Content That Sells: 30-Day Plan

Who it's for: Businesses posting randomly and hoping
What you'll get: A simple content rhythm that builds trust and demand

1) The Goal

Post with purpose so every post has a job.

2) The Checklist

- Proof: results, reviews, before/after
- Authority: teach one small thing
- Process: how you work, behind the scenes
- Offer: what you do and how to start
- Repeat the pattern for 4 weeks (keep it simple)
- Use the same CTA every time

3) Quick Wins

- Post one customer win today
- Turn 3 FAQs into 3 posts
- Use one consistent CTA for a month

4) Common Mistakes

- Only posting offers
- Trying to be entertaining instead of useful
- Inconsistent posting, then blaming the platform

5) Next Move

If you want content tied to leads, we build the system so it drives action.