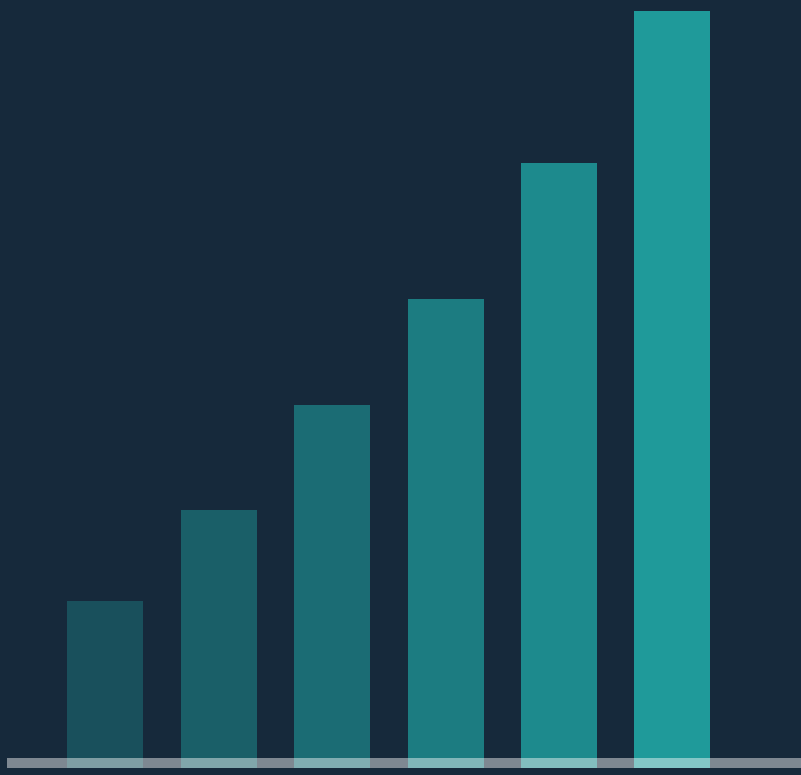
KESTON SCHOOL

SALES & MARKETING · FREE SAMPLE

Social Media That Sells

Attract real buyers with a simple plan you can keep



CHAPTER 1 + WORKBOOK SECTION

BEFORE YOU START

How to use this book

By the last page you will know how buyers move from noticing you to buying, have one or two platforms chosen on purpose, three content pillars, posts that start real conversations, a simple way to turn those conversations into sales, and a weekly routine that fits in a few hours without burning you out.

1. Read one chapter at a time. Each one gives you a single idea and a single action.
2. Open the Social Media That Sells Workbook and complete the matching section while the chapter is fresh.
3. Do the “Try this” action within seven days. Reading changes what you know; the action changes what you do.
4. Finish with the checklist in chapter 12 and come back to it whenever you slip.

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01

CHAPTER 1

Posting Into the Void

Recognize the pattern of posting often with few sales, and see why posting more, being everywhere and chasing trends rarely fix it.

Priya makes hand-poured candles in her kitchen. Every evening after work she photographs a candle by the window, writes a caption, adds a handful of hashtags and posts it. Then she checks. Three likes, one from her sister. No comments. No messages. The next morning she tries again with a different angle and a longer caption. Same result. By Friday she has posted seven times, spent most of her free evenings on it and sold nothing. On Sunday night she stares at her phone and wonders whether anyone is out there at all.

If that scene feels familiar, you are not alone, and you are not doing anything shameful. You are doing what most small sellers are told to do: show up, post often, be consistent. The trouble is that showing up is only part of the picture.

The post that gets three likes

Most people who use social media to sell start the same way. They post what they have. A product photo. A price. A “new in the shop” announcement. A quote card they found somewhere. Each post is a small bet that someone will see it, want it and buy it.

Occasionally that works. Usually it does not, and the reason is simple. A stranger scrolling past has no reason yet to care. They do not know you, they do not know whether your candle is better than the one at the supermarket, and they were not looking for a candle when your post appeared. You asked for a sale from someone who had not even noticed you yet.

This book is about closing that gap. Not with tricks, and not by posting more, but by understanding how a stranger slowly becomes a buyer and giving them what they need at each step.

Quiet signs it is not working

Low likes are the obvious sign, but they are not the most useful one. Likes tell you very little about whether anyone wants to buy. Look for these quieter signs instead:

- **Nobody asks a question.** Buyers ask things: does it come in blue, how long does it take, do you ship to my town. Silence on questions usually means nobody is close to buying.
- **The same few people respond.** Friends and family are lovely, but they are rarely your buyers.

- **You cannot say who a post was for.** If you have to think hard about who you wrote it for, your reader will not know either.
- **You dread opening the app.** Posting feels like a chore with no end, not a way to meet customers.
- **Sales, when they come, come from somewhere else.** A market stall, a friend's referral, a search result. Your feed was not the reason.

You do not need all five to have a problem. Two or three are enough to say that your current approach is costing more than it gives back.

Four usual fixes that fail

When posting does not work, most people reach for one of four fixes. Each one makes sense on the surface. Each one usually makes things worse.

1. **Post more.** If one post a day is not working, surely three will. But more posts of the same kind give strangers more chances to scroll past. Volume multiplies whatever you already do, including what is not working.
2. **Be everywhere.** Someone tells you your buyers are on a different app, so you open another account, and then another. Now you are doing a thin version of the same thing in four places, and each one gets a quarter of your attention.
3. **Chase trends.** You copy the format everyone seems to use this month, with the popular sound or the viral template. It might bring a burst of views, but the people who watch a trend are watching the trend, not looking for your product.
4. **Wait for the lucky break.** You keep going and hope that one post will suddenly take off and change everything. Sometimes posts do spread, but nobody can plan for it, and a single spike rarely turns into steady sales.

What these fixes have in common is that they add effort without adding trust. They treat social media as a loudspeaker. Buyers, though, do not respond to volume. They respond to feeling understood, seeing proof and being invited at the right moment.

> **Key idea:** The problem is rarely that you post too little. It is that your posts ask for a sale before they have earned attention and trust.

What this book is and is not

This is a practical guide for small business owners, makers, freelancers and side-hustlers who want social media to bring them real buyers without eating their evenings. You will learn how buyers warm up, how to choose one or two platforms on purpose, how to plan three kinds of posts, how to start conversations that lead to sales and how to fit it all into a short weekly routine.

Here is what it is not:

- **It is not a guide to any one app.** Platforms change their features, rules and layouts often. The ideas here work across them. For anything specific, check the platform's current help pages and rules.
- **It is not a growth hack.** There are no promises about followers, views, reach or income. Results depend on your product, your buyers, your effort and plenty you cannot control.
- **It is not legal, tax or advertising advice.** If you run paid ads, run giveaways, work with partners or sell regulated products, check the platform's current policies and, where it matters, ask a qualified professional.
- **It is not affiliated with any platform.** This book is independent and is not affiliated with or endorsed by any company or app it mentions.

What it offers is a calmer way to work: fewer posts that do more, conversations instead of broadcasts and a plan you can keep for months, not days.

Try this

Within the next seven days, set aside twenty minutes for an honest look at your last ten posts. For each one, write down three things:

- **Who was it for?** Name a type of person, not "everyone."
- **What did it ask the reader to do?** Buy, comment, save, nothing at all?
- **What happened?** Not likes. Questions, messages, clicks to your shop or sales.

Then count how many of the ten got a single question or message from someone who was not a friend or relative. Keep this list. You will use it again in the next few chapters, and it will show you exactly where to start.

Before changing anything, it helps to see how a stranger actually becomes a buyer, and that is where the next chapter begins.

KEY TAKEAWAYS

- Busy posting and real buyer interest are two different things.
- The usual fixes add effort without adding trust.
- A calm, planned approach beats more volume.

→ Workbook, section 1

01 Posting Into the Void

Get an honest picture of how your posting is working today.

CHECKLIST

Quiet signs that fit me

- [ ] Nobody asks questions
- [ ] The same few people respond
- [ ] I cannot say who a post was for
- [ ] I dread opening the app
- [ ] Sales come from somewhere else

CHECKLIST

Fixes I have tried

- [ ] Posting more
- [ ] Being on many platforms
- [ ] Chasing trends
- [ ] Waiting for a lucky break

FILL IN

My last ten posts

Post	Who it was for	What it asked	What happened

How many of the ten got a question or message from a stranger?

What I most want social media to do for my business:

YOUR NEXT STEP

Want the whole book?

You just read chapter 1 of Social Media That Sells and tried the first workbook section. The full e-book has 12 chapters, a complete workbook and a final checklist. Here is everything inside:

01 Posting Into the Void

02 How Buyers Warm Up

03 The Cost of Random Posting

04 Be Useful to One Buyer

05 Pick One or Two Platforms

06 Build Three Content Pillars

07 Posts That Start Conversations

08 Selling Online in Real Life

09 When Nobody Seems to Notice

10 Your Ninety-Minute Week

11 What Builds Over Time

12 Mistakes & Checklist

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