STRUGGLING TO CREATE CONTENT THAT CONNECTS?

HELPING BEGINNERS SINCE 1998 GIVE OR TAKE

Struggling to create content that connects?

With the **WAVES** framework, you'll never run out of high-impact ideas again!

Well you might.

But with practice YOU will get better and will love finding and connecting with your people.
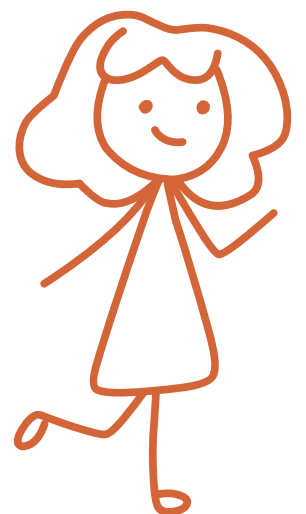
W FOR WORTHY HOOK

Your hook that stops the scroll.

Create content that immediately demonstrates value and captures attention.

This could be through:

- A bold statement or surprising statistic

- A visually striking image or video

- A compelling question that resonates with your audience's pain points

A FOR ADORABLY YOU

Your message with real stories & insights from you.

Yes you.

Because it's the YOU that makes you so friggin' special.

Share authentic content that builds trust and connection:

- Include personal experiences or behind-the-scenes glimpses

- Show your expertise through specific examples

- Use a consistent and genuine voice that reflects your personal or business brand

V FOR VALUABLE SOLUTION

Based on your experience what can your audience apply?

Think actionable insights or solutions:

- Provide clear, practical steps or tips

- Include specific examples or case studies

- Break down complex concepts into digestible pieces, like this carousel

E FOR ENCOURAGE

How can you encourage action for someone who is not feeling confident?

Your goal is to keep the conversation going.

- Include a specific call-to-action that feels natural

- Suggest ways to implement the shared knowledge

- Invite engagement through questions or challenges

- Link to related content or resources for those wanting to learn more

S FOR STUDY THE IMPACT

Improve with data-driven decisions.

Analyse and optimise your content performance through data-driven insights:

- Track meaningful metrics beyond vanity numbers (engagement rate and comment quality)

- Document patterns in audience behaviour and content performance

- Monitor conversion metrics tied to your goals (click-through rates, lead generation, sales)

- Compare performance across different content types and posting times

- Foster feedback to improve your strategy
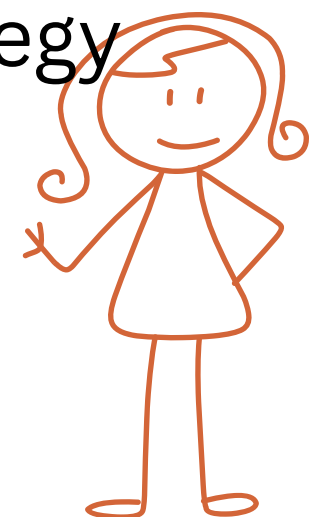
# NEXT UP AN EXAMPLE THAT MAY INSPIRE YOUR NEXT POST!
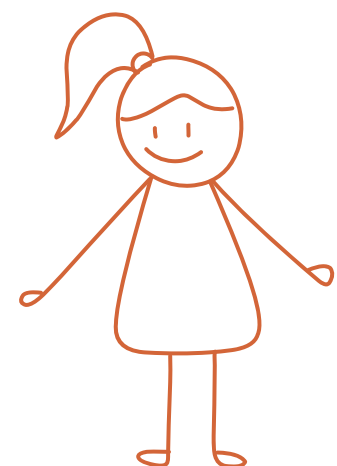
BUSINESS LEADER

W - The Excel shortcut that's saving my team 5 hours every week" [Compelling hook with specific benefit]

A - Last month during our quarterly review, I noticed Sarah from our finance team using this hidden feature. I've been in Excel for 15 years and had never seen it..." [Real story building credibility]

V - Here's the game-changer: Alt + H + V + V creates pivot tables instantly. Set this up once and save the template

Bonus: Works in Google Sheets too" [Clear, actionable value]

JONES & SONS
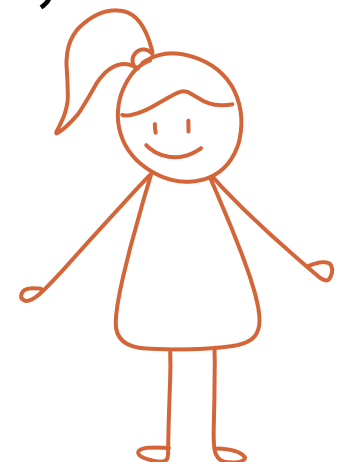
BUSINESS LEADER

E - Drop a 📊 below if you want my top 5 Excel automation templates.

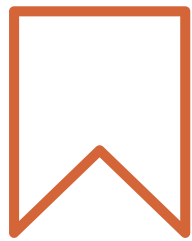Tag someone who needs this!" [Clear next step]

S - Post Analysis:

- Track shares

- Monitor comment quality (technical questions vs. general engagement)

- Compare engagement rates with previous Excel-related content

- Note optimal posting time based on early engagement

JONES & SONS
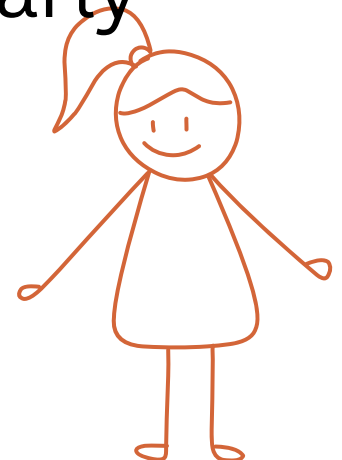
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 Save for later

 Open mind, open to feedback

Follow **Amanda Jones** if you are a dreamer, a doer and a curious soul.