

TEACH WHAT BUYERS NEED BEFORE THEY HIRE

# Educational Post Planner

Educational posts should make people feel smarter and safer buying from you. Use this to write posts with actual value instead of soft little clouds of common sense.

## Be specific

Specific advice is easier to save and share.

## Give steps

Value means someone can act today.

## Make it save-worthy

Useful posts get reused.

# Pick the Right Teaching Format

Choose the format that matches the buyer's question.

---

- How to choose the right provider
- Mistakes to avoid before buying
- Checklist for preparing or comparing
- Cost breakdown and what affects price
- Process walkthrough
- FAQ with a real answer

# Draft Three Useful Posts

Write one idea for each required format from the class.

---

FORMAT	HOOK	STEPS OR POINTS	CTA
How to choose			
Mistakes			
Checklist			

# Make It Shareable

People share the post when it makes them look helpful or smart.

---

- The hook names a real problem.
- The advice is actionable today.
- There are examples, not just principles.
- The post has a clear takeaway.
- The CTA does not ruin the helpfulness.