Seven on Seven: 5-Minute Bootcamp Action Packet

By Shelby Haugen, Seven on Seven LLC

1) Brand Message (Clarity > Everything)

Messaging Formula:

The industry is:
The shift we want to see is:
Here's how we're doing it:

Why You Exist:

What do your customers stand for?
What are they against?
What problem do you solve?
Why you?

Core Brand Message (succinct, emotional):

- **One-liner (Value):** We help **[who]** get **[result]** without **[pain]**.
- **Against-Statement (Positioning):** We exist so locals don't have to settle for **[big-box alternative]**. Unlike **[X]**, we **[unique promise]**.
- **3 Brand Pillars (messages you repeat):** 1) ____, 2) ____, 3) ____
- Define your audience, you can't be all things to all people

Positioning isn't poetry; it's a FILTER. If a message doesn't reinforce your one-liner or pillars, it doesn't go out. Clarity first, frequency second. Define your message/identity, say it the same way, in the same places, until your customers can—and do—say it for you.

2) Social Media Made Easy *Strategic, Scalable & Sustainable*

Purpose of Social Media:

- **Customer acquisition -** Find new customers
- **Convert** connections into revenue - Educate & Sell
- **Connect** authentically with your community
    - Improve **lifetime customer value** (loyalty)
- GOAL: Drive **revenue and profit**

MAT Content Strategy Framework (Magnet • Action • Trust)

3-Part Content System that maps directly to business goals.

M - MAGNET – Demand Generation (50%) **Emotion-based. Creates connection.**	**A - ACTION – Conversion & Sales (30%)** **Value-based. Solves a problem.**	**T - TRUST – Retention & Loyalty (20%)** **Trust-based. Deepens relationship.**
• "We get you." • Shared problems and lifestyle • Aspirational, disruptive, relatable, • FREE VALUE, tips/tricks • When you create content for this bucket, think about what gets "likes" and what people want to laugh/smile at and share. This is more generic content for the industry. • **KPI:** Shares, follows, engagement	• Educate them on your product, offering, core pillars/messaging • Product specifics, services, value • Offer + benefit + proof + **clear CTA** (DM, link, call). • Includes: Promotions, offers, sales • Testimonials, results, pricing clarity • **KPI:** Clicks, sales, leads, traffic	• Mission, values, behind the scenes • Meet the team • Builds brand persona, nurtures long-term customers • Personal. Your "story" • **KPI:** Comments, AOV, lifetime customer value

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Post Includes These Essentials:

• A strong hook (first 1–2 lines = scroll-stopper) • A clear message or insight (emotion OR value) • A call to action (Book now, Tag a friend, Learn more) • Hashtags (use branded + 2–5 relevant hashtags) • Tagged location • Relevant user tags

****HOT TIP:** Leverage the social media networks of others, collaborate

3) Ads — Which to Use (might need to hire)

- **Google Ads**: Best for businesses with strong purchase intent keywords (e.g., lawyers, plumbers, e-commerce products) where customers are **actively searching for solutions**.
- **Instagram Ads**: Best for visually appealing, lifestyle, or **impulse**-driven products/services (e.g., fashion, beauty, travel, food) where discovery matters.
- **Facebook Ads**: Best for businesses **needing detailed audience targeting** and community engagement (e.g., local services, events, niche interests).

4) Instagram Bio — 10-Point Checklist (5-Minute Fix)

1. **Username:** short, readable.
2. ****HOT TIP: Title field:** include keyword(s): *"Baker • Wedding Cakes"* (this field is searchable).
3. **Short value prop:** who you help + result.
4. **CTA:** *Book →*, *Order →*, *Call →*
5. **Link:** site/Link-in-bio/GMB link.
6. **Contact buttons:** call, email, directions.
7. **Location:** city/area you serve!!!!
8. **Highlights (3):** Services • Proof • FAQs.
9. **3 pinned posts:** Value, Proof, Offer.
10. **Consistent branding:** logo or friendly face on brand background.

5) Reels Hook — First 3 Seconds

****HOT TIP:** Be weird. Make them slightly confused at the opening - pattern disrupt. How did he/she get there? First three seconds are the most important - the HOOK
****HOT TIP:** Match transitions to the music (1-2 seconds per clip)

Your Homework:

1. Think about your messaging and audience, get clear
2. Think about your business goals & how social media can actually help you
3. Fix IG Name field, check location, check CTA, & pin 3 posts.

NOTES: