

BUILDING **QUALITY** **CONTENT** FOR YOUR BUSINESS ON WHATSAPP STATUS



**"Attract the right kind of clients
through your content"**

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Table of Content

Dedication 3

Introduction 4

Chapter One 5

Understanding Whatsapp Status 5

Chapter Two 9

Content Ideas 9

Dedication

This book is dedicated to every business owner out there working tirelessly to ensure they succeed.

Introduction

This short E-book was borne out of concern for some of my friends who are business owners just like me and I see the way they upload what they sell every day!

In this age and time, we are all managers of data nobody wants to be seeing shoes, bags wristwatch etc. every day! Network providers are sucking us like a witch sucks blood (Do they really suck blood?) so we need something that will keep us coming back to your wall.

This is to show you practical examples of how to effective use your Whatsapp status when advertising your business so as not get muted by your contacts.

Chapter One

Understanding Whatsapp Status

What is Whatsapp Status?

WhatsApp Status allows you to share text, photos, videos, and animated GIFs that disappear after 24hours. Your Status will be seen by your saved contacts only.

Which means that people get to see what you upload on your Whatsapp and it is safe to say that it is a “**Mini Gallery**”?

For **Business Owners**, this is a wonderful medium of advertising your products but it must be done with wisdom.

Almost everyone online is looking for quality content, something that can give them knowledge, make them laugh, etc. And of course, people buy online.

So the aim is tell you how to attract your viewers to consistently view your status.

1. Set A Schedule For Posting

Don't post all your products every day, there is a tendency for people not to check your status again because what they only get to see are your products!

Almost everyone is a Data Manager so if we are to sacrifice our data to view your status, will it be worth it?

Now this is it:

Set aside days when you will only post your products. Let's say **Monday, Wednesday and Friday.**

So what happens on Tuesday, Thursday, Saturday and Sunday?

Put up content like Comedy videos, Motivational quotes or videos and interact with your viewers, tell them stories...

Wait, I know you want to ***make money*** but how will you make more money when you keep boring people with your products?

Visibility is good but...

When we say visibility, it is called "***Social Media Presence***" it is the act of ensuring that people know what you do/sell through your *consistency*.

'Pushing your products into their eyes everyday does not guarantee sales'

Those days you only post your products, it is sinking into their sub-consciousness, and the same for the days you post other content not related to what you sell.

If all you do on your wall is “*come and buy, come and buy*” you will soon notice that some of your friends will mute you from their WhatsApp contact and this means that you have lost potential customers. So, you must be strategic with what and how you post.

Chapter Two

Content Ideas

One of the many issue some people have is that they don't even know what to post on their whatsapp status aside from their product or services which many a time can put off your contact (Potential Customers/Clients).

i. Share Stories

At times, you have to share your stories as it relates with your products.

Maybe you are a Baker, can you share the struggles you went through before you baked a cake?

The thing is this: while narrating your experience, you can even upload the pictures.

People love stories!

Let me tell you a secret, shhhh, do not tell anyone.

I have made few cash by simply using this art of storytelling on my Whatsapp status. I mean genuine stories. I love stories.

Do not ask me for the money because I have spent it!

ii. Giveaways

If we will be truthful with ourselves, we all we all love giveaways. If I say I want to give you iPhone 14 today, won't you collect it? Even though some people say that they can't use it, at least I am suspecting that they will collect it and sell it.

So, as a business owner, do giveaways. I am not saying you should do giveaways that will make all your goods go away it may simply be an airtime worth Two hundred Naira, your

viewers will appreciate it.

if I give you Two hundred naira airtime, won't you appreciate it?

iii. Teach

I know everyone is not born to be a teacher but if you want to really draw attention to the services or products you offer, you must learn to teach.

You can pick a day when you will talk about your products on your status.

For example it may be *"How to bake a two-step cake"* people will look forward to it especially those that may be celebrating their birthday during that period.

The funny thing is that you may get a referral to bake a cake.

Do it for free but this is the secret: teach only the basic and if they need further clarity you can now charge them an amount based on what you will be teaching them.

Wait, why am I using Cake as an example?

If you are a baker and you are reading this, send me cake!

Let me chip in this:

Don't be wearied of doing this if you are truly serious with your business.

Those that view your status may not buy but they may see another of their friend's status that needs the product you sell.

For example, someone writes on his/her status that

I need a Book Publisher

I need a Writer/Content Creator, I need a Speaker to come speak on Writing, Business in my organization etc. **I need a Book Editor**

I need a Social Media Manager

Even though you may have never patronized me before, or even shared what I do on your social media pages but because you have been viewing my status, I am sure you will want to refer me.

It is called **“Status Chain Reaction”**

I see what you do, someone else needs it, I refer you.

There was a time a friend of mine got a job worth thousands of Naira because I uploaded what he does on my Whatsapp status. I will not tell you the amount and of course, I also got paid for it even without me having the mindset that he will pay.

In this age and time, you must learn to maximize every means of technology for your business.

You may not have money for Radio or Television advert but you have your phone!

Use it to your advantage.

People have made millions via the internet.

Imagine that as a writer, someone referred you to the President to help write his autobiography or imagine that you were referred to the Richest Man in to come and bake a Cake for his son's birthday simply because someone saw that you post quality content on your Whatsapp status.

I hope with this few points of mine, I have been able to convince you that your Whatsapp status is a good place to advertise your business through quality content creation.

Thank you.