

STOP SCROLLING, START SELLING

10 BEFORE-AND-AFTER MARKETING EXAMPLES

Clearer context, practical benefits, and a natural next step.

BONUS RESOURCE 3 | 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.

HOW TO LEARN FROM THESE EXAMPLES

The “before” versions are intentionally generic. The “after” versions show one possible direction—not guaranteed conversion improvements. Adapt wording to your real product, audience, proof, and service capacity.

1. Clothing

BEFORE	AFTER
We sell beautiful dresses. Message us.	Looking for an outfit for [occasion]? Browse our current styles and check the size and fabric details to find an option that suits your plans.

2. Coaching

BEFORE	AFTER
I am a life coach. Book a session.	Feeling stuck on a decision or goal? My coaching sessions provide structured space to clarify what matters and identify practical next steps. Message me to ask whether the service fits your needs.

3. Online course

BEFORE	AFTER
Our course is now available. Buy today.	Want to learn [specific skill]? The course walks you through [key steps] and includes [real resource or practice]. Review the outline to see whether it matches your learning goal.

4. Food business

BEFORE	AFTER
We sell tasty cakes. Order now.	Planning a birthday or gathering? Explore our cake flavours and sizes, then message us with your date and serving needs so we can confirm what is available.

5. Consulting

BEFORE	AFTER
We offer business consulting services.	Working through [specific business challenge]? We help clients assess the situation, identify priorities, and plan next steps. Contact us to discuss your needs and see whether we are a fit.

6. Beauty product

BEFORE	AFTER
Buy our skincare products for glowing skin.	Choosing skincare can be confusing. Start by checking your skin needs, the product ingredients, and the directions for use. Read our product details to decide whether this option suits you.

7. Fitness service

BEFORE	AFTER
Join my fitness programme today.	Want a more structured exercise routine? The programme includes [actual components] and is designed for [appropriate audience]. Review the details and consider your needs before joining.

8. Digital planner

BEFORE	AFTER
My planner is available for download.	If your tasks are scattered across notes and messages, this planner gives you a place to organize priorities and review your week. Preview the pages before deciding whether it fits your workflow.

9. Photography

BEFORE	AFTER
Book me for your events.	Planning an event and want the key moments documented? View the portfolio, check the package details, and send your event date to ask about availability.

10. Social media service

BEFORE	AFTER
We help businesses grow online.	Need a clearer content routine? We help businesses plan posts around their audience, message, and goals. Send a brief description of your business to discuss the kind of support you need.

YOUR TURN: IMPROVE A REAL POST

My current post: _____

Audience I want to reach: _____

Problem, question, or goal that matters to them: _____

Practical benefit I can honestly explain: _____

My clearer version:

Why the improved versions may be clearer

They give context, identify a customer need, explain a practical benefit or next step, and avoid unsupported guarantees. Test your version with your actual audience and review meaningful signals.