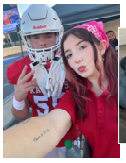
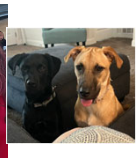


Michelle McEllis



- Board Certified Coach
  (I was #27 to get my BCC)
- ILCT Alum
- MS in Education
- CPTD (5,000 one to pass the exam)
- CDFA (Certified Divorce Financial Analyst)
- Mom

The Series: Beyond the Calling

- ✓ You Answered the Calling. Now Build the Business
- ✓ Pick a Lane or Get Passed By
- ✓ Your Brand Isn't Your Logo, It's Your Promise
- ✓ Post Like You Have Something to Sell
- ▪ What's a Funnel, Anyway?
- ▪ Your Competitive Edge in the Age of AI

What is YOUR purpose when posting?

- ▪ Are you posting for likes, or for clients?
- ▪ Inspirational quote. Sunset photo. Repeat.

- ▪ Here's the truth: Followers don't pay your bills. Clients do.

Tonight: Post Like You Have Something to Sell

- Why social media is a trust tool, not a popularity contest
- The three jobs of your content
- Picking one platform and a simple rhythm
- Four types of posts that work
- How to invite people without sounding salesy
- Write three posts before you leave

The Reframe

- Social media is where strangers become people who trust you.
- Your job isn't to go viral. It's to be useful, be clear, and invite.
- A small audience that trusts you beats a big one that doesn't.

The Three Jobs of Your Content

- Attract: get the right people to notice you
- Build trust: show them you understand and can help
- Invite: ask them to take a next step



Posting Without Selling Doesn't Work

- People can't hire what they don't know you offer
- Free value alone makes you the "free coach"
- Silence about your offer reads as "not available"
- Selling is serving: you're offering the help they need



Pick One Platform



- ✓Go where your people already spend time
- ✓Start with one platform and do it well
- ✓Add a second only when the first is steady
- ✓Your email list matters more than any platform

Your Content Pillars



- ▪Choose 3 to 4 themes you'll talk about again and again
- ▪Tie them to your niche and your promise
- ▪Example for a coach helping new teachers: classroom stress, boundaries, confidence, career choices
- ▪Pillars keep you from staring at a blank screen

Educate And Story Posts

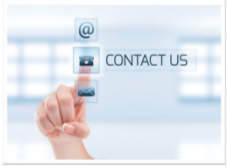
- ➢ Educate: teach one small thing that solves one small problem
- ➢Story: share a moment from your life or work, with a point
- ➢Keep each post to one idea
- ➢Always ask: "So what does this give my reader?"

Proof and Offer Posts

- ➢ Proof: testimonials, client wins, behind the scenes (with permission)
- ➢Offer: a clear invitation to work with you
- ➢A common rule of thumb: roughly one offer post for every four value posts
- ➢Be honest about results. Never promise outcomes you can't guarantee.



The Call to Action - CTA



- Every post gets one clear next step
- Examples: “Comment READY for the guide,” “Send me a message,” “Link in bio”
- One ask per post, not five
- Make it easy and specific

A Simple Post Structure



- Hook: grab attention in the first line
- Value: give the lesson, story, or proof
- Invite: one clear call to action
- Hook examples: “Nobody told me this about divorce...” / “If you’re a new teacher feeling this way, read this.”

Write Three Posts Now



- Write one educate post, one story post, one offer post
- Start with the hook only
- Add one sentence of value and one call to action
- Share one hook in the chat

A Weekly Rhythm You Can Keep

- Three posts a week is plenty to start
- Batch your writing in one sitting
- One idea can become a post, a story, an email, and a podcast topic
- Consistency beats volume



Engage Like a Human

- Reply to every comment and message
- Comment on posts from the people you want to serve
- Start conversations, not pitches
- Don't send a sales message to a stranger



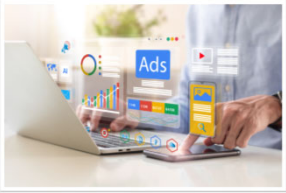
Mistakes to Avoid

- Only posting quotes
- Hard-selling in every post
- Never mentioning your offer
- Ignoring comments and messages
- Sharing client details without permission
- Promising results you can't guarantee



Measure What Matters

- Likes feel good. They don't pay you.
- Track: messages, email sign-ups, calls booked
- Check once a month
- Keep what works, drop what doesn't



Next Steps

- Choose your one platform
- Write down your 3 to 4 content pillars
- Finish and publish your three posts
- Add one clear call to action to each
- Reply to every comment and message



Recap

- Social media builds trust and invites action
- Educate, story, proof, offer
- One platform, one rhythm, one call to action per post
- Next session: What's a Funnel, Anyway? (And Why Yours Might Not Need Fixing)

You answered the calling. You're building the foundation. Now connect with those you truly serve.

Next session: November 9 Same Time/Link



Thank You + Discount + Q & A

- Thank you for your time

Discount on any of my self-paced courses at ILCT use code: Michelle for 10% off through November 20, 2026 *PLUS* a 30 min business strategy session good through 2027.

❖ Questions??