

WERK.

YOUR SOCIAL MEDIA



THE ART OF ENGAGING
YOUR AUDIENCE AND
SELLING SOCIALLY

WERKYOURWORDS.CO





WERKWEEK #1 – W.E.R.K. ETHICS

COURSE WELCOME

THE W.E.R.K. ETHICS FORMULA

THE LOWDOWN ON PERSUASIVE WRITING

PUT IN THAT W.E.R.K. ON SOCIAL MEDIA

WERKWEEK #1 WRAP UP



COURSE WELCOME

WEEKLY SUPPORT + FEEDBACK
LIVE CLASSES + OFFICE HOURS
GUEST SPEAKERS + WHAT TO EXPECT
REPLAYS AND COURSE CONTENT



W.E.R.K. ETHICS FORMULA

WRITE WITH EMOTION

EDUTAIN THE MESS OUTTA FOLKS

RELATE TO THE RIGHT PEOPLE

KILL IT IN SALES (AND SERVICE)

WIN TASKS



THE LOWDOWN ON PERSUASIVE WRITING

EASY BREEZY 6-STEP WORK STRATEGY
3 CORE RULES OF PERSUASIVE WRITING



PUT IN THAT W.E.R.K. ON SOCIAL MEDIA

HOW TO USE THE W.E.R.K. ETHICS FORMULA
PERMISSION TO SHOW YOUR TRUE SELF



WERKWEEK #1

WRAP UP

Q&A

WIN TASKS RECAP



QUESTION TIME ...