

ORGANIC FACEBOOK MASTERY

KBB POST TEMPLATES

CONGRATULATIONS!

**You are now the proud owner of 3
Proven, Viral Post Templates that can**

GET YOU 1,000+ NEW CLIENT LEADS

TODAY!

2 POST TYPES

**This guide contains 2 different types
of posts:**

**ENGAGEMENT POSTS
&
VALUE POSTS**

ENGAGEMENT POSTS

- ▶ **Short, Question-Based Posts That Generate a TON of Engagement QUICKLY**
- ▶ **Mainly used in existing groups to IDENTIFY TARGET CLIENTS**

VALUE POSTS

- ▶ **Longer, Story-Based Posts That Generate MASSIVE Amounts of Trust & Authority**
- ▶ **Mainly used on your Personal Profile to Entice Prospects to TAKE ACTION**

USING THIS GUIDE

Before each section of post templates, I break down the important aspects of that post type and what makes them so **ENGAGING!**

Then I show you each example along with the “Fill-in-the-Blank” Template so you can customise them for your audience

Then, I’ll show you a Case Study of how these templates were used to **Generate 1,300 New Client Leads in Under 24 Hours!**

LET’S GET STARTED!

ENGAGEMENT POSTS

POST BREAKDOWN

1 - NOVELTY

Nobody needs another “What is Your Biggest Challenge” Post

You must think **OUTSIDE THE BOX**

Whats a novel idea, concept, term or subject you can explore with a question?

POST BREAKDOWN

2 - OPINION

Questions that have a clear Right & Wrong answer are **NOT ENGAGING**

Leave the questions **OPEN FOR INTERPRETATION**

How can you make sure people have room to give their opinion?

POST BREAKDOWN

3 - EASE

If your question is hard to answer, most people WON'T ANSWER

Make sure your question is EASY & QUICK to answer

Can you pre-answer the question for them?

POST BREAKDOWN

4 - CONTROVERSY

If your post doesn't have the potential to polarise people, they will CARE LESS

Make sure to add an element of POLARISATION

How can you add an emotionally charged option?

POST BREAKDOWN

5 - VIRTUE SIGNALLING

People love to **SELF-IDENTIFY** as someone who hold themselves to high standards

Give them the opportunity to **SHOWCASE IT**

How can I make THEM look good?

THE VALUE RANKER

**Which P is most important to
you?**

1 - People 2 - Purpose

3 - Profit 4 - Planet



Cameron Arsenault
Conversation Starter · August 4 at 6:33 PM · 🌐

Cameron Arsenault
Visual Storyteller · August 4 at 6:00 PM · 🌐

Which P is most important to you?
1 - People 2 - Purpose
3 - Profit 4 - Planet

Which P is most important to you?

- 1 - People 2 - Purpose
- 3 - Profit 4 - Planet

647
New Leads

Which P is most important to you?

- 1 - People 2 - Purpose
- 3 - Profit 4 - Planet

62

213 Comments

37

139 Comments

30

157 Comments

Movement Maker Challenge

We Build Tribes - Purpose Driven Communities Increase

Cameron Arsenault
Conversation Starter · August 4 at 5:48 PM · 🌐

Cameron Arsenault
Conversation Starter · August 4 at 5:48 PM · 🌐

Which P is most important to you?
1 - People 2 - Purpose
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Which P is most important to you?
1 - People 2 - Purpose
3 - Profit 4 - Planet

Irene Vaksberg, Samuel Roni and 15 others · 62 Comments

29

103 Comments

1 - Novelty

2 - Opinion

Which P is most important to you?

3 - Ease

1 - People 2 - Purpose

3 - Profit 4 - Planet

4 - Controversy

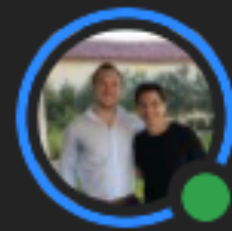


VALUE RANKER TEMPLATE

Which [TOPIC]
is most important to you ?

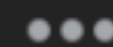
1 - [OPTION 1] 2 - [OPTION 2]
3 - [OPTION 3] 4 - [OPTION 4]

THE BATON PASS



Cameron Arsenault

September 19 · 🌐



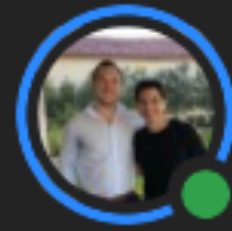
**In addition to PROFITS,
Businesses should also care
about _____?**

Finish This Sentence 😊



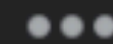
👍❤️😂 128

656 Comments



Cameron Arsenault

September 19 · 🌐



4

In addition to **PROFITS**,
Businesses should also care
about Opinion?

Finish This Sentence 😊

3



👍❤️😂 128

656 Comments

BATON PASS TEMPLATE

In addition to [CONTROVERSIAL OPTION],
[TARGET MARKET] should also
care about _____?

Finish This Sentence :)

**WATCH VIDEO
WALKTHROUGH**

VALUE POSTS

GENERAL FORMAT

ATTENTION

INTEREST

DESIRE

ACTION

GENERAL FORMAT

1 - ATTENTION

Your **Headline & Visual is KEY** to catching peoples attention in this fast-paced social media environment

You need to make them want to give you their precious attention

Is the PAIN, DESIRE, or CURIOSITY apparent at first glance?

GENERAL FORMAT

2 - INTEREST

Before they decide to give you their full attention, you need to pique their interest

Their “Attention Filter” will come down once you **ANSWER THESE QUESTIONS:**

Whats in it for me? Does this Apply to my situation?

GENERAL FORMAT

3 - DESIRE

Now that you have their attention - you need to build their desire to take action

There are 4 MAIN WAYS to do this:

***Does this EDUCATE, ENTERTAIN, INSPIRE or
MOTIVATE them?***

GENERAL FORMAT

4 - ACTION

Now that they have the desire to make a change

You must tell them WHAT TO DO!

Whats the next step they need to take? Make it clear.

THE HANDHOLD



Cameron Arsenault

Visual Storyteller · June 4 · 🌐



HOW TO PLAN AN ENTIRE MONTHS WORTH OF CONTENT IN 2 HOURS 🚀

This method allowed me to plan an entire month of content in between naps this Sunday 🙄

While most of us KNOW we need to produce more content to attract our tribe, but coming up with original content ideas day after day can get **OVERWHELMING**

Most of the time, it's not even writing the content that is the worst part - it's thinking of **WHAT to write**

That's why I wanted to share the method I use to plan out my **ENTIRE MONTH** of content in between naps on a lazy Sunday afternoon...

STEP 1 - IDENTIFY YOUR PILLARS 🏠

First up is identifying what the main TOPICS you want your business to be known for.

We call these your PILLARS - You need to identify 3-6 of them

Think about the main problems your business helps your ideal clients solve

Here's a few ideas broken by industry to get the creative juices flowing:

🧘 **HEALTH/FITNESS** - Meal Planning, Supplements, Exercises, Equipment

🗨️ **MINDSET** - Self-Doubt, Routines, Meditation, Reframing

🎤 **MARKETING** - Lead Gen, Content Creation, Automation, Branding, Software

🌍 **TRAVEL** - Equipment, Destinations, Spending Tips, Safety, Travel Hacks

🏆 **COACHING** - Goals, Commitment, Habits, Accountability

Don't be afraid to REFINE each of your Pillars to **better reflect your brand**

STEP 2 - EXPAND YOUR PILLARS 📅

Next, take each of your pillars and brainstorm **4-5 individual posts** you can create on each pillar!

Remember that each of these posts DO NOT have to be their own novel 😊

Some simple ideas for each post is:

👉 Identify **ONE small problem** you can help solve with a STORY

👉 Make a LIST like this with instructions for accomplishing a certain goal

👉 Make a List of Tips or common mistakes to avoid

STEP 3 - SCHEDULE YOUR CONTENT 📅

Spread each topic evenly over the course of the month

If you've got 5 Pillars, pick a day of the week for each pillar!!

Don't worry about filling every single day, because our last step is....

STEP 4 - FILL REMAINING SPACE ✍️

Now you're probably thinking "HEY, there's still empty days!?"

I promise you its on purpose

These are the days where you **share a PERSONAL STORY** 🔥

It doesn't even need to be related to your business (But it can be)

It could be that you and your prospect both love golf, or both travelled to the same country, or both have a grandfather named Jimmy (All true for me 😊)

These are SUPER IMPORTANT because these posts are what get people to LIKE YOU

And trust me.... If they like you, they are **MUCH MORE LIKELY TO BUY FROM YOU**

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Would love to know - What are your content pillars?? 🙌🔥

To Your Success

Cam



👁️ Helpful Tips

👍❤️🙄 64

77 Comments



Helpful Tips

64

77 Comments

IMAGE CHOICE

PICTURESQUE LANDSCAPE



Cameron Arsenault

Visual Storyteller · June 4 · 🌐



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HEADLINE

“HOW TO” +
“BENEFIT”

CAPITALIZED
+ EMOJIS



Cameron Arsenault

Visual Storyteller · June 4 · 🌐



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INTEREST

Who? People who create content

What? Use this method

When? On a Lazy Sunday

Where? Entire Month of content

Why? It reduces overwhelm

How? Follow these steps



Cameron Arsenault

Visual Storyteller · June 4 · 🌐



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DESIRE

EDUCATION

Struggle

Coming up with content ideas is hard and time consuming

Decision

Batch the content idea generation into a single session on a Sunday

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To Your Success

Cam

DESIRE

EDUCATION

Outcome

Following this process will give you an entire month of content

Transition

This helps you create content people will like

“If they like you then...”

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To Your Success

Cam

ACTION

What #1 - What to DO

Make your content calendar and post your pillars in the comments

What #2 - What's NEXT

You'll not have to worry about planning content for another month!

HANDHOLD TEMPLATE

How to [RESULT] in [SHORT TIME PERIOD]

This method allowed me to [RESULT ACHIEVED]

While most of us KNOW we need to [THING THEY HATE], but [WHY THEY HATE IT]

Most of the time, [THING THEY HATE] that's the worst part - it's [OTHER THING THEY HATE]

That's why I wanted to share the method I used to [GET RESULT]

STEP 1 - [FIRST STEP]

[EXPLAIN FIRST STEP]

[GIVE EXAMPLES]

STEP 2 - [SECOND STEP]

[EXPLAIN SECOND STEP]

[GIVE TIPS]

HANDHOLD TEMPLATE

STEP 3 - [THIRD STEP]

[EXPLAIN THIRD STEP]

[GIVE TIP]

STEP 4 - [FOURTH STEP]

[EXPLAIN FOURTH STEP]

[GIVE TIPS]

And trust me... If you follow these steps, you'll get [BENEFIT]

[USE METHOD] like me and next thing you know....

You'll [GET RESULT]

Would love to know - [ASK QUESTION]

**WANT MORE ENGAGING
POST TEMPLATES?**

CLICK HERE

**AND IT'S NOT JUST ME
USING THESE TEMPLATE FOR
AMAZING RESULTS...**

CASE STUDY
TAMELA



TAMELA

Stress and Anxiety Coach

Helps women aged 35-60
reduce anxiety and
embrace their true selves

HER "VALUE RANKER" POST

**Which de-stressor
do you find most
beneficial?**

- 1. Conversation**
- 2. Meditation**
- 3. Exercise**
- 4. Drugs/Alcohol**

HER RESULTS....

**OVER 1,300+ LEADS
IN UNDER 48 HOURS**



Tamela Appel ► Build Your Brand Challenge

21 hrs · 🐾 · Which de-stressor do you find most beneficial? 1. Conversation 2. Meditation 3. Exercise 4. Alcohol/drugs

👍❤️😂 92

520 Comments



Tamela Appel

★ Rising Star · 17h · 🐾

Which de-stressor do you find most beneficial?

1. Conversation 2. Meditation
3. Exercise 4. Alcohol/drugs

👍❤️😂 86

483 Comments



Tamela Appel ► The Start Over Challenge!

3 hrs · 🐾 · In a state of anxiety the first place you turn is: 1. Nature. 2. Friends/family 3. Meditation/breath 4. An intoxicant

👍 10

30 Comments



Tamela Appel

19h · 🐾

Your most beneficial de-stressor is? 🥁
1. Conversation
2. Meditation
3. Exercise 4. Drugs/Alcohol

👍❤️ 42

150 Comments

👍 Like

💬 Comment



Tamela Appel

🗨️ Visual Storyteller · 8h · 🐾

Your most beneficial destressor? 🥁
1. Conversation 2. Meditation
3. Exercise 4. Drugs/Alcohol

👍❤️ 16

101 Comments

Which de-stressor do you find most beneficial?

1. Conversation 2. Meditation
3. Exercise 4. Drugs/Alcohol

👍❤️ 21

107 Comments

1,391

New Leads



**NOW YOU'VE GOT EVERYTHING
YOU NEED TO CREATE A
TON OF ENGAGEMENT...**

**DO YOU WANT THE SYSTEM FOR
TURNING THAT ENGAGEMENT INTO
LOYAL FANS EAGER TO BUY
YOUR OFFER??**

ORGANIC FACEBOOK MASTERY

Click Here To Turn

LIKES



RAVING FANS