



# The BOSS 7-Day Content-to-Cash Post Planner

Plan 7 posts that move people from attention to trust to buying.

Posting more is not the answer. Posting with a PURPOSE is. Most entrepreneurs post content every day and never make a sale because their content has no sales path behind it. This planner helps you fix that. Use it to plan 7 posts that work together to warm people up and move them toward your offer.

## THE CONTENT-TO-CASH PATH — HOW THIS WORKS

Every post you create should serve one of four jobs in the buyer journey:

| STAGE     | JOB OF THE POST                        | EXAMPLE                                              |
|-----------|----------------------------------------|------------------------------------------------------|
| ATTENTION | Stop the scroll. Get noticed.          | Pain point post, bold statement, relatable struggle  |
| TRUST     | Show them you understand and can help. | Value tip, story, myth-buster, behind the scenes     |
| OFFER     | Introduce what you sell naturally.     | What you offer, who it helps, what problem it solves |
| SALE      | Invite them to take the next step.     | Direct CTA, link drop, comment keyword, DM invite    |

## STEP 1: FILL IN YOUR OFFER BEFORE YOU PLAN YOUR POSTS

Before you plan any posts you need to know what you are leading people toward. Fill this in first so every post has a direction.

**My offer is:**

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**My offer is for:**

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**The problem it solves:**

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**My CTA — what I want people to do:**

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**Where my link or next step lives:**

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## STEP 2: PLAN YOUR 7 POSTS

Use the post planner below for each day. Fill in the hook, what you will say, and your call to action. Keep each post focused on ONE job.

### DAY 1

ATTENTION Spark Curiosity

*Goal: Talk about a real struggle your audience faces. Make them feel seen and understood. No selling yet.*

**CONTENT TIP: Does anyone else deal with this? Drop a relatable pain point or ask a question your audience is already thinking.**

My hook or opening line:

What I will say (main point or story):

My CTA for this post:

Platform I will post this on:

### DAY 2

TRUST Hook With Value

*Goal: Share one useful tip, quick win, or piece of advice they can use today. Prove you know your stuff.*

**CONTENT TIP: Save this. Share a simple tip, how-to, or insight that gives them a quick win without buying anything.**

My hook or opening line:

What I will say (main point or story):

My CTA for this post:

Platform I will post this on:

### DAY 3

*Goal: Tease that something is coming or introduce your offer softly. Plant the seed without the hard sell.*

**CONTENT TIP: Who wants early access or more info? Mention your offer is available and invite interest.**

My hook or opening line:

What I will say (main point or story):

My CTA for this post:

Platform I will post this on:

## DAY 4

TRUST Warm Them Up

*Goal: Share proof, a story, a result, or a testimonial. Make the transformation feel real and possible for them.*

**CONTENT TIP:** Share a before and after story, a result you or someone else got, or a transformation tied to your offer.

My hook or opening line:

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What I will say (main point or story):

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My CTA for this post:

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Platform I will post this on:

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## DAY 5

ATTENTION Spark Again

*Goal: Go back to the problem with a new angle. Stir up the pain or frustration again before the sell.*

**CONTENT TIP:** Call out a common mistake, myth, or misconception your audience has about the problem your offer solves.

My hook or opening line:

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What I will say (main point or story):

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My CTA for this post:

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Platform I will post this on:

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## DAY 6

*Goal: Share more value and naturally connect it to your offer. This is the bridge between helping and selling.*

**CONTENT TIP:** Teach something useful and at the end say something like: this is exactly what I help people do inside my offer.

My hook or opening line:

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What I will say (main point or story):

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My CTA for this post:

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Platform I will post this on:

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## DAY 7

*Goal: This is your direct sell post. Clear offer, clear CTA, clear next step. No fluff. Just the offer.*

**CONTENT TIP:** State what it is, who it is for, what they get, and what to do right now.

**Drop your link.**

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My hook or opening line:

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What I will say (main point or story):

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My CTA for this post:

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Platform I will post this on:

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## BEFORE YOU HIT POST — RUN THIS QUICK CHECK

Ask yourself these questions before posting every single piece of content:

- Does my hook stop the scroll in the first line?
- Is there one clear message — not three different ideas?
- Does this post serve my audience or just fill space?
- Is there a clear next step or CTA?
- Does this post connect back to my offer — even loosely?
- Would I stop and read this if I saw it on my own feed?

## TRACK YOUR RESULTS THIS WEEK

After your 7 days are done, fill in what happened.

Which post got the most engagement (likes, comments, shares)?

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Which post got the most clicks or DMs?

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Which post felt the most natural and easy to write?

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Did I make any sales or get any inquiries this week?

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What type of post should I repeat next week?

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What will I do differently next week?

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## THE 3 GOLDEN RULES OF CONTENT THAT SELLS

### Rule 1

**Never drop a link before you have warmed people up.**

Cold audiences scroll past. Warm audiences buy. This 7-day plan is your warm-up.

### Rule 2

**Your content should always have a next step.**

Even if it is just 'save this post' or 'drop a comment.' Every post should move people somewhere.

### Rule 3

**Consistency beats perfection every single time.**

One post every day for 7 days beats one perfect post per month. Show up. Keep moving.

## Want the full system to connect your content to a real income plan?

The BOSS Clarity-To-Cash System gives you a guided mini-course, workbook, AI prompt pack, offer builder, content-to-cash map, and a 7-day action sprint — all for just \$27. Turn confusion into clarity, your ideas into offers, and your content into income.

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