

THE SELL PLAYBOOK

TURN CONTENT INTO CUSTOMERS



YOUR STEP-BY-STEP SYSTEM
TO ATTRACT, CONVERT, AND KEEP
HIGH-VALUE CUSTOMERS
WITH CONTENT.

WELCOME TO YOUR

SELL PLAYBOOK

This playbook is your step-by-step system to build a profitable business by turning your content into customers.

Over the next 14 days, you'll learn the strategies, take action, and build the foundation that will create consistent income.

THIS ISN'T JUST A WORKBOOK.
It's your business blueprint.

HOW TO USE THIS PLAYBOOK

01



FOLLOW EACH DAY'S TRAINING

Watch the lesson and take your notes.

LEARN

The strategy.

02



COMPLETE TODAY'S WORKBOOK

Do the exercises and fill in the blanks.

APPLY

Take action.

03



BUILD IN YOUR SELL PLAYBOOK

Use this playbook to build your system.

BUILD

Create your business.

04



IMPLEMENT + REPEAT

Take daily action, track your progress, and get better every day.

REFINE

Optimize and improve.

05



REVIEW + SCALE

Use your dashboards to review your wins and scale your income.

SCALE

Grow and multiply.



CONSISTENCY COMPOUNDS.

Small daily actions over the next 14 days will create massive results over the next 90 days and beyond.

REMEMBER:

You don't need to be perfect.
You just need to be consistent.

Action creates momentum.

THE

SELL

SYSTEM

A simple system that turns your content into **consistent, predictable income.**



THIS IS THE CYCLE OF SALES.
When you master this system and stay consistent, your content becomes **your most powerful asset.**

THE RULES OF SELLING ONLINE

Follow these rules, master the system,
and watch your content turn into **customers**.

01



PEOPLE BUY PEOPLE.

Your relationships are more powerful
than your algorithms.

02



TRUST BEFORE TRANSACTIONS.

Build trust through value, stories,
and showing up consistently.

03



CONSISTENCY BEATS INTENSITY.

Small, consistent actions every day
create massive results over time.

04



CONVERSATIONS CREATE REVENUE.

The money is in the comments, DMs,
and real conversations.

05



FOLLOW-UP CREATES INCOME.

Most people don't buy the first time.
Follow up, follow through, follow up again.



SUCCESS ONLINE ISN'T COMPLICATED.

It's a few simple rules done
consistently over time.

— SECTION 2 —

DAY 1

DISCOVER YOUR MONEY LANE

Day 1 is all about **clarity**.
When you choose your lane and get focused,
everything gets easier.

THE MONEY LANE FRAMEWORK



01

ONE OFFER

Choose the one offer
you will build your
content and business
around.

*Focus creates
momentum.*



02

ONE AUDIENCE

Focus on the one
audience you
serve best.

*The right people
change everything.*



03

ONE GOAL

Choose your 90-day
income goal and get
laser focused on it.

*A goal without a
plan is just a wish.*



Clarity compounds.

The clearer you are today,
the faster your results tomorrow.

DAY 1

OFFER BUILDER

Your offer is the solution you provide.
Get **clear** on what you're offering and who it's for.



OFFER
NAME

What is the name of your offer?



PRICE

What is the price of your offer?



TRANSFORMATION

What transformation will your offer create?
(e.g. more time, more money, more freedom, more confidence)



PROMISE

What is the main promise of your offer?
(e.g. I help you achieve _____ without _____.)



A CLEAR OFFER CREATES CONFIDENCE.
The clearer your offer,
the easier it is to sell.

DAY 1

90-DAY REVENUE GOAL

Big goals create big results.
Break your 90-day revenue goal down into actionable
steps so you **know exactly** what it takes to win.



01
REVENUE GOAL

Your total revenue
goal for the next
90 days.

What is your 90-day revenue goal?

\$



02
SALES NEEDED

How many sales
do you need to hit
your goal?

How many sales do you need in the next 90 days?

#



03
WEEKLY GOAL

How much revenue
do you need to make
each week?

What is your weekly revenue goal?

\$



04
DAILY GOAL

How much revenue
do you need to make
each day?

What is your daily revenue goal?

\$



A GOAL WITHOUT A PLAN IS JUST A WISH.

You now have the **numbers**.

Now let's build the system to hit them.

SECTION 3

DAY 2 BRAND POSITIONING

Your brand positioning is how you clearly communicate who you help, what you help them achieve, and how you help them do it **differently**.

Use this simple formula to get clear.



I HELP

Who do you help?



ACHIEVE

What do you help them achieve?



WITHOUT

What do you help them achieve without?



USING

What method, system, or approach do you use?



Example: I help **busy moms** achieve **time freedom** without **burnout** using **simple digital skills**.



KEEP IT SIMPLE. KEEP IT YOU.

The clearer your positioning, the easier it is to create content that attracts your people and sells your offer.

DAY 2

BRAND VALUES

Your brand values guide your content,
attract your people, and build **long-term trust**.



01
MISSION

Why do you do
what you do?

What is your mission?



02
VISION

What impact do
you want to make?

What is your vision?



03
VOICE

How do you
communicate?

What is your brand voice?



04
BELIEFS

What do you believe
in deeply?

What do you believe in?



REMEMBER:

People don't just buy what you offer.
They buy **why** you offer it.

DAY 2

BRAND STORY

B U I L D E R

Your story is your **superpower**.
It builds **connection**, creates **trust**,
and **sets you apart** from everyone else.



01

ORIGIN STORY

Where you came from
& what shaped you.

What’s your origin story?



02

TURNING POINT

The moment
everything changed
for you.

What was your turning point?



03

MISSION

Why you do what
you do now.

What is your mission?



04

INVITATION

Who you help &
how you invite them
to work with you.

Who do you help and how do you invite them?



PEOPLE FORGET WHAT YOU SELL.
THEY REMEMBER HOW YOU MADE THEM FEEL.
Your story is the bridge.

SECTION 4

DAY 3

CONTENT

PILLARS

Great content starts with clarity.
Use this section to build your **content foundation**.



01

CONTENT PILLARS

What are your 3–5 core topics you create about?

List your content pillars:



02

AUTHORITY MAP

What makes you the best person to talk about these topics?

List your experience, credentials, results, and perspective:



03

CONTENT IDEAS

What content can you create that connects and converts?

List your content ideas:



04

PROBLEMS YOU SOLVE

What problems do you solve for your audience?

List the top problems you solve:



05

FAQ BANK

What do people ask you most often?

List the most frequently asked questions:



06

OBJECTION BANK

What are the top reasons people hesitate or say no?

List the common objections you hear:



YOUR CONTENT IS YOUR STORE.
The more value you create,
the more **trust** you build, the more you **sell**.

SECTION 5

DAY 4

DIGITAL STOREFRONT AUDIT

Your digital storefront is your first impression.
Let's make sure it builds **trust**, **shows value**, and **drives action**.

	 INSTAGRAM	 FACEBOOK	 TIKTOK
 BIO Does it clearly say who you help and what you help them do?			
 HEADLINE Does it grab attention and communicate value?			
 CTA Is it clear what you want people to do next?			
 LINKS Are your links optimized and easy to access?			
 PROFILE PHOTO Is it clear, on-brand, and easy to recognize?			
 HIGHLIGHTS Do your highlights tell your story and build trust?			



YOUR STORE. YOUR STANDARDS. YOUR RESULTS.
Audit it. Upgrade it. Own it.

SECTION 6

DAY 5

TRUST FRAMEWORK

People buy from people they trust.

Use these story categories to **build connection**, **show credibility**,
and **create desire**.



01

STORY BANK

What stories do you have to share?

List your go-to stories you can pull from:



02

AUTHORITY STORIES

What proves your experience and expertise?

Share stories that establish your authority:



03

LESSONS LEARNED

What lessons have shaped your journey?

What key lessons have you learned (and what can others learn from)?



04

CLIENT STORIES

What results have you helped create?

Share success stories and transformations:



05

FAILURE STORIES

What didn't work (and what you learned from it)?

What failures or setbacks can you share honestly?



06

BEHIND-THE-SCENES

What happens behind the content?

Show the real you and the real process:



07

WINS

What wins and milestones are you proud of?

Celebrate your wins and progress:



TRUST ISN'T BUILT IN A POST.

It's built in the patterns.

Share your **story**. Serve your **people**. Build unshakable **trust**.

SECTION 7

DAY 6

WEEKLY CONTENT

PLANNER

Plan intentionally. Post consistently.
Show up with **purpose** every single day.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
FOCUS What's the main goal for today?							
CONTENT IDEA What will you create or share?							
FORMAT Reel, Story, Post, Live, Carousel, etc.							
AUDIENCE VALUE How does this help, inspire, or solve?							
CTA What action do you want them to take?							
STATUS Planned, Created, Posted							

CTA PLANNER

Match your CTA to your content and your goal.

CTA TYPE	EXAMPLES / IDEAS
 EDUCATIONAL CTA Teach, guide, provide value	
 CONVERSATION CTA Spark engagement & replies	
 LEAD CTA Grow your list & build trust	
 SALES CTA Drive offers & conversions	
 COMMUNITY CTA Build connection & loyalty	



A PLAN WITHOUT ACTION IS JUST A WISH.

Plan it. Post it. Profit from it.

Consistency builds **trust**. Trust builds **income**.

SECTION 8

DAY 7

MONEY ACTION

TRACKER

Track your daily actions.
Consistent action creates **consistent income**.

METRIC	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	TOTAL
 PEOPLE CONTACTED How many new people did you reach out to?								
 OFFERS MADE How many offers did you present?								
 APPOINTMENTS How many appointments did you book?								
 SALES How many sales did you close?								
 REVENUE How much revenue did you generate?	\$	\$	\$	\$	\$	\$	\$	\$



ACTIONS TODAY. RESULTS TOMORROW.
Small daily actions compound into life-changing results.
Keep **showing up**. Keep **taking action**.

SECTION 9

DAY 8

STORY SELLING
FRAMEWORK

Stories sell. Facts tell. Connect first, then invite.
Use this framework to turn **your story** into **results**.



01
HOOK

Grab attention
in the first
1–2 seconds.

How will you grab attention?



02
PROBLEM

What was the
problem or
struggle?

What challenge were you facing?



03
JOURNEY

What steps did
you take to
overcome it?

What did your journey look like?



04
LESSON

What did you
learn that
changed
everything?

What lesson or breakthrough did you have?



05
CTA

What action do
you want your
audience to take?

What’s the next step for your audience?



YOUR STORY IS THE BRIDGE.
Your offer is the solution.
Make them **feel** it. Then invite them to **get** it.

SECTION 10

DAY 9

DM FRAMEWORK

DMs are opportunities.
Use this framework to **start conversations**,
build trust, and **invite** with confidence.



01

CONVERSATION STARTERS

Open the door with a message that gets a reply.

What messages will you use to start conversations?



02

QUESTIONS

Ask the right questions to keep the conversation going.

What questions will you ask to learn more?



03

DISCOVERY

Understand their situation, struggles, and goals.

What will you look for and discover?



04

TRANSITION

Transition from their problem to your solution.

How will you transition the conversation?



05

INVITATION

Invite them into your offer, call, community, or next step.

How will you invite them?



06

FOLLOW-UP

Follow up with value and stay top of mind.

What follow-up messages will you use?



CONVERSATIONS CREATE CONNECTION.
Connection builds trust.
Trust leads to **opportunity**.

SECTION 11

DAY 10

OFFER FRAMEWORK

A strong offer is **clear, compelling**, and confident.
Use this framework to **communicate value** and **drive action**.

OFFER FRAMEWORK



WHY THIS

Why is this offer the right solution?

Explain why this offer solves their problem.



WHY NOW

Why is now the best time to take action?

What will happen if they wait?



WHY ME

Why should they learn from you?

What makes you the best person to help them?



PROOF

What results, stories, or reviews can you share?

List your proof and social proof.



CTA

What action do you want them to take?

Write your clear call to action.

OBJECTION HANDLING



“I don’t have time.”

THEIR CONCERN

What they’re really saying:

YOUR RESPONSE

Your response:



“I don’t have money.”

What they’re really saying:

Your response:



“I need to think about it.”

What they’re really saying:

Your response:



“I’m scared.”

What they’re really saying:

Your response:



A POWERFUL OFFER + CONFIDENT DELIVERY
= TRANSFORMATION FOR THEM AND INCOME FOR YOU.
Solve the problem. Offer the solution. **Change the life.**
Invite them in.

SECTION 12

DAY 11

OPPORTUNITY BUILDER

More opportunities. More conversations.
More conversations = **more income.**



01
WARM LEADS

People who know, like, and trust you.

List 3–5 warm leads you can reach out to:

- 1.
- 2.
- 3.
- 4.
- 5.



02
COLD LEADS

New people who don't know you yet but need what you offer.

List 3–5 cold leads to connect with:

- 1.
- 2.
- 3.
- 4.
- 5.



03
REFERRAL LIST

People who can introduce you to new opportunities.

List 3–5 people who can refer or introduce you:

- 1.
- 2.
- 3.
- 4.
- 5.



04
NETWORKING LIST

People in your industry or community.

List 3–5 people to network with:

- 1.
- 2.
- 3.
- 4.
- 5.



05
DAILY OUTREACH

How many people will you reach out to each day?

Daily goal:

I will reach out to _____ people per day.

Who will you reach out to today?

- 1.
- 2.
- 3.
- 4.
- 5.



06
WEEKLY OUTREACH

How many new conversations will you start each week?

Weekly goal:

I will start _____ new conversations this week.

Plan your week:

- MON:
- TUE:
- WED:
- FRI:
- SAT:
- SUN:



OPPORTUNITY FAVORS ACTION.

Put yourself out there. Start the conversations.

One connection can **change everything.**

SECTION 13

DAY 12

CRM

Track every conversation. Build real relationships.
Follow up consistently and **close more deals**.

 NAME	 PLATFORM	 LAST CONTACT	 NEXT FOLLOW-UP	 STATUS	 REVENUE

FOLLOW-UP TEMPLATES



DAY 1

MESSAGE:
Send your first follow-up message.



DAY 3

MESSAGE:
Check in and provide more value.



DAY 7

MESSAGE:
Follow up, answer questions, and re-educate.



DAY 14

MESSAGE:
Re-engage and highlight the transformation.



DAY 30

MESSAGE:
Final follow-up and last invitation.



THE MONEY IS IN THE FOLLOW-UP.
Most people don't fail because of their offer.
They fail because they **quit too soon**.

SECTION 14

DAY 13

90-DAY PLAN

Plan your **content**. Plan your **weeks**.
Plan your **income**. Build your **future**.

1. 90-DAY CONTENT CALENDAR

	DAYS 1-30	DAYS 31-60	DAYS 61-90
CONTENT PILLAR FOCUS			
GOAL FOR THIS PERIOD			
KEY CAMPAIGNS / THEMES			
CONTENT IDEAS			
PLATFORM FOCUS			
LEAD GENERATION GOAL			
REVENUE GOAL			

2. WEEKLY CEO PLANNER

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
TOP 3 PRIORITIES							
CONTENT PLAN							
LEAD GEN FOCUS							
SALES / OUTREACH							
PERSONAL GROWTH							
NOTES							

3. REVENUE PLANNER

MONTH	INCOME GOAL	OFFERS / PRODUCTS	LEADS NEEDED	SALES GOAL	ACTUAL REVENUE
MONTH 1					
MONTH 2					
MONTH 3					

4. LAUNCH PLANNER

LAUNCH NAME	
LAUNCH DATE	
OFFER	
AUDIENCE	
PRE-LAUNCH PLAN	
CONTENT PLAN	
LAUNCH WEEK PLAN	
FOLLOW-UP PLAN	
GOAL REVENUE	



A PLAN WITHOUT ACTION IS JUST A WISH.
Your plan + your consistency = your results.
Show up. Follow through. Get paid.

SECTION 15

DAY 14

YOUR BUSINESS BLUEPRINT

You’ve done the work.
Now it’s time to **build your blueprint** and execute.
THIS IS YOUR GAME PLAN.

✓ 01 MONEY LANE	Which Money Lane are you focused on?
✓ 02 POSITIONING	How do you help and who do you help?
✓ 03 CONTENT PILLARS	What are your 3–5 core content pillars?
✓ 04 WEEKLY CONTENT SYSTEM	How will you plan, create, and post each week?
✓ 05 CTA SYSTEM	What CTAs will you use for your content?
✓ 06 CONVERSATION SYSTEM	How will you start conversations and build relationships?
✓ 07 FOLLOW-UP SYSTEM	How will you follow up and stay top of mind?
✓ 08 REVENUE PLAN	What offers will you create or promote and how will you sell them?
✓ 09 CEO DASHBOARD	What metrics will you track weekly?
✓ 10 90-DAY PLAN	What are your 3 big goals for the next 90 days?



YOU NOW HAVE THE CODE.
Now it’s about execution, consistency, and belief.
Your future is waiting. **Go build it.**

FINAL SECTION

CEO DASHBOARD

Track what matters. Measure your progress.
Make data-driven decisions and **scale your income**.

WEEK OF:

FOCUS THIS WEEK:



REVENUE

\$

GOAL: \$



LEADS

GOAL:



CONVERSATIONS

GOAL:



APPOINTMENTS

GOAL:



SALES

GOAL:



CONVERSION %

%

GOAL:



CONTENT POSTED

GOAL:



REVENUE PER POST

\$

GOAL: \$



REVENUE PER CONVERSATION

\$

GOAL: \$



NOTES & INSIGHTS



YOU ARE THE CEO.

Your business. Your rules. Your freedom.
Review weekly. Adjust. Execute. **Win.**

FINAL COMMITMENT

MY COMMITMENT

I'm not here to hope for it.
I'm here to **work for it.**



I COMMIT TO BUILDING THIS BUSINESS WITH
CONSISTENCY, INTEGRITY, AND DISCIPLINE.

I UNDERSTAND THAT RESULTS COME FROM
ACTION, NOT INTENTION.

I WILL CONTINUE TO FOLLOW THE SYSTEM
I'VE BUILT INSIDE THIS PLAYBOOK
OVER THE NEXT 90 DAYS.

MY 90-DAY GOALS

1. _____	2. _____	3. _____
_____	_____	_____
_____	_____	_____

I COMMIT TO

- ☒ SHOWING UP DAILY
- ☒ CREATING CONTENT THAT CONNECTS
- ☒ STARTING CONVERSATIONS
- ☒ HELPING PEOPLE AND MAKING OFFERS
- ☒ TRACKING, LEARNING, AND IMPROVING

SIGNED

NAME: _____
DATE: _____

SIGNATURE



THIS IS YOUR BUSINESS.
You have the plan. You have the system.
Now it's time to **execute and win.**

COPY + PASTE

SELL

PLAYBOOK

GOOGLE DOC