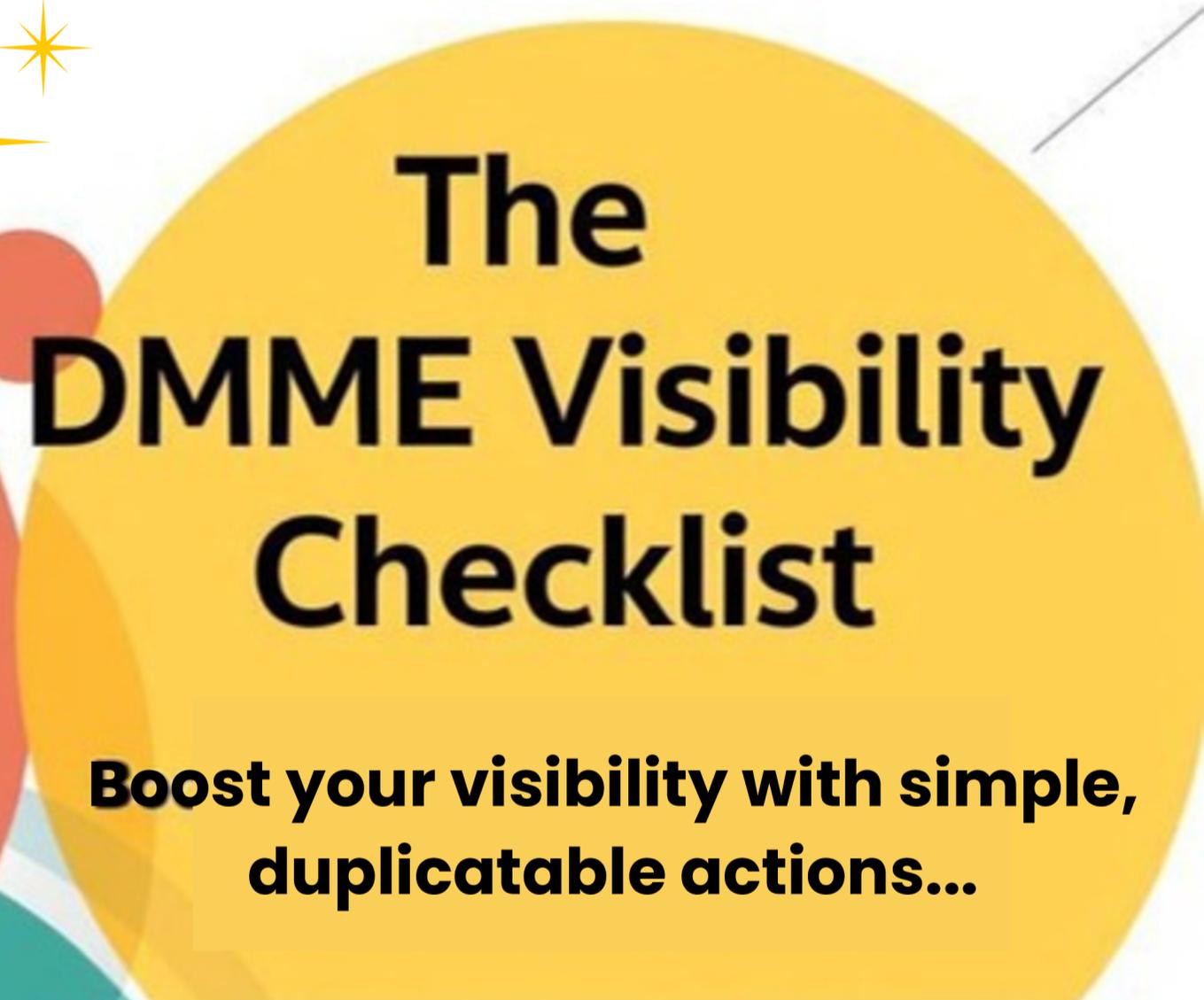




DMME Visibility Initiative

LESSON 2

# Beginner's Guide to Posts on Social Media



## The DMME Visibility Checklist

**Boost your visibility with simple, duplicatable actions...**

**Download Now**



Simple daily, weekly & monthly actions

[CLICK HERE TO DOWNLOAD](#)

**Visibility is key.**  
**Be seen, be heard, be unforgettable!**

## Beginner's Guide to SM Posts

Simple, fast, and stress-free steps to help small business owners start posting confidently.

**Small businesses don't need flashy content — they need connection.**

### ★ STEP 1 — Understand What Social Media is Really For

Let's clear something up:

Social media is not for selling.

It's for:

- visibility
- trust
- connection
- brand awareness
- education

Sales come from those things — but your content isn't meant to "close." It's meant to warm people up so they WANT to buy from you.

Your job each day on social: Show up, provide value, and remind people you exist. That's it.

### ★ STEP 2 — Focus on Posting, Not Perfecting

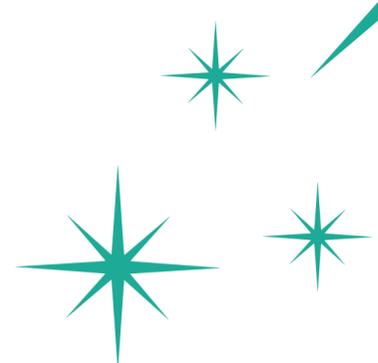
Perfection is the #1 confidence killer for small business owners.

Here's the DMME rule: **A simple post today beats a perfect post never.**

You're not competing with influencers — you're communicating with your LOCAL community, your real customers, and people who care more about you than filters.

So ditch the idea of being polished. Be present instead.

## ★ STEP 3 — Pick a Posting Style That Fits Into Your Day



There are three types of posts you can make — and all of them can be done quickly.

### Photo Posts (Easiest of all)

Examples:

- A shot of your workspace
- A product or tool
- A behind-the-scenes moment
- Your team
- A happy customer

Take the photo on your phone. Upload it. Add one sentence. Done.

### Short Text Posts

Write something helpful, interesting, or clarifying.

Examples:

- “Here’s one thing customers always ask us...”
- “Today’s quick tip...”
- “A mistake to avoid...”

These posts build authority — no photos or videos needed.

### Short Videos (3–8 seconds)

These get the most reach, but they can be incredibly simple:

- Hands doing your work
- A product reveal
- A before/after
- A pan across your workspace

You don’t even have to talk.



## ★ STEP 4 – Use the DMME 10-Second Caption Formula

Captions don't need to be novels.

Use this simple formula:

1. Hook: Grab attention
2. Value: One sentence of context
3. CTA: Tell them what to do next

Example:

"This simple fix saves our customers money every week 🙌"

Try this next time you run into this issue.

👉 Save this for later!

That's it.

## ★ STEP 5 – Rotate Through the DMME Content Pillars

To keep posting simple – and effective – use the 4 content pillars worksheet

### ■ 1. TEACH

Tips, tutorials, FAQs

➡ Helps people trust your expertise

### ■ 2. SHOW

Behind the scenes, daily work, tools

➡ Makes you relatable and real

### ■ 3. BUILD TRUST

Testimonials, reviews, before/after

➡ Reduces objections and boosts credibility

### ■ 4. INVITE

Calls to action, booking reminders, product spotlights

➡ Guides people directly into your business

If you use these four in rotation, your content will ALWAYS feel balanced and intentional.

## ★ STEP 6 – Use the “2-Sentence Rule” for Low-Stress Posting

If you ever feel stuck, follow this rule:

**Write only two sentences.**

One line of value.

One line of CTA.

Example:

“Here’s a tip we give every customer before their first appointment.”

➔ Save this so you remember it later.

Done.

Post it.

## ★ STEP 7 – Consistency Beats Frequency

People ask, “How often should I post?”

My answer as the Social Media Director:

**The schedule you can stick to is the right schedule.**

But if you want a simple roadmap, here’s the DMME formula:

- 3 feed posts per week
- 1–2 Reels per week
- 5–7 Stories each week

Stories are especially easy because they don’t require editing or planning – just “snap and share.”

## ★ STEP 8 — Engagement Is Part of Posting

Posting isn't the whole equation.

You also need to engage — but it only takes 10 minutes a day. LoL...unless you are like me and get sucked in to scrolling :o) SO put a timer on and stop at 10 min.

### **Daily Engagement Routine (DMME 10-Minute Method):**

- Like 3 posts from your followers
- Comment on 2 local business posts
- Reply to all comments and messages
- React to 1 customer story (if applicable)

This small amount of engagement skyrockets your reach.

## ★ STEP 9 — Use What You're Already Doing Every Day

Your business is FULL of content without you even realizing it.

Every day you:

- ✓ Answer questions
- ✓ Do your work
- ✓ Interact with customers
- ✓ Use tools
- ✓ Solve problems
- ✓ Celebrate wins

### **Turn that into content.**

If you're already doing it — record it, share it, or snap a photo of it.

That's how real businesses grow on social.