FB Traffic Driver #11: Before/After

Daily Challenge: Create a before/after post



Why: There is nothing more powerful in converting your fans into paying clients than visual proof of the transformations you provide for your customers. From the obvious choices like makeover or home remodeling, to more conceptual ones like accounting services, every business can showcase the results they create for their customers.

For best results:

1. Start documenting not only the great results of your services, but also the conditions before you were hired. While almost every client would be happy to be in the "after" picture, some might be reluctant to show their "before" state. Plan for it ahead of time, and explain to your clients how important it is for visualizing how far they've come. Make sure to always get signed releases and permission to use their images in your marketing.

2. If you can't imagine how to capture before/after images of your program or services – check out stock photography sites. They often have exaggerated examples of people's feelings and emotions, along with their opposites.



Ideas (for different industries):

- House before cleaning vs after cleaning
- Professional headshot vs selfie
- Small house vs new larger house
- Confusion/pain vs happy/relaxed
- Sitting on a couch bored vs traveling the world
- Body before diet/exercise vs new body after the program
- Scary looking TV dinner vs delicious plate of gourmet food
- A person behind the computer vs a person spending time with family
- A photo of your first office vs current office
- A photo of your building 10 years ago vs now
- A photo of ingredients/materials vs finished product

Take it to the next level:

If you have a client story/testimonial to go with your post – add it as a part of your design or a part of your post description.