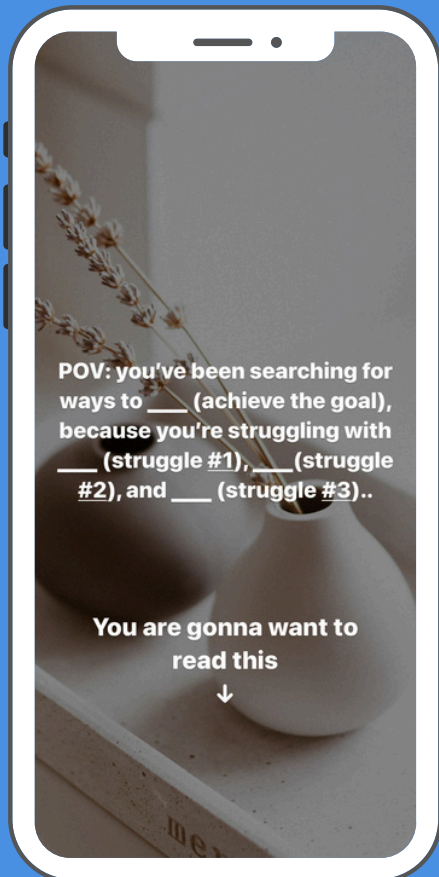
DAY
One

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Pin point your ideal client's struggles and highlight the transformation/goal they are trying to achieve + in the caption share general steps + talk about your offer



TWO

EXAMPLE

Share actionable steps you took to achieve your goal that your ideal client wants to achieve and share more details in the caption

02

30 DAYS OF IDEAS

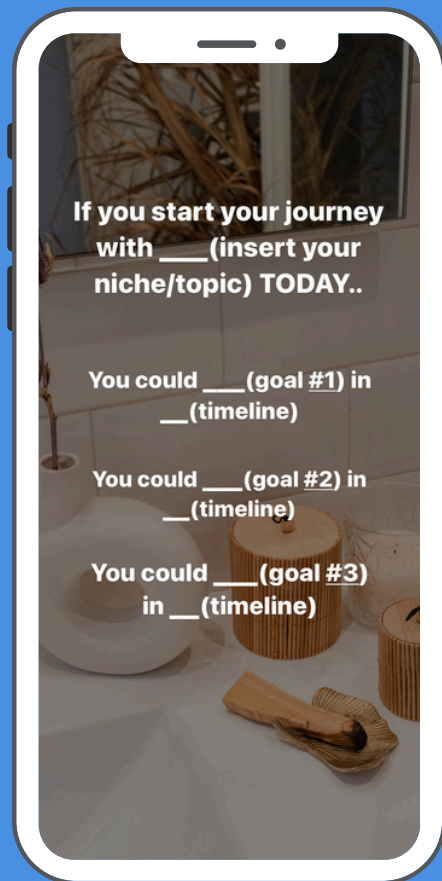
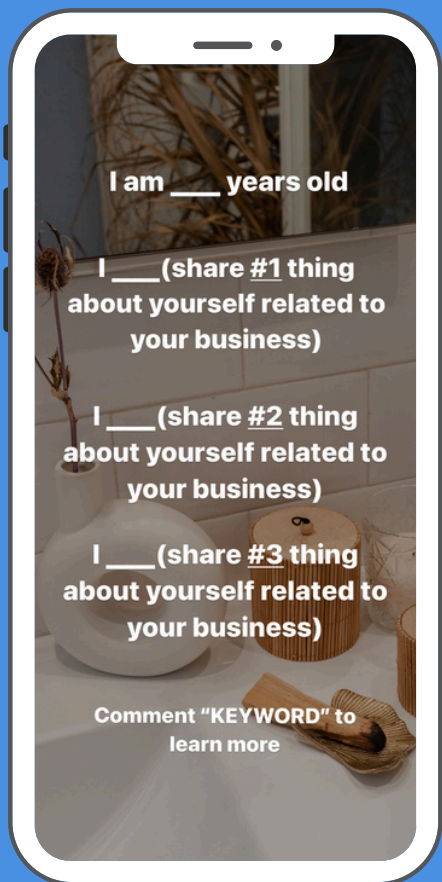
DAY *Two*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Relatable video: share your journey to your life/business changing transformation and evoke emotion



EXAMPLE

TWO

Inspirational video and future pacing: share what's possible for your ideal client if they start today aka what was possible for you

03

30 DAYS OF IDEAS

DAY

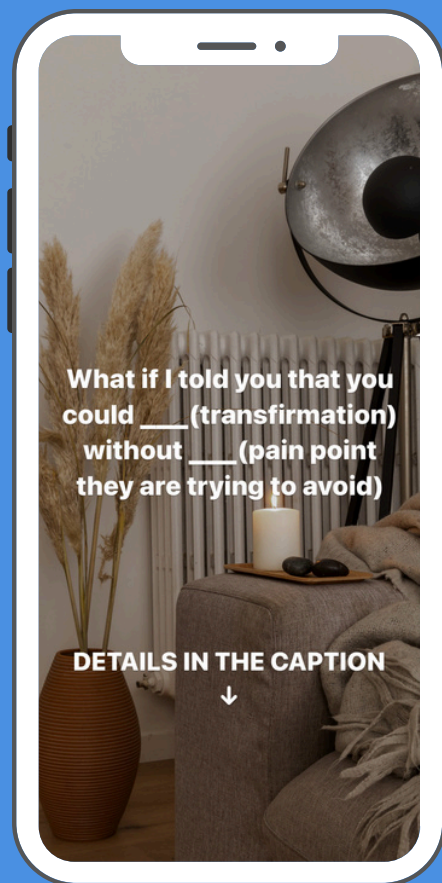
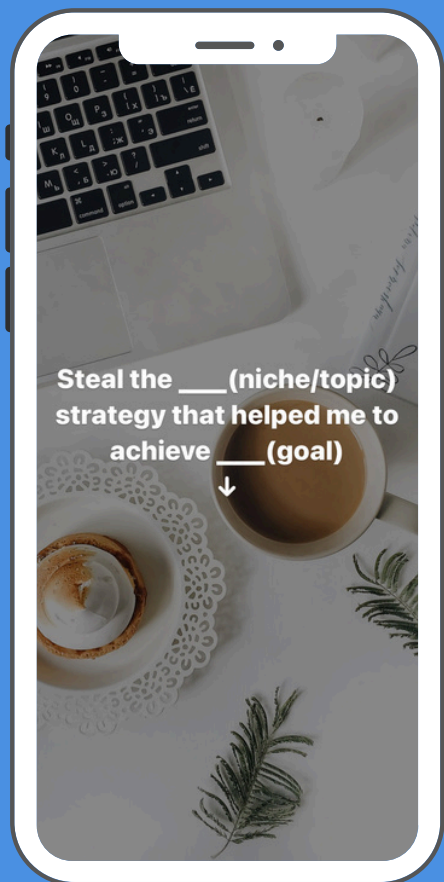
Three

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Curiosity building video: share your strategy in general steps in the caption aka how did you achieve your big goal that your ideal client is desiring



TWO

EXAMPLE

Share the biggest pain point your ideal client is trying to avoid (debunk the biggest myth, limiting belief, objection) when trying to achieve the big goal

04

30 DAYS OF IDEAS

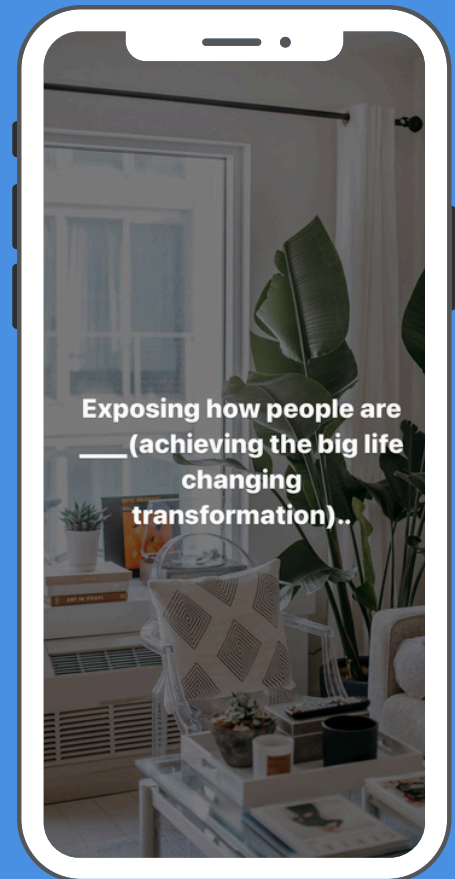
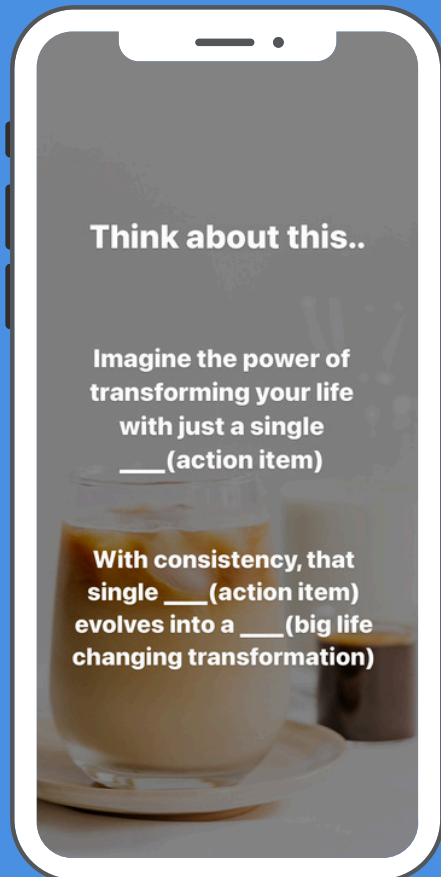
DAY *Four*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Inspire your audience to take action and take them on the journey of imagining how their life/business could look like with simple steps



TWO

EXAMPLE

This will build curiosity and keep people watching. Share more details in the caption how you achieved your big life/business changing transformation

05

30 DAYS OF IDEAS

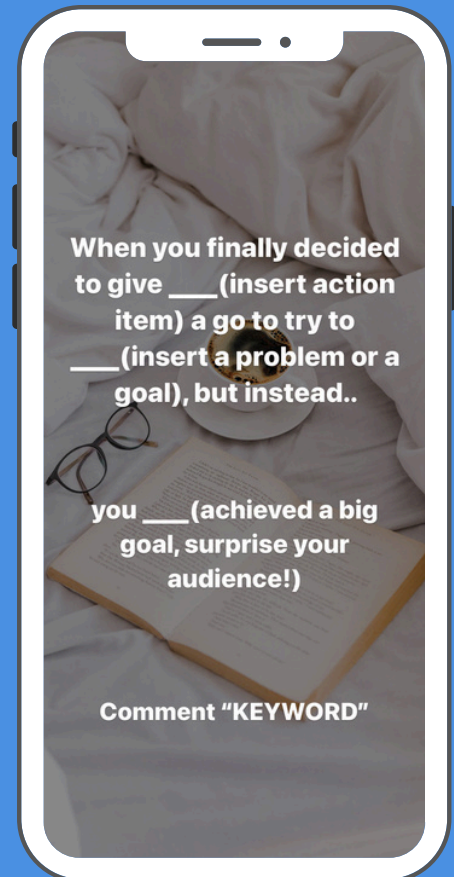
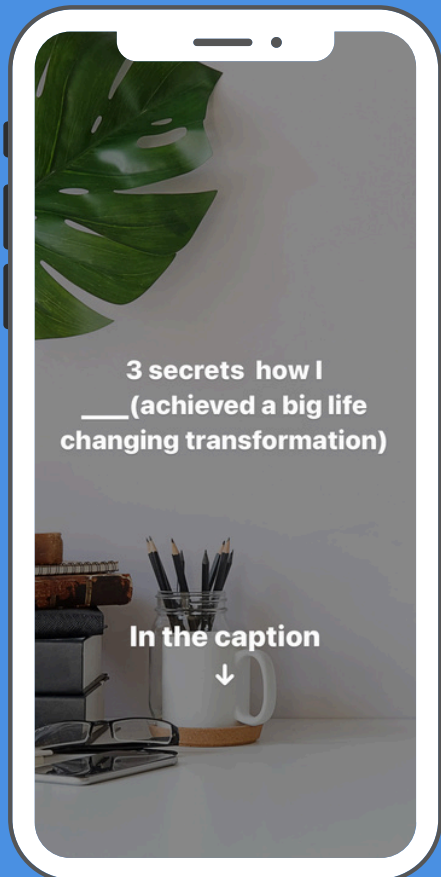
DAY *Five*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Educational video: share 3 biggest secrets/steps you took to achieve your goal aka what are the 3 main strategies/steps you share in your product



TWO

EXAMPLE

Share your own story what was the biggest decision you made that led you solving a specific problem and achieving a specific desire your teach in your product

06

30 DAYS OF IDEAS

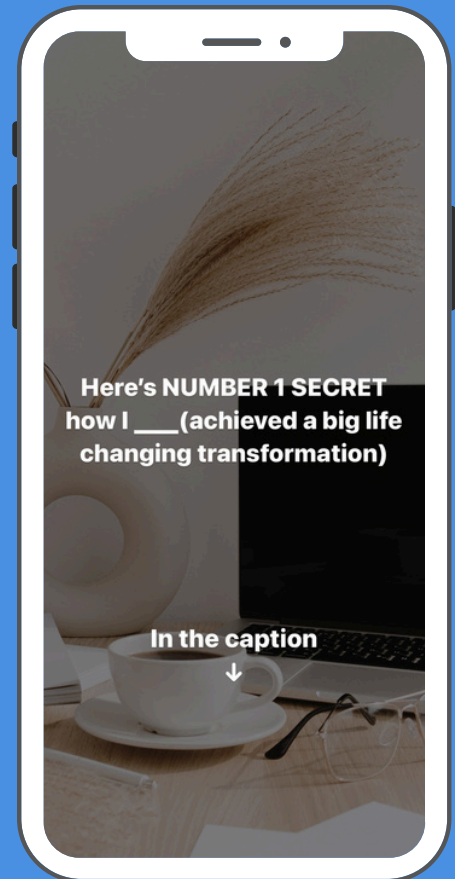
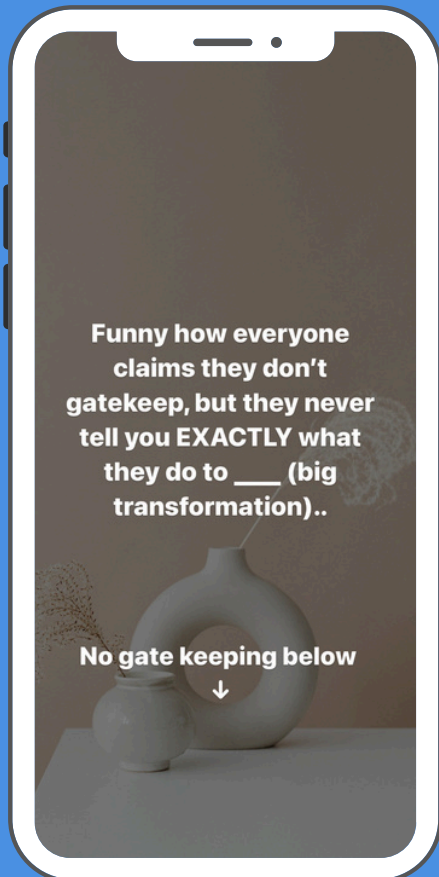
DAY *Six*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Curiosity building video: share in general steps what you did to achieve your transformation in the caption



TWO

EXAMPLE

Share one main thing you did to solve a specific problem and achieve a specific desire and how it has affected your life/business - inspire your audience

07

30 DAYS OF IDEAS

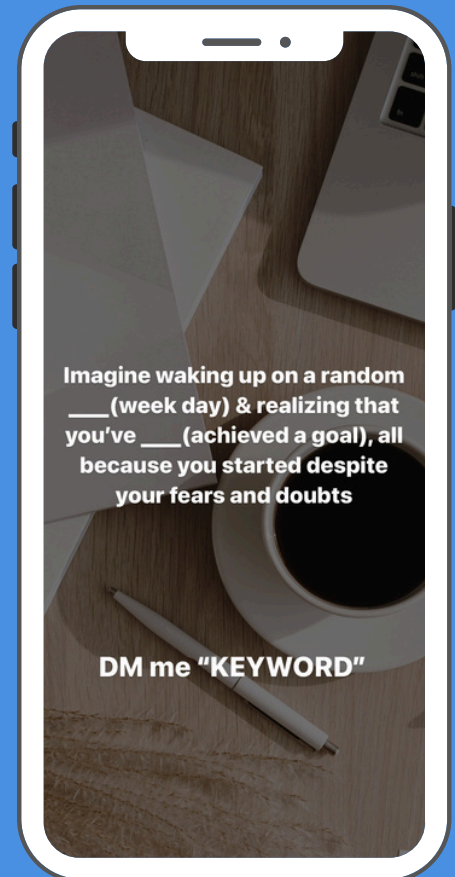
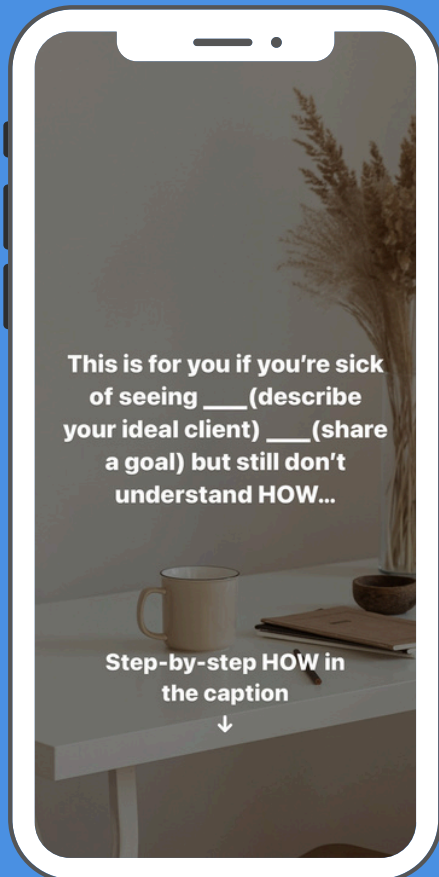
DAY *Seven*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Evoke emotion and pin point your ideal client aka who exactly are they and what are they trying to achieve



TWO

EXAMPLE

Relatable future pacing: insert a specific week day and share your milestone achieved on that day showing your audience what's possible for them

08

30 DAYS OF IDEAS

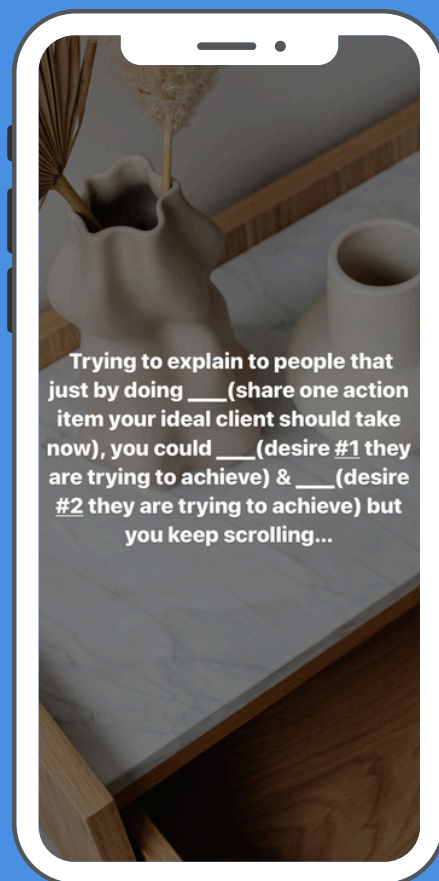
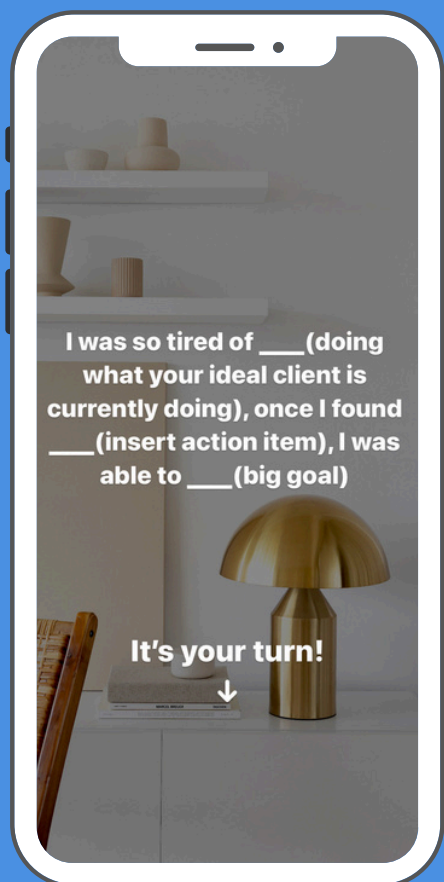
DAY *Eight*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Share a struggle/challenge you used to have aka what your ideal client is going through right now and share what you did (related to your product) to achieve your goal



TWO

EXAMPLE

Inspirational video where you share one action item your ideal client should take right now to achieve their goals and prompting them to take action

09

30 DAYS OF IDEAS

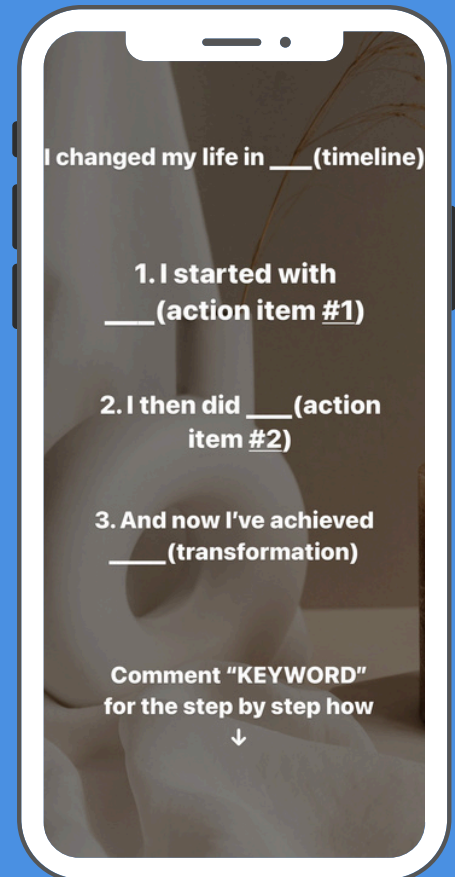
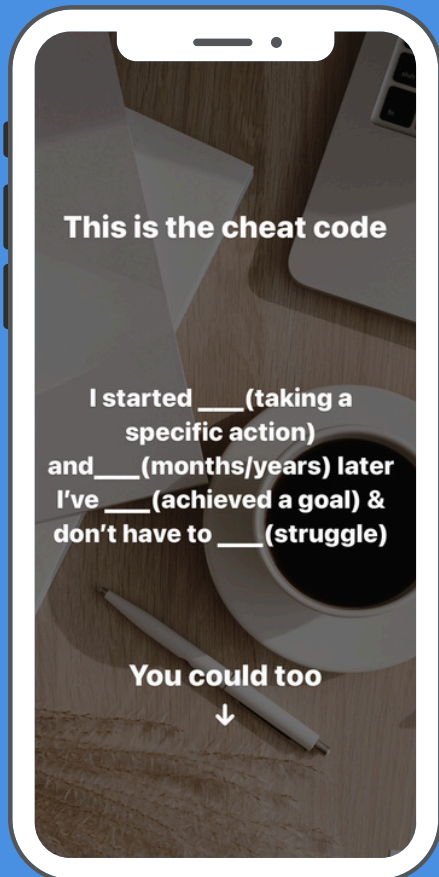
DAY *Nine*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Curiosity building video: share one step that you took at the beginning of your journey that led you to solving a specific problem and achieving your goal



TWO

EXAMPLE

Inspirational video sharing how you changed your life in simple 3 steps and the actionable steps you took

10

30 DAYS OF IDEAS

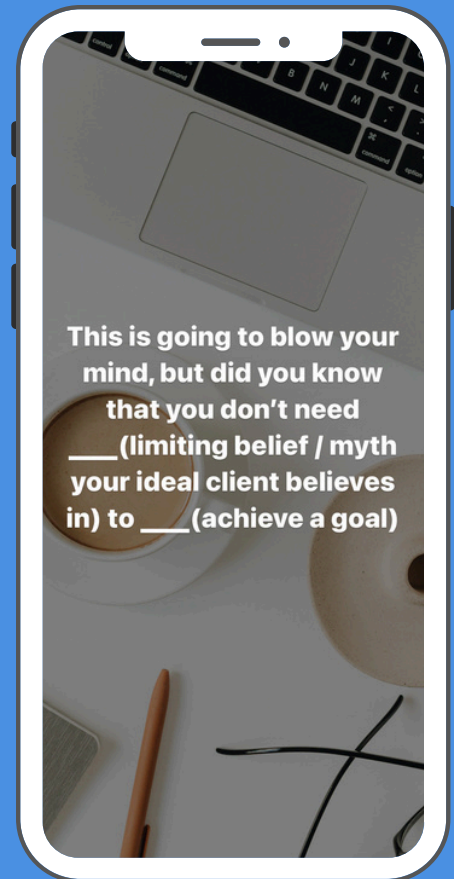
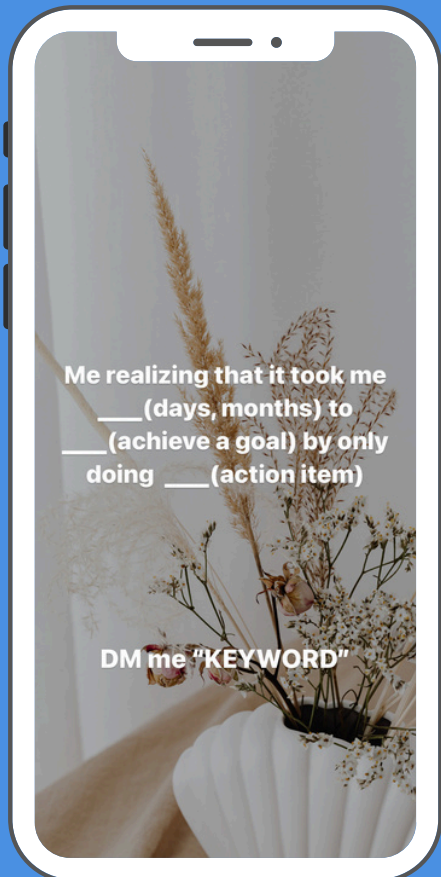
DAY *Ten*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Share your big milestone and realization and one main action item/step you took to achieve that big milestone



TWO

EXAMPLE

Curiosity building video where you debunk the biggest common myth or a limiting belief your ideal client has when trying to achieve a specific goal

11

30 DAYS OF IDEAS

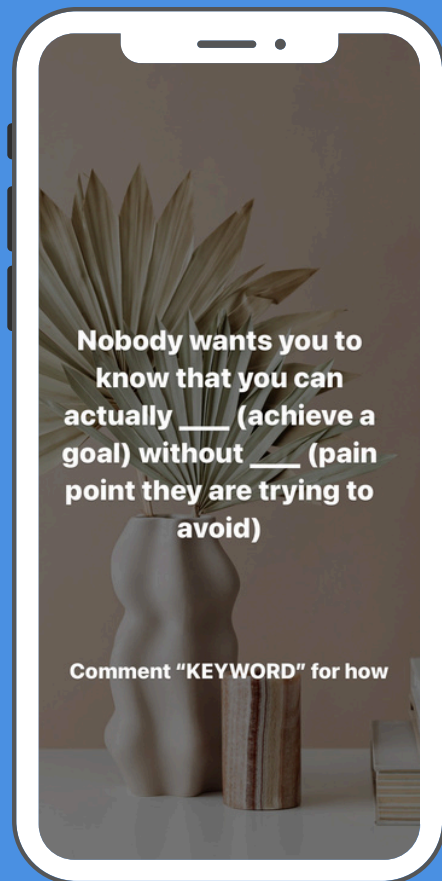
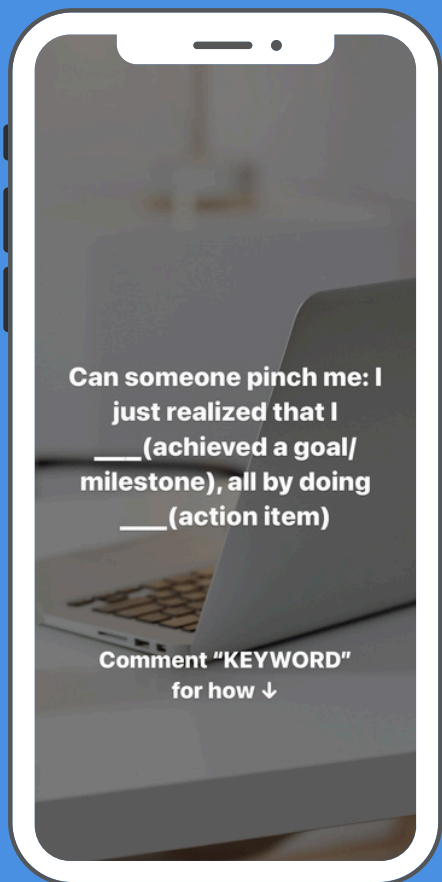
DAY *Cleven*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Celebrate your big life/business changing transformation and share in the caption more general step by step details



TWO

EXAMPLE

Curiosity building video where you share a relatable pain point that your ideal client is trying to avoid while trying to achieve their goal

12

30 DAYS OF IDEAS

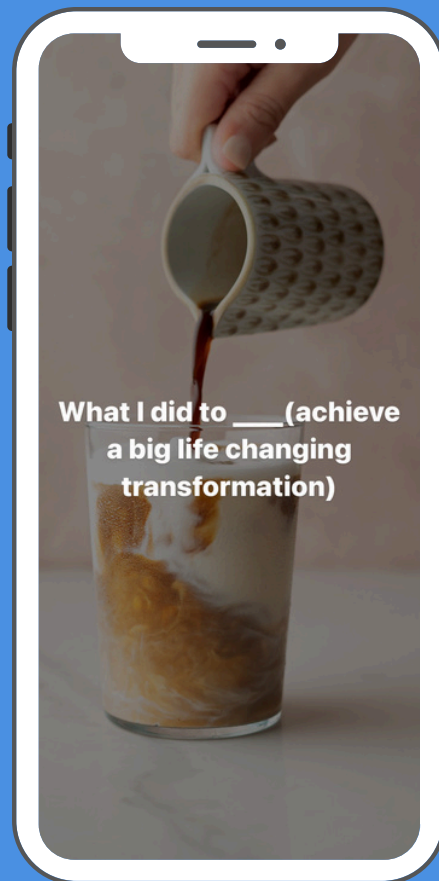
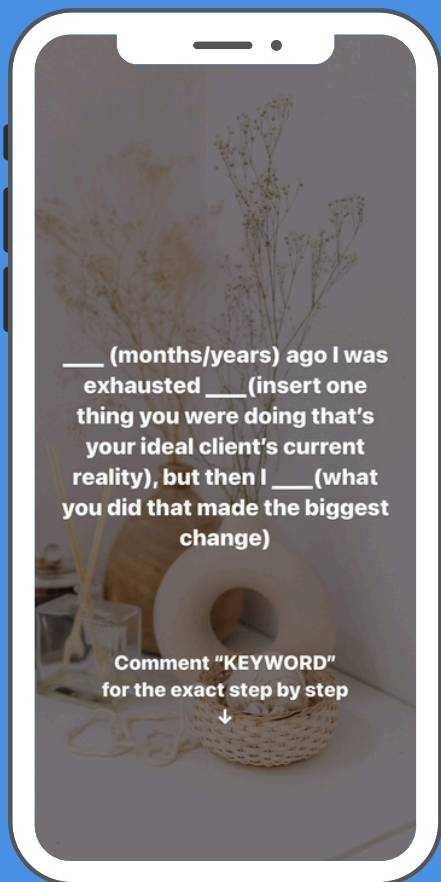
DAY *Twelve*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Share your own story aka before when you were struggling with a specific problem you're now helping your ideal client to solve and after aka how your life/business has changed



TWO

EXAMPLE

Educational video: share in general steps in the caption what you did to achieve the big life/business changing transformation

13

30 DAYS OF IDEAS

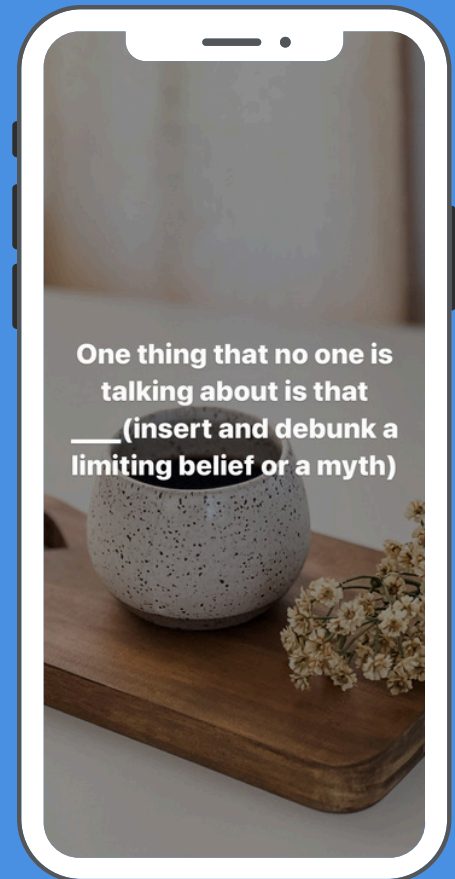
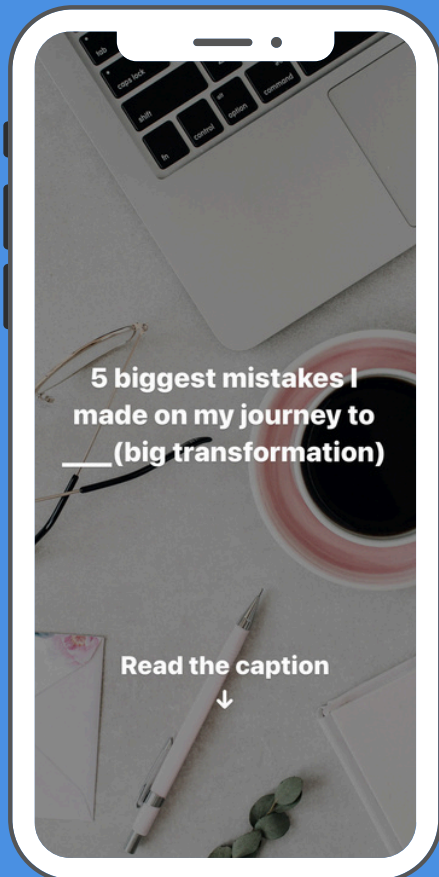
DAY *Thirteen*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Share a relatable video and evoke emotion aka share 5 biggest mistakes you've made on your journey that your ideal client is making right now



TWO

EXAMPLE

Debunk the most common myth or limiting belief that your ideal client has right now (and that you were probably having when you were struggling)

14 30 DAYS OF IDEAS

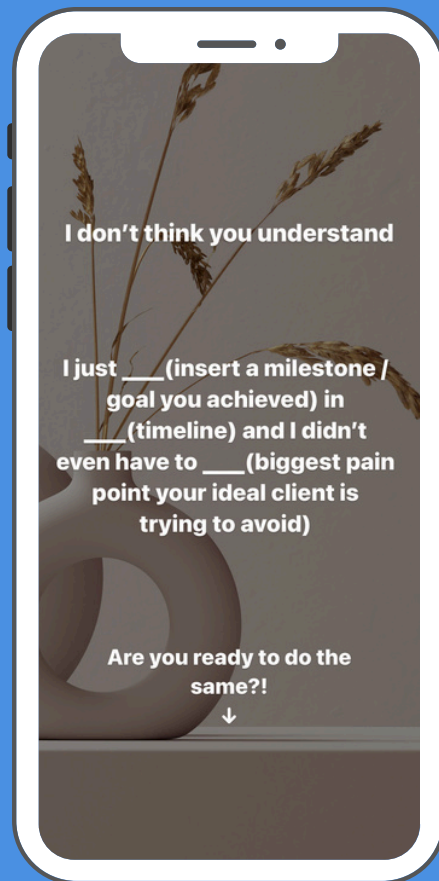
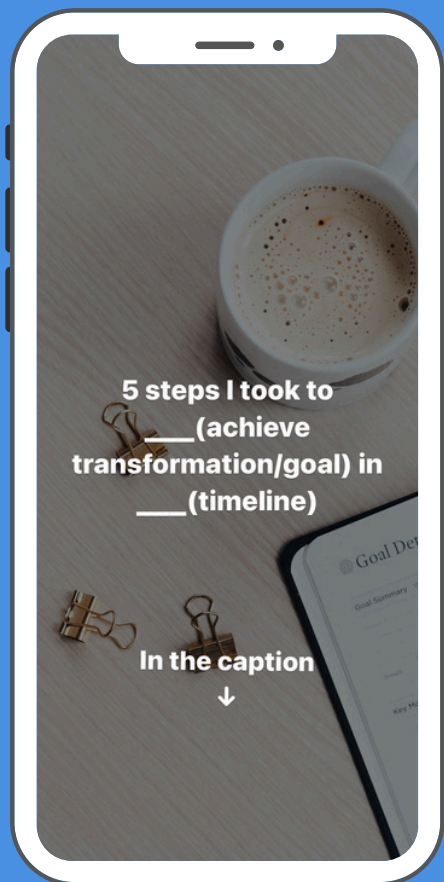
DAY *Fourteen*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Educational video: share 5 general steps simplified in the caption that you took to achieve your big life/business changing transformation



TWO

EXAMPLE

Share your big milestone and pin point that you didn't even have to do X (one thing that your ideal client is trying to avoid or what is stopping them from taking the action)

15 30 DAYS OF IDEAS

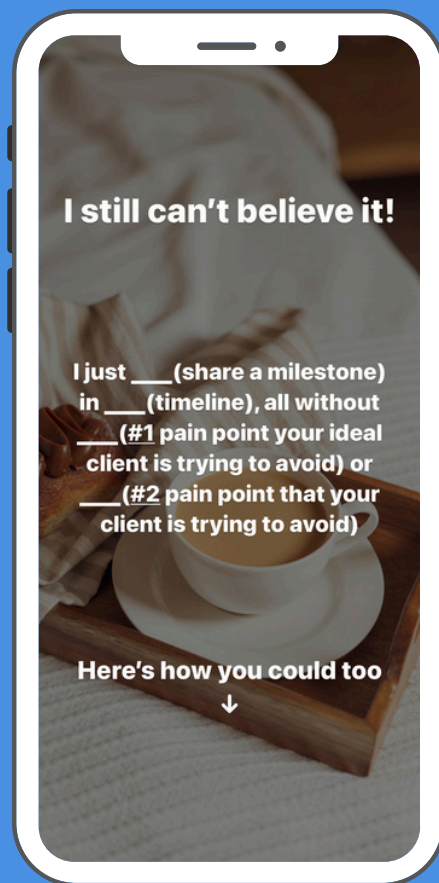
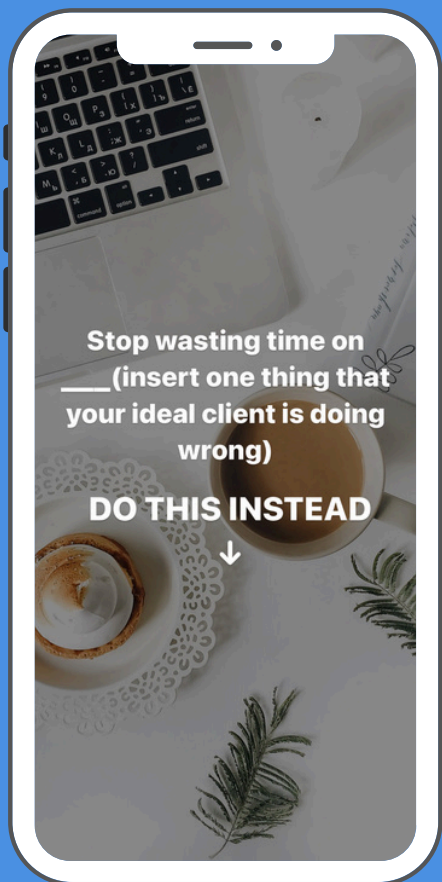
DAY *Fifteen*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Evoke emotion and inspire your audience to take action (insert one thing that your ideal client is doing right now that's waste of their time)



TWO

EXAMPLE

Share your milestone and what you didn't have to do to achieve it (aka the pain points your ideal client is trying to avoid)

16

30 DAYS OF IDEAS

DAY

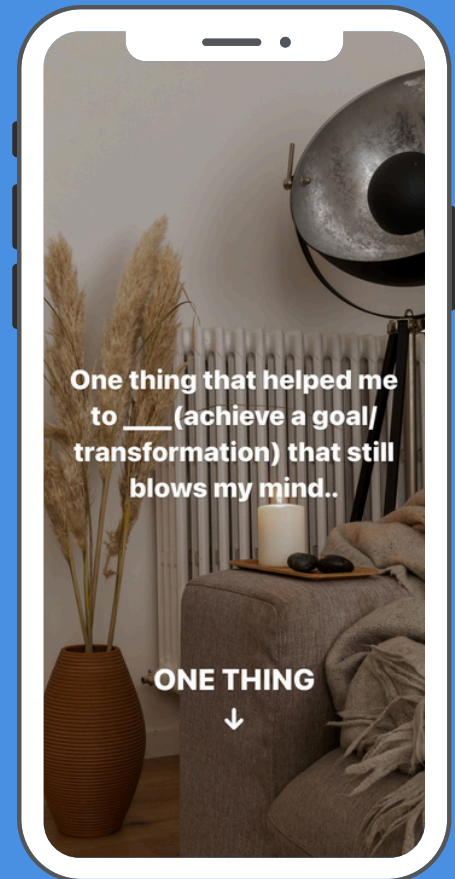
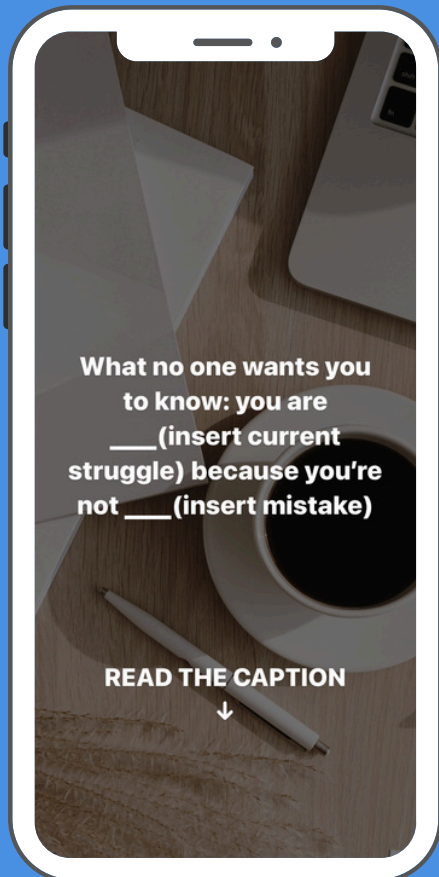
Sixteen

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Builds curiosity: share your ideal client's current struggle and the biggest mistake they are making (that you were making when struggling)



TWO

EXAMPLE

Educational: share one biggest thing that helped you to achieve your big goal that still blows your mind

17 30 DAYS OF IDEAS

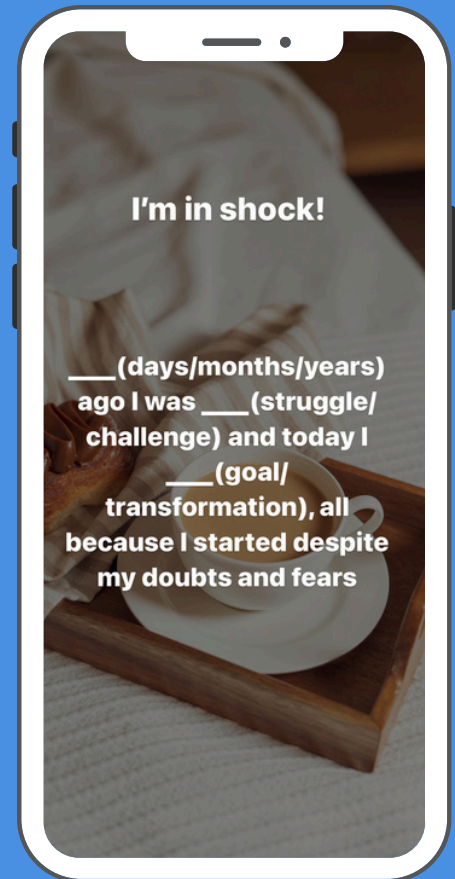
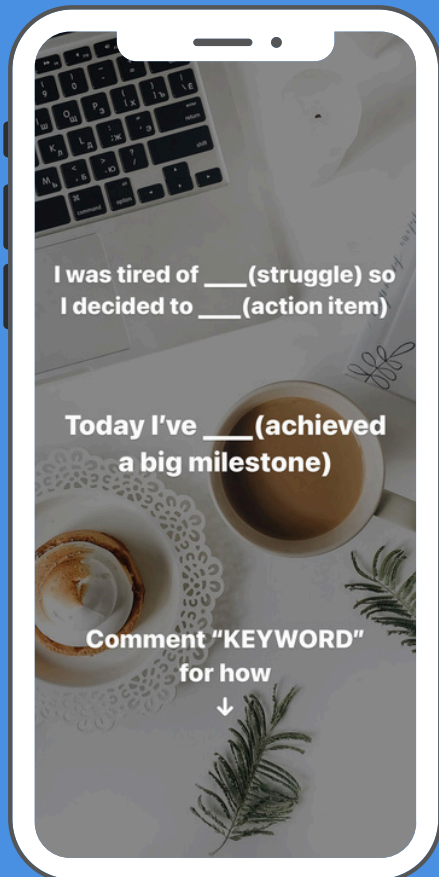
DAY *Seventeen*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Relatable and emotion evoking: share your biggest struggle and what you decided to do to achieve your big goal/transformation



TWO

EXAMPLE

Inspire your audience to take action by sharing your own story aka before and after

18

30 DAYS OF IDEAS

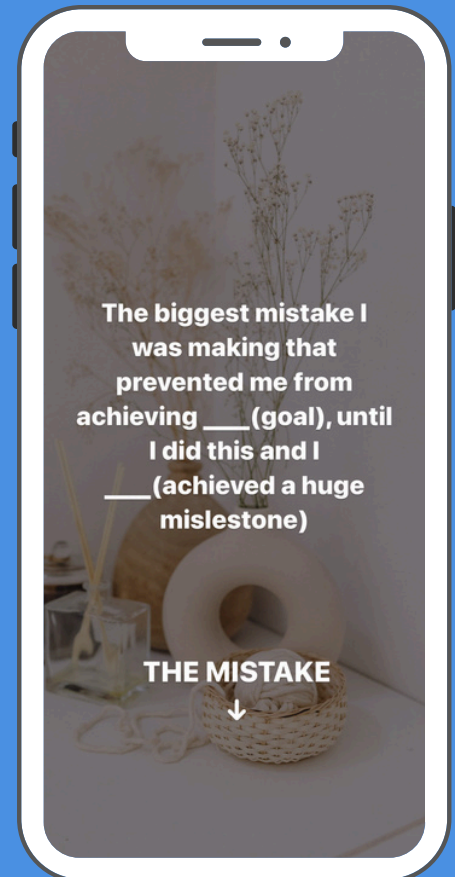
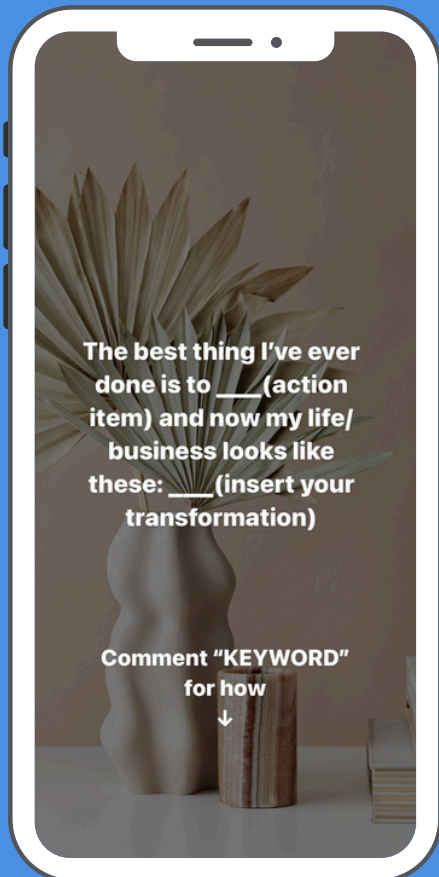
DAY *Eighteen*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Share the biggest action item you took or a change you've made to achieve your goal



TWO

EXAMPLE

Relatable: share the biggest mistake that your ideal client is currently making that was preventing you from achieving your big transformation

19

30 DAYS OF IDEAS

DAY

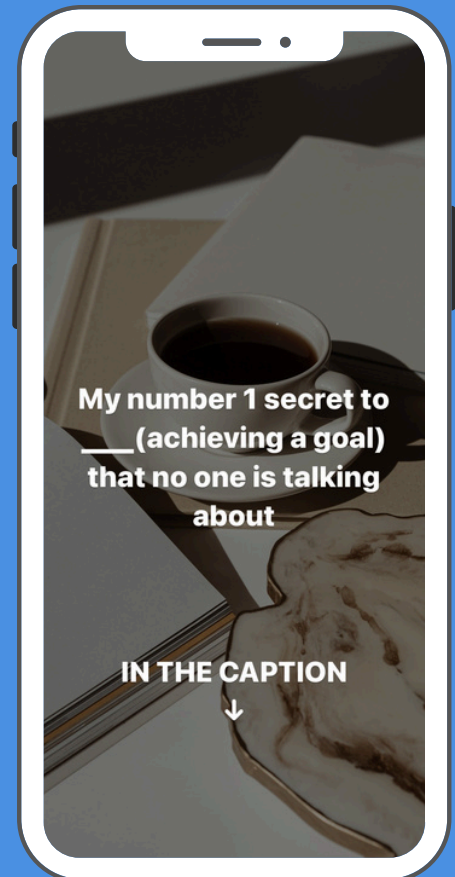
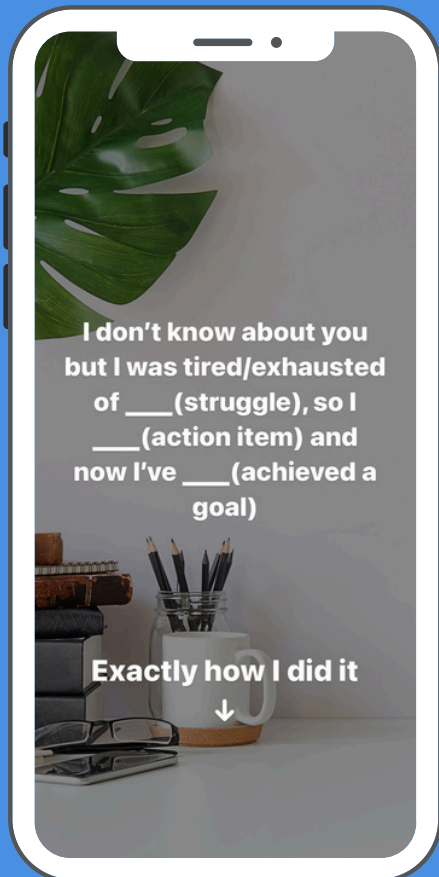
Use these content ideas for your social media videos to kickstart your growth

Nineteen

ONE

EXAMPLE

Relatable video: share the struggle you had and what you did and achieved to inspire your audience



TWO

EXAMPLE

Educational: share your number one secret that helped you to achieve your goal (that no one is talking about)

20

30 DAYS OF IDEAS

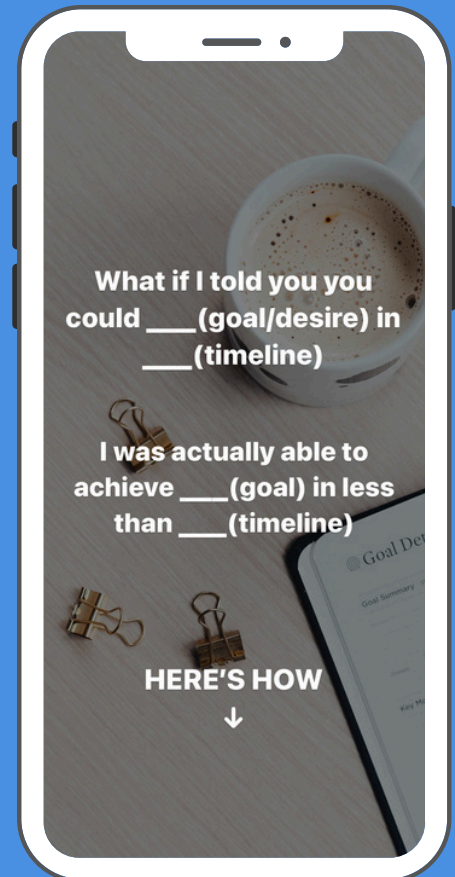
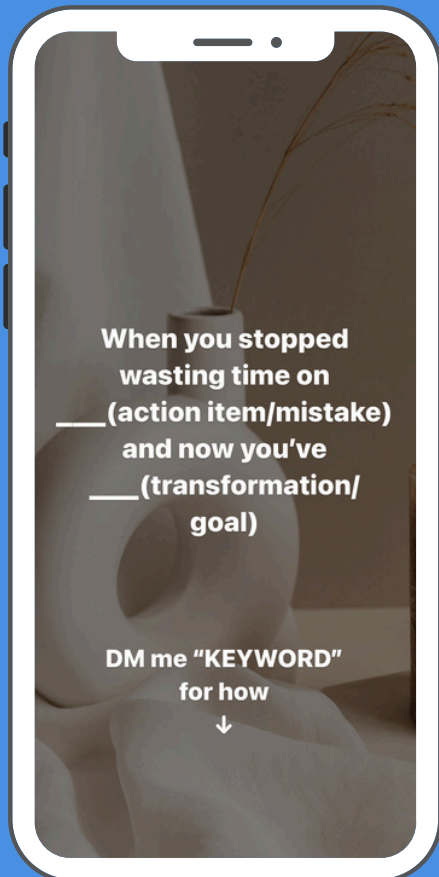
DAY *Twenty*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Share one mistake you were making that your ideal client is making right now and where did it lead you



TWO

EXAMPLE

Inspire your audience and show them what's possible and in what timeline you were able to achieve this goal

21

30 DAYS OF IDEAS

DAY

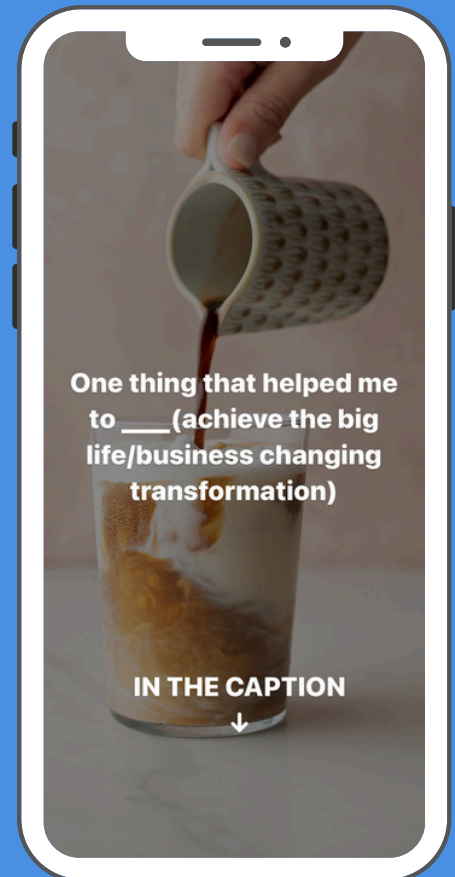
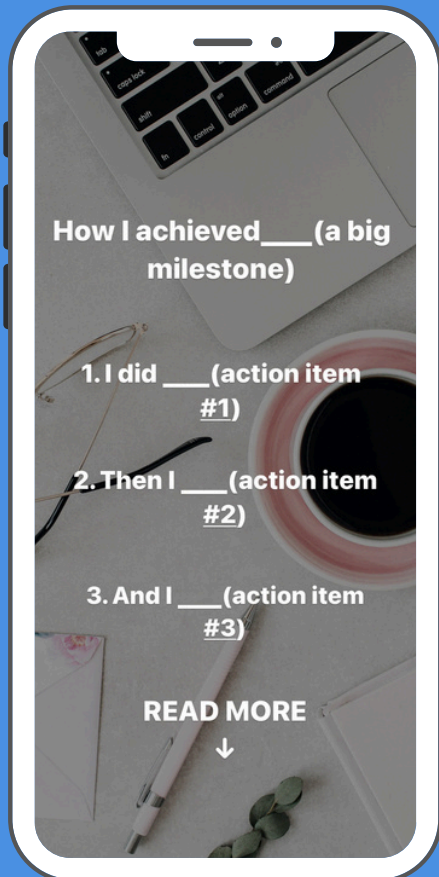
Use these content ideas for your social media videos to kickstart your growth

Twenty One

ONE

EXAMPLE

Educational: share general action steps you took to achieve your milestone and share more details inside the caption



TWO

EXAMPLE

Educational: share one biggest thing or a realization that helped you to achieve your big goal

22

30 DAYS OF IDEAS

DAY

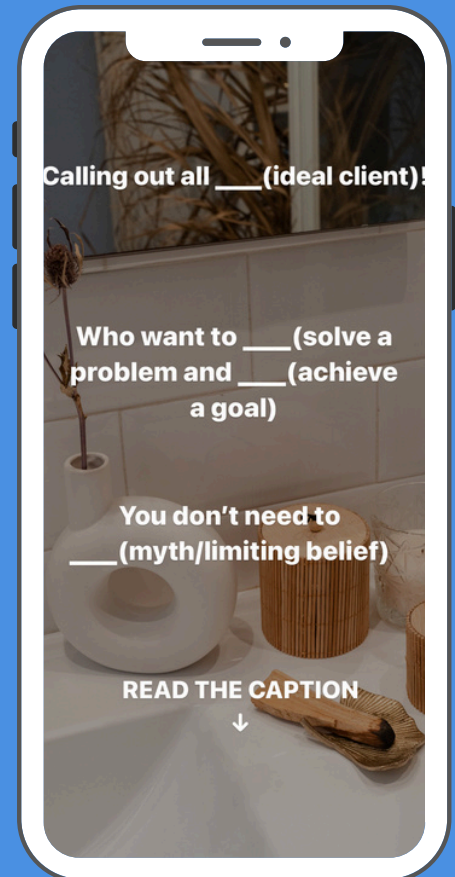
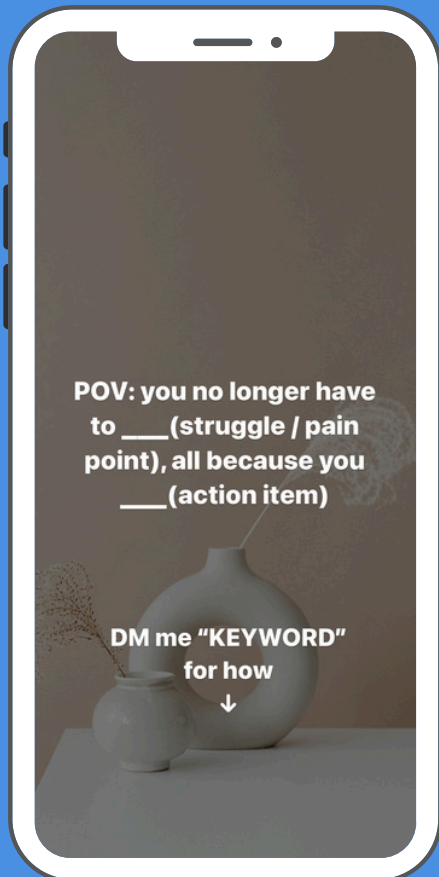
Twenty Two

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Curiosity building & relatable: share one struggle/challenge that you used to have (that your ideal client has right now) and the action item you took to change it



TWO

EXAMPLE

Call out your ideal client aka "women in their 40s going through a painful divorce" and debunk a limiting belief, objection or a myth

23

30 DAYS OF IDEAS

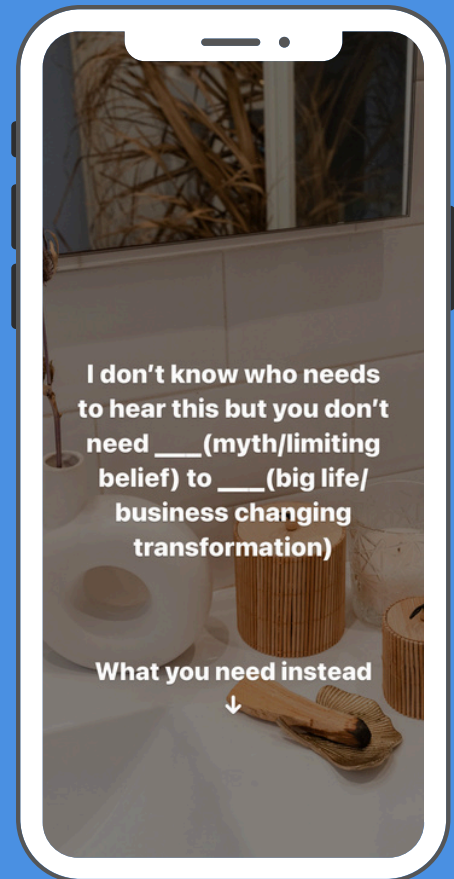
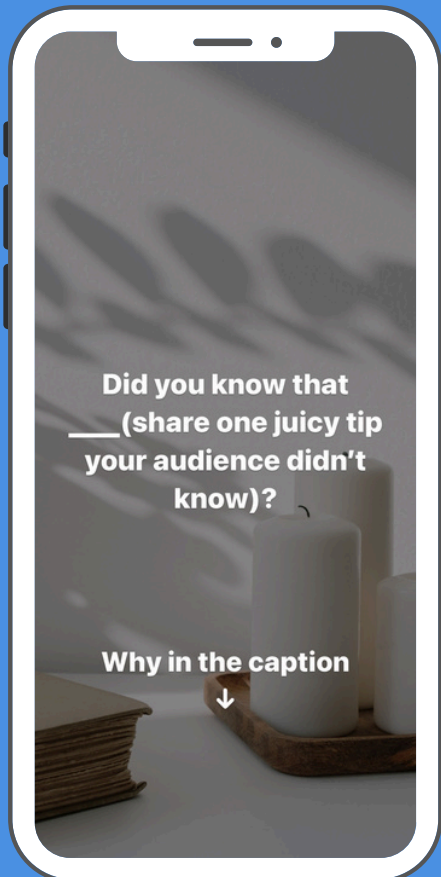
DAY *Twenty Three*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Curiosity building + educational: share one thing that was a complete game changer for your life/business



TWO

EXAMPLE

Debunk a common misbelief or a myth that your ideal client has right now and that is stopping them from taking action

24

30 DAYS OF IDEAS

Use these content ideas for your social media videos to kickstart your growth

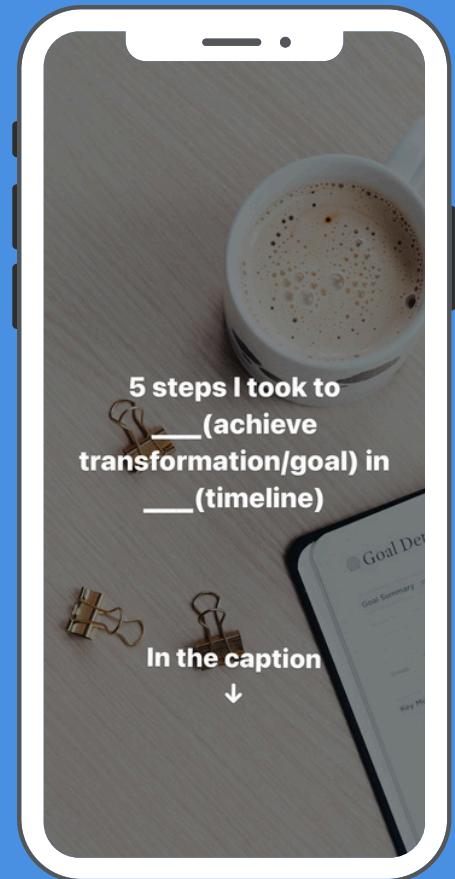
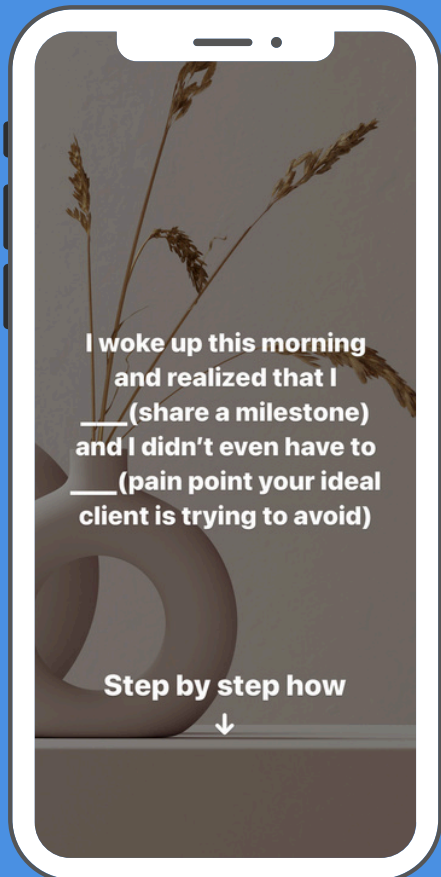
DAY

Twenty Four

ONE

EXAMPLE

Share a relevant milestone that you achieved today and how you did it without the biggest pain point that your ideal client is trying to avoid



TWO

EXAMPLE

Educational: share 5 general steps in the caption how you achieved your big goal

25

30 DAYS OF IDEAS

DAY

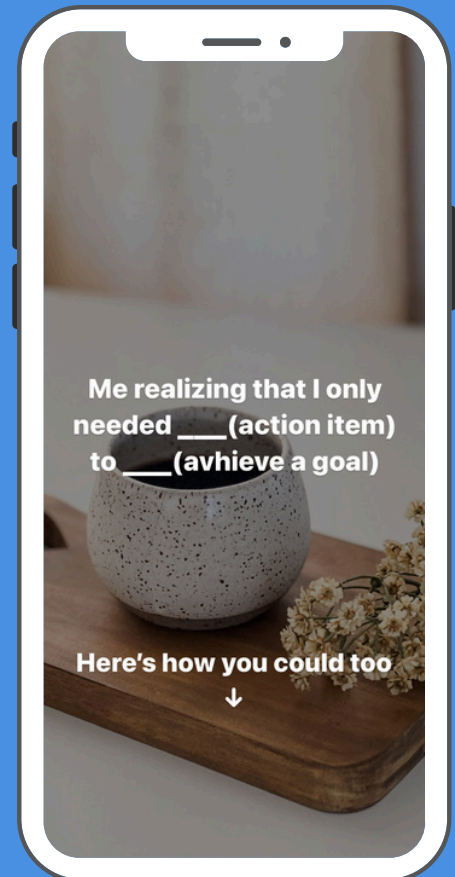
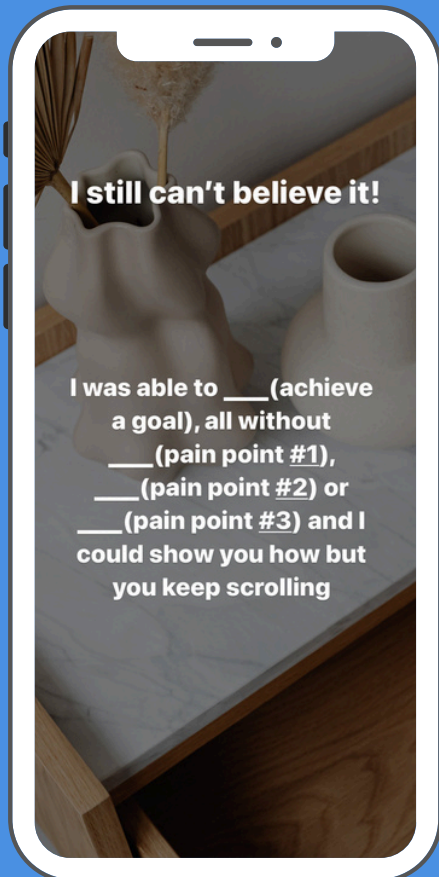
Twenty Five

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Celebrate your transformation and share the pain points that your ideal client is trying to avoid (go more in detail in the caption)



TWO

EXAMPLE

Share your big realization that you only needed the biggest action item to achieve your goal (debunk limiting belief, myth or an objection)

26

30 DAYS OF IDEAS

DAY

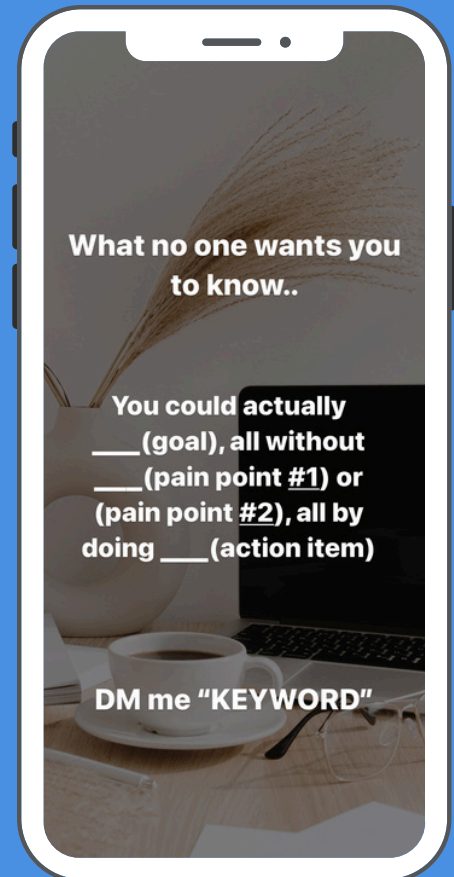
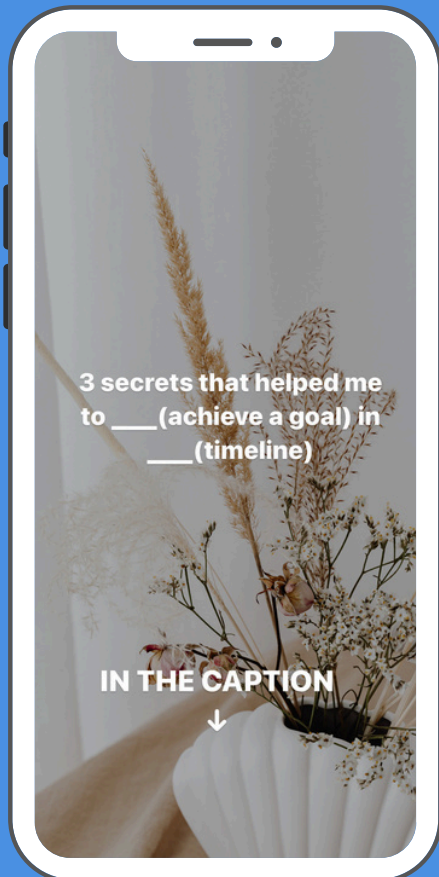
Twenty Six

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Educational: share 3 secrets in the caption that helped you to achieve a small win/milestone



TWO

EXAMPLE

Curiosity building: share about pain points / myths / mistakes that your ideal client is currently making

27

30 DAYS OF IDEAS

DAY

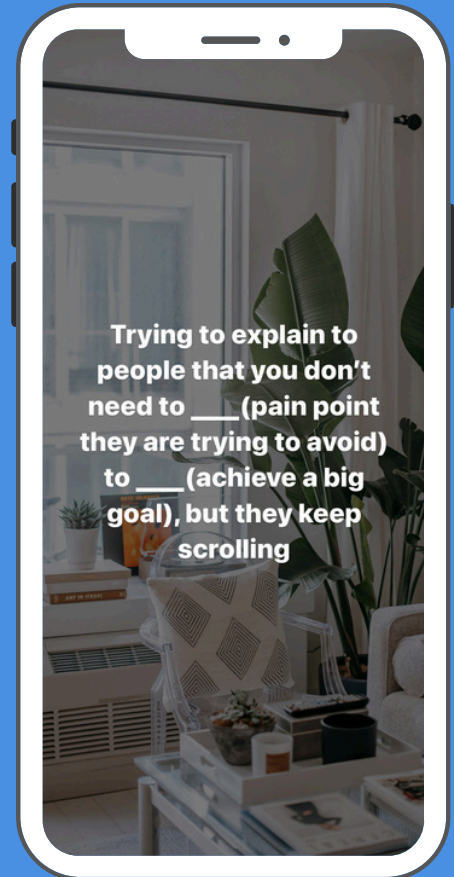
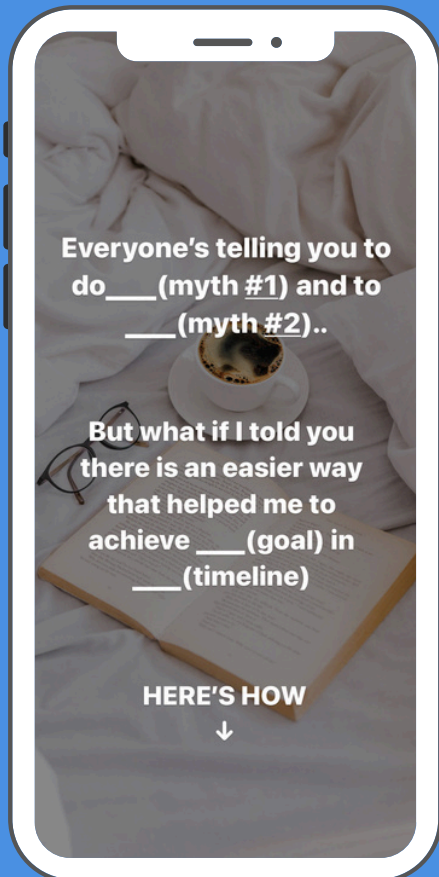
Twenty Seven

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Debunk myths in your industry and show your audience that there is an easier way to achieve their goal



TWO

EXAMPLE

Prompt your audience to take action today by sharing that they don't need to do something in order to achieve their goal

28

30 DAYS OF IDEAS

DAY

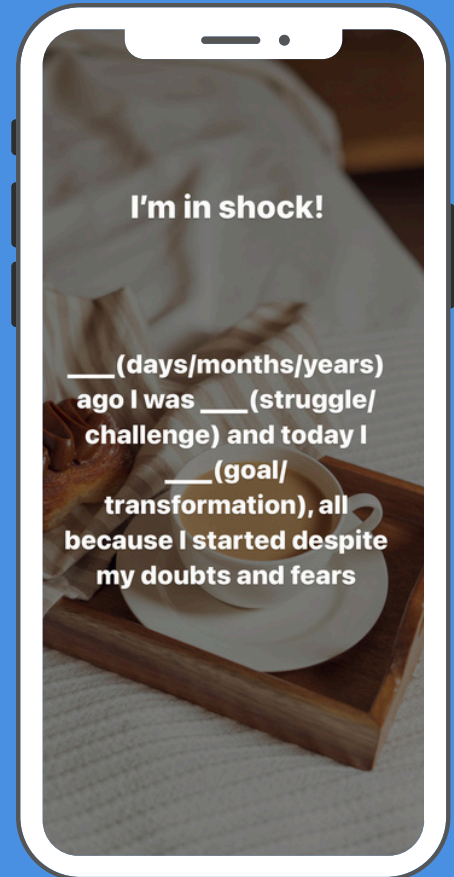
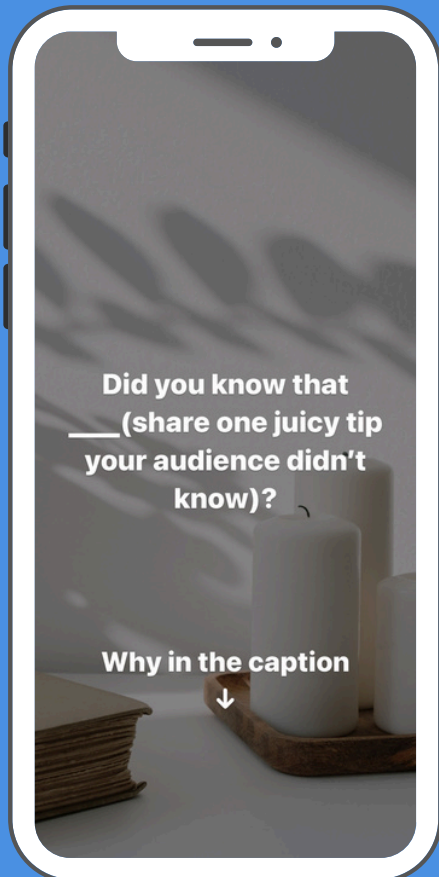
Twenty Eight

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Educational: surprise your audience with a juicy tip/strategy how to achieve their goal that they didn't know about



TWO

EXAMPLE

Inspire your audience by sharing your story aka before and after

29

30 DAYS OF IDEAS

DAY

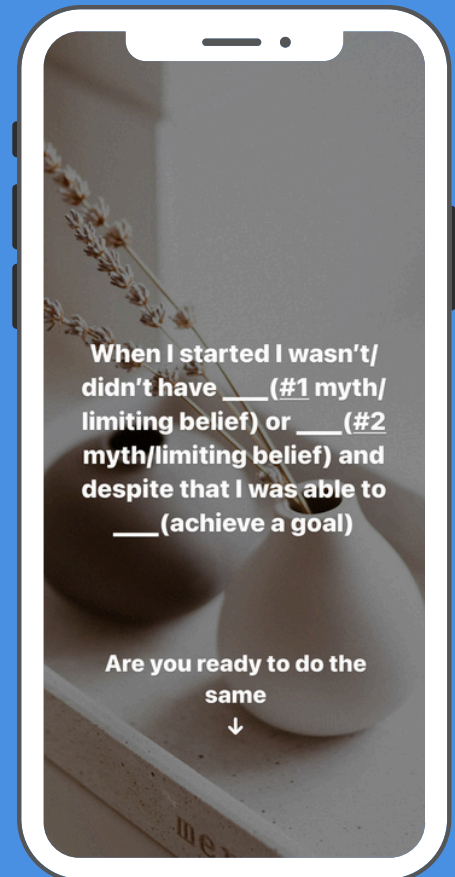
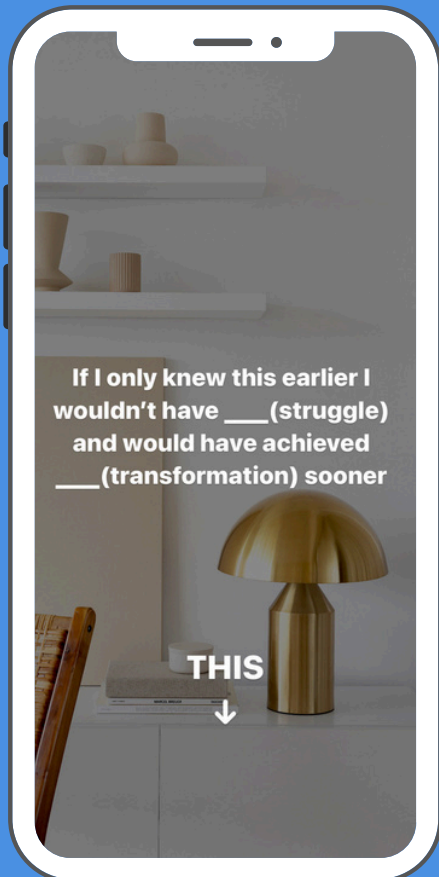
Twenty Nine

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Share one thing that you wish you knew earlier and that was a complete game changer in your transformational journey



TWO

EXAMPLE

Share your story aka what were the things you didn't have that were stopping you from taking action (e.g. limiting beliefs of your ideal client)

30

30 DAYS OF IDEAS

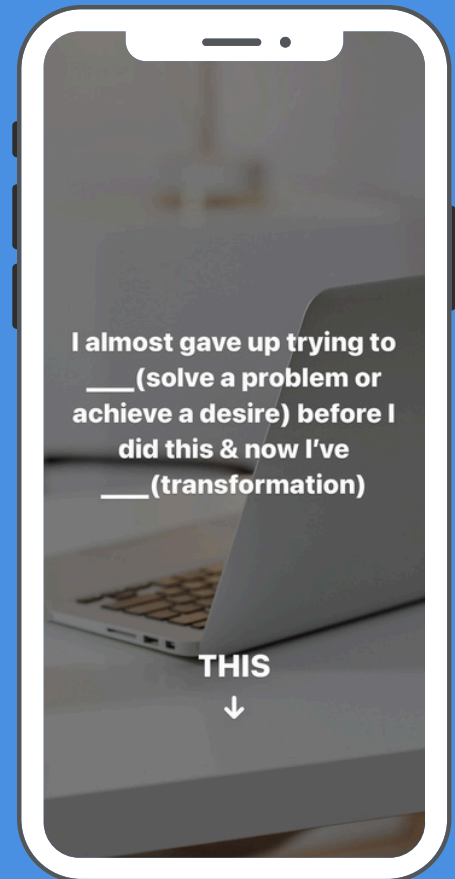
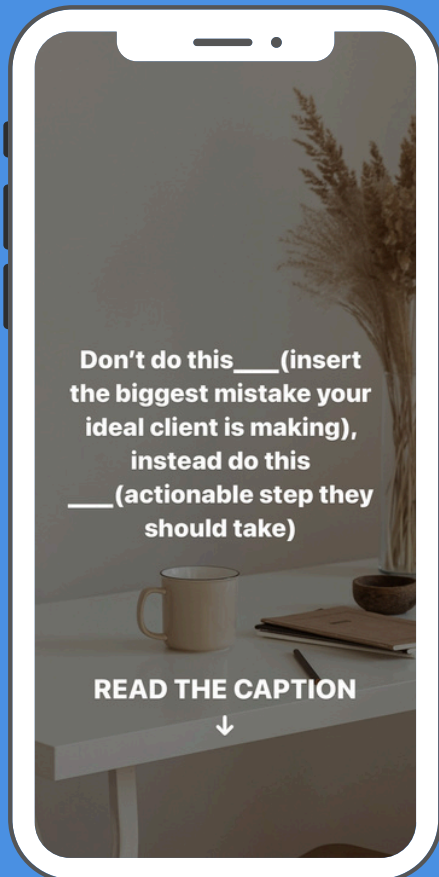
DAY *Thirty*

Use these content ideas for your social media videos to kickstart your growth

ONE

EXAMPLE

Share your ideal client's biggest mistake that they are making right now that is stopping them from solving their problem or achieving their goal



TWO

EXAMPLE

Share your story aka what was one thing you did that changed everything for you just when you were about to give up



06 ACTION *Plan*

The best way to grow a targeted audience is to do these 2 things:

1) Get **inspiration** from others in your own niche/topic aka save their viral content and recreate them with your own twist. If you see that one topic specifically got significantly more views and engagement compared to others from that same account it might be trending. Study the hook, video, length and keywords and the structure and use that trend to recreate your own (don't copy!)

2). **Once a month analyze** your best performing content and recreate them with a different video (use the same hook, structure, currently trending sound and copy paste the caption). Wait for 2 weeks - 1 month before reposting the same piece of content

WEEKLY CONTENT

Planner

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

HELPFUL *Resources*

VIDEOS

- film your own throughout the week or use stock videos from
- Canva
- Pexels
- [SocialStocks](#)
- [Packsia](#)
- Content Cove

COVERS

Use Canva by searching “Instagram reel cover” or search with specific keywords in your niche like “healthy smoothie”, for minimalist one “Minimalist Vases in Nude Home Interior” etc. You can turn down the exposure to achieve a darker & moodier vibe (add the title text)

FOR SCHEDULING

For TikTok go to their website on your computer and log in to schedule your TikToks.

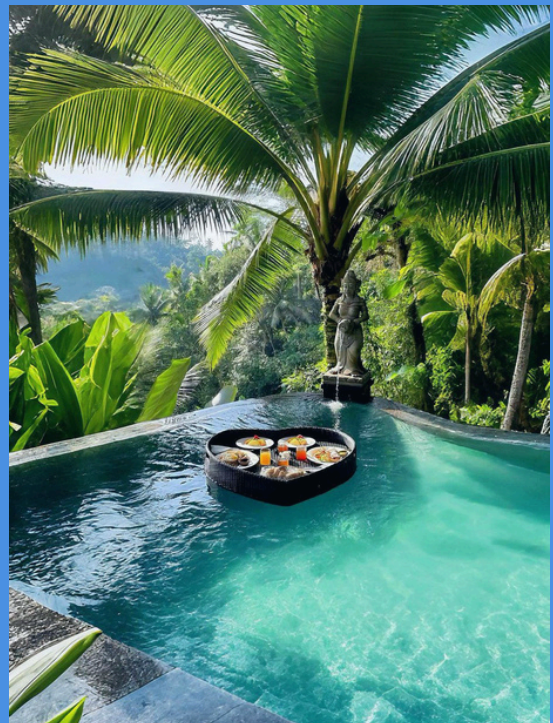
For Instagram go to their Meta Business Manager/Suite to schedule your reels or schedule them directly in your app

VIDEO EDITING

For video editing use CapCut

OVERLAY TEXT

Add captions or/and overlay text using Instagram’s own fonts





THANK YOU

Hope you enjoyed this guide and remember that it's always a learning curve for everyone, everyone starts from zero and it takes some time to learn what performs the best on social media in terms of topics and ideas, so make sure you get inspiration from others aka research viral trends that your ideal client is already consuming (no need to reinvent the wheel!) and analyze the performance of your content. It might take 1-2 months of consistent posting before seeing more traction aka to analyze what your audience is most interested in and what has performed the best and then just double down on that topic.