



SOCIAL

on the Hill



FREE STARTER SHEET

Start your Content Wave.

Give your next few posts somewhere to go.

A Content Wave is a series of connected posts that gradually builds toward one clear action. Use this sheet to give your next conversation a direction.

1. Choose your destination

What one action would you like people to take? Book, buy, visit, register...?

2. Picture your person

Who are you speaking to, and what do they need right now?

3. Find their first question

What might they ask before they feel ready to take that next step?

4. Sketch three connected posts

Keep the same audience and destination in mind as you plan each idea.

Start a conversation: help them recognize why this matters.

Offer something useful: answer the question you wrote above.

Offer a next step: make the action clear and easy to take.

Let each post build on the last. Adjust the pace to your audience.

Sign up for the full workshop at socialonthehill.com

