

# Social Media Cheat Sheet

*For Writers and Those Who  
Want to Support Them*



# SOCIAL MEDIA AD FORMULA

## 1. Hook (First 3–5 Words)—Grab Attention

### Why?

People scroll fast. You have about 1.5 seconds to stop them. A strong hook makes them pause.

### Examples:

- "STOP making this mistake..."
  - "What if you could [achieve desired result]?"
  - "This one trick changed everything..."
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## 2. Blurb (40–80 words)—Give Just Enough Info

### Why?

Too short, and there's no context. Too long, and people won't read. 40–80 words is the sweet spot.

### Structure:

- **Problem or Pain Point** (Why should they care?)
- **Solution or Insight** (What's the benefit?)
- **Emotion or Urgency** (Make them act now!)

### Example:

- "Struggling to finish your book? You're not alone. Most writers quit halfway because they lack structure. But what if you had a step-by-step guide to take you from idea to published? Let me show you how."
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## 3. Call to Action (CTA)—Tell Them What to Do

### Why?

If you don't tell people what to do, they won't do it.

## Examples:

- "Drop a 📖 if you want the free guide!"
  - "DM me 'WRITE' for details."
  - "Click the link in bio to start."
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## 4. Hashtags (3–5 max)—Boost Reach

### Why?

Hashtags help new people find your post. More isn't better—use only relevant ones.

### Structure:

- **1 Niche Hashtag** (e.g., #IndieAuthor)
- **1 Audience Hashtag** (e.g., #WritersOfInstagram)
- **1 Trending/General Hashtag** (e.g., #BookLover)

### Example:

- #SelfPublishing #WriteYourBook #AuthorLife
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## IMAGE & REEL FORMULA

### For Images:

- **Bold Text Overlay** (Same as Hook)
- **Clean, Eye-Catching Design**
- **No More Than 5–7 Words on the Image**
- **Branding (Logo or Signature Color)**

### For Reels:

- **First 2 Seconds = Hook (Text on Screen)**
- **Clear, Easy-to-Follow Messaging**
- **Subtitles (Most People Watch Without Sound!)**
- **End with CTA on Screen**

## **Final Tip: Test & Tweak!**

Social media is trial and error. Post, see what works, and adjust. But stick to the formula—because structure makes content easier to create **and** more effective.