

Quick Tip #32 Don't Give Your Followers Decision Fatigue

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SPEAKERS

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J Jessica Lauren 00:00
Hey, Y'all! Hey! It's your girl Jessica Lauren, and I am coming to you with this week's quick tip. All right, last Sunday, we had Michelle Thames come on the show. She is a social media strategist. And she talked to us about social media influencing. And if you have not listened to that episode, go back and listen to Episode 116 where she just talks about how anybody that wants to can become a social media influencer and make some real coins in their lives. And so she kind of inspired today's quick tip right? Um, just so that it goes hand in hand with what we learned on Sunday. So anytime I'm on Instagram, you know whether I'm meeting somebody new or scoping somebody out to be a guest or just reacquainting with somebody like, Hey, girl, hey, one of the first things that I do is click on their link in bio and I'm not the only one. If you are on Instagram as a business or an influencer, or you know, you just want people to get eyes on your work your creations, your products, you want to be utilizing that Link in bio, and a lot of us are using things like Link Tree and Link in bio, and milkshake. Those are all websites or you know, apps that will put different links in our bio, right? If you are a content creator, or a business owner and you don't have 10,000 followers, then you don't have the swipe up feature. So link in bio is super important to direct your audience to where you want them to go. What I tend to see is that we overload our Link in bio. We're like-- "click here to get my free downloadable. Click here to sign up for my e newsletter. Click here to download my ebook. Click here to listen to my podcast. Click here to shop. Click here to me my mama, click here to order

pizza, click here to rub my dog. Right? It is ALOT of stuff going down in that link in bio situation, right? And it makes sense, right? We're like, I want everybody to see everything that I'll offer my products, my services, my cookies, my purses, whatever the case may be. But there is a thing called decision fatigue, right? All of us are hustling and bustling. And because we're so used to instant gratification. We don't really like sifting through things anymore. Like we don't want to spend you know, a few minutes trying to find things. So let's say that I stumble upon somebody's piece of content on Pinterest, let's say you know, I found this girl she wrote you know, the the 12 best budget hacks, right? And then I'm like "Oh she's over on Instagram. Let me follow her!" So I follow her. And I'm like--"Dang, what was the name of that? That article again?" and I go on her link and bio. And again, it's like sign up here for the envelope system. Read my Dave Ramsey book that is like, okay, I just came here for this one specific thing. I'm kind of overwhelmed, right? It's just like when you go to Cheesecake Factory, they have a book for a menu. They literally come out with something you could flip through pages and pages and pages upon. I don't know if you watch Kitchen Nightmares with Chef Ramsay. But one of the first things he does when he gets to a new restaurant that needs some help, some improvement, some TLC is he scales the menu back, because as a patron, I'm just like, Listen, I just came here for chicken tenders. You got all this other stuff going on? And I can't find it right. So what do you do? One thing is try to limit and use discernment with how many links you're going to put in that link and bio in that milkshake, or whatever you know, form you use, even if you make your own links on your website, do do does your audience need all 16 links? Does your audience need all 10 links, what I like to, you know, challenge you to do is see what three to five links do and to be honest, if you can get in that sweet spot of three to four that will help you out more. So it makes you kind of figure out okay, what is the most important thing I want my audience to engage with? So if your goal is to increase your newsletter subscriptions, then maybe Click here to download you know to get on my newsletter. And then what's this most second thing Okay, maybe this is something that can make you some money in your business. Click here to sign up for my coaching program or if is the ebook, sign up here for my ebook, and then if you want them to read, you know, a blog post sign up here to finish reading this blog posts. Sometimes, you know, we think okay, let me give them a lot of options. It'll make them do all the things but that can be a repellent. You have to figure out okay, what is the call to action? What is the immediate thing I want my audience to do? So for me on the podcast, what I do is, you know, I'm like this episode The link is in the bio. What I typically try to do is leave the full length episode and the quick tip and maybe a podcast that I've been recently featured on. That's it. Those are my three things. Why? Because the newsletter isn't that important for me over on the podcast. What is important for me is to get more downloads, to increase my listener ships, to make a deeper connection with people that stumble across my stuff. So I'm only going to have three things that you can listen to. Now, if you go to no real jewelry, I might have, you know, click here to work with me, right? Because I'm priming our audience to maybe sign

up for the go getter sessions or to have a coffee chat or something like that. My second link might be sign up for my newsletter, because that's something that's important for me over there. And then click here for the latest blog content. Right? And, and for me, that might be a little bit too heavy, too. Here's the good news, you can always change up your links like, right, so like maybe Monday through Wednesday, you have it, you know, click here for \$5 off on my cookies. And then under that, my peanut butter chocolate chip cookie recipe. And then under that, here's the menu. That's it Monday through Wednesday, but then on Thursday, Friday and Saturday, maybe you switch it up and say okay, here's my one on one cookie workshop under that, here's my you know, here's the location to the store, whatever the case may be. Now, again, as in all things in life, this isn't a fast and hard rule play around with the numbers, three is my sweet spot and has always worked for me, but trust me believe that there are some times where even I might have to, you know, swap a link out maybe add a fourth link. It depends on what's going on. But the whole idea is to be intentional about what it is that you actually want your audience to do. Right? They can't read fifty 11 things right? You have their attention for a short amount of time. So when the amount of time what is the most important action you want them to take, just start being observant and when you see someone else's Lincoln bio and it has 2011 things in there. Just notice how it makes you feel. Notice what you click on notice with catches your eye and try to hone in on that for yourself and again, you know maybe your Link in bio is reserved for moneymakers. Or maybe it's to make people watch things you It makes you have to go back to your goals. What is my goal? Is my goal to book more sales? Is it my goal to introduce people to me and get them to know who I am? Is my goal to increase all of my analytics, whether it has downloadable subscribers, figure that out and then scale back your menu right? We may think like when we go to Baskin Robbins we won't 41 flavors, but bay-bay that little counter that got Superman chocolate vanilla pecan and rocky roll those they bestsellers for a reason right? And and just build your website and whatever else you have to have that information on there, right, you don't have to fill it all out on Instagram. Because if you have a website or a web page or a splash page, it should do the heavy lifting for you as well. So that is today's quick tip. I hope that it helped you out right especially because this week is about social media. Go back and listen to Michelle's full length episode and go take a look and audit your link in bio Now listen, I talked about milkshake and Link in bio. If you are not familiar with those social media links, apps, I will list them in the show notes just go to the Sunday jumpstart.com and click on today's quick tip everything that I mentioned will be there so that you can utilize it. Alright you guys. That is it for today's episode. Thank you so much for listening in. I will be back this Sunday with the full length episode we'll be finishing or continuing sorry, our so you want to series this Sunday we got D'Cher Whitaker in the guest chair she's gonna be talking to us about opening a brick and mortar Okay, she was solely online. And then one day she was like you know what, I want to open a retail space. So that's this week's episode episode. So you want to own a brick and mortar with D'Cher

Whitaker Be sure to be an ability if you've been itching with that idea. Like I want to open my own bakery. I want to open my own boutique. She's gonna answer some really, really important questions. Alright guys, until then stay strong and be encouraged. I love you. I'm praying for you finish this week strong and I will see you this Sunday. Bye