


# Post Like You Have Something to Sell

**The three jobs of your content**

- Attract: get the right people to notice you
- Build trust: show them you understand and can help
- Invite: ask them to take a next step

**Your platform and your pillars**

My one platform: _____

My 3 to 4 content pillars (recurring topics tied to my niche and brand promise):

1. _____
2. _____
3. _____
4. _____

**Four types of posts**

- **Educate:** teach one small thing that solves one small problem
- **Story:** share a moment from your life or work, with a point for the reader
- **Proof:** testimonials, client wins, behind the scenes (get written permission)
- **Offer:** a clear, warm invitation to work with you

A common rule of thumb is about one offer post for every three or four value posts. Adjust based on how your audience responds.

**A simple post structure**

1. **Hook:** grab attention in the first line
2. **Value:** give the lesson, story, or proof
3. **Invite:** one clear call to action

**Hook starters:**

- "Nobody told me this about _____."
- "If you're _____ and feeling _____, read this."
- "The mistake I made when _____."

**One clear call to action per post**

- "Comment READY and I'll send you the guide."
- "Send me a message and tell me your biggest struggle."
- "Grab the free guide. Link in bio."

**Write your three posts**

- Educate hook: _____
- Story hook: _____
- Offer hook: _____

**Your weekly rhythm**

- Three posts a week: one educates, one story or proof, one offer
- Batch your writing in one sitting (1 to 2 hours)
- Reuse one idea as a post, an email, and a podcast topic
- Reply to every comment and message, and spend 10 minutes a day engaging

**Mistakes to avoid**

- Only posting quotes
- Hard-selling in every post
- Never mentioning your offer
- Ignoring comments and messages
- Sharing client details without permission
- Promising results you can't guarantee

**Measure what matters**
Likes feel good, but they don't pay you. Once a month, track messages, email sign-ups, and calls booked. Keep what works and drop what doesn't.

**Action items this week**
☐ Choose your one platform
☐ Write down your 3 to 4 content pillars
☐ Finish and publish your three posts
☐ Add one clear call to action to each
☐ Reply to every comment and message

**Remember**
A small audience that trusts you beats a big one that doesn't. Selling is serving: you're offering the help someone already needs.