

FREE RESOURCE · ZERO TO AI BUILDER

How to Get Your First 10 Buyers Using Social Media

A step-by-step playbook for teachers & educators selling courses, coaching, or done-for-you services online

10 buyers	3 platforms	7 post templates	0 ad spend needed
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THE FOUNDATION

Before You Post a Single Thing

Most people post once, hear nothing, and give up. Here's what actually works: **consistency over perfection, and conversation over broadcasting**. You don't need a big following. You need the right message in front of the right people, repeated often enough that they trust you.

Show Up Daily Even one post per day compounds fast. Consistency signals credibility.	Teach, Don't Pitch 80% of your content gives value. 20% makes an offer. This ratio builds trust.	Talk to One Person Write every post like it's to one specific teacher you know personally.
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THE PLATFORM PLAN

Where to Focus First

Platform	Best For	Your Priority Move
Facebook Profile	Warm audience — friends, colleagues, former students	Post a "what I'm building" update TODAY
Facebook Page	Building a public brand + Facebook ads later	Invite all FB friends to like your page
Instagram	Visual content, reels, broader reach	Post a reel showing AI saving you time

THE CONTENT PLAYBOOK

7 Post Templates That Actually Get Buyers

Copy these word for word, swap in your own details, and post. These are designed specifically for teachers selling AI courses and coaching.

1

The Before/After Post

"I used to spend [X hours] doing [task]. Now it takes [X minutes] with AI. Here's the exact tool I used → [link]. If you're a teacher still doing this the hard way, I've got something for you."

Use on: Facebook Profile, Instagram caption

2

The Behind-the-Scenes Reel

Film yourself using AI to write a lesson plan, email, or resource in real time. Caption: "Teachers — this is what 20 minutes with AI looks like. No experience needed. Link in bio."

Use on: Instagram Reels, Facebook Video

3

The Carousel / Slide Post

"5 things teachers can automate with AI this week" — one tip per slide. Last slide: "Want all of this done FOR you? DM me the word READY."

Use on: Instagram, Facebook Page

4

The Testimonial Share

"Got this message this morning [screenshot of buyer win]. This is exactly why I built [your product]. Comment LINK and I'll send it straight to you."

Use on: Facebook Profile (highest engagement)

5

The Urgency Post

"I'm only taking [X] more done-for-you clients this month. If you've been on the fence — this is your sign. Book a free call: [Calendly link]. No pressure, no pitch."

Use on: Facebook Profile, Instagram Stories

6**The DM Trigger Post**

"Hey teacher friends — if you've ever thought about making extra income online but had no idea where to start — DM me the word AI and I'll send you my free guide."

Use on: Facebook Profile — post this weekly

7**The Go Live Pitch**

Go live for 15 minutes teaching ONE AI tip. End with: "If you want the full system — everything I just showed you and more — I've got a course and done-for-you option. Link is in the comments."

Use on: Facebook Live (highest organic reach)

YOUR SECRET WEAPON

How to Use Your Buyers' Results to Get More Buyers

UGC (User-Generated Content) means content your buyers create about their experience with you. It's the most powerful marketing you have — because it's not you talking about yourself. **One honest testimonial outperforms 10 sales posts.**

1 Text Your Buyers Today

Send this exact message: "Hey [name], hope you're doing great! I'd love a quick win story from you — even 1-2 sentences about what you've been able to do. I'll share it (with your permission) and it helps other teachers find this. No pressure!"

2 Ask for a Video Testimonial

"Can you record a 30-second video on your phone just talking about your experience? You don't need to script it — just be real." Video testimonials convert 3-5x better than text alone.

3 Screenshot Their Texts

When a buyer texts you a win, screenshot it (blur last names if needed) and post it. Caption: "Got this message this morning. This is why I do this work." Posts like this feel human and get huge engagement.

4 Create a Hashtag

Give your community a tag — like #ZeroToAIBuilder — and ask buyers to use it when they post wins. Reshare everything they tag you in. This builds social proof automatically over time.

5 Make Them the Hero

When you share someone's win, tag them and make it about THEM, not you. "So proud of [name] — she went from [before] to [after] in just [timeframe]. This is what's possible." People love being celebrated publicly.

Your Daily Social Checklist

- Post 1 piece of content (use a template above)
- Reply to every comment within 2 hours
- Send 3 DMs to people who engaged with your content
- Share 1 buyer win or testimonial (stories or feed)
- Invite 5 new people to follow your page

Want Me to Do All of This FOR You?

My Done-For-You package is built for exactly this. I set up your site, your content strategy, your offers — and I coach you for 6 months so you're never doing this alone. Resell rights included.

Book a free call — no pressure, no pitch.

calendly.com/melbaande10/new-meeting

Or explore everything at:
zero-to-ai-builder-com.netlify.app

***"The teachers who win online are not the ones who know the most about AI.
They're the ones who show up, share honestly, and ask for the sale."***

— Melba Ande

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