

**Current problem: Coming up with content for my social media to build brand and social proof**

**Free Flowing Word Association. What words come to mind when I think of my avatar's dream state GO!!!:** Being engaging, knowing what a digital marketer and copywriter know in detail. Coming up with engaging content to build up that social proof. Knowing what language to use and know who to engage with, how long before people start following.

***Dreamer:***

- Posting online whatever I like because I think is funny, cool, and knowledgeable, and know that other people will want to engage and share the same thought process. Having different kinds of pictures and memes that people understand, knowing how people are going to view it. What I post doesn't have to do with copywriting as long as I brain-dumb everything online people will want to see it.

***Realist:*** Posting whatever I want is stupid and people are either going to get offended by it and report it or mark the profile as a spam profile. You need to have quality posts that seek to get engagement. Some people will get involved in the post on social media but some won't but is about showing up every day and making sure that I engage and not look for it so much.

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***Plan:*** Setting up a week's worth of social media at a time will allow me to plan for the general post about copywriting. This also allows me to have spontaneous posts that will go on throughout the day and will have some kind of lifestyle mixed in. When I have enough posts (1000 +) on X then I can start diversifying my social media to other platforms and get the attention my business needs.

***Critic:*** Make sure that your posts aren't hard to read, they have a consistent flow. These are going to show your writing skills and if you have grammatical errors you will look like a buffoon. Having quality social media content, not the quantity of content. Have good pictures that make your followers want to go where you want to go. Don't post any real personal information that reveals my family identity. This will only fail if you don't post every day in the beginning and keep up with your routine and checklist

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***Revised plan:***

1. Practice your writing skills every other day, this will make your writing skills grow and make you able to jump into any market and disrupt it by getting results with any client that will pay you money in the future. Writing social media posts that have quality will help bring in engagement. Schedule a week's worth of social media will help the brand

grow. Research market niches and be able to see what problems there are. Focus on client work and come up with ideas that will make the business grow bigger.

***Solution:*** Practice copywriting and perform market research, create different avatars, use different writing exercises, make social media a top priority to gain followers, be consistent with top players, and make sure they are of substance and that they will get the attention of people in that field. Create weekly quality social media posts that will gain attention and bring interaction with people. Utilize the calendar to make sure that work is in order and that I have a sense of direction that keeps me accountable and on track every day. Make sure I can look at the copy and identify the different pain/desire points, CTA, and how they build intrigue with their copy to get their readers hooked.