

Social Media Writing Sprints with a *Highland* blend

What is a writing sprint?

The traditional use of a writing sprint is to write as fast as you can, without editing as you go, or any distractions. Many people use sprints for writing tasks like novels or collaborative projects. I've tweaked the format so that there's an element of writing as fast as you can, but also incorporates time to discuss and refine the text of your social media posts before you use them!

A social media writing sprint is for your business if:

- You feel overwhelmed by the thought of writing social media captions;
- The pressure of writing the perfect caption leads to times of procrastination or putting it off altogether;

BUT, YOU...

- want to tell your audience about your business;
- want to connect with your audience to increase engagement or sales from Instagram or Facebook;
- could do with keeping accountable in order to get the task ticked off your to-do list and your social media posts out into the world!



Why might I need this?

- You might be preparing to show off a new product or range, and planning to drip feed this through the coming months alongside your regular content;
- You might be getting ready to launch a new service within your business and want to align this with your existing services;
- You might not have used social media regularly in the past and want to re-establish your business presence;
- You find it hard to get words out when drafting your social media captions, and getting that call to action out to your audience;
- You want to establish a disciplined practice of getting your social media posts done each month.

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What do I need to prepare?

In advance of each Sprint, you'll need to complete and return some information to me about your business and brand voice, with details of 5 social media post ideas for us to work on (**I provide the template document for you**). For the session itself, regardless of if we are working via Zoom or in person, you will need access to a word processing application and Note App (a collaborative online working tool – a link to our working space will be provided in advance).

How does a Social Media Writing Sprint session work?

In a one-hour session, we will work together on 5 social media post captions. We'll spend the following time on each post: 6 minutes muted/working individually on drafting caption text, followed by up to 5 minutes comparing and refining our caption text together. It can seem scary to launch yourself into writing against the clock but you have me on hand to help you with ideas, guidance and support!

How much do Sprints cost?

This introductory offer is at a rate of £25 per hour held on Zoom or in person at an agreed location in Wick, Caithness. Sprints can be scaled up to a maximum of 2 hours at a time (5 posts in one hour, 10 posts in two hours – with a short comfort break at the end of the first hour) **Sprints can be booked as a one-off, or if you pay for a block of 3-4 sprints for use in 2022, you'll get a 10% discount. You'll receive a discount of 15% if you pay for 5+ sessions in advance for use in 2022.**

What do I get out of each session?

- Opportunity to spend time talking about your business to another human being (**not to be underestimated if you run your business on your own!**);
- 5 fleshed out caption posts for you to edit and use as you wish;
- Knowledge that you've actively spent time on marketing your business, with something to show for it;
- My ideas and time with a second perspective, at a lower price point than if you were to outsource social media caption writing to me;
- Guidance and support from me; think of me as your own business cheerleader!

To book in or talk it through with no obligation, email Susan at hello@ahighlandblend.com

