

STOP SCROLLING, START SELLING

THE ONE-PAGE SOCIAL MEDIA CONTENT BUILDER

A repeatable worksheet for planning a clear, useful, action-oriented post.

BONUS RESOURCE 2 | JOSEPH ANENE

A practical companion to *Stop Scrolling, Start Selling: From Posts to Profits*.

Use these pages as working tools. Adapt examples to your real offer, audience, evidence, and business capacity.

Complete this page before writing. One post should usually have one main message and one primary next step.

1. AUDIENCE

Who specifically is this post for? What do I know about their situation?

2. PROBLEM / GOAL

What problem, question, or desired result matters to them?

3. HOOK

What opening gives the right person a genuine reason to continue?

4. CONTEXT / STORY

What situation, example, or explanation makes the message relevant?

5. SIMPLE MESSAGE

What is the one point the reader should understand?

6. PRACTICAL VALUE

What useful tip, demonstration, checklist, or resource will they receive?

7. OFFER CONNECTION

How does my product or service relate naturally to this need?

8. CALL TO ACTION

What is the one next step? Where should the reader go or what should they do?

9. HONESTY CHECK

Are claims, examples, prices, testimonials, deadlines, and limits accurate?

FINAL POST DRAFT

FINAL CHECK

Does the opening match the content? Is the post clear and useful? Is the offer accurately described? Is the call to action specific and functional?