

01

Recap & Homework

Whose post got the most views?



GET FOUND



CREATE



GET BOOKED

GOOD MORNING

You posted last night.

Last night you published your first ChatGPT-assisted post. Today we read the numbers together: this is your first real analytics lesson.

No judgment on the count. Every creator starts at zero. What matters is what the numbers teach us.

Three numbers that matter

1

Views / Reach

How many people the platform showed your post to. This is your starting audience.

2

Likes & comments

Engagement. Did people react? Comments are worth more than likes.

3

Profile visits

The bridge to bookings. Visits become messages, and messages become guests.

THE VIEWS RACE IS ON

Why did that one win?

Look at the top post in the group. Ask the room: what did it do right? Usually it is one of four things.

A strong hook, good timing, a searchable caption, or simply consistency. Steal what works.

READY

Now let's make the next one 10× better.

You have posted. You have read the numbers. Today you learn to create content people cannot scroll past.

NEXT UP

Photography & video fundamentals →