

LOQUY BUSINESS BONUS

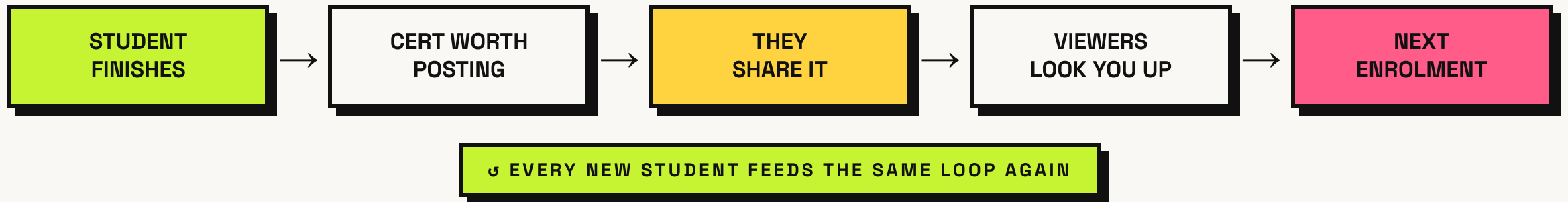
THE CERTIFICATE FLYWHEEL

Every completion certificate is a tiny billboard your student is proud to post. This turns it into **a loop that recruits your next student.**

THE IDEA

Ads rent attention. Certificates **earn it.**

When a student posts their certificate, their whole network sees a real person vouching for your course — unpaid, unprompted-looking, and in exactly the feed where your next student is scrolling. Your job is to make every stage of this loop deliberate:



Why "flywheel": one shared certificate does little. But each enrolment produces another finisher, another post, another network reached. It spins slowly at first — then every cohort pushes it faster, at zero ad spend.

People post **pride**, not paperwork

Wallpaper — nobody posts this

"This certifies that Jane Doe **attended** the course." An attendance receipt says *I sat through something*. It flatters you, not the student — so it dies in a downloads folder.

Postable — this gets shared

"Jane Doe **completed all 8 modules** of [Course Name] and can now **[do the skill]**." A capability claim says *I can do a thing I couldn't do before*. That's an identity upgrade — and identity upgrades get announced.

A CLAIM THEY'RE PROUD OF

Name the skill in plain words: "...can now plan, shoot and edit a short-form video." Specific beats grand.

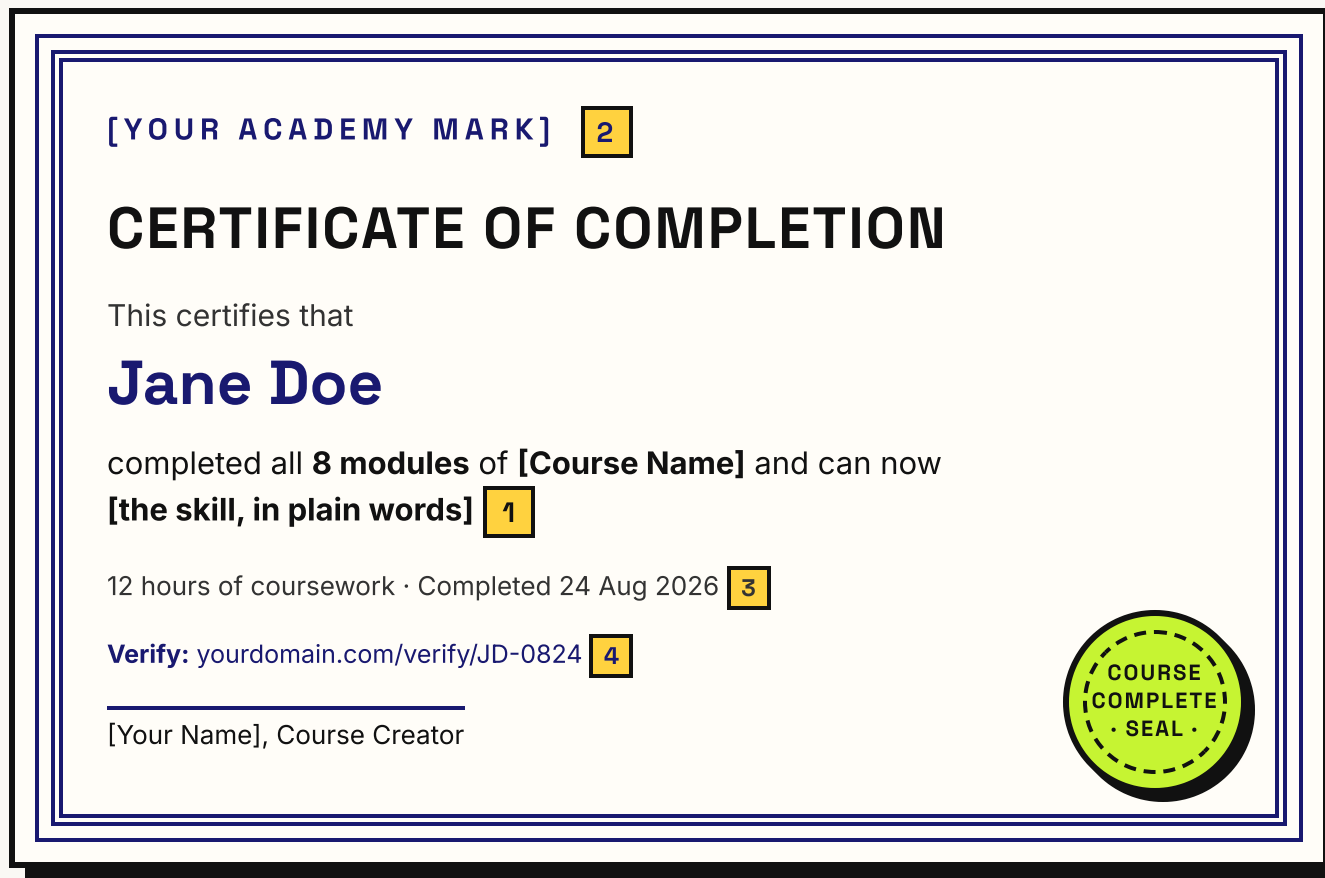
YOUR MARK, THUMBNAIL-PROOF

Your name + course brand readable at feed size. The cert travels without you — the mark is how viewers trace it back.

EVIDENCE OF EFFORT

Module count, hours, completion date, a credential ID. Effort markers make the pride legitimate — and defensible in comments.

Steal this certificate layout



- 1 **The capability claim.** The single most-read line. Write it as the sentence you'd want quoted in their post.
- 2 **Your brand mark, top of frame.** First thing cropped screenshots keep — never put it in a corner that gets cut.
- 3 **Effort markers.** Modules, hours, date. Turns "nice certificate" into "that took real work".
- 4 **Verify URL.** Doubles as your traffic path — a curious viewer who types it lands on YOUR page (slide 9).
- 5 **Seal + signature.** Ceremony sells. A seal-like element and a human signature make it feel earned, not auto-generated.

Ask while the confetti is still falling

COPY THIS

Subject: Your certificate is ready, first name — you earned this one

"You just finished every module of course name . That puts you in a small group — most people never finish what they start. Your certificate is attached.

Most graduates post theirs on LinkedIn — and honestly, you should. You did the work; let your network see it. If you do, **tag me (@yourhandle)** so I can congratulate you publicly.

Want a head start? Here's a caption you can paste as-is or make your own:
caption from slide 6 "

Timing is the mechanism

Send it the moment the certificate is issued — not in tomorrow's digest. Pride peaks at completion and decays by the hour.

Why "tag me" matters

The tag is your tracking pixel. It notifies you to engage fast (slide 10) and puts your name one click away from every viewer.

GIVE THE CAPTION, DON'T JUST ASK FOR THE POST — BLANK BOXES KILL SHARES

LinkedIn: the post **and** the profile line

COPY THIS — STUDENT CAPTION

"Just completed **course name** by **your name / @yourhandle** — all **N** modules.

Biggest takeaway: **one thing they learned, one line** .

If you've been meaning to learn **the topic** , ask me anything about it — happy to share what the course covers."

The Certifications section too

Tell graduates to add it under **Licenses & Certifications**: Name = course name, Issuer = your academy, Credential URL = your verify link. A post lasts a day — this line advertises you for years.

The two LinkedIn rules

1 • Image beats link. The certificate as an image gets shown; external links get buried.

2 • Comment within the hour. Your early comment lifts the post's reach and plants your name in the thread every viewer reads.

Instagram stories & community wins

Instagram story format

Give graduates a **vertical (9:16) version of the certificate** — a landscape cert posted to a story shrinks to an unreadable strip. Their move: cert image + a mention sticker tagging **@yourhandle** + one line of their own.

Your move: reshare every tagged story to your own story the same day. Graduates keep tagging when they know they'll be featured.

Communities: share as a win, never a promo

In Facebook groups, Discords and Slack communities, a "look what I finished" post is welcome where an ad would be deleted. The student shares the win and *answers questions in comments* — no links unless asked.

COPY THIS — COMMUNITY POST

"Small win: finished a course on topic this week — all N modules. Happy to share what it covered if anyone's working on the same thing."

Match the prompt to the person. A career-topic course → push LinkedIn. A lifestyle or creative topic → push the story format. Your completion message (slide 5) should name ONE platform, not offer a menu.

THE WHOLE PLAY IN ONE LINE

A certificate nobody posts is a receipt.

A certificate people post is a referral.

The cert made them curious. Your profile has 10 seconds.

Someone sees the post, taps your name or types the verify URL. Whatever they land on IS your landing page. Audit these four stops before you prompt a single share:

1

Your headline / bio says what you teach

"I teach [audience] to [skill] — creator of [Course Name]." Not a cryptic job title. The viewer must instantly connect cert → you → course.

2

Your pinned post is the course

Pin a post (or featured section) that explains the course and links to the course page. Curiosity should never have to scroll.

3

The bio link goes to the COURSE, not a homepage

One link, straight to the page where they can read about it and enrol. Every extra hop leaks a share of viewers.

4

The verify URL is a mini sales page

yourdomain.com/verify confirms the credential — then says what the course is, shows the modules, and offers an enrol button. Verification traffic is the warmest traffic you'll ever get.

Answer like a teacher, not a salesperson

ON THE STUDENT'S POST — WITHIN 1 HOUR

"Huge congratulations, name — you were one of the most consistent students in this cohort. For anyone curious what name actually built in module N, ask away — I'm in the comments today."

WHEN A VIEWER COMMENTS "HOW WAS IT?"

"Good question — it's N modules that take you from start point to the skill. I'll DM you the module list so you can judge for yourself." *Then actually DM the list.*

THE DM — MODULE LIST + ONE QUESTION

"Here's the full module list: list or link. Quick question so I can point you right — what are you hoping to be able to do with topic?"

THE CLOSE — ONLY AFTER THEY ANSWER

"Then you'd care most about modules X and Y — that's exactly your situation. Enrolment's open here: course link. And if you finish, you'll be the one posting the certificate next."

Sequence rule: public thread → private DM → question → link. Never lead with the link, and never pitch on the student's post itself — their moment stays theirs.

Count four numbers, **monthly**

CERTS ISSUED

from Loquy

CERTS SHARED

tags + mentions you saw

PROFILE VISITS

platform analytics

ENROLMENTS

"saw a certificate" answers

Add "Where did you hear about this course?" to checkout or your welcome message — it's how enrolments get attributed to the flywheel.

Shares low?

Fix the certificate (slides 3–4) or the prompt timing (slide 5). Target: 1 in 5 finishers posts.

Visits low despite shares?

Your mark isn't traceable or the tag is missing (slides 4, 6–7). Viewers liked the post but couldn't find you.

Visits but no enrolments?

The look-up loop is broken (slide 9) or you're skipping the DM sequence (slide 10).

Measure in counts, not currency. Shares, visits and enrolments are numbers you control and can improve weekly. Improve the count at each stage and the flywheel compounds on its own.

DO THIS NOW

Turn the wheel once. It keeps spinning.

Open Loquy → your course → student experience settings → turn on completion certificates. Write the capability claim from slide 4, paste the share prompt from slide 5 into your completion message — and your very next finisher becomes your first billboard.

OPEN LOQUY → STUDENT EXPERIENCE → CERTIFICATES ON