



First, thank you so much for joining the Top Echelon webinar, today. Clearly, you understand the value of a social presence to not just market and grow your business, but build a magnetic brand! I'm also extremely excited to **give you one of the most valuable resources that our own private, top performing clients and I have been using to expand their revenue.** And, best of all, you can immediately apply it to your business.

I'm going to lay out a few things here. First, are the three content pillars that you should incorporate into your content on a weekly basis with description and some ideas. Second, is a bonus checklist on some of the quickest, but most important tips to optimize your content.

Content Conversion System for Recruiters

Lead	Serve	Connect
<i>Demonstrate your expertise, share your knowledge, and show why you're the go-to authority in your field. Build trust and establish yourself as the leader your audience needs.</i>	<i>Deliver value-packed content that educates and empowers your audience. Help clients and candidates identify their roadblocks and provide actionable solutions to their challenges, positioning yourself as a trusted resource they can rely on.</i>	<i>Show your audience the real you—what makes you authentic, relatable, and human. Highlight the qualities and experiences that set you apart, giving them a genuine glimpse into who they'll be working with and why you're uniquely equipped to help them succeed.</i>
Share some stories of your most successful placements What are some "hot topics" to initiate dialogue? What open roles do you want to highlight? What's a recent trend or trending issue in your industry and what are your thoughts on it? - What's going on in your industry and <i>what are your thoughts on it?</i> - What's a hot topic that you can share your opinion on?	Top 5 things your industry needs to focus on this quarter What are 3 tips you can give decision makers to find the best talent? 3 Facts That Keep (YOUR NICHE DECISION MAKER) Awake at Night What's a snippet of your process you can share and extend? What are the top soft skills accounting and	What are the top values that drive your business and how did you learn those? What's a point you read in a book or listened to on a podcast recently that you can share with your audience? What has been one of the best experiences of your life (and can you share a photo)? What specific challenge have you overcome in your career? How did you use your expertise

• What is your analysis of the market? • Salary and compensation comparisons and guidelines • How is AI affecting your niche? What are you seeing from within?	finance professionals need to have? • How can companies improve their onboarding process to increase retention? • How do companies need to do differently in 2024 to meet the needs of candidates? • What are some top strategies you've seen companies use for remote teams? • What are the latest developments in financial technology (fintech) and their impact on traditional financial institutions and how can finance professionals stay ahead in the evolving landscape? • How to network • Market report	or resourcefulness to solve it? • Can you share an instance where your problem-solving skills or creativity led to a positive outcome? • What's one valuable lesson you've learned through a challenging experience in your career? • What's the most unexpected lesson you've learned through failure? • Point, Story, Lesson ◦ What's a story you can share and what did you learn from that. Then state what the point is, share the story then reiterate the lesson. • What are some of your current favorite points or lessons you've learned from a book or podcast? • What are some of your favorite things to do in the area? • What did your college sports career teach you about life?
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Checklist

- ☐ Remember your target audience
- ☐ Launch with an about me post - example here - <https://www.linkedin.com/feed/update/urn:li:activity:7021885921344032768>
- ☐ Keep your posting consistent
- ☐ Engage when people comment on your content
- ☐ Engage on other people's content regularly

- ❑ Questions to ask yourself as you continue to create content..."How can I lead my market, How can I serve my market, How can I connect with my market"
- ❑ Post client/candidate testimonials and open positions
- ❑ Make sure you have a recent, good photo
- ❑ Your banner should, at the very least, have your logo on it.
- ❑ Post earlier in the day when people are most active on LinkedIn

Think this was good? We've literally just scratched the surface.

Want to take all of this off your plate? Do you want to build an audience, create magnetic content and learn to nurture those leads so they turn into clients?

Ora Marketing **does this all for you in ONE HOUR a month.** Here's how we can partner with you:

Hire us to **do all this** and **WAY MORE** for you where we implement the Brand Builder Process **for you.** We meet with you for one hour a month. In that hour we get all your videos that we then turn over to our team of expert editors, copy writers and graphic designers and you get ALL YOUR MONTH's content for you in two weeks. Then we repeat each month.

Doing this helps us grow your brand, dominate in your industry and expand your business. But most importantly, it keeps you in your zone of genius and allows you to create consistent content without taking hours of your time a week.

We've worked with hundreds of clients who have multiplied their business many times over simply by investing in the *Ora Hour*.

Email me: alexis@oramarketing.us to get your spot to create content that converts. [Connect with me](#) on LinkedIn and reach out with any questions.