



The consultants  
guide to

# SOCIAL MEDIA

How to get noticed &  
win new business



# Quick Wins



# Quick Wins

Let's start this guide by giving you immediate value - some quick wins.

Ready?

It's drop dead simple.

As a consultant, your work "is" your content.

So...

Leverage what you're already doing!

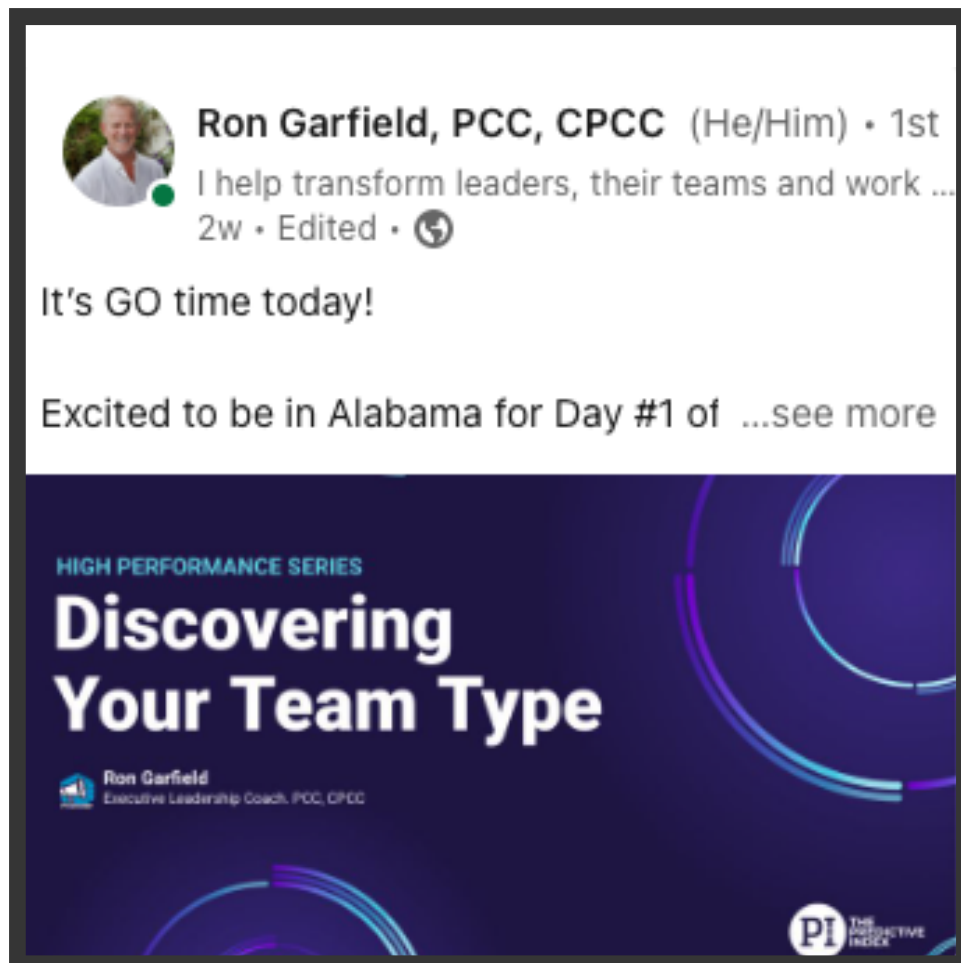
Let's look at some examples below...



# Quick Wins

Leverage what you're already doing...

Meet Ron - as a consultant, he's posting about an upcoming team workshop with a client. It's simple, clear, and tells his other prospects "exactly" what he does for them.





# Here's Another One

Leverage what you're already doing...

Meet Dennis - as a consultant, he's leveraging work that he has studied and applied to provide value to his audience.



# And One More

Leverage what you're already doing...

Meet Denise - as a consultant, she's posting an informative and thoughtful article with a reflection. She's providing value to her audience and boosting her credibility.



# Check In

Notice the theme from these consultants?

They're leveraging what they're already doing.

Their work "is" their content. It simplifies social media for them.

By capitalizing on what you're already doing, it's

- less work for you, and
- easier to provide value

It's also prospect focused. This is critical to success on social media.

Now - let's look at the introduction and how you're able to leverage this guide to the fullest.



# Congratulations!

Congratulations for investing in yourself to stand out and win business on social media.

If social media feels overwhelming, we get it. Maybe you post once in awhile and don't see much traction. Maybe you've been at it awhile and still nothing. Some folks aren't sure what to say. Others are nervous to say anything at all.

This doesn't feel good. We don't want this for you.

**The good news:** You'll unpack proven methods to build awareness, credibility, and attract prospects to you.

## How to use this guide

Read it straight through, or skip around to the sections most relevant to you.

See the table of contents for a section of choice.



# Introduction



# Introduction

Consultants are busy - and social media gurus haven't addressed a consultant's context well.

This playbook is specifically designed to help you create value, build connections, boost credibility, and ultimately win new business.

You'll learn how to:

- Leverage what you're already doing
- Capture ideas & content easily
- Use a 3-step content system
- Implement best practices
- Find your unique voice
- Put out great content
- Leverage your profile
- Connect with others
- Avoid bad practices
- And lots more...





# Table of Contents

## [Section 1: Quick Wins](#)

- [Quick wins](#)
- [Examples](#)
- [Check in 1](#)
- [Congrats](#)

## [Section 2: Introduction](#)

- [Introductions](#)
- [Key Principle #1](#)
- [Focus Framework](#)
- [Vanquish the Villain](#)

## [Section 3: Your Focus](#)

- [Focus Exercise](#)
- [Find Your Voice](#)
- [Examples](#)
- [Check In 2](#)

## [Section 4: Content Flywheel](#)

- [Content Flywheel](#)
- [Examples](#)
- [Post Styles](#)
- [Post Style Examples](#)

## [Section 5: Posting](#)

- [Post Format](#)
- [Content Structure](#)
- [Stop the Scroll](#)
- [List of Hooks](#)
- [Post Cadence](#)

## [Section 6: Capture Your Ideas](#)

- [Capture Your Ideas](#)
- [The Big Secret](#)
- [Leveraging Hashtags](#)
- [Key Principle #2](#)

## [Section 7: Making Connections](#)

- [Making Connections](#)
- [How to Connect](#)
- [Business Connect](#)
- [Partnership Connect](#)

## [Section 8: Your Profile](#)

- [Polish Your Profile](#)
- [Featured Section](#)
- [Profile Example](#)
- [Key Principle #3](#)

## [Section 9: 3-Step System](#)

- [3-Step System](#)
- [7 Social Media Tips](#)
- [Getting Started](#)
- [4 Keys to Success](#)

## [Section 10: The Payoff](#)

- [What's the Payoff](#)
- [Visit Us](#)
- [About Us](#)

# Key Principle #1

## It's about your prospect - not you

The early "me-focused" practices of social media (think MySpace, Facebook), still linger. Social media was a tool for promoting you, but this is a mistake.

For consultants who want to stand out and win new business, **you need to focus on your prospects.**

As your prospects scroll through social media, they (like all people) are thinking: WIIFM (what's in it for me)

**So, to get your prospect's attention:**

Focus on what bugs them. What's the **villain** they want to vanquish?



If this seems odd - good.

Keep going...



# Your Focus



# Focus Framework

To stand out, you need to get the characters in the consulting story straight..

There is a hero, villain, and guide. This is not a new framework. In fact, it's quite old:

- **Hero:** your prospect
- **Villain:** your prospect's problem
- **Guide:** you and the solutions you provide

Movie example:

- **Hero:** Harry Potter
- **Villain:** Lord Voldemort
- **Guide:** Professor Dumbledore

In the world of social media - and consulting in general - many consultants are putting themselves in the "hero position."

This confuses prospects because they are supposed to be the hero in the story.

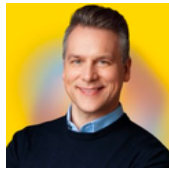
Consultants are the trusted guide who help heroes vanquish villains.

**This helps you stick out!**



# Vanquish the Villain

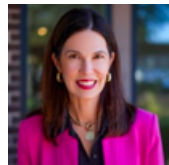
Here's some examples from LinkedIn:



Hero: SaaS Sellers  
Villain: Hustle culture  
Guide: Brandon Fluharty



Hero: Consultants  
Villain: Sleazy tactics  
Guide: Ted Olson



Hero: Business owners, execs  
Villain: Outdated strategies  
Guide: Melanie Shaffer

By focusing on the villain that bugs your prospects, you'll stand out. Let's look at an exercise to get clear on this...



# Focus Exercise

Here's a simple exercise that can help you focus on the problem you solve for your prospect.

For people who have \_\_\_\_\_  
this problem

I provide \_\_\_\_\_  
this solution

## Simple worked examples:

For consultants who don't like self-promotion

I provide a social media playbook that puts the focus (not on them,) but on their prospects

For consultants who don't have time to create demand on social media

I provide a social media playbook that helps them leverage what they're already doing

Obviously we don't speak this way. This is just an exercise to get clear on the villain.





# Find Your Voice

Here's a framework to go a little deeper. These eight questions can help you find your unique voice and the villain you vanquish:

1. What topic do I know well?

---

2. What's a niche I know better?

---

3. The value I bring is:

---

4. What's your industry?

---

5. What's your geography?

---

6. What problem(s) do I help my customers solve?

---

7. How do I solve these problem(s)?

---

8. What outcome do I help them achieve?

---



# Example #1 (Niche)

## Niche example...

1. What topic do I know well?
  - a. Leadership coaching
2. What's a niche I know better?
  - a. Women in leadership
3. What's your industry?
  - a. Technology
4. What's your geography?
  - a. San Francisco
5. What problem(s) do I help my customers solve?
  - a. I help female leaders boost confidence
6. How do I solve these problem(s)?
  - a. My leadership training program
7. What outcome do I help them achieve?
  - a. Confident leadership, higher income

Before: I'm a leadership coach

After: I provide women executives in the San Francisco tech space with targeted strategies to boost their confidence and income.



# Example #2 (broad)

## Broad example...

1. What topic do I know well?
  - a. Business strategy
2. What gives you energy about your topic?
  - a. Driving results for my clients
3. What's your industry?
  - a. Mid-size organizations
4. Any other nuance to your expertise?
  - a. Typically work only with executive teams
5. What problem(s) do I help my customers solve?
  - a. I help executive teams save time and money
6. How do I solve these problem(s)?
  - a. My business strategy playbook
7. What outcome do I help them achieve?
  - a. Quick wins and long-term growth

Before: I'm a management consultant

After: I coach executive teams with precision analytics to avoid hidden pitfalls to drive growth and sustainability.



# Check In

See the villain in these two examples?

## Example 1 (niche)

- Hero: Female executives
- Villain: Bias against women
- Guide: The women in the pic :)

## Example 2 (broad)

- Hero: Executives
- Villain: Hidden pitfalls
- Guide: The man in the pic :)

## Big Takeaway:

When you talk about your prospect's villain, you'll stand out.

Now - let's capture some of that brilliance that's in your head already!



# Content Flywheel



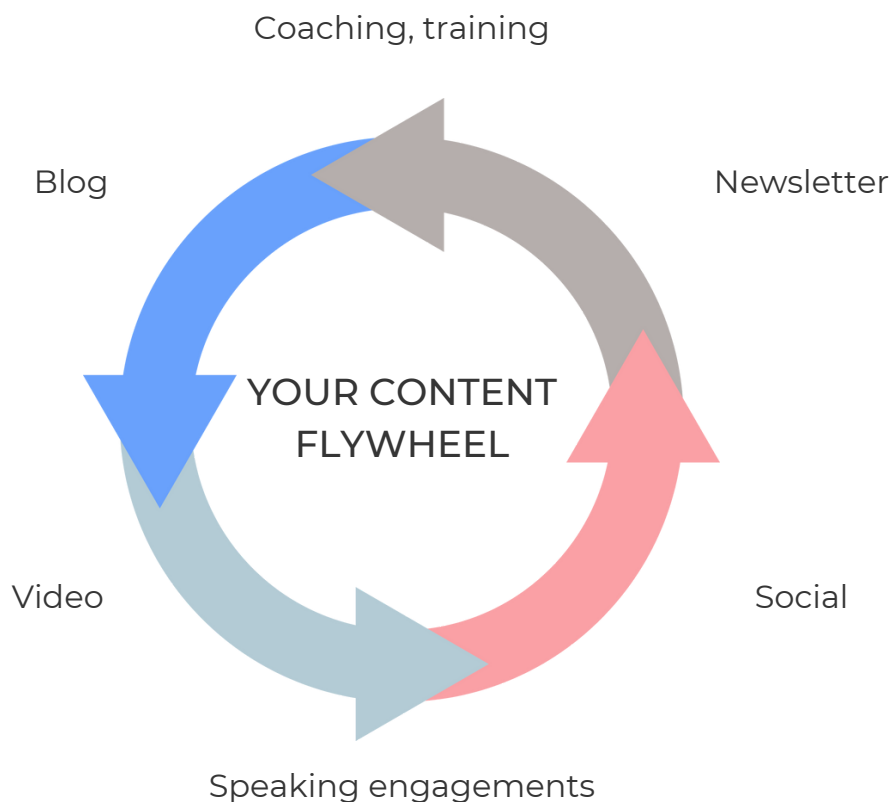
# Content Flywheel

The work you do and the ideas in your head are powerful. It can be leveraged lots of ways. A thought can become a blog post. A blog post can become a newsletter - or several social posts. A newsletter can become a video. A video can be a post on social media, or several short reels and so on...

One idea goes a long way.

Whether you're consulting, speaking, training, or coaching, you already have dozens of areas to tap that are perfect for building your awareness and credibility on social media.

Let's look at some more examples ahead and how these consultants are sharing what they're already doing.





# Coaching Example

Meet Melanie - she's a consultant, and here she is celebrating her client and the work she gets to enjoy - in this case, with the next generation of leaders...



# Client Example

Meet Anuj - he's a growth consultant.  
Here he is sharing some distilled wisdom  
from his work with his clients



**Anuj Adhiya** ✓ • 1st

"The Growth Guy" | Author, Growth Hacking for Dummies (...)

1d • 🌐



I'm coming around to everything a growth pro does falling into these 3 areas:

1. Building an efficient growth model:

Companies need to acquire and retain companies to grow, and you need to have a plan for how to do it efficiently.

2. Creating retention-centric culture:

Everyone should understand how their job helps keep customers once we've acquired them.

3. Ensuring consistent product value:

Having their pulse on quantitative and qualitative data to ensure the product is getting the job done, while also exploring how it could do it better.

If you can nail these 3 things, your odds of success improve dramatically.

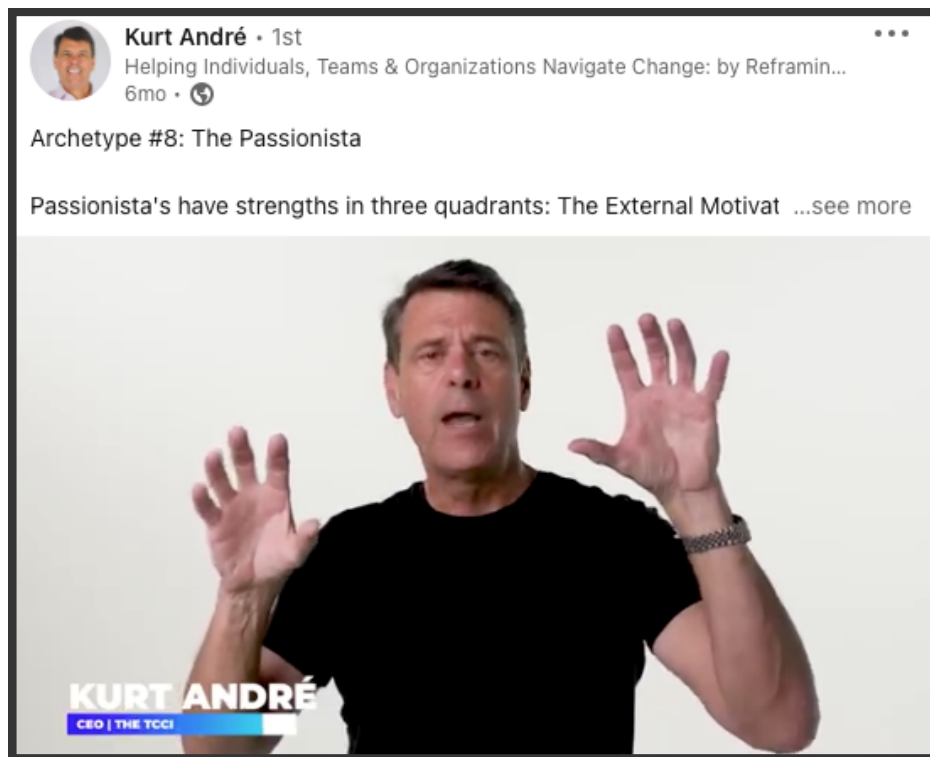
What do you think?

Did I miss anything big that doesn't fall into these buckets?



# Video Example

Meet Kurt - he's a consultant with an expertise in StrengthsFinder - here he is sharing videos of the work (that he's already done) to engage his audience



# Post Styles

As a consultant, hopefully you can see that you have a lot of gold to mine from your experiences.

You saw a few posts styles above, but here are 10 ways to talk about the problem you solve for your prospects:

1. Leverage what you're already doing
2. Inspiration or motivational posts
3. Compare/contrast (e.g., old/new)
4. How-to posts, e.g., steps 1, 2, 3
5. Celebrate your customer
6. General observations
7. Analyze something
8. Resource share
9. Philosophical
10. Listicle

PS: personal stories are great too - people like to know you're human

Let's look at a few more examples to see what resonates with you...



# Post Style Examples

## Listicle:

- The top 10 ways to boost...
- 5 tricks to improve...
- 3 hacks to drive...

## How-to:

- How to lead through change
- How to drive revenue in a bull market
- How to increase employee engagement

## Analyze:

- Current buying trends suggest...
- New data on leader self-awareness...
- How Apple beats the competition every time...

You can also mix/match. In short, adapt these to your context and style.

style



# Posting





# Post Format

## People skim on social - make it easy

**Post A:** this format is what we call a "word wall." It's a "wall of text" that's too hard to read - people will ignore it - even if it's good. It's just too hard on the brain in the social realm.

What is Lorem Ipsum? Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



---

**Post B:** this format has lots of white space and breaks up the text for easy reading to quickly grasp the idea.

The fascinating story behind Lorem Ipsum

- Lorem Ipsum is dummy text
- It's been around since the 1500s

Over 500 years!

An unknown printer took some type and scrambled it to make a mock-up - so cool!

- It's survived the leap into the digital age
- But do we need it now with ChatGPT?



# Content Structure

## Structure your content for clarity

There are many ways to structure content. Here's one from writing guru, Erica Schneider that'll boost your credibility:



**Erica Schneider** @ericasmyname · Jul 15, 2022

...

◆ HTAS

Hook (capture attention)  
Thesis (make an argument)  
Antithesis (state the challenge)  
Synthesis (how you'll overcome it)

HTAS leans more on opinion than a state of play.

This helps to:

- Build intrigue
- Present an opinion
- Recognize a barrier
- Share a way through

💬 1

↻ 3

❤️ 66

📊

🔗



**Erica Schneider** @ericasmyname · Jul 15, 2022

...

Example:

- Most B2B buyers don't make quick purchases.
- When they're ready to buy, you must be top of mind.
- If not, you'll get overtaken by the competition.
- Here's how to become the obvious choice.

↑This stakes a claim.

If you can back it up, it's a credibility powerhouse.

💬 1

↻ 2

❤️ 47

📊

🔗



# Content Structure

## Structure your content for clarity

Here's one more that's simple to use: PSA

- Problem - state the problem and add some emotion
- Solution: offer a simple and clear solution, e.g., 1, 2, 3
- Action: state what you want your reader to do

Let's say you're a speaking coach for keynote speakers.

Here's a sample post using the PSA content structure:

**Problem:** *Most keynote speakers are not getting paid what they're worth. This isn't right - and it's not fair*

**Solution:** *Here's a simple way to price your next speaking event to get paid your true value....*

- 1) *Set the dollar amount early in the conversation*
- 2) *Show your worth with a high-quality media-kit*
- 3) *Don't discount, offer to do less work*

**Action:** *What do you think? Add your thoughts in the comments...*



# Stop the Scroll

## Use a hook to capture attention

The first line of your post is the most important. It's called the hook.

Your reader is likely standing in line at Starbucks, scrolling through social media. They need a good reason (a hook) to stop and read your content.

Examples:

- 3 Leadership Tips (meh)
- 3 Leadership Tips for Millennials (better)
- 3 Underrated Leadership Tips for Millennials to Master (hook!)

Bad hooks hurt good content



# List of Hooks

## Adapt these to your context

A few to help you get started:

- Hot take:
- 5 ways to...
- 9 reasons why...
- Unpopular opinion:
- I was stuck until...
- Unpopular opinion:
- You may hate this...
- 3 underrated hacks to...
- One secret I've learned...
- I used to think this way, now...
- I couldn't believe what happened next

Here's a simple hook framework from copywriter, Ryan Musselman:

- Recruiting? How to attract talent
- Scared? How to be confident
- Low sales? How to improve
- No \$? 7 lead templates
- Sad? How to cheer up



# Post Cadence

## How often should I post?

Consider what the compounding effects of 30 minutes per day can do for your business

### 30 minutes a day:

- 5 mins to find new connections
- 15 mins creating 1 text post
- 10 mins commenting

### 30 min per day, 5 days a week, equals:

- 25 weekly connections (5 per day)
- 5 weekly text posts (1 per day)
- 25 comments (5 per day)

### Your brand touch points per year (52 weeks):

- 25 connections x 52 = 1,300
- 5 text posts x 52 = 260
- 25 comments = 1,300

Source: Ryan Musselman



# Capture Your Ideas





# Capture Your Ideas

Content ideas come and go - quickly. You'll be driving, doing laundry, in the shower, or taking a walk. You'll have a great idea for a post - and then it's lost....forever! Other times ideas are scarce...

Capturing ideas in ways that work for you is key. This enables you to expand on them later.

You can also find ideas here:

- Social
- ChatGPT
- Your clients
- Google news
- Industry publications
- Podcasts and webinars
- The current work you're doing

Practical ways to capture ideas:

- Use your phone app
- Pencil & paper
- Google doc
- Audio clips
- Journaling
- Sing it :)





# The Big Secret

Won't I run out of ideas to post about?

Ssshh!

There's a big secret: you don't have to post new ideas all the time. There's nothing new under the sun - especially social media content.

Social media is less about creating "new" content. Rather, it's about highlighting one problem one thousand different ways.

Remember, as the guide - you are solving a problem for your audience

You can't talk about it too much.

Simple formula - any content 3-6-9 months old can be rejiggered a little and re-posted.



# Leveraging Hashtags

## Should you use hashtags - #yes

- But don't use too many
- Keep it to three or four max
- Relevant tags only for your audience

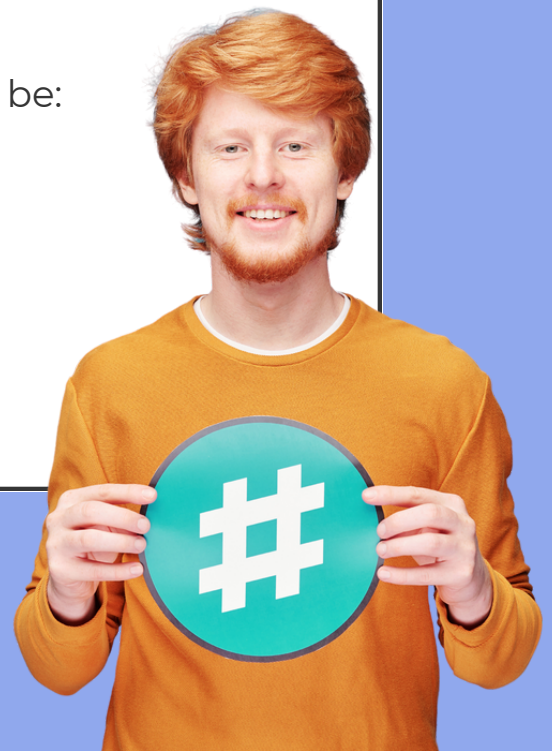
For example: if your main focus is leadership, your tags should speak to your leadership audience.

Some examples might be:

- #business
- #leadership
- #management
- #leadershipdevelopment

If your focus is hiring, your tags might be:

- #hiring
- #retention
- #onboarding
- #humanresources



# Key Principle #2

## Be Where Your Prospects Are

There's no shortage of social platforms. Go deep on one or two to develop real connections with people, but prospects can be found scrolling anywhere.

### 1. LinkedIn

- a. business focus
- b. 900 million users
- c. must for consultants



### 2. Twitter

- a. broad focus
- b. 450 millions users
- c. great for coaches, solopreneurs



### 3. Instagram

- a. broad focus
- b. 2.3 billion users
- c. can be very effective



### 4. YouTube

- a. broad focus
- b. 2.6 billion users
- c. highly effective



### 5. TikTok

- a. broad focus
- b. 1 billion users
- c. can be effective



# Making Connections



# Making Connections

The first question to consider when making connections is "who."

Who should you connect with? It's easy to connect with friends, family, and other consultants - and this is fine.

But you definitely want to be connecting with your prospects - specifically prospects who are active on social media.

To do this:

- Check their last post date
- Ring their bell (on LinkedIn)
- Thoughtfully comment on their posts

When you engage and comment with them, they may proactively connect with you. You can also request to connect with them.

**Simplest way to connect: ask**

Hi Carol, enjoyed your on post on [X]. Hope you're open to connecting. Best. - Ted

See next page...



# How to Connect

There are three common ways to connect:

1. Social
2. Business
3. Partnership

**Social:** this is easy. You just ask, like I did on the previous page. There are no expectations - no sales pitch.

Your goal is to intentionally surround yourself with the audience you can help.

Here's another way to ask (make it your own):

*Hi Carol, I'm enjoying your content, and looking to expand my network with good people. Hope you're open to connecting networks. -Ted*

Also, if they happen to comment on, or like your content, you can reach out to connect with something like:

*Hi Carol, thanks for commenting on my post. I hope you're open to connecting networks. Best. - Ted*

These connections are important. The more you connect with the audience you serve, the more of your audience shows up in your feed.

Let's look at how to connect for business...



# Business Connect

**Business:** this requires a lot more nuance than a social connect. Folks on social media (especially LinkedIn) do not like to sold to. But it can be done.

Depending on your preference, you may want to slow roll it. That is, you build rapport over time before making an ask.

- Pro - it feels less salesy
- Con - it takes a long time

However, there are ways to directly connect for business purposes if done well.

Two examples:

**Direct ask:** *Hi [first name], Not sure this is on your mind, but connecting to see if you're open to chatting (at some point) about [insert scenario]? No pressure. I'm happy to just connect networks, too. Thanks, [first name]*

**Personalized:** *Hi [first name], I saw your post on [insert topic]. If you're open to it, I have a few unique approaches on how to solve for this. Worth a chat? Worse case - you make a friendly connection.*

**TIP:** consider using LinkedIn's voice message functionality or send a video. Both can be done from your phone.





# Partnership Connect

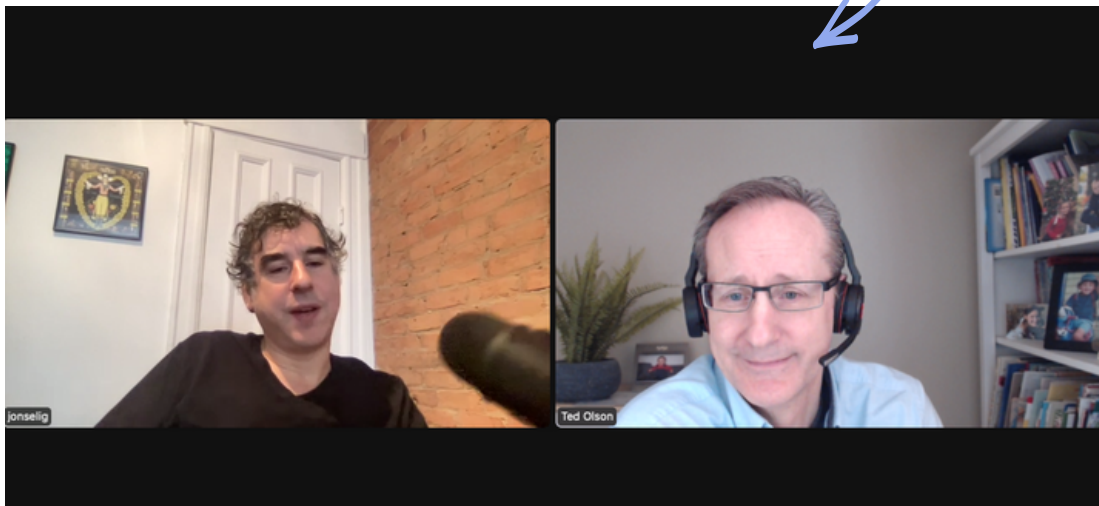
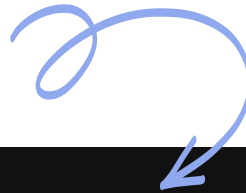
**Partnership:** networking on social media, especially LinkedIn, is a powerful lever to pull. As you build connections, they will engage with you and your content. These loose connections can become partnerships in a number of ways.

They may complement your existing services, allowing you to leverage their expertise on a consulting project, making it a win, win.

You may get invited on a podcast, webinar, or speaking engagement of some sort.

Others will refer you business because you have built so much trust and credibility.

A favorite - oftentimes you simply make a new friend and connect with them virtually





# Your Profile

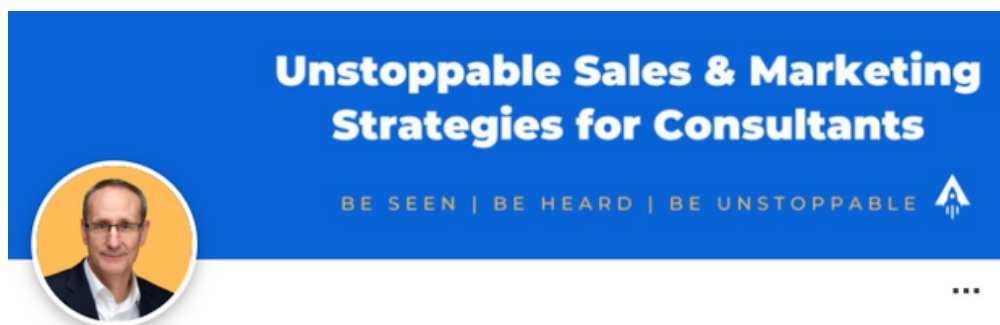
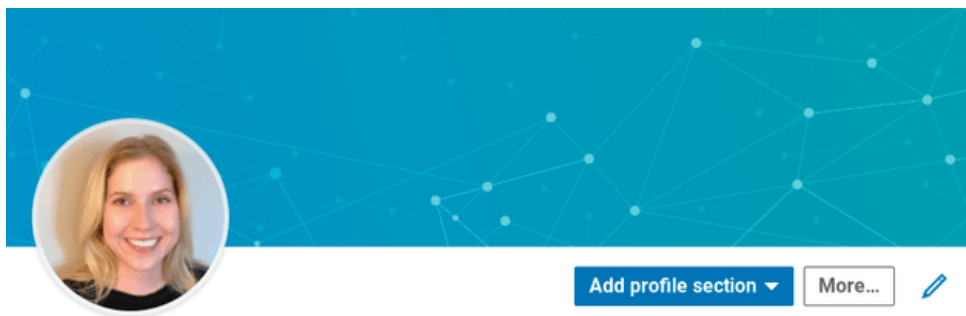


# Polish Your Profile

## Clarity wins!

#1 problem with social media profiles - your audience doesn't know what you do for them.

Leverage your banner section...



Pro Tip: use canva.com (it's free)



# Featured Section

Bring them to you...

On LinkedIn you have the ability to feature your service(s). We recommend one or two, e.g., your newsletter and your site, or as Dennis shows us with his courses:

## Featured

Link



### **The Author's Playbook - Online Course**

Gumroad

Take your credibility as a coach or consultant to the next level - write that book!

Everything you need to write, edit, publish, and market a grea...

Link



### **The Solopreneur Playbook: 6 Steps to FREEDOM**

Gumroad

The Solopreneur Playbook Online Course

Stop struggling to get clients and sell your services!



# Profile Example

Banner - tells his audience exactly what they get

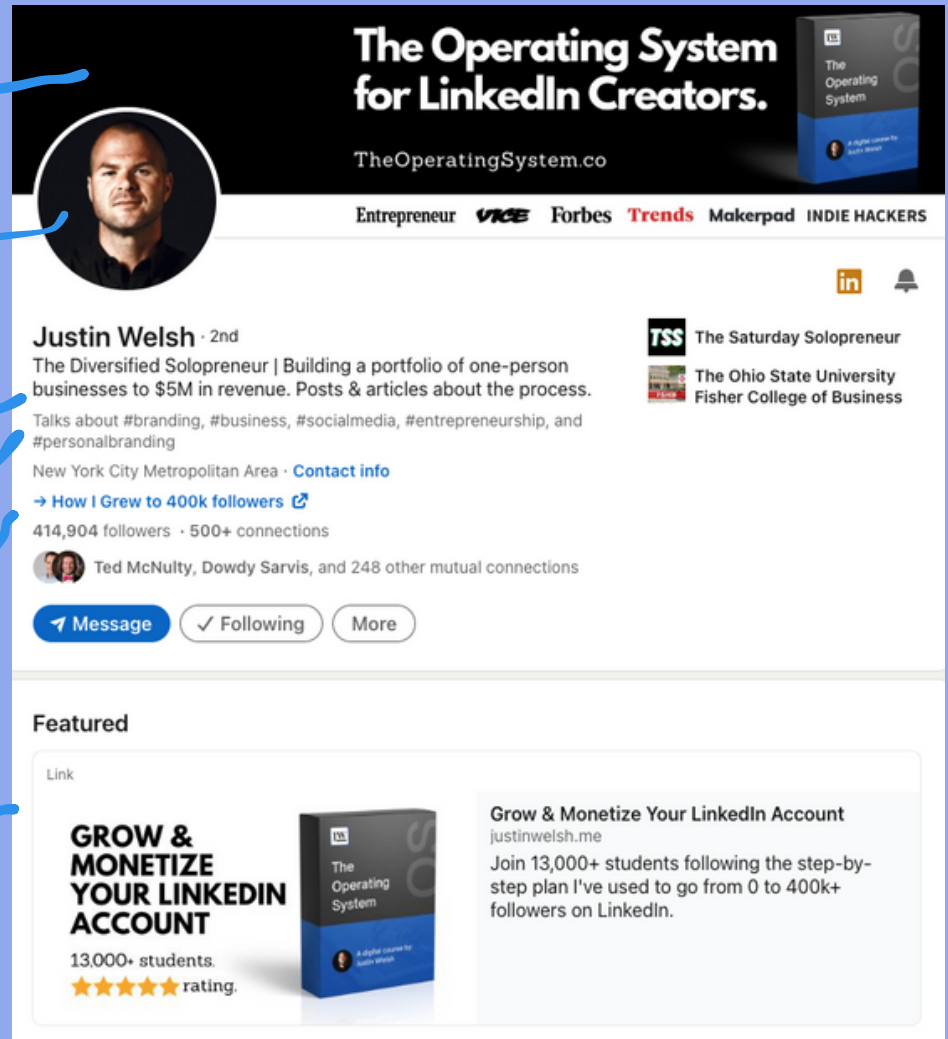
Headshot - professional and suits his brand

Tagline - tells you exactly what he does

Talks about - hashtags tells you his focus

Link - brings his audience to an offering

Featured - features his main offering



Additionally - you can leverage your About section to tell your prospect's story, and share a bit of your approach and philosophy. You can encourage folks to connect, and highlight your experience and specialities. You can also use the LinkedIn services feature to highlight your offerings.



# Key Principle #3

## Have a system

Many consultants get started on social media, put out a few posts, but then quit.

The reason: **no system**

Creating demand for your services requires a system. And as we've seen, your work provides a ready-made stream of content ideas.

With a system you can:

- Create content easily
- Boost your credibility
- Increase your visibility
- And drive new business

See the next page for a 3-part framework you can adapt to your context...



# 3-Step System



# 3-Step System

**1**

## Time block 30-minutes per day

1. Create (write or record) - don't overthink it - just start
2. Watch out for limiting beliefs & imposter syndrome
3. Schedule your posts to save time

**2**

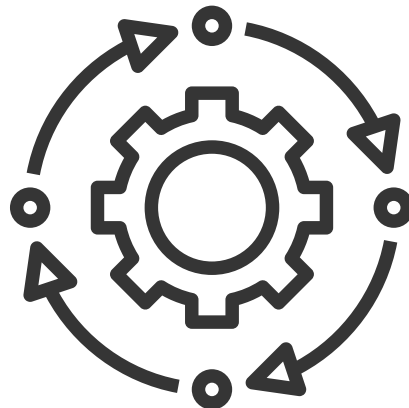
## Systematize your creativity

1. Capture your ideas (use a notepad, phone, whiteboard)
2. Leverage a style to position your ideas, e.g., "how to"
3. Use structure to write with clarity, e.g., PSA

**3**

## Post & Engage

1. Work up to posting once per day at the same time
2. Use only relevant hashtags to your audience
3. Like & comment on your audience's posts





# 7 Social Media Tips

Give more than you ask!

1. 90% of your posts should provide value
2. 10% asks, e.g., sign up for newsletter
3. Be uniquely you and no one else
4. This is a marathon - not a sprint
5. Do not connect, then pitch
6. Consistency pays off
7. Use video

And have fun!





# Getting Started

Hopefully you have seen that it's easy to get started - *leverage what you're already doing!*

It doesn't have to be perfect, profound or brilliant - just share in an effort to serve.

Despite having ideas, though, sometimes getting started (or re-started) is hard.

Totally get it...

Do this:

1. Choose one topic
2. Write one short post
3. Post it on LinkedIn today (tag @tedolson)

If you do this, I promise  
I will comment on it

To your success!



# 4 Keys to Success

1

## Find Your Voice

- Focus on your audience's pain
- Address the problem you solve
- Talk about it from many angles

2

## Just Start

- Don't overthink it
- You have something to say
- Beware of imposter syndrome

3

## Provide Value

- Leverage your work
- Share stories & anecdotes
- Celebrate your clients' wins

4

## Be Consistent

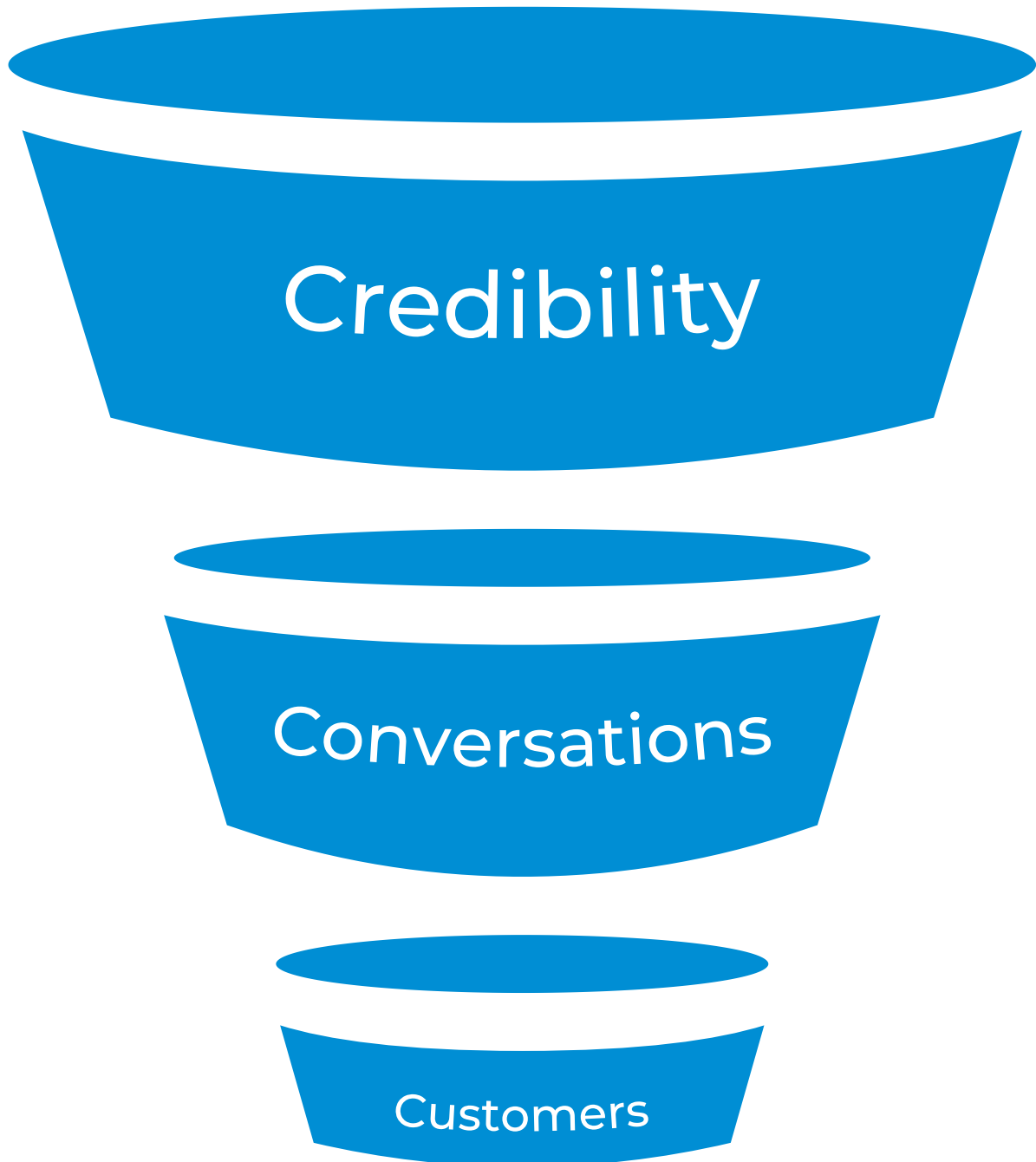
- This is a marathon
- It will pay off
- Keep going

# The Payoff



# What's the payoff?

It's a fair question. What's the reward of investing in social media? While results will vary, here's a visual funnel of what you can expect:



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Got a tip to make this better?

Let us know...

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## Contact

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# About Us

Consulting Academy is resource for independent consultants and coaches. The primary goal is to enable them to provide value to their clients and to grow their practice.

## Core offerings:

1. Clarity on your message
2. Confidence in your sales
3. Clear solutions & packages
4. Custom coaching one-to-one
5. Community of like-minded experts

# To your success!

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## Contact

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