

STOP SCROLLING, START SELLING

THE SOCIAL MEDIA POST SCORECARD

A pre-publish review for relevance, clarity, value, and action.

BONUS RESOURCE 5 | 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.

Score each item from 1 to 5: 1 means “not yet”; 5 means “strong and clear.” This is an editing aid, not a scientific measure or predictor of sales.

CRITERION	CHECK	SCORE (1–5)
Audience	Is this relevant to the intended audience?	_____
Hook	Does the opening give a real reason to continue?	_____
Clarity	Is the main message easy to understand on the first read?	_____
Value	Does the post offer a useful idea, example, or resource?	_____
Offer fit	Does the offer connect naturally to the message?	_____
CTA	Is the next step specific, appropriate, and easy to follow?	_____
Accuracy	Are claims, testimonials, prices, dates, and deadlines truthful?	_____

TOTAL SCORE: _____ / 35

As a practical editing rule, consider revising a post that scores below 25. This is a working guideline for this toolkit, not a scientifically validated threshold or reliable predictor of sales.

FINAL CHECK BEFORE PUBLISHING

- Does the first line match the content that follows?
- Is the post relevant to the audience I want to reach?
- Is the offer understandable and accurately described?
- Is the call to action appropriate and functional?
- Have I checked spelling, links, prices, dates, and other key details?
- Can I identify what result I will review after publishing?

EDIT ONE THING FIRST

The weakest part of this post is: _____

The change I will make before publishing: _____

The result I will review after publishing: _____