

CONTENT NEEDS A PATH

Posting is not the strategy. Every piece should have a job and lead somewhere.



THE SIMPLE TEST

If the viewer cannot tell why they should stop, why they should care, and what they can do next, the content path is incomplete.

FOUR JOBS YOUR CONTENT CAN DO

Do not post random topics. Rotate useful jobs that support the customer and the offer.

TEACH

Explain a mistake, method, checklist, idea or useful skill.

Roofer: 3 signs a roof leak is starting.

PROVE

Demonstrate the work, process, result, test or evidence.

Programmer: show the tool solving one real task.

CONNECT

Use stories, beliefs, struggles and observations that make the person care.

Coach: the mistake that changed how you train clients.

INVITE

Make a relevant next step clear: reply, book, download, buy, watch or join.

Language teacher: invite a trial lesson after a pronunciation tip.

A feed full of only invitations feels like ads. A feed with no invitation can create attention but no path.

THE HOOK EARNS ATTENTION

A hook is the opening idea that gives the right person a reason to keep reading or watching.

PAIN

I kept starting businesses. The problem was not what I thought.

CURIOSITY

Nothing changed until I discovered what I was missing.

MISTAKE

This one mistake kept sending me back to the beginning.

CONTRARIAN

You probably do not need another business idea.

HOW-TO

Here is how I decide what belongs NOW, NEXT or LATER.

STORY

I thought all my unfinished businesses had nothing in common.

PROOF / DEMO

Watch what happens when I put this offer through the Focus Test.

LIST / NUMBER

Five questions I ask before I start building anything.

THE HOOK MUST MATCH THE CONTENT. CURIOSITY THAT LEADS TO NOTHING DESTROYS TRUST.

STOP ASKING: WHAT SHOULD I POST?

Start with what your customer is already trying to understand, avoid, achieve or decide.

QUESTIONS

What do customers ask before they buy?

MISTAKES

What do beginners repeatedly get wrong?

MYTHS

What common belief needs context or correction?

PROCESS

What part of your work can you demonstrate?

STORIES

What experience teaches the lesson better than a lecture?

OBJECTIONS

Why do people hesitate, delay or say no?

RESULTS

What changed, what was learned, what evidence exists?

DECISIONS

What should the customer do first, next or avoid?

ONE IDEA CAN BECOME MULTIPLE PIECES

Teach it. Demonstrate it. Tell the story behind it. Answer the objection. Invite the next step.

SAME CONTENT LOGIC. DIFFERENT BUSINESS.

The format changes. The job of the content does not.

ROOFER

Teach: leak warning signs

Prove: repair before/after

Connect: homeowner mistake

Invite: estimate

FITNESS COACH

Teach: form correction

Prove: process/demo

Connect: training story

Invite: consult

LANGUAGE TEACHER

Teach: pronunciation

Prove: correction demo

Connect: learner story

Invite: trial lesson

PROGRAMMER

Teach: workflow

Prove: live demo

Connect: problem story

Invite: demo/download

COOK

Teach: technique

Prove: finished dish

Connect: recipe story

Invite: guide/class

CONSULTANT

Teach: diagnostic

Prove: case/process

Connect: client pattern

Invite: call/audit

CONTENT IS A DISTRIBUTION TOOL. YOUR BUSINESS DETERMINES WHERE AND HOW YOU USE IT.

ATTENTION NEEDS A NEXT STEP

Not every post must sell. But the business needs a clear path from attention to action.



CTA EXAMPLES BY INTENT

LEARN

Save this / watch the full explanation / download the checklist.

ENGAGE

Which one are you struggling with? / reply with your question.

CONVERSE

Send me ___ / book a call / request an estimate.

BUY

Get the guide / enroll / order / book the service.

Match the invitation to the content and the customer's readiness. A useful post can simply earn the next interaction.