

STOP SCROLLING, START SELLING

THE 7-DAY SOCIAL MEDIA CONTENT PLANNER

Turn one week into purposeful content, with room to plan and learn.

BONUS RESOURCE 4 | 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.

Use this planner at a pace that fits your capacity. You do not have to publish every day; the goal is purposeful content and useful learning.

DAY 1

Content goal: Understand a customer problem

Topic / hook: _____

Useful value to share: _____

Offer connection (if relevant): _____

One CTA: _____

Result to review: _____

DAY 2

Content goal: Teach one useful tip

Topic / hook: _____

Useful value to share: _____

Offer connection (if relevant): _____

One CTA: _____

Result to review: _____

DAY 3

Content goal: Share a story or lesson

Topic / hook: _____

Useful value to share: _____

Offer connection (if relevant): _____

One CTA: _____

Result to review: _____

DAY 4

Content goal: Explain a product benefit

Topic / hook: _____

Useful value to share: _____

Offer connection (if relevant): _____

One CTA: _____

Result to review: _____

DAY 5

Content goal: Answer a common question

Topic / hook: _____

Useful value to share: _____

Offer connection (if relevant): _____

One CTA: _____

Result to review: _____

DAY 6

Content goal: Demonstrate or compare

Topic / hook: _____

Useful value to share: _____

Offer connection (if relevant): _____

One CTA: _____

Result to review: _____

DAY 7

Content goal: Invite a relevant next step

Topic / hook: _____

Useful value to share: _____

Offer connection (if relevant): _____

One CTA: _____

Result to review: _____

WEEKLY REFLECTION

The topic that seemed most relevant to my audience:

The question or objection I heard most often:

The action people took (replies, saves, clicks, enquiries, bookings, purchases):

What I learned about the message or offer:

The one change I will test next week:

PLANNING REMINDER

Match each post to a goal. Educational posts, demonstrations, stories, and direct offers can play different roles in the customer journey. Review meaningful signals rather than judging every post only by likes.