Content Planner

LoftyBiz 039 — Content That Makes Money vs Content That Gets Views

These are examples, not promises. Make content that brings buyers, and run it every week like a small factory. Systex (our own product) keeps the content calendar and which post each enquiry came from in one place: loftybiz.net. Get this file at https://loftybiz.net/free/content-planner

1. Make content that sells

Step 1 — Write down the questions buyers ask before they pay. Every one of those questions is a video.

#	Question buyers ask	Post idea
1		
2		
3		
4		
5		

Worked example (Mulenga, solar, Lusaka): 20 questions, including cost for a small shop, battery hours during load shedding, and a rainy week.

Step 2 — Answer one question per post, with proof. Named place, clear number, a customer people can see. Example: a barber shop in Kabulonga, four clippers and a fan, six hours on the system, cost vs diesel. Also show the wiring, the battery box, and the meter a month later.

Step 3 — Talk to the buyer, not to everybody. First sentence names who it is for. Example: “If you run a shop in Lusaka and power cuts are costing you customers, watch this.”

Step 4 — End every post with one clear action. Not five options. One. Example: “Send the word SOLAR on WhatsApp for a free load check.”

Step 5 — Measure enquiries and sales per post, not views. Ask: “Which video did you see?”

Enquiry	Which video?	Sold?

Worked example after three months: views 40,000 → 9,000. Enquiries 6 → 41. Installs 2 → 11. Sales about $2,000 → $11,000 (2 × $1,000; 11 × $1,000). Example figures, not promises. Battery questions brought the most buyers, so he made a short series of five.

Mistakes: chasing unrelated trends; counting likes instead of enquiries; ending with no action, or with too many. Takeaway: views are attention, enquiries are money, so count the money.

2. Run your content like a factory

Step 1 — Time every step. Fix the slowest one first.

Step	Minutes last time	What you will change
Find the idea		
Write what to say		
Set up and film		
Edit		
Post and reply		

Worked example (Nusrat, clothing shop, Dhaka): Idea 2 hours (slowest), Script 30 min, Film 45 min, Edit 30 min, Post 15 min.

Step 2 — Plan before you film. One hour on a fixed day. Five ideas from customer questions. Example: “Does this fabric work for summer?”, “Show it on a taller person”, “How do I choose my size?”

Step 3 — Make one long piece, then cut it into many. Example: a 20-minute live, cut into six short clips. One session, a full week of posts.

Step 4 — Fit each platform. Reels: short vertical + captions. Facebook: the full live. WhatsApp status: photo + price + size. Same content, shaped for each place.

Step 5 — Check every post, and copy what sells. Hook in 3 seconds · one buyer · proof · one action. Every Friday, repeat the format that brought orders.

Worked example after two months: 4 hours → 50 minutes per post. 3 → 15 posts a week. 60 → 150 orders a month. About $1,500 → $3,750 (60 × $25; 150 × $25). Example figures, not promises.

Pitfalls: waiting for inspiration; posting the same video everywhere unchanged; changing everything every week. Bottom line: build a content machine, not a content mood.

This week

- ■ Write the 20 questions buyers ask before they pay
- ■ Turn one question into a post with proof you can show
- ■ End every post with one clear action
- ■ Track enquiries and sales per post
- ■ Time each step and fix the slowest
- ■ Plan five ideas in one hour and cut one long video into clips
- ■ Put this week’s plan into Systex at loftybiz.net

Systex is our own product. Free downloads and business tools: https://loftybiz.net