

*"Your Success Is My Success"*  
-- Daryl Urbanski



## **A Simple Formula for an Automated 6+ Figure Business - With Daniel Taylor**

### **What is the article about?**

The article is essentially about leveraging social media platforms like Instagram and Facebook for business growth. Through an interview with a seasoned expert, it covers topics like authenticity in Instagram marketing, using influence to boost content reach, the art of video content creation, and the nuances of an effective sales pitch.

### **Why is it important?**

It's crucial as it empowers businesses and content creators with insights to adapt their marketing approach, to understand the importance of catchy headlines and engaging storytelling, and to ultimately increase their engagement and broaden their reach.

### **What is the benefit of the benefit from doing these exercises?**

These exercises will allow users to apply the insights gleaned from the article into their own marketing strategies. They'll be able to understand and then implement the principles of authenticity, captivating content creation, and effective sales pitches into their social media marketing efforts, thereby increasing the potential for business growth.

### **Quote to Remember From the Interview**

"A good sales pitch is as much about storytelling as it's about presenting the solution."

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## What You'll Learn from the Activity

This activity will help audience to self-evaluate their current social media strategy and its effectiveness. Through reflective and scenario-based questions, it will allow users to envision the application of the expert's insights into their own strategies and help improve their content marketing skills.

### Activity

Reflect on your existing social media strategy:

What platforms are you currently using for marketing and why did you choose them?

How would you rate the authenticity of your content on a scale of 1-10? Why?

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Can you identify an instance where you chose aesthetics over engagement? What was the result?

Considering the Quote:

Reflect on the quote "A good sales pitch is as much about storytelling as it's about presenting the solution". How does this apply to one of your recent campaigns or posts?  
Brainstorming & strategizing:

Can you think of three ways to increase the authenticity of your Instagram content?

Draw up three attention-grabbing headlines that you can use for your future posts. Imagine you are constructing an email list for distributing content. What would be your key steps?

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Draft up a short storytelling video script for your next product/service. How would you incorporate 'the hook'?

What elements can you add to build suspense and intrigue in your video content?  
Understanding the customer:

What kind of stories do you think your target audience will relate to?

**True or False:**

Every aspect of a product should be revealed in the video content \_\_\_\_\_  
True/False?

Polished images on Instagram have higher engagement \_\_\_\_\_ True/False?

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Multiple choice:

What's an effective way to boost content reach?

- (a) Only posting it on Instagram.
- (b) Posting it everywhere without a strategy.
- (c) Using influence and resources like Twitter, Facebook, and an email list.

Applying the lessons:

Based on this article, list three changes or new strategies you will implement in your social media marketing.

Write a sample sales pitch for your business incorporating the insights from this article.

Reflect on one change you would bring in your Facebook Marketing after reading the Ultimate guide.

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How would you leverage Instagram's features for business growth as per the guide mentioned?

**Situational awareness:**

If your highly aesthetic post didn't get much engagement, what changes would you make in your next post?

If the catchy headline of your article fails to retain the audience, what would you do differently?

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**Reflect & Summarize:**

Summarize in your own words, the importance and role of storytelling in social media marketing.

This activity ends here. Please revisit the article and this activity regularly to keep these vital points fresh in your memory.