

VJOSVCREATIVE

# STOP POSTING RANDOMLY.

## Start Posting With a Purpose.

A practical content strategy planner for small business owners who want social media to do more than simply stay active.

**INSIDE THIS FREE KIT**

1. Define your goal
2. Choose what to post
3. Plan your week
4. Use the 30-idea content bank
5. Write stronger hooks & CTAs

**VJOSVCreative.com**

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SECTION 01

# Start With the Goal

Before you ask “What should I post?” ask: “What am I trying to accomplish?”

### WHAT IS MY MAIN BUSINESS GOAL RIGHT NOW?

- [ ] Get more people to know my business
- [ ] Get more website traffic
- [ ] Generate leads / inquiries
- [ ] Get more bookings
- [ ] Increase online orders / sales
- [ ] Get more store visits
- [ ] Build trust
- [ ] Grow my audience
- [ ] Promote a specific product or service
- [ ] Other:

Other: (describe below)

### WHO AM I TRYING TO REACH?

My ideal customer is:

They are located in:

They need / want:

Their biggest problem is:

What might stop them from buying?

### WHAT DO I WANT THEM TO DO NEXT?

| | | | | |
|---|---|---|---|---|
| ☐ Follow | ☐ Save | ☐ Share | ☐ Comment | ☐ Visit Website |
| ☐ Send a DM | ☐ Call | ☐ Book | ☐ Order / Buy | ☐ Visit Location |

**YOUR CONTENT GOAL**

I want to reach

and help them

so they eventually

**VJOSV TIP**

If you don't know who you're talking to or what you want them to do, creating more posts probably won't solve the problem.

SECTION 02

# What Should You Post?

Don't make every post a sales post. People may need to discover you, understand you and trust you before they're ready to buy.

| | |
|---|---|
| **GET DISCOVERED**<br>Help new people find you.<br>**Try:** Relatable problems • searchable topics • local content • useful trends<br>**Watch:** Reach • Views • Profile visits | **EDUCATE**<br>Make your business useful.<br>**Try:** FAQs • tips • how-to • comparisons • mistakes to avoid<br>**Watch:** Saves • Shares • Watch time |
| **BUILD TRUST**<br>Give people a reason to choose you.<br>**Try:** Reviews • real work • process • team • proof • behind the scenes<br>**Watch:** Consideration • DMs • Profile actions | **ENGAGE**<br>Start a conversation.<br>**Try:** Questions • opinions • this-or-that • community topics • relatable scenarios<br>**Watch:** Comments • Shares • Replies |
| **TELL YOUR STORY**<br>Give the business personality.<br>**Try:** Why you started • values • milestones • people • customer stories<br>**Watch:** Recognition • Engagement | **CONVERT**<br>Give interested people a next step.<br>**Try:** Product/service spotlight • availability • website • menu • booking • ordering<br>**Watch:** Clicks • Leads • Bookings • Sales |

**A SIMPLE CUSTOMER JOURNEY**

**DISCOVER → UNDERSTAND → TRUST → ACT**

Your content doesn't have to sell something every day.
But it should always have a reason for being posted.

SECTION 03

# Build Your Week

Turn the strategy into a simple weekly plan. You do not need to post every day — use the rows that fit your business.

| DAY | CONTENT GOAL | TOPIC | FORMAT | HOOK | CTA |
|---|---|---|---|---|---|
| **Monday** | | | | | |
| **Tuesday** | | | | | |
| **Wednesday** | | | | | |
| **Thursday** | | | | | |
| **Friday** | | | | | |
| **Weekend** | | | | | |

## BEFORE YOU POST

| | |
|---|---|
| ☐ Does this speak to my actual customer? | ☐ Does it have ONE clear purpose? |
| ☐ Would the first line make the right person stop? | ☐ Am I giving value or only asking people to buy? |
| ☐ Is the next step clear? | ☐ Did I naturally use words customers search for? |
| ☐ Does this sound like my business? | ☐ Can I measure whether it worked? |

## AFTER YOU POST — DON'T JUST COUNT LIKES

| AWARENESS | INTEREST | TRAFFIC | CONVERSION |
| --- | --- | --- | --- |
| Reach • Views • Profile visits | Saves • Shares • Comments • Watch time | Website / link clicks | DMs • Calls • Leads • Bookings • Orders • Sales |

**REMEMBER**

The best content isn't necessarily the post with the most likes. It's the content that does the job you created it to do.

BONUS

# 30 Content Ideas for When You're Stuck

Pick an idea, connect it to your current goal, then adapt it to your customer and business.

**DISCOVER**

1. A problem your ideal customer experiences
2. “3 things to know before…”
3. A local/community topic
4. A misconception in your industry
5. A trend adapted to your customer's problem

**EDUCATE**

6. Answer your most common question
7. One mistake customers make
8. How your process works
9. A quick checklist
10. Compare two common options

**TRUST**

11. Share a customer review
12. Before/after or transformation
13. Behind the scenes
14. Meet the person behind the business
15. Show how you check quality

**ENGAGE**

16. This or that?
17. Ask for a local recommendation
18. “Which would you choose?”
19. Finish the sentence
20. Ask customers about their biggest challenge

**STORY**

21. Why the business started
22. A lesson learned
23. A milestone
24. Something customers don't know about you
25. A value your business refuses to compromise

**CONVERT**

26. Feature one product/service
27. Explain how to order/book
28. Answer an objection before the CTA
29. Promote availability or a timely offer
30. Show the customer journey from problem to solution

**MAKE ANY IDEA STRONGER**

Add specificity:

**WHO** is this for?

**WHAT** problem or question does it address?

**WHY** should they care now?

**NEXT** — what should they do?

BONUS

# Hook + CTA Starter Bank

Don't copy these word-for-word every time. Use them as starting points and make them specific to your customer.

### HOOKS THAT IDENTIFY A PROBLEM

- Still [doing something] but not seeing [result]?
- If you're struggling with [problem], this may be why.
- You might not need more [thing]. You may need a better [strategy/process].
- POV: You keep [behavior] but [painful outcome].
- Before you spend money on [solution], check this first.
- Your [website/page/content] may look fine — but is it helping customers take action?
- One reason people may be finding your business but not choosing it:
- If your customers keep asking this question, make content about it.

### HOOKS THAT TEACH / CREATE CURIOSITY

- 3 things customers should know before [action].
- Here's what most people don't realize about [topic].
- Save this before you [action].
- Let's make [confusing topic] simple.
- What actually happens when [scenario]?
- Here's the difference between [A] and [B].

### CHOOSE A CTA THAT MATCHES THE JOB

| | |
|---|---|
| **ENGAGEMENT** | What would you choose? • Tell us below. • Which one sounds like you? |
| **VALUE** | Save this for later. • Send this to someone who needs it. • Keep this checklist. |
| **CONSIDERATION** | See how it works. • Explore the options. • Visit our profile for more. |
| **CONVERSION** | Book your appointment. • Order online. • Request a quote. • Send us a DM. |

**VJOSV TIP**

Don’t force “Buy now” onto every post. The CTA should match where the customer is in the journey.

BONUS

# The 5-Minute Content Strategy Check

Score each statement from 0–2. This isn't a scientific marketing score — it is a quick self-audit to reveal where your content planning may need attention.

| | | | |
|---|---|---|---|
| 1. I can clearly describe who my ideal customer is. | ☐ 0 | ☐ 1 | ☐ 2 |
| 2. I know the main business goal my content supports this month. | ☐ 0 | ☐ 1 | ☐ 2 |
| 3. My profile clearly explains what I offer and what to do next. | ☐ 0 | ☐ 1 | ☐ 2 |
| 4. My content includes more than sales/promotional posts. | ☐ 0 | ☐ 1 | ☐ 2 |
| 5. I regularly answer real customer questions. | ☐ 0 | ☐ 1 | ☐ 2 |
| 6. I show proof that helps people trust my business. | ☐ 0 | ☐ 1 | ☐ 2 |
| 7. My posts usually have one clear next step. | ☐ 0 | ☐ 1 | ☐ 2 |
| 8. I use clear words customers would actually search for. | ☐ 0 | ☐ 1 | ☐ 2 |
| 9. I know which metrics matter for each content goal. | ☐ 0 | ☐ 1 | ☐ 2 |

10. I review results and use them to plan future content.

☐ 0 ☐ 1 ☐ 2

**HOW TO USE YOUR RESULT**

Don't chase a perfect number. Look for the statements you scored 0 or 1. Those are your next planning priorities. Fix the weakest part of the path before simply adding more posts.

## MY NEXT 3 IMPROVEMENTS

**1.**

**2.**

**3.**

WORKSPACE

# My Notes

Use this space to draft posts, capture ideas, or plan the week ahead.



# Need help turning your ideas into a strategy?

V J O S V C R E A T I V E

Everything Creative. One Partner.

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