



# Frazer Brookes – Value-Adding Content

ADD VALUE

## 1. Educate – (teach something useful)

Share tips in your niche: skincare, confidence, wellness, beauty hacks.

Example: “3 simple ways to keep your skin glowing in autumn 🍂🌟”

**Why: People follow those who help them & inspire**

## 2. Entertain (make them smile, laugh, or relate)

Funny reels, memes, or relatable posts.

Example: “That moment when your kids find your samples before you do 😂”

**Why: Entertainment breaks down walls and builds connection.**

## 3. Empower/Inspire (give people belief)

Share a personal win, quote, or story of growth.

Example: “A year ago, I would never have gone live... tonight I did my first one!”

**Why: Inspiration makes people think, “If she can, so can I.”**

## 4. Engage (start conversations)

Ask questions, use polls, do “this or that” posts.

Example: “Coffee or tea? ☕🍵 Which one gets you through your morning?”

**Why: More engagement = more reach = more prospects.**

## 5. Behind the Scenes / Lifestyle

Share your daily life, family moments, events, travel, or business journey.

Example: “Packing up my kit for tonight’s Glow & Go 🌟 — who else loves seeing the transformations?”

**Why: Shows you’re real and relatable.**

### ✅ Frazer’s Rule of Thumb:

**80% value + life / 20% business**

Don’t flood your feed with “join me” posts.

Instead, build trust by showing up with value, then sprinkle in business invites.

Create 1 value post each day this week:

Day 1: Educational tip

Day 2: Entertaining/relatable post

Day 3: Empower/inspire story

Day 4: Engagement post (poll/question)

Day 5: Behind-the-scenes/business peek

**Shake up and repeat**

the  
builder  
blueprint