

A man with dark hair and a beard is sitting in a dark room, looking intently at a laptop screen. The laptop is a dark-colored Apple MacBook, and the white Apple logo is visible on the back of the lid. The man is wearing a dark t-shirt. The background is dark and out of focus, showing some furniture like a chair and a lamp. The overall mood is focused and professional.

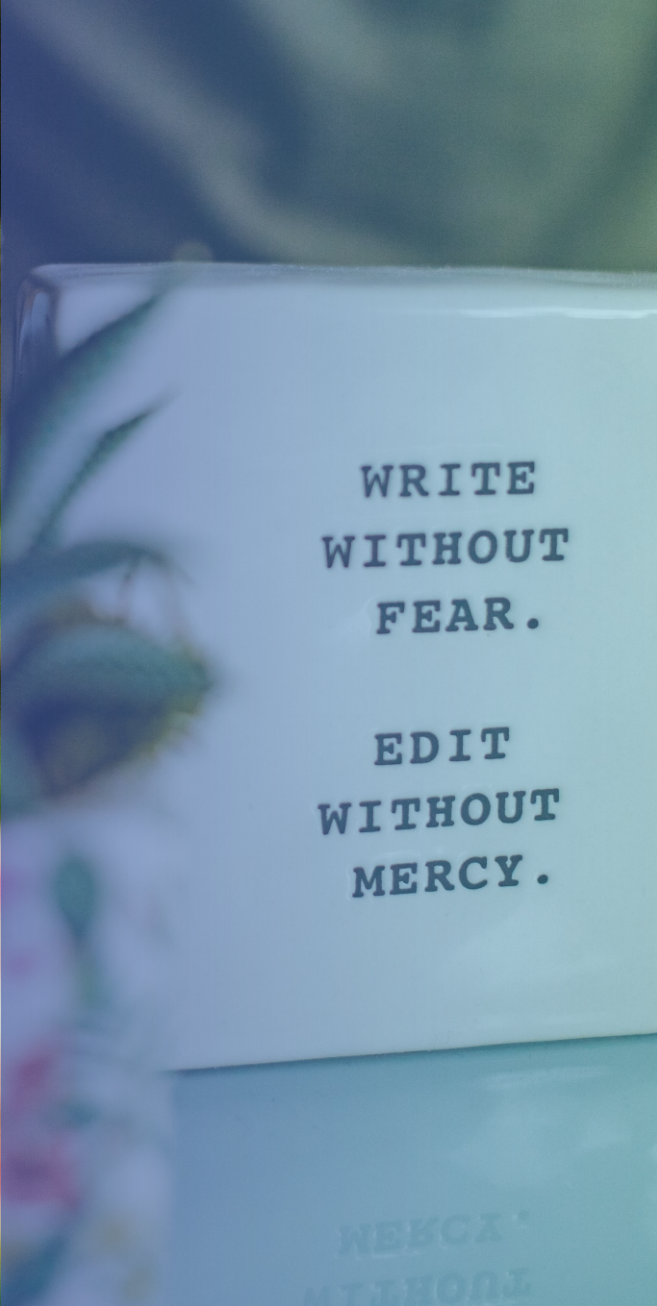
21 Keys to Social Media Writing for Sales People

Matt Wanty

Social media has given sales people another avenue to create leads and engage with prospects. One of the best ways to do that is by writing comments, posts and articles. This guide has the high hopes of helping anyone in sales become a better writer on social media. It doesn't matter if the pundits's say not all sales people are cut out for writing. Creating new opportunities is the hardest part of our job, every channel is worth a shot. Here we go:

1. Read. If you want to write to the public then you should be reading. You can read posts, articles, books, any of that stuff will help you become a better writer. But if you want to experience writing that will take your skills to the next level, read the daily news. Reporters take any topic and turn it into clear, concise information that everyone can understand. That's a powerful writing skill to have on social media.





WRITE
WITHOUT
FEAR.

EDIT
WITHOUT
MERCY.

2. **Write.** If you want to write to the public then you need to be writing. Not only what you post but what you would never post. Writing is like any other skill, if you invest time and effort you can improve your game. You don't have to be a grammar master or a spelling bee champ either. Keep in mind, the most appreciated writing on social media is usually very easy to read.

3. **Choose an audience.** The point of sales people writing on social media is to be seen and heard by their target market. In order for this to be productive, you'll need to attract this audience by adding value in topics they find important. Establishing yourself as an expert can make it really easy for people to buy from you.

4. **Make sure it's helpful.** Your litmus test for every post on social media should be, does it help? The entire world doesn't need to love it but if someone in your audience finds it useful, then it works. If you realize you're in the middle of writing something that doesn't help, just keep tweaking it until it does.

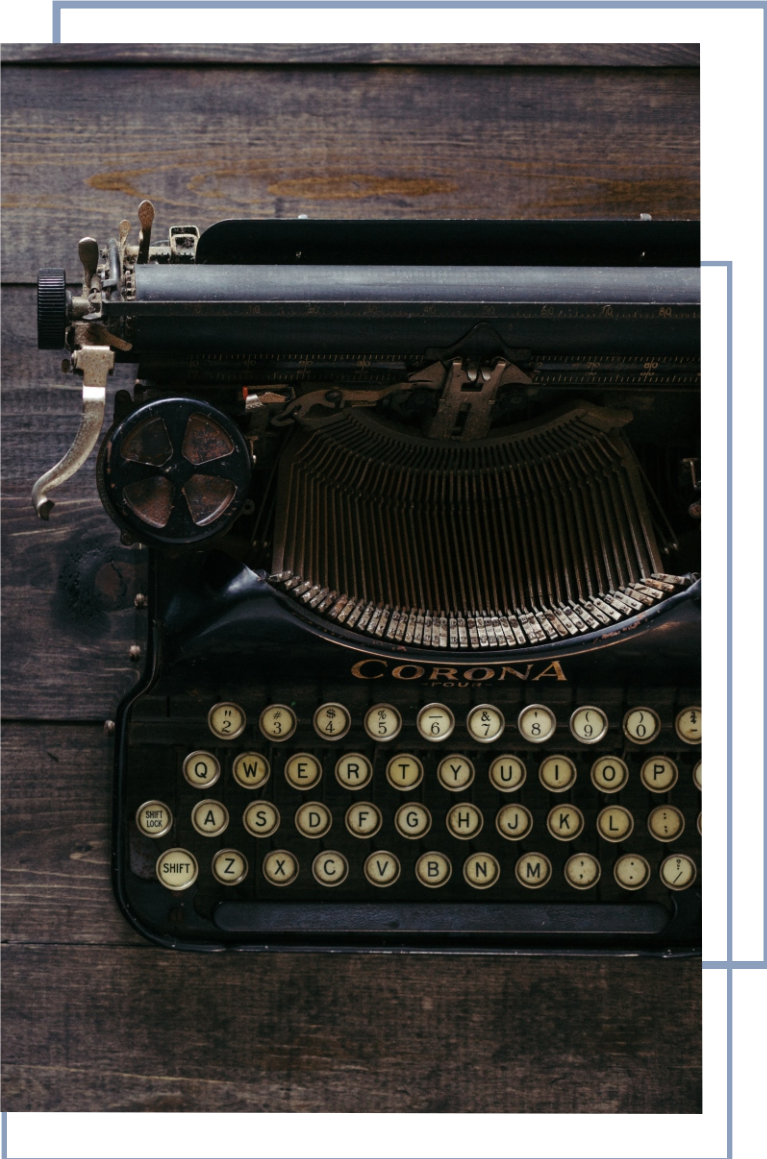
5. It can't be about you. If everything you write is going to be a semi- autobiography then you should just stop reading this guide. People hate self-centered, keep it about them and splash your ego in here and there. Stay true to helping people and you can't go wrong.



6. Get a proofreader. Preferably someone who is proficient in grammar. Sadly, everything you release to this world is a reflection of your intelligence. Bad grammar, misspelled words; the haters eat that up. Don't give them the chance by finding a solid proofreader. Work with them to perfect every post or article because you owe that to your readers.

7. Rarely sell. Since the road to success on social media involves being helpful, writing about your product or service can send the wrong message. It's definitely okay to pitch once in a while but always err on the side of less. You'll probably find engagement drop in proportion to the size of your pitch.





8. Make well written comments. Success on social media is a two-way street of content creation and support. Find other content creators in your space who you can support because you AGREE with their views. Engage with their content by writing quality comments that add value, they'll usually return the favor. You'll know you're headed in the right direction on social media when people start supporting your comments.

9. Consistency. If you want consistent results you'll have to be a consistent writer. An hour or two a day will usually produce plenty of content for social media. But you have to stick with it through the good times and the bad hangovers, your audience will require that.

10. Write about real life. The best content usually comes from people's daily life. You might find what you're doing every day to be one of the easiest things to write about. If you're making cold calls, meeting prospects, working trade shows, reading a book, testing new products, traveling, etc., ideas will probably be popping in your head. Start writing them down and you'll have a continuous stream of new content.



11. Listen to comments. If you're successful writing on social media there are a few people that will hate you for it. Make sure to completely ignore them but listen to other people's comments. Positive and challenging voices will help by giving you feedback, providing more topics for you to write about and just supporting you in general. People will definitely let you know if your writing is helpful.

12. Be real. Keep your writing real and your audience will love you for it. The best content is usually based on real situations to which people can relate. Real failure and emotion does really well on social media but there's a fine line to coming off needy or fake. One of the worst things you can do is misrepresent yourself or your accomplishments.

13. Create a style. Every writer has their own style, even non-writer sales writers. Don't be afraid to find a different way to write your content. As long as people can understand what you're trying to say, they'll appreciate the creativity.





14. Shorter is always better. We're sales people and our message should always be concise. If your writing tends to drag on, have a lot of unnecessary words, or repeat information, people probably won't like that. Everybody's impatient, cleanly written content is appreciated and rewarded. During the proofing stage you should be trying to remove words.

15. Read it out loud. Reading your writing out loud (at least in your head) is a great way to test its readability. If it doesn't flow for you then it won't be easy for other people to read either. One of the harsh realities about writing is that if people find it difficult to read, they'll quickly move on.

16. Research facts. You can't afford to spend time doing research for everything you write. However, if you decide to quote factual information you should make sure it's accurate. A quick Google search will probably help confirm with multiple sources. There's a good chance the trolls will be investigating before they're even finished reading.

17. Be humble. Elitism is an ineffective position on social media. Writing in a manner that makes you out to be above others probably won't get you very far. It will be much easier to capture an audience if you're relatable and adding value to their lives.



18. Avoid bad language. There are many people successful on social media who use explicit language but they're probably not sales people just starting out. Keep your writing clean for the most part and you'll increase your odds of success. Using profanity would probably offend more decision makers than it would impress.

19. Pay attention to algorithms. You're not going to crack the algorithm but at least pay attention to what's happening around you. If your posts seem to work better on a certain day and time, use that to your advantage. Always take a look at what's going on in the feed before posting your content. If engagement seems low, it may be better to hold your post for a better time.

20. Tee up your best content. If you feel like certain things you've written are better than the rest, post them on the days with the most engagement. Since it's important to be consistent, use your weaker content for times when traffic isn't as heavy. Try to never let writing that you're proud of get lost because of poor timing.

21. Don't get full of yourself. If you're successful writing on social media the payoff will be new business opportunities. One of the quickest ways to negate any progress is to let it go to your head. If you find yourself writing about your successful writing, then it's probably gone to your head.





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