FB Traffic Driver #7: Your Quote

Daily Challenge: Create a visual post with your own quote



Why: If you want to be seen as the go-to-expert in your field, everything you do must project confidence, authority and conviction. Posting your own quotes gives you credibility and positions you above your competition.

For best results:

1. Start by re-reading your own blogs, articles and posts. If anything catches your attention as unique, deep, or profound – use it as your quote.

2. If you have a book, go through it paragraph by paragraph looking for lines that can be used as standalone quotes.

3. If you have ever given a webinar or teleseminar – listen to the recording and pull out the main points and insightful remarks.

4. Ask someone to interview you about your mission, your vision and your passion. You will find a lot of gems when you listen to the recording.

Take it to the next level:

Incorporate your picture with your quote – it will further elevate your status as an expert and make it more memorable.

