

Read Me: How to Use These Images and PDFs

What You Have

Inside your download, you'll find:

- A set of **five promo images** for *The Solopreneur's Survival Guide*
- Two PDF files:
 1. **Social Media Captions & Hashtags** — for promoting the video set directly (if you're selling or sharing it).
 2. **Giveaway Captions & Hashtags (Free Access Edition)** — for using the video set as a freebie to grow your list.

Each image and caption pair is ready to post. You can use them on **Facebook, Instagram, Threads, X (Twitter), LinkedIn, or Pinterest**.

Option 1: Promote the Video Set (Direct Sales)

Use the “**Social Media Captions & Hashtags**” PDF.
These posts are written to help you drive clicks and sales.

1. Pick an image that fits your message.
2. Copy the matching caption and hashtags from the PDF.
3. Add your **affiliate or product link** at the end of the caption.
4. Post to your preferred platforms — or schedule them using tools like Buffer, Later, or Metricool.

Tip: Rotate the images and captions throughout the week so your audience sees a variety of posts without repetition.

Option 2: Give It Away to Build Your List

Use the “**Giveaway Captions & Hashtags (Free Access Edition)**” PDF.
These captions are written as if *you're offering the video set free* to your subscribers.

1. Upload the video set to your website, opt-in page, or freebie delivery system.
2. Use the giveaway captions to invite people to **sign up** to get it free.
3. Include your **email list signup link** in each post.

This method helps you:

- Build trust with valuable content
- Grow your audience
- Create engagement that leads to future sales

Best Practices

- **Customize your link:** Always include your own unique link (affiliate, signup, or website).
- **Stay consistent:** Posting 2–3 times a week keeps your audience familiar with your offer.
- **Mix formats:** Use image posts, Reels, or short video teasers for variety.
- **Keep it real:** Add a personal note like “This helped me a ton when I was getting started” — it builds connection.

Suggested Posting Schedule

Day	Post Type	What to Use
Monday	Inspiration	Image 1 or 2
Wednesday	Value or Tips	Image 3 or 4
Friday	Call to Action	Image 5 (remind them to sign up or grab their copy)

In Short

Use the first PDF when you want to **sell the video set**.

Use the second PDF when you want to **give it away to grow your list**.

Both are fully customizable — just add your link, post consistently, and let the visuals and captions do the work.