

# POST WITH H.E.A.R.T

A GUIDE FOR CREATORS WHO CARE FROM NEXT LEVEL MARKETING

## Why HEART Matters

As creators, we have the power to influence and connect with our audience on a deeper level. Posting with **HEART** isn't just about likes and shares; it's about building genuine relationships, fostering meaningful conversations, and making a positive impact on the world.



This guide will equip you with the **HEART Framework** – a simple yet powerful tool to create content that resonates, inspires, and leaves a lasting impression.

## The HEART Framework

Let's break down each element of the HEART Framework:

<b>Hook</b>	Grab attention immediately! Use compelling visuals, intriguing questions, or a bold statement to draw your audience in.  <b>Example:</b> “😱 Did you know...?”
<b>Emotion</b>	Evoke feelings! Connect with your audience's emotions by sharing personal stories, inspiring messages, or relatable content.  <b>Example:</b> A heartfelt story about overcoming a challenge.
<b>Authenticity</b>	Be real! Share your true self, values, and perspectives. Authenticity builds trust and fosters genuine connections.  <b>Example:</b> Sharing your thoughts on a relevant topic.
<b>Relevance</b>	Make it matter! Ensure your content is relevant to your audience's interests, needs, problems, and aspirations.  <b>Example:</b> A tutorial that solves a common problem for your followers.
<b>Tactics</b>	Include a clear call to action and work WITH the algorithm! Encourage engagement by asking questions, prompting comments, or inviting followers to share their own experiences. Use a hashtag strategy to help reach new audiences!  <b>Example:</b> “What are your thoughts? Share in the comments below!”

## HEART Checklist

Use this checklist before you post to ensure your content has HEART:

- Does my post have a **Hook** that grabs attention?
- Does it evoke **Emotion** and connect with my audience?
- Is it **Authentic** and true to my brand?
- Is it **Relevant** to my audience's interests?
- Does it include **Tactics** to encourage engagement with the algorithm?



## Real-World Example

Caption:

“I just finished volunteering at the local animal shelter and my heart is so full! ❤️ These furry friends need our love and care. (Hook & Emotion) I've always been passionate about animal welfare, and it feels amazing to give back to my community. (Authenticity) If you're looking for a way to make a difference, consider volunteering or donating to your local shelter. (Relevance) Let me know in the comments if you've volunteered before! 🙌 (Tactics) #animalrescue #volunteer #community #dogsofinstagram #givingback” **[Want a niche specific example? Message Jen @ 269-447-9181]**



 **NEXT LEVEL  
MARKETING**

Let's use social media to make a deeper impact on our audience! Need help with your strategy?

Message Jen!

[MarketingNextLevel.com](https://MarketingNextLevel.com)