LoftyBiz Message Reply Planner

Give every post one next step. Answer the five questions people ask most — fully first, then one easy offer: hold, book or send details. Change the wording each time.

Example figures. General education, not financial or legal advice. Results vary. These are examples, not promises.

This week

Look at your last ten posts and your last twenty messages or chats. For each post, write the one next step a fan should take. Then list the five questions people ask most. Write a short, complete answer to each, and end every answer with one easy offer: hold, book or send details. Use them this week, and change the wording each time.

1. One next step per post (last ten posts)

Not five links. One clear action, written in plain words. Posts that only build interest can skip the offer.

#	What the post was about	One next step	Kind of post
1	Finished batch of mugs	Comment HOLD and I'll send you the colours left.	Offer
2	Beginner wheel class, Saturday	Two seats open on Saturday. Message me CLASS and I'll send the details.	Offer
3	A glaze recipe, for interest	Thank people who comment. No offer on this post.	Interest
4			
5			
6			
7			
8			
9			
10			

Rows 1–3 are worked examples from the video (a ceramics studio). Yellow rows are for you to fill in. Examples, not promises.

2. Five common questions — answer first, then one easy offer

Answer the question fully before you offer anything. Never ask instead of answering. Change the wording each time so it never sounds copied.

Question people ask	Complete answer (first)	One easy offer (hold, book or send details)
How much is the mug?	Thirty-eight dollars, glazed in the studio, and it holds about twelve ounces.	Is it for you or a gift? I can hold one until Saturday.
Do you do walk-in showers?	Yes, we fit walk-in showers, remove old tiles, and we are insured. Most bathroom projects fall between ten and eighteen thousand dollars, depending on size and materials.	We can measure and give you a written price with no obligation. Would a weekday morning or a Saturday suit you better?
Your question 3		
Your question 4		
Your question 5		

The first two rows are worked examples from the video (a ceramics studio and a bathroom remodelling company). Yellow rows are for your five questions. Figures are examples, not promises.

3. Three rules that keep the conversation helpful

Rule	What to do	What to avoid
Answer, then ask	Give a full answer first, then one helpful question.	Asking a sales question instead of answering.

Private only when it helps	Move to a direct message or chat when choosing a colour, a date or a visit is easier in private.	Long sales messages to people who only liked a post.
Keep the promise	If you say you will reply by a given time, reply by that time.	Asking for an email address before you have answered anything.

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