

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

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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