

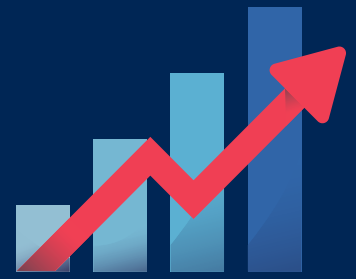


Ways to Drive Traffic From Social Media

(Even If You've Got 20 Followers)

Social Media

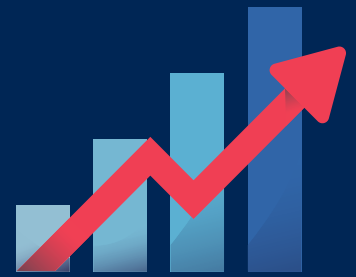
Traffic Checklist



- ☐ Use a clear, recent headshot for your profile picture. Look into the camera and smile. Avoid logos or faraway selfies.
- ☐ Write your bio in 30 words or less. You can follow this format: I help ((who)) achieve ((what)) by ((how)). i.e. *"I help coaches/consultants grow their email list organically using my CreateGrowProfit formula."*
- ☐ Use the same profile picture across all your social media accounts for recognition.
- ☐ Make sure your DMs are open so people can reach you.
- ☐ Create a short welcome message for anyone who DMs you.
- ☐ Post 3x / week on your main social media account.
- ☐ End each post with a soft CTA or question, which invites people to leave a comment.
- ☐ Write 3+ thoughtful comments per day on other people's posts.
- ☐ Re-purpose one into another format (i.e. turn a text-post into a vertical video, vice versa, etc).
- ☐ Save a list of people who regularly comment on your posts, so you can check their profiles and comment on their posts in return.

Social Media

Traffic Checklist



- ☐ Join one group/community in your niche (Facebook group, LinkedIn group, X community, Subreddit, etc.)
- ☐ In your group/community answer a question or give free advice 3x/week (without pitching).
- ☐ Create a free resource (PDF, video, mini-course, etc.) that solves one specific problem all your clients are facing.
- ☐ Build a simple landing page to give away your freebie (Google Drive, Canva Site, Carrd, WordPress, Aweber etc.)
- ☐ Add one link in your bio that points directly to your freebie, not a generic homepage.
- ☐ Create a highlight or pinned post to showcase your freebie.
- ☐ Review your top performing posts and plan fresh posts on the same content.
- ☐ Share one story-based post each week (you can follow this structure: goal, obstacle, journey, emotion, takeaway).
- ☐ Make sure your profile looks active. Remove all outdated posts or dead links.
- ☐ Create posts that include proof or credibility (testimonial, stats, results, etc.)



This looks like a lot... can AI help automate this?

Yes, AI can help with posting content, creating content, and engagement. But your content still needs to be in your own unique voice.

Book your first free coaching call with me to learn AI automated social media marketing.



**BOOK FREE
COACHING CALL**



The Traffic Tip Map: What Works Where

Strategy	Instagram	LinkedIn	X (Twitter)	Facebook Groups	Reddit	Threads
1. Profile = Funnel	✓	✓	✓	✓	✗	✓
2. 3x Helpful Posting	✓	✓	✓	✓	✓ *	✓
3. Stories for Poll + Link	✓	✗	✓ *	✓ *	✗	✓
4. Comment Strategically	✓	✓	✓	✗	✓	✓
5. Reuse & React	✓	✓	✓	✗	✓	✓
6. "DM Me" CTA	✓	✓	✓	✓	✗	✓
7. Share in Groups/Threads	✗	✗	✗	✓	✓	✗

*Limited use depending on feature availability and audience culture.

How to Use This:

- Pick 1–2 platforms you're already using.
- Focus on the 4–5 tips that work well there.
- Don't try to do everything, everywhere.

1. Turn Your Profile Into a Funnel

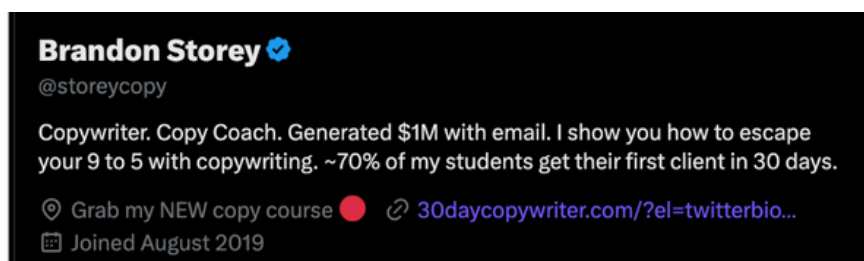


Because if your link's hidden, traffic dies there.
Make your profile do the heavy lifting:

- Add a clear bio: “Helping [X type of people] do [Y result]”
- Use 1 clean CTA (ex: “Grab the 3-step checklist ↓”)
- Drop a smart link: Use Linktree, Beacons, or your own page
- Pin 1 great post that makes people want to click

Example:

See the “Grab my New Copy Course” CTA



And how the link is well optimized.

Pro tip: Your profile should say what you do and why someone should care.



2. Post Something Useful (3x a Week Is Fine)

Posting regularly isn't about feeding the algorithm. It's about giving people something to click on.

Try one of these post types:

- A personal story + takeaway
- A how-to or tip list
- A carousel or “mini thread”
- A bold opinion that gets people talking

Pro tip: Always end with a CTA like:

“Want the full list? Link in bio.” or “DM me ‘checklist’ and I’ll send it.”



3. Stories = Sneaky Traffic Driver

Even with 30 views, stories are a low-pressure way to drive clicks.

Simple story sequence:

1. Poll: “Do you want [X result] without [Y struggle]?”
2. Reaction slide: “Looks like many of you said yes 🙄”
3. Drop the link: “Here’s the PDF that helps—no login needed 📄”

Pro tip: Use the built-in “link” sticker or say “DM me and I’ll send it over.”



4. Comment with Intent (Not Just “🔥”)

Every time you comment thoughtfully on someone else’s post, you leave a clickable trail.

What to do:

- Pick 5–10 relevant accounts in your niche
- Leave helpful, short comments that show you get it
- Make your name/profile do the rest (you optimized it in Step 1, remember?)

This is traffic without creating your own content.



5. Repurpose. Reuse. React.

No one remembers what you posted last month.
Use it again.

Quick ways to recycle:

- Turn a LinkedIn post into a carousel
- Share an old X post on stories with a fresh caption
- React to a trending post with your opinion (link in reply or bio)

💡 This makes you visible more often, without being “on” all the time.



6. Use “DM Me” CTAs

Posting alone isn't enough.
Prompt people to raise their hands.

At the end of your post or story, say:

- “DM me ‘guide’ and I’ll send the link.”
- “Want it? Just reply and I’ll shoot it over.”

Why it works:

- Feels personal
- Starts a convo
- Gets you in the DMs (where algorithm boosts future posts too)



7. Drop Value in Niche Groups

Facebook groups. Subreddits. Slack communities.

They're full of traffic, if you don't show up like a spam bot.

How to:

- Join 2–3 groups your people hang out in
- Share 1 useful insight, checklist, or story
- End with: “If anyone wants the full PDF, happy to DM it.”

Slow burn.

High trust.

Worth it.



Your Email List Is Still Your #1 Asset

I work with coaches/consultants to help them
create content and grow their email list.



**CLICK HERE
TO BOOK A CALL**

