



Connect with your dream clients

...so you're showing up in the right spot in the right light (with the right message)

DAY 04

COMPLETE 30-MINUTE CHALLENGE

INSTRUCTIONS: Once you've completed the activity below (take your time), feel free to post this worksheet in The Copywriter Underground Facebook group for feedback from us and your fellow moles. Or, if you want to keep your worksheet private, feel free to post a takeaway or 'aha' moment in the FB group. Use the tag **#BookAClientChallenge** to tag your post so it gets more engagement in the group.

SHARING DETAILS: After you make a copy of this workbook for your own files, go to 'FILE' >>> 'SHARE' >>> 'GET SHAREABLE LINK' >>> 'ANYONE WITH THE LINK CAN COMMENT' >>> 'COPY LINK' >>> 'PASTE'

CONNECTION - STEP 01:

COMMIT TO A SOCIAL MEDIA CHANNEL

After working so hard yesterday on figuring out your 'X-Factor' (you did it, right?)... you deserve a slightly less exhaustive challenge. And, remember, you can jump into previous challenges at any point and catch up when you can.

So, now that you've figured out where your DREAM and IDEAL clients hang out on the internet (from the ['Day 02' challenge over here](#))...

It's time to commit to showing up in that particular social media channel over the next 6 months.

Why 6 months? Visibility takes time, consistency, and commitment. You can't show up for a week and expect results. Let's jump in.

Q1: Which social media channel will you show up on consistently over the next 6 months?

YOUR ANSWER GOES HERE | YOUR ANSWER GOES HERE | YOUR ANSWER GOES
HERE | YOUR ANSWER GOES HERE

Q2: How frequently will you show up and engage in that social media channel every week over the next 6 months?

YOUR ANSWER GOES HERE | YOUR ANSWER GOES HERE | YOUR ANSWER GOES
HERE | YOUR ANSWER GOES HERE

Q3: Who will hold you accountable to strategically showing up on social media over the next 6 months? (Are you in an accountability group? Do you need an accountability group? Ask for help in the FB group if you don't have accountability built into your business yet.)

YOUR ANSWER GOES HERE | YOUR ANSWER GOES HERE | YOUR ANSWER GOES
HERE | YOUR ANSWER GOES HERE

Q4: What does your engagement plan look like for that particular social media channel? (For example, are you posting new content or creating a video or commenting on other posts or something else? Get specific about what you're doing and when you're doing it.)

YOUR ANSWER GOES HERE | YOUR ANSWER GOES HERE | YOUR ANSWER GOES
HERE | YOUR ANSWER GOES HERE

For the digital minimalists out there... committing to a social media channel doesn't mean spending hours creating content or scrolling through the feed. You can spend as little as 10-15 minutes a week to post a photo or a thought, respond to comments, then turn it off for as long as needed. But engaging with potential clients where they are is a critical part of landing your next project, so give it a try even if social media isn't your thing.



CONNECTION - STEP 02:

CALENDARIZE IT (OR IT'S NOT REAL)

Pull out your calendar and schedule time to engage in your particular social media channel of choice. Block time for this activity on your calendar or it won't happen.

Give yourself specific instructions for every activity so you know what you're doing and for how long. Your calendar should not just say, "SHOW UP ON LINKEDIN" 3x a week.

Take a screenshot of your updated calendar and post it in the Facebook group so we can give you a virtual high-five.

CONNECTION - STEP 03:

SHARE YOUR X-FACTOR MANIFESTO

Remember how you carefully crafted your 'X-Factor Manifesto' yesterday? (If you didn't do it, hop back into your ['Day 03' challenge over here.](#))

Here's the fill-in-the-blank 'X-Factor Manifesto' formula you can use to create your own:

[My product or service] helps [your ideal client] who want to [job that needs to be completed] by [the unique solution you provide] which [benefit your client gets].

Today's the day you post your 'X-Factor Manifesto' in your social media channel of choice (the one your DREAM clients are hanging in).

We've created a script you can choose from and use so things don't get awkward. Feel free to create your own or modify based on your unique audience and brand personality.

THE SOCIAL SCRIPT:

"[Insert your most ridiculous nickname. Don't have one? Create one and own it].

Yeah, that's what my friends call me. I know, it's ridiculous. Feel free to use it now that we're spending some Q-time together in this virtual cafe we call [Instagram/LinkedIn/Twitter/Facebook/etc.].

When I'm not spending time doing [insert your favorite hobbies/interests/pastimes here -- this is your chance to geek out and show your personality]...

You'll find me [insert verb] at [insert your company name] Headquarters where I specialize in this thing (AKA this is my obsession):

[My product or service] helps [your ideal client] who want to [job that needs to be completed] by [the unique solution you provide] which [benefit your client gets].

Now that you know a little more about me, it's time to turn the tables and ask you a question:

[Insert question -- this can be a fun, easy-breezy question or something more research-driven. You choose what's on brand and relevant for you. The idea is to ask a question your community wants to answer. Example: 'What's the most ridiculous nickname you've ever answered to?' (<-- easy, fun question) OR 'What's the #1 struggle you're dealing with in your business right now?' OR 'What's the #1 struggle you're dealing with in your ____ right now?' (<-- more specific and direct the question)]



YOU MADE IT! HERE'S WHAT YOU DO NEXT...

Now that you've finished today's exercise, you can share this actual workbook with your fellow moles in The Underground FB Group so you can get direct feedback and support in this document (via the lovely comments!).

Or, if you'd like to keep your information private #respect, you can choose to post an 'aha' moment or takeaway in the Facebook group using the hashtag **#BookAClientChallenge**. Either way, we want to hear from you.

And, if you get stuck, tag us and ask for help. You're not alone in this challenge.