

SOCIAL MEDIA SALES CHECKLIST

👉 **USE THIS BEFORE POSTING TO MAKE SURE YOUR CONTENT SELLS, NOT JUST SCROLLS!**

- ☐ Clear scroll-stopping HOOK at the top
- ☐ Value (teach, solve, or inspire)
- ☐ Emotional connection / relatability
- ☐ Call-to-action (comment, share, save, DM)
- ☐ Direct tie to your offer/product (don't forget this!)
- ☐ Easy-to-read layout (no walls of text)
- ☐ Eye-catching visuals (photos, bold colors, video clips)
- ☐ Relatable hashtags (mix of high + niche)
- ☐ Story follow-up (poll, Q&A, tip, personal touch)
- ☐ Consistency — post, engage, repeat



PRO TIP:

If your post doesn't check at least 7/10 of these boxes, rework it before hitting publish!