

SOCIAL SELLER

**SELL
SIMPLY
ONLINE**



SOCIAL MEDIA MADE PROFITABLE

WELCOME BACK!

You've had a look at all of the marketing paths available to you, and you've decided which one you're going to pursue first.

This workbook is about getting your product ready to sell through social media.

By the end, you'll have a working system: a polished profile, a buy link, and a post that points people straight to it. Selling online isn't magic. It's simply about making sure someone who's interested can find you, understand what you're offering, and pay you without friction.

Let's build that system together.

These are the steps we'll take to get you started:

1 PICK YOUR PLATFORM

2 SET UP YOUR PROFILE

3 CREATE YOUR BUY LINK

4 CONNECT LINK & PROFILE

5 FIRST POST WITH PURPOSE

6 CALL TO ACTION BASICS

7 HANDLING CONVERSATIONS

8 TESTING, TESTING, 1..2..3

9 PLAN YOUR NEXT STEPS

1

PICK YOUR PLATFORM

You don't need to be everywhere. You need to be somewhere. Choose one platform where you're already comfortable or where your likely buyers are hanging out. That's enough to start.

Platform	Audience Style	Best For Beginners Who Want To...	Content Type	Ease of Setup	Selling Features	Learning Curve
Facebook	Social updates, community groups, local connections	Share posts with friends/family, join groups, or create a page	Text, photos, short videos, Lives	Very easy	Links in posts, Marketplace, Shops	Low
Instagram	Visual, lifestyle-focused, lots of scrolling	Showcase products visually, connect through stories and reels	Photos, short videos, stories	Easy	Link in bio, Shops, DMs	Medium
Pinterest	Inspiration and "how-to" searches	Share tutorials, tips, or visuals that link back to your product	Images with links, idea pins	Easy	Direct product links, clicks to site/shop	Low
YouTube	Long-form, educational, entertainment	Teach through tutorials or reviews	Videos (shorts & long form)	Takes effort	Links in descriptions, channel shop features	Higher
Threads	Text-first, casual, conversational	Share quick updates, thoughts, or community-style posts	Short text, images, short videos	Very easy	Link in profile, links in posts	Low
TikTok	Fast-paced, trend-driven, entertainment	Share quick, fun, or educational videos	Short vertical videos	Easy	Link in bio (after 1k followers), Shops in some regions	Medium
Twitter/X	Real-time news, updates, conversations	Share opinions, updates, or join trending chats	Short text, images, short videos	Easy	Link in profile, links in posts	Medium

The Platform I Have Chosen:

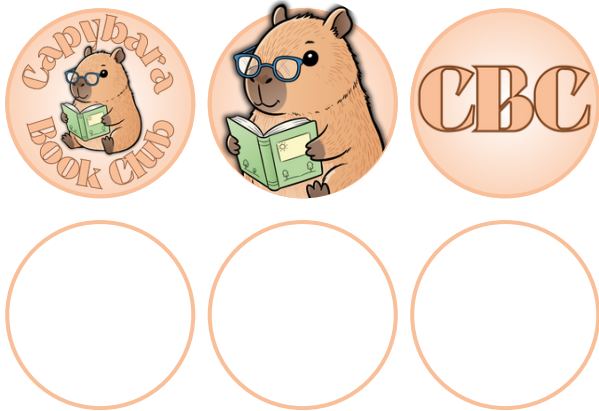
With your platform chosen, let's make sure your profile is set up to show people what you're about in a clear, inviting way.

SET UP YOUR PROFILE

Think of your profile as your storefront. It's the first thing people see, and it should make them curious enough to stick around. A friendly photo, a short bio that says what you do, and a link; that's your foundation.

Profile Picture

Clear, friendly, and recognizable. Your photo or a simple logo or product image.



User Name/Handle

Simple, easy to spell, ideally related to your niche or product. Try some out below.

@

@

@

@

Bio/About Section

Short and clear: who do you help, how, and what is your offer.

I help [audience] do [specific thing] so they can [result].

Link
In
Bio

Pinned Comment/Highlight

If the option is available, what will be my pinned post/highlight?

With your profile polished, it's time to set up the most important piece: your buy link.

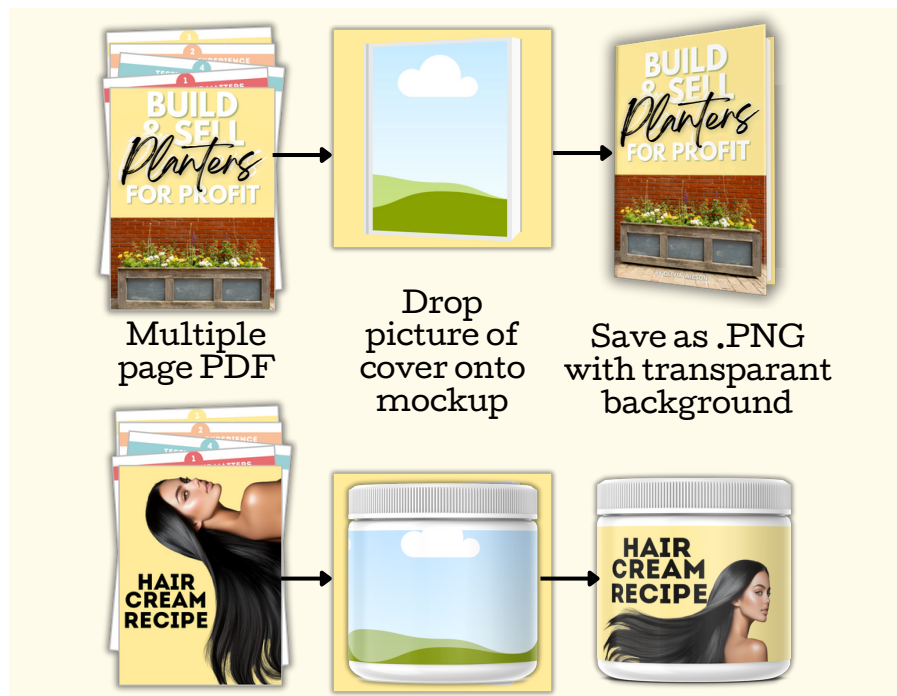
CREATE YOUR MOCKUP

Your customer can't pick up a digital file and flip through it, so you need to give them a picture of what they're buying. A mockup is simply a visual stand-in that makes your product feel tangible and valuable.

Start by asking yourself: if this product appeared in the real world, what form would it take?

- A hardcover book?
- A stack of recipe cards?
- A video DVD case?
- A simple binder of worksheets?

That mental image will guide the style of your mockup.



Head to Canva (or your favorite mockup generator) and choose a template that matches what you pictured. Drop in your product's cover, title page, or design something simple with your product name. This doesn't need to be fancy; it just needs to give your customer a clear sense of "this is what I'll get".

Once you've created your mockup and uploaded it to your sales page, finish the job by copying your buy link. On most platforms, you'll see it labeled "share," "product link," or "buy link." Paste it here so you have it handy for the next step when we add it to your profile.

Buy Link



Now that you have a buy link, let's connect it to your profile so people can actually use it.

CONNECT LINK & PROFILE

Your product is polished, your link is live; now it needs a home where people can actually click it. Think of your profile as your storefront on the busy street of social media. If the door isn't visible, people will walk right by. This step is about putting your buy link front and center so no one has to hunt for it.

To add your link, open your profile settings and look for a field labelled "Website," "Link," or "Bio." That's where it belongs. If you get stuck, search "add link to [platform] profile". These instructions are always up to date and usually take just a few clicks.

Instagram / TikTok / Threads: [Bio link](#)

Facebook: [About section or pinned post](#)

YouTube: [Video descriptions or channel banner](#)

Pinterest: [Profile description or Pin URL](#)

Twitter/X: [Website field or pinned tweet](#)

If you can't find the spot to paste in your Bio Link, look for this symbol:



If available, find the 'Button Text' & change it to 'Click Here To Purchase' or 'Buy Now!' or whichever Call To Action works for your product.

[Give This To Me Right Now!](#)

We'll test that everything is working as it should in Chapter 8, but for now, click on your link and make sure it is working and going to the correct page.

That's it! You've turned your profile into a shop window with a door that opens straight to your product. In the next chapter, we'll work on how to invite people in, using posts and content that get your link noticed.

FIRST POST WITH PURPOSE

Remember back in Market Ready, Chapter 2, when we played with story ideas? A shocking transformation, a surprising story, or an incredible hack? Now it's time to put one to work. Your first post doesn't have to be perfect. It just needs to grab attention, show the problem, offer your solution, and point people to your product. That's the heart of copywriting.

Here's the simple formula to follow:



Hook:

Grab attention in the first line.

Problem:

Show the pain or frustration you're solving.

Solution:

Share your product as the fix.

Call-to-Action (CTA):

Tell them what to do next.

Don't worry about being clever, just be clear. Write like you'd talk to a friend who needs what you've made.

Now, It's Your Turn:

Hook:

Problem:

Solution:

Call To Action:

You did it! Your first post is drafted. When you hit "publish," you're no longer just planning, you're selling. Next, we'll look at how to give people a clear next step. That's where your call to action comes in.

CALL TO ACTION BASICS

Your post can be beautiful, your story inspiring, but if you don't tell people what to do next, most will just scroll on by. A call-to-action is the simple step you ask them to take: download, buy, click, sign up.

Short & Punchy

Usually found on sales page buttons, 2 -4 very direct words

Click Here
To Purchase

Start Here

Grab Your
Checklist NOW

Download Your
Copy Here

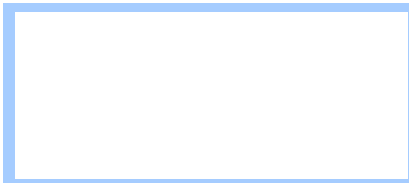
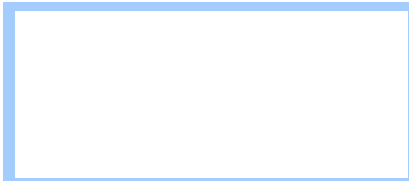
Get Your
Guide Today!



Benefit Driven

Make a sentence about the benefits of your product clickable & send them to the sales page.

Grab [[your product](#)] so you can [[have this result](#)].



Spoken

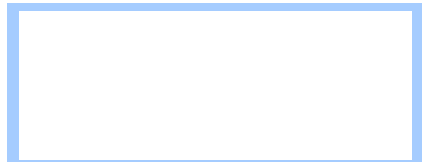
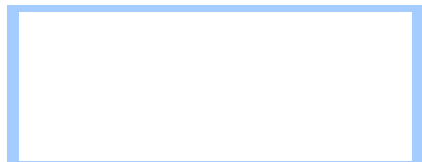
A lot of selling now happens in stories, videos, or live chats.

Beginners often forget to actually say the CTA. Write out a couple that you would be comfortable saying:



“Swipe up to grab the craft fair checklist; it'll save you hours before your next event.”

“Click the link in my bio to get your craft fair display guide and have your best market sales yet.”



With every post, remember to ask clearly for the action you want. A CTA is a signpost, but sometimes people want to ask questions first. Let's get you ready for those conversations.

HANDLING CONVERSATIONS

Talking about your product doesn't have to feel awkward. You're not chasing strangers down the street; you're answering natural questions. The best way to feel confident is to prepare your answers in advance so you're never caught off guard.

Common Questions	Your Responses
Curiosity	When someone asks what your product is, here's how you'll answer in one sentence:
What is it?	<i>It's a beginner's guide to sourdough that helps you bake your first loaf in three days without the stress.</i>
What is included?	
What does it do?	
Price	Write how you'll state your price confidently, then add one benefit.
How much is it?	<i>It's \$9, and it will save you hours of trial and error in the kitchen.</i>
Why is it so expensive?	
Why is this worth the price?	
Hesitation	Write two gentle responses to 'I'm not sure' that remind them why your product helps.
Couldn't I just find this online?	<i>You could, but most are confusing or leave out steps. I've put everything in order so you can succeed the first time.</i>
I probably don't need it.	
How is this different from others?	

With these answers in your pocket, you'll never be left scrambling. Most conversations will be simple; you're just helping someone decide if your product is right for them. You're answering questions and building trust.

Now it's time to test your whole flow from the customer's point of view.

TESTING, TESTING, 1..2..3

Before you drive traffic, you want to know everything works. Pretend you're the customer: click the link, read the page, go through the checkout. Notice every bump in the road. If you're feeling brave, enlist a friend to do it as well.

Profile Check	Link Test	Product Page
<ul style="list-style-type: none"> <input type="checkbox"/> Is your bio link visible and clickable? <input type="checkbox"/> Does your call-to-action explain why someone should click? 	<ul style="list-style-type: none"> <input type="checkbox"/> Click your link from your own profile (use your phone). <input type="checkbox"/> Does it go directly to your product page? <input type="checkbox"/> Does the page load quickly? 	<ul style="list-style-type: none"> <input type="checkbox"/> Does the title clearly say what the product is? <input type="checkbox"/> Is the mockup image clear and professional? <input type="checkbox"/> Is the description easy to understand and benefit-focused? <input type="checkbox"/> Is the price clearly displayed?
Checkout	Delivery	Post Purchase
<ul style="list-style-type: none"> <input type="checkbox"/> Add your product to the cart. Does the payment screen show the right price and currency? <input type="checkbox"/> Are payment processors (ie. Paypal) working? <input type="checkbox"/> Can you remove the item from the cart if needed? 	<ul style="list-style-type: none"> <input type="checkbox"/> Complete a test purchase. (Most platforms let you create a 100% off coupon code so you don't pay real money) <input type="checkbox"/> Did the email confirmation arrive? <input type="checkbox"/> Was the product file easy to download? 	<ul style="list-style-type: none"> <input type="checkbox"/> Did the thank-you page or email feel welcoming? <input type="checkbox"/> Did everything work smoothly without confusion?

If you've checked everything off this list, congratulations; you've just walked through your customer's entire journey from curiosity to delivery. This is one of the most important steps you can take, because it ensures your customer's first impression is seamless. In the next chapter, we'll focus on turning those first smooth sales into repeatable habits

PLAN YOUR NEXT STEPS

You've built the bones of a business, and that's no small feat. Now it's time to decide how you'll keep moving forward. Momentum is magic here; small, consistent steps stack into big results. Use this page to map out your next moves so you don't stall at the finish line.

Step 1:

Your Immediate Focus (next 7 days)

What's one thing you can do this week to put your work into the world?

Examples:

- post on Instagram
- send a link to a friend who'd benefit
- add one more product image

My focus this week is:

Step 2:

Your Consistent Habit (next 30 days)

What simple action will you commit to doing weekly or daily that grows your presence?

Examples:

- share one tip video a week
- write a short post every Tuesday
- check shop analytics on Fridays

My consistent habit will be:

Step 3:

Your Growth Idea (next 90 days)

What bigger step will you take once the basics feel steady?

Examples:

- create a second product
- learn a new platform
- set up an email list

My 90-day growth move is:

Step 4:

Your Why

When things feel slow (and they will), what's the personal reason that keeps you moving?

Examples:

- I want freedom from my job
- I want to travel
- I want to feel proud

I'm building this because:

You've gone from "where do I start?" to a working business plan in your hands. Stay steady, stay curious, and remember you don't need to sprint, you just need to keep walking. For now, enjoy what you've built.

You've earned it.

30 DAY PLAN

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30

90 DAY PLAN

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
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LOOK AT WHAT YOU'VE BUILT!

You started this journey wondering if you had anything worth sharing, and now you've carved out a business that's truly yours.

You've found your niche, created a product, packaged it with care, learned how to market it, and even taken your first steps into selling. That's a full transformation, and it's just the beginning.

Here's the truth: you don't need to know everything before you start. You've already proven that by making it this far. Every step from here will teach you something new, and those lessons will stack into confidence, income, and freedom.

So keep showing up. Keep testing, keep sharing, keep reminding yourself that you're not just learning how to sell online; you're building a life where your skills, your stories, and your creativity can pay you back.

Celebrate.

You've done the hard part.

You've started.



YOU'VE GOT THIS!

You came into this workbook with a product and a marketing idea. You're leaving it with a system that works: a polished profile, a visible buy link, a clear call to action, and a post that leads people toward it. That's not theory; that's real, functioning social selling.

The next phase is about growing from here. You can stick with one platform, refine your posts, or branch out into other places where your buyers are. Wherever you take it, you've already proven the most important part: you can turn attention into action and curiosity into sales.

You've got this.

FunAndFlourish.com