01 / SEE IT IN PRACTICE

One week. One clear offer.

A simple carousel-first plan for small business owners. Print this workbook or annotate it in a PDF app. This is a new standalone companion, not an extract from the paid toolkit.

START WITH A REAL CUSTOMER QUESTION

Choose one audience, one offer and one question. Then create two useful posts that help people move from understanding a problem to seeing how your offer works.

WORKED EXAMPLE / FICTIONAL STATIONERY SHOP

Audience: freelancers who struggle to organise their week.
Offer: a printable weekly desk planner.
Customer question: How do I choose what to work on first?
Weekly goal: help readers try a planning exercise and explore the planner.

TUESDAY / TEACH A SMALL TASK

Carousel hook: A long to-do list? Choose just three priorities.
Slides: 1. The problem; 2. List commitments; 3. Mark deadlines; 4. Pick three priorities; 5. Show a filled-in example; 6. Invite readers to try it.
Next action: Save this exercise for your next planning session.

FRIDAY / SHOW THE PRODUCT IN USE

Carousel hook: What a realistic freelance week looks like on one page.
Slides: 1. The weekly brief; 2. Three priorities; 3. Fixed appointments; 4. Flexible work blocks; 5. Space for changes; 6. Where to see the planner.
Next action: Explore the planner through the product link in the profile.

You do not need seven posts to plan a week. Use the remaining days to prepare, answer questions and review. This schedule is a starting point, not a reach or sales guarantee.

02 / MAKE YOUR PLAN

Your weekly content sheet

Choose two publishing days that fit your workload. Keep each post focused on one useful task and one next action.

WEEK OF: _____

MY AUDIENCE AND THEIR QUESTION

MY OFFER AND ONE GOAL FOR THIS WEEK

POST 1 / TEACH

Day: _____ Hook / first slide:

Useful steps or example to show:

Next action and destination:

POST 2 / DEMONSTRATE

Day: _____ Hook / first slide:

Useful steps or example to show:

Next action and destination:

03 / PUBLISH AND LEARN

Keep the useful parts

Set aside a short review session after the week ends. One week gives you early signals, not proof of what will always work.

BEFORE YOU PUBLISH

- [ ] The first slide explains one specific problem or benefit.
- [ ] The example is accurate; fictional examples are labelled.
- [ ] Text is readable at phone size and the slides have clear spacing.
- [ ] The post has one next action and the destination link works.
- [ ] The product page clearly explains what buyers receive.

REVIEW BOTH POSTS

Record the topic, publishing date, reach, saves and any available link activity or enquiries. Use your store analytics for purchases; do not assume that every sale came from a particular post.

Which topic prompted a useful action or question?

What will I repeat or change next week?

READY TO PLAN BEYOND ONE WEEK?

Explore the Instagram Content System: an English-language toolkit with a main guide, weekly posting guidance, a profile checklist, prompts and companion resources.

Explore the full toolkit >

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