VinePeaks™

FREE WHATSAPP CONTENT SAMPLE

Three ideas to help you start better business conversations.

A useful starting point for business owners who want to stay visible, explain their value, and give customers a reason to respond.

INSIDE THIS SAMPLE
Three content ideas • Example WhatsApp messages • Guidance for making each idea your own

You do not need to post just for the sake of posting.

A useful message starts with something your audience can recognise, understand, or think about. This sample gives you three starting ideas from the VinePeaks Content Bank™ and shows one way each could become a WhatsApp message.

Use the examples as guides, not scripts you must copy word for word. Your business, your customers, and your offer should shape the final message.

How to use this sample

1. Choose the idea that fits what your customers are dealing with.
2. Read the example message and adapt the wording to your voice.
3. Check that every statement about your business is accurate before posting.

CONTENT IDEA 01 / GET ATTENTION

Being busy does not always mean your business is moving forward.

Why this idea matters

Business owners can spend the day posting, replying to messages, serving customers, and handling tasks without making enough progress towards their goals. This idea invites people to think about the difference between being busy and making progress.

A WhatsApp message you can adapt

> *You can spend the whole day working on your business and still feel like you are not moving forward.*
>
> *Being busy and making progress are not always the same thing.*
>
> *Sometimes, the next step is not doing more. It is identifying what deserves your attention most.*
>
> *What is one thing you need to make progress on in your business right now?*

Before you post

Think about the people you want to reach. What are they busy doing that may not be helping them make progress? If possible, make the message more specific to the kind of business or customer you serve.

The next question to answer

Should this message start a conversation, help people reflect, or lead into a service you offer? Choose one main purpose so the message feels focused.

CONTENT IDEA 02 / SHOW THE PROBLEM

People show interest and then disappear.

Why this idea matters

Someone asks about your product or service. You reply. They seem interested, but they never buy. This idea helps you discuss a familiar sales problem without blaming the customer or pretending to know why they left.

A WhatsApp message you can adapt

> *Someone asks about your offer. You explain it. They say they will get back to you, but you never hear from them again.*
>
> *It can be frustrating when this keeps happening.*
>
> *But before assuming that people are not ready to buy, consider whether they understand the value of what you offer, whether it meets their needs, and whether they have enough information to make a decision.*
>
> *What usually happens after someone asks you about your offer?*

Before you post

Consider which part of this problem is relevant to your business. Avoid claiming you know why a customer did not buy unless they have told you. Keep the message open and fair.

The next question to answer

What would help your customers make a more informed decision? The answer may guide a useful follow-up message, a clearer explanation, or a better conversation.

CONTENT IDEA 03 / EXPLAIN YOUR OFFER

What customers are really buying when they buy your offer.

Why this idea matters

Customers do not always understand the full value of a product or service from its name or list of features alone. This idea helps you explain what your offer does for the customer and why it may matter to them.

A WhatsApp message starting point

> *When you buy **[your product or service]**, you are not just paying for **[what you provide]**. You are also paying for **[the value or benefit your offer genuinely provides]**.*
>
> *That matters because **[explain the customer's real need or problem]**.*
>
> *If you have been looking for a way to **[desired result your offer can genuinely support]**, let's talk about whether this offer is right for you.*

Important: Replace every bracket with accurate information about your business. Do not claim that your offer delivers a result unless you can support that claim.

Three ideas are a start. What comes next?

These examples give you a place to begin. They do not automatically tell you which idea is best for your audience, how to shape it around your actual offer, or how to turn it into several pieces of content for different platforms.

That is where a more complete content system can help.

GO BEYOND THE FREE SAMPLE

Your business deserves more than a short list of ideas.

The full VinePeaks Content Bank™ is designed to help you move from choosing an idea to shaping content that fits your business and the way you want to communicate.

180 content ideas	Explore a larger library organised around six content jobs.
Different ways to approach an idea	Choose angles that help you explain, teach, show a problem, build trust, present an offer, or encourage a next step.
Business-specific adaptation	Use your business details, audience, offer, and content goal to guide the content direction.
Multiple content formats	Develop content for formats such as WhatsApp Status, social posts, short video scripts, emails, and conversation starters.
Saved content and planning	Keep drafts organised and plan what you want to publish instead of starting from scratch each time.

The free sample helps you begin. The full Content Bank™ gives you more ways to find, shape, and organise content for your business.

EXPLORE THE FULL CONTENT BANK™

VinePeaks™

A Clear Path to Business Growth.

This resource offers content ideas and examples for general business use. Adapt messages to your actual business and verify all business-specific statements before publishing.