

INSTALL A BUYER-TRIGGER CONTENT SYSTEM

IF YOUR CONTENT DOESN'T POINT TO A DECISION, IT TRAINS PEOPLE TO WATCH, NOT BUY.

BUYER-TRIGGER CONTENT SYSTEM

HOW TO USE THIS WORKSHEET

You've identified the gap. You've diagnosed the psychology. You've rebuilt the structure. Now we install the system. Content should not just inform. It should move someone toward a defined next step.

Today you create a repeatable structure that turns posts into buyer triggers instead of passive engagement magnets.

THE WORKSHEET:

1. Define the purpose of your content Finish this sentence: "The purpose of my content is to move people toward _____." Examples: <ul style="list-style-type: none">• a call• a decision• clarity• commitment Write yours: _____ If the outcome isn't defined, movement won't happen.	2. Define your single next step Finish this sentence: "The primary action I want from serious prospects is _____." Examples: <ul style="list-style-type: none">• book a call• reply with a keyword• send a DM• click a link Write yours: _____ Every post must point somewhere.	3. Install the decision prompt Finish this sentence: "At the end of my posts, I will say _____." Examples: <ul style="list-style-type: none">• If this sounds like you, book a call• If this is costing you, let's fix it• If you want this solved, here's the next step Write yours: _____ Soft CTAs create soft pipelines.	4. Create tension-first hooks Finish this sentence: "Instead of starting with tips, I will start with _____." Examples: <ul style="list-style-type: none">• a costly mistake• a painful reality• a bold diagnosis• a consequence Write yours: _____ Hooks must disrupt comfort.	5. Define your content ratio Out of every 10 posts: Education-focused: _____ Diagnosis-focused: _____ Offer/decision-focused: _____ If offer posts are rare, buying behavior will be rare.
6. Identify your authority stance Finish this sentence: "My content will prioritize _____ over _____." Examples: <ul style="list-style-type: none">• clarity / likability• truth / popularity• decisions / engagement Write yours: _____	7. Install urgency framing Finish this sentence: "I will regularly remind my audience that _____." Examples: <ul style="list-style-type: none">• delay costs money• this won't fix itself• inaction compounds Write yours: _____ Without urgency, buyers drift.	8. Create your post template Fill in this structure: Hook: _____ Problem: _____ Cost: _____ False Belief: _____ Reframe: _____ Decision Prompt: _____ This becomes your repeatable system.	9. Define the buyer trigger Finish this sentence: "A serious buyer will respond when I say _____." Examples: <ul style="list-style-type: none">• If you're ready to fix this• If this is costing you• If you want this handled Write yours: _____	10. Lock the operating rule Finish this sentence: "From now on, content without a decision path is _____." Examples: <ul style="list-style-type: none">• incomplete• misaligned• not strategic Write yours: _____

Why This Matters:

Engagement trains spectators. Decision prompts train buyers. If your content repeatedly points to a clear action, your audience learns that consuming equals moving. When content is structured around decisions, attention turns into opportunity.

If you want help installing a buyer-trigger content system that turns attention into revenue:

<https://square1grp.com/brainstormsession>