

How to warm up your audience in 9 posts

A step-by-step plan: 9 posts, 3 phases, a complete warm-up before launch. One post per day, no complicated plans.

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Warming up your audience is not advertising or selling. It is a journey you take with your audience: from 'I don't know you' to 'I want to buy this'.

Without a warm-up, any launch looks like this: you stay silent for a month, then suddenly say 'buy'. People don't buy from someone they don't know or trust.

— THE PRINCIPLE

Nine posts, three phases, one journey

POSTS 1-3

Pain points

Your audience recognizes themselves.

POSTS 4-6

Solution

Your audience sees a way forward.

POSTS 7-9

Action

Your audience takes the next step.

A warm-up doesn't sell a product. It sells an idea: **the problem can be solved.**
And you know how.

PHASE 01 · PAIN POINTS

Your audience recognizes **themselves** and their problem

Posts 1–3. Someone reads and thinks: 'This is literally about me'.

01

Time vs. results

— GOAL

Show that the problem isn't laziness, but the lack of a system.

— FORMULA

Specific pain point → unexpected fact → a conclusion that changes how people see the problem.

— REAL STUDENT QUOTES TO INSPIRE YOUR HOOK

'What annoys me most is spending 3 hours on a Reel only to get 200 views'

'A ton of time went into editing. I hope it takes less time with experience'

'Threw it together in 5 minutes and got over 1,000 views'

— POST STRUCTURE

- Hook 1 sentence: a pain point or a paradox
- Why this happens to most people
- What actually solves the problem
- CTA save / leave a comment

02

The same questions

— GOAL

Show that the reader isn't alone: everyone gets stuck on the same things.

— FORMULA

'90% of the audience asks the same questions' → a list of relatable pain points
→ a conclusion.

— REAL STUDENT QUESTIONS YOU CAN QUOTE WORD FOR WORD

'Do hashtags matter?' · 'What's the best time to post?'

'New account or old?' · 'What music should I use?'

'Why does video quality drop?' · 'Do I need subtitles?'

— POST STRUCTURE

- Hook: a statement that brings people together
- 5–7 questions / pain points from your audience
- Conclusion: the real cause
- CTA

03

Personal story

— GOAL

Show that you've been through it yourself. Trust is built through vulnerability.

— STORYTELLING FORMULA

An event → how you felt → what changed → a takeaway for the reader.



Any event can be your starting point. A conversation, an insight, a mistake, a moment from daily life. No need to wait for a 'big story'.

— POST STRUCTURE

- Starting point what happened, in 1 sentence
- How I felt at that moment
- What I gained / what I learned
- How it connects to the audience's problem
- CTA

PHASE 02 · SOLUTION

Your audience sees that there **is a way forward**

Posts 4–6. Show a clear, realistic path and explain why it is structured this way.

04

Format as a **solution**

— GOAL

Explain why your approach is structured this way and why it works.

— FORMULA

Problem with the standard approach → how yours differs → specific elements
→ what the person gets.

— POST STRUCTURE

- What doesn't work in the standard approach
- What makes your approach fundamentally different
- 3 specific elements / features
- What this gives the person in practice
- CTA

05

How the process works

— GOAL

Remove the fear of 'I don't know what to expect'. Specifics = trust.

— FORMULA

'Here's what it looks like from the inside' → a step-by-step plan → why this sequence matters.

— POST STRUCTURE

- Hook: 'Let me show you how it works from the inside'
- Step 1
- Step 2
- Step 3
- Why the steps follow this order
- CTA

06

A tool **you'll use**

— GOAL

Show a specific tool or bonus that helps along the way.

— FORMULA

Problem → tool → exactly how it helps → an example of how to use it.

— POST STRUCTURE

- Which problem the tool helps with
- What the tool is, specifically
- Exactly how it is used
- An example of the result
- CTA

PHASE 03 · ACTION

Your audience takes the next **step**

Posts 7–9. After eight posts, the reader is ready. All that's left is to invite them.

07

First results

— GOAL

Social proof. People believe people, not promises.

— FORMULA

'Here's what those who have already started are saying' → 3–4 real quotes → your conclusion.

— REAL STUDENT QUOTES

'My expert Reel has already reached 2,000 views'

'I'm starting to gain 1–2 followers' · 'The re-uploaded video took off'

'The first comments have appeared'

— POST STRUCTURE

- Hook: a shared observation
- Quote 1
- Quote 2
- Quote 3
- Your conclusion: what this means
- CTA with a hint about the product

08

Why this is different

— GOAL

Differentiate yourself from competitors and address the objection 'this is just another course'.

— FORMULA

Objection → the real difference → proof → what this changes for the person.

— POST STRUCTURE

- The objection you hear most often
- What makes your approach fundamentally different
- Specific proof
- What this changes for the person
- CTA a specific next step

09

Invitation

— GOAL

A direct call to action. After eight posts, the audience is ready.

— FORMULA

Who this is for → what they will get → terms → action.



This post is **not a sales pitch, but an invitation**. The difference is in the tone: not 'buy', but 'if this sounds like you, here is the next step'.

— POST STRUCTURE

- Who it is for be specific about their problem
- What they will get 3 specific results
- Terms price, dates, format
- What to do right now

CHECKLIST

Is your warm-up ready? **Nine checkmarks**

Mark each post when it is written. Nine checkmarks mean your warm-up is ready.

- ✓ **Post 1:** pain point + paradox
- ✓ **Post 3:** personal story
- ✓ **Post 5:** step-by-step process
- ✓ **Post 7:** quotes and results
- ✓ **Post 9:** invitation written

- ✓ **Post 2:** list of questions
- ✓ **Post 4:** format explanation
- ✓ **Post 6:** tool / bonus
- ✓ **Post 8:** competitive differentiation

WHAT'S NEXT

Let AI write these posts in your voice

Content Booster Bootcamp 30 days and a system that scales your content without burnout.

Book a spot



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Marketing, content and behind the scenes of my projects

Practical ideas every week, without the fluff. Build a system that works even when inspiration is low.

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'Marketing that drives business'

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