

THE AUTHORITY SHIFT

A PRACTICAL WRITING KIT FOR FELLOW MARKETERS

The Facebook Post Toolkit

Turn what you know into posts people can use.



01 FOUNDATION

Teach a task you can explain.



02 IDENTITY

Give your point of view a reason.



03 PROFILE

Help a visitor understand the introduction.



04 CONVERSION

Make the next step fit the need.

Created by Duane "Duey" Palen

12 post formats | Fillable worksheets | Companion AI prompts

START HERE

A useful post starts before the opening line.

Use the kit to make one specific lesson easier to read, understand, and try.

A post can be polished and still leave the reader wondering what to do with it. Start with a real question, a piece of work you understand, and a lesson you can explain. The writing gets easier when those pieces are in place.

Duey's straight talk

You do not need a louder version of a vague message. Give the reader something concrete to work with.

Your shortest route through the kit

- 01.** Complete the writing brief on page 3. Use facts and language from your own work.
- 02.** Choose one shift and one post format. Read the starter and example, then write your version.
- 03.** Use the companion prompt pack if you want help drafting or revising. Review every claim and edit the wording into your own voice.
- 04.** Use the check on page 25. Share when the post has a clear lesson and a next step that fits.

Find the page you need

Writing brief: **3** | Post structure and hooks: **4-5** | AI workflow: **6**

Foundation: **7-10** | Identity: **11-14** | Profile: **15-18**

Conversion: **19-22** | Replies: **23** | Plan: **24**

Editing check: **25** | TAS links: **26** | Progress notes: **27**

Type or print: Save this PDF to your device before entering answers. Use a PDF reader with form support, save your copy, and reopen it to check that the first answer was retained. You can also print the worksheets and write by hand.

Every sample post is an illustrative teaching example. Replace the context, vocabulary, and claims with material you can honestly explain. The kit supplies a process; your work supplies the substance.

YOUR WRITING BRIEF

Bring real material to the page.

Reuse this brief when you draft by hand or complete Prompt 01 in the companion text file.

Who is reading, and what specific question or task are they dealing with?

What real method, draft, practice note, observation, or verified resource can I explain?

How do I naturally explain things? Add a short writing sample and the tone I want.

What should the reader understand or try? What single ending would fit?

A useful constraint

Choose one reader situation and one useful takeaway. Keep other ideas for a later post.

THE WORKING STRUCTURE

Give the post one useful job.

Use this as a flexible check, not a requirement to make every draft sound the same.

Name the situation

Open with a problem, question, or observation your reader can recognize. Use enough detail to show what the post is about.

Explain the useful part

Give a reason, a method, or a decision. Show why it matters in the situation you opened with.

Make it concrete

Use a before-and-after, a small exercise, or a clearly hypothetical example. Give the reader something they can inspect.

Choose the fitting ending

Ask a relevant question, suggest a small action, or explain a resource that helps with this exact task.

Vary the shape

One post can begin with an example. Another can open with a question. Another can teach a short process. Keep the lesson clear while letting the structure fit the material.

My next post will help this reader do or understand this one thing:

OPENING LINES

Make the hook carry the lesson.

A strong opening prepares the reader for something the body actually delivers.

Broad: Be consistent.

More specific: Which part of your routine produces a finished draft?

Broad: Build your personal brand.

More specific: Pick one opinion you can explain without reaching for a slogan.

Broad: Improve your profile.

More specific: Can a stranger tell what you help people do?

Broad: Create better conversations.

More specific: "I need help with content" could mean three different jobs.

Broad: Offer more value.

More specific: Show the sentence before the edit, then explain the change.

Check the promise

After writing the opening, read only the body. Does it answer the question or demonstrate the change the hook led you to expect?

My opening line, and the exact example or explanation that will deliver on it:

USE THE COMPANION PROMPTS

Give the writing tool something true to work with.

The text file contains 20 separate prompts you can copy into your preferred AI writing tool.

01. Begin with Prompt 01. Copy the master prompt and complete its inputs using your writing brief. Include real material and two short writing samples when you have them.

02. Choose a format. Prompts 02-13 correspond to the 12 formats in this workbook. Use one when you want a particular kind of post.

03. Revise the useful part. Prompts 14-17 help with the hook, example, voice, and ending. Give the tool your draft and the facts it should preserve.

04. Handle the next task. Prompt 18 helps with a reply, Prompt 19 plans four posts from available material, and Prompt 20 checks a draft before you share.

Keep ownership of the draft

An assistant can arrange words faster than it can know your experience. Confirm the facts, read the draft aloud, and change any sentence you would not naturally say.

Small input, useful output

Weak input: "Write a post about branding."

Better input: "Help a new affiliate marketer rewrite a vague bio. Use this before sentence, this accurate audience, and this task I genuinely teach. Explain one edit in my direct, friendly voice."

The sample outputs in this kit are examples to study and adapt. If a first-person starter refers to a result or experience, supply your actual facts before using it.

01 / FOUNDATION SHIFT

Teach something you can put to work.

Choose a post that fits the work you can genuinely explain.

A course note, a practice draft, a simple method, or a question you can answer gives you material. Choose a job you understand and help the reader make a small piece of progress on it.

Keep it grounded

You can teach a small task before you have a dramatic result to report. Show the work you can explain. If you are still learning, say what you practiced and what remains unclear.

The three formats in this section**Give the task a finish line**

Turn a broad business intention into a task the reader can complete.

Show the move, then explain it

Demonstrate one skill instead of repeating a broad piece of advice.

Teach from a practice note

Use work you have genuinely done as the material for a lesson.

Explore the Foundation Shift for the habits, skills, and systems beneath the work. The page introduces Home Business Academy as one support option.

Explore the Foundation Shift

My real material for a post in this shift:

FORMAT 01 / FOUNDATION SHIFT

Give the task a finish line

Turn a broad business intention into a task the reader can complete.

Fill-in starter

'[BROAD TASK]' leaves a lot of room to stay busy. Try defining the finished version: [SMALL OUTPUT].

Use [ONE METHOD] to make it. Stop when [VISIBLE FINISH LINE]. What would a finished version of your task look like?

See it in use

"Work on my marketing" can fill an afternoon without giving you anything to show for it.

Try a smaller finish line: write a three-sentence introduction for one specific reader. Sentence one names who you help. Sentence two names the problem. Sentence three tells them where to start.

Save it, read it aloud, and underline anything a stranger would have to guess. Now you have a draft to improve. Pick one task from your list today. What would let you honestly call it finished?

Adapt it: Use a task you understand well enough to break down. Describe the output, not a promised business result.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Give the task a finish line.

Companion prompt: 02

FORMAT 02 / FOUNDATION SHIFT

Show the move, then explain it

Demonstrate one skill instead of repeating a broad piece of advice.

Fill-in starter

Here is what [VAGUE ADVICE] looks like in practice.

Start with [BEFORE EXAMPLE]. Change [ONE PART]. The new version is [AFTER EXAMPLE].

That change helps because [REASON YOU CAN EXPLAIN]. Try it on [SMALL PRACTICE TASK].

See it in use

"Make your message specific" sounds useful. It becomes more useful when you can see the edit.

Start with: "I help people improve their marketing." Now name the person and the task: "I help new affiliate marketers write an introduction that explains who they help." The second sentence gives a reader something concrete to recognize.

Try the same edit on one line from your own profile. Replace a broad audience with a real one, then name a job you actually help with. Does the new sentence describe work you can explain or demonstrate?

Adapt it: Choose a before-and-after example from your own skill area. Explain the actual improvement without inventing results.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Show the edit. Explain the reason.

Companion prompt: 03

FORMAT 03 / FOUNDATION SHIFT

Teach from a practice note

Use work you have genuinely done as the material for a lesson.

Fill-in starter

I practiced [ACTUAL TASK] using [REAL METHOD]. The part I had to revise was [REAL DETAIL].

Here is the change: [OBSERVABLE EDIT]. It helped me [WHAT YOU CAN HONESTLY SAY].

If you are working on this too, check [ONE SPECIFIC THING].

See it in use

Practice gives you better post material when you keep the draft, not just the lesson notes.

Suppose you write three openings for the same post. One names a vague goal. One names a specific task. One names the question a beginner keeps asking. Put them side by side and explain what each opening prepares the reader for.

You have a teaching post before you have a dramatic success story. Save the versions, show the difference, and let the reader try the edit. What piece of work could you keep today so you can explain it later?

Adapt it: This sample is a hypothetical exercise. Use the first-person starter only after supplying your actual task and observations.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Keep the draft. Teach the difference.

Companion prompt: 04

02 / IDENTITY SHIFT

Make your point of view recognizable.

Choose a post that fits the work you can genuinely explain.

Your reader can recognize you through the decisions you explain, the words you choose, and the examples you notice. Choose an opinion you actually hold and give it enough substance for somebody to examine.

Keep it grounded

A borrowed tone is difficult to maintain in the replies. Use your own level of warmth, directness, and humor. Give the reader a reason behind the position.

The three formats in this section**Give your opinion a reason**

Make a point of view recognizable through its reasoning and example.

Make a principle visible

Connect a brand value to a choice someone can observe.

Make the wording sound like you

Show a language choice that makes your message easier to understand.

Explore the Identity Shift for voice and positioning. The page introduces Branding YOUiversity / BYOU Unlimited as one support option.

Explore the Identity Shift

My real material for a post in this shift:

FORMAT 04 / IDENTITY SHIFT

Give your opinion a reason

Make a point of view recognizable through its reasoning and example.

Fill-in starter

My view on [TOPIC] is [POSITION YOU HOLD]. Here is why: [REASON].

For example, [REAL OR CLEARLY HYPOTHETICAL EXAMPLE]. That is why I would [PRACTICAL CHOICE].

Where does this show up in your own work?

See it in use

A useful marketing opinion needs enough detail for someone to examine it.

Take the idea that a profile link should have one clear job. Imagine a bio sending people to a page with six equally loud buttons. The visitor has to work out which one matters. A page that names the recommended starting point gives them more direction.

You can agree, disagree, or show an exception. There is an actual decision to discuss. Pick a belief you share often and add the reason behind it. What would help a reader understand how you reached that view?

Adapt it: State a position you can defend in conversation. Label imagined examples so they do not become invented customer stories.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Give your opinion a reason.

Companion prompt: 05

FORMAT 05 / IDENTITY SHIFT

Make a principle visible

Connect a brand value to a choice someone can observe.

Fill-in starter

[VALUE] becomes easier to understand when it changes a decision.

In [SITUATION], that means [SPECIFIC ACTION]. You can see the principle in [VISIBLE DETAIL].

Which choice would make [VALUE] easier to recognize in your own business?

See it in use

"I believe in helping beginners" gets clearer when you show what that belief changes.

For a tutorial, it could mean explaining the first unfamiliar term before adding three more. For a profile review, it could mean fixing one confusing sentence and showing why the edit matters. For a resource recommendation, it could mean explaining who can use it right now.

The value becomes visible in a decision. Choose a principle you want your business to be known for. What would someone be able to see you do differently because you hold it?

Adapt it: Use a principle you actually hold. If you describe something you did, supply a real example of that action.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Let the principle change the decision.

Companion prompt: 06

FORMAT 06 / IDENTITY SHIFT

Make the wording sound like you

Show a language choice that makes your message easier to understand.

Fill-in starter

I would explain [IDEA] this way: [YOUR NATURAL WORDING].

That wording matters because [SPECIFIC READER NEED]. Compare it with [VAGUE OR JARGON-HEAVY VERSION].

Read one sentence from your last draft aloud. Which phrase would you change in a real conversation?

See it in use

Some drafts sound as if every ordinary word had to apply for a management position.

"Optimize your audience-facing conversion pathway" could mean: "Make the next step on your profile easy to find." The plainer sentence tells a reader where to look and what to improve.

Your voice can still be warm, blunt, funny, or analytical. Start with words you would use when explaining the job to another person. Read one sentence from your last post aloud. Which phrase makes you sound less like yourself than you do in conversation?

Adapt it: Use your own vocabulary and level of humor. A recognizable voice does not require copying Duey's sarcasm.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Use words you would actually say.

Companion prompt: 07

03 / PROFILE SHIFT

Give the visitor a clearer introduction.

Choose a post that fits the work you can genuinely explain.

Use your content to teach a profile check, a clearer sentence, or a better connection between the post and the person a visitor meets. Keep the advice small enough to apply and inspect.

Keep it grounded

Make the sentence true before making it clever. Name an audience and a task that match the work you actually do.

The three formats in this section**Run a visitor check**

Give the reader a practical way to evaluate a first impression.

Repair one confusing sentence

Teach clarity through a small profile rewrite.

Make the introduction match

Check whether the profile introduces the same person as the post.

Explore the Profile Shift for Profile Profit Formula and the optional Social Prospector Pro tool. The free TAS Profile Blueprint provides a deeper audit and implementation path.

[**Explore the Profile Shift**](#)[**Get the free TAS Profile Blueprint**](#)

My real material for a post in this shift:

FORMAT 07 / PROFILE SHIFT

Run a visitor check

Give the reader a practical way to evaluate a first impression.

Fill-in starter

Give a new visitor [SHORT TIME WINDOW] with your profile. Can they answer [SPECIFIC QUESTION]?

Look at [VISIBLE PROFILE PART]. If it leaves [CONFUSION], try [ONE EDIT].

Check the public view again and see whether the answer is easier to find.

See it in use

Give someone who does not know your business a minute with your profile. Ask what they think you help people do.

If the answer is just "something online," look at the words you gave them. A list of titles may say who you consider yourself to be while leaving the visitor unsure what help they can expect.

Try one sentence naming a reader and a task you genuinely help with. Check the public view after the edit. Which part of your profile currently gives a stranger the clearest explanation of your work?

Adapt it: Describe a check your reader can perform. Report feedback only when someone actually gave it.

My draft - replace every bracket and make the lesson my own:

Optional image headline: What does a stranger understand?

Companion prompt: 08

FORMAT 08 / PROFILE SHIFT

Repair one confusing sentence

Teach clarity through a small profile rewrite.

Fill-in starter

This sentence asks the visitor to guess: [BEFORE LINE].

Try [AFTER LINE]. It names [CLEAR DETAIL] and explains [USEFUL JOB].

Find one sentence in your own profile that could use the same kind of edit.

See it in use

"Helping you create freedom" leaves plenty of room for a visitor to guess what you actually do.

For someone who teaches content writing, a clearer introduction might be: "I help new affiliate marketers turn a useful lesson into a clear Facebook post." It names a person and a task. The reader can decide whether that task matters to them.

The sentence still needs to be true of the person using it. Pick one broad phrase from your profile and replace it with work you can describe. What question does your revised sentence answer for a stranger?

Adapt it: The example is illustrative. Write a bio that describes your real audience and the work you actually support.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Make the sentence do a job.

Companion prompt: 09

FORMAT 09 / PROFILE SHIFT

Make the introduction match

Check whether the profile introduces the same person as the post.

Fill-in starter

A post about [TOPIC] gives someone a reason to visit your profile. What do they meet there?

Check whether [PROFILE DETAIL] supports [EXPECTATION FROM THE POST]. If it does not, update [ONE PART].

Make the introduction explain the work that brought them over.

See it in use

A helpful post can send someone to a profile that seems to be talking about a completely different business.

Imagine a post explaining how to write a useful opening line. The visitor clicks through and finds an old cover image promoting an unrelated offer. They have to decide which version of the business is current.

Check your introduction beside your recent posts. The cover, bio, and featured content should help someone understand the same direction. Which one part could you update so a visitor finds the person your latest post introduced?

Adapt it: Use your current topic and profile details. Do not imply that a hypothetical visitor actually contacted you.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Make the introduction match the work.

Companion prompt: 10

04 / CONVERSION SHIFT

Help someone choose a useful next move.

Choose a post that fits the work you can genuinely explain.

A useful question can change the recommendation. A well-explained resource can give someone a place to begin. Make the next step follow the problem that the reader or conversation actually revealed.

Keep it grounded

The post does not need to close every reader. Give the right person enough information to understand what fits, and keep the reply connected to their question.

The three formats in this section**Ask the question that changes the advice**

Help someone identify the part of a problem that needs attention.

Introduce a resource with a clear job

Explain who a resource is for and what the reader can do with it.

Show how to choose the next step

Give someone a decision they can make using their current situation.

Explore the Conversion Shift for practical conversations and next steps. The page introduces Conversions Class as one support option.

Explore the Conversion Shift

My real material for a post in this shift:

FORMAT 10 / CONVERSION SHIFT

Ask the question that changes the advice

Help someone identify the part of a problem that needs attention.

Fill-in starter

'[BROAD PROBLEM]' can describe several different situations.

Is the difficult part [OPTION A], [OPTION B], or [OPTION C]? Each answer points to a different next move.

Which part are you working on right now?

See it in use

"I need help with content" could mean several different jobs.

Do you struggle to choose a useful topic, explain it clearly, or decide how to end the post? A list of topics will not teach the explanation. A stronger closing line will not supply the missing lesson.

Name the stuck point before collecting another pile of advice. Then choose one task that addresses it: write a reader question, show a before-and-after example, or choose a next step that fits the lesson. Which part of writing a post currently slows you down?

Adapt it: Use three genuine possibilities you can discuss. Make the question relevant enough to answer without a promotional keyword.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Name the stuck point first.

Companion prompt: 11

FORMAT 11 / CONVERSION SHIFT

Introduce a resource with a clear job

Explain who a resource is for and what the reader can do with it.

Fill-in starter

If [SITUATION] is what you are working on, [RESOURCE NAME] gives you [SPECIFIC TOOL OR EXERCISE].

Start with [ACTUAL SECTION OR TASK]. Use it to [OBSERVABLE ACTION].

It was created by [ACTUAL CREATOR]. You can find it here: [VERIFIED LINK].

See it in use

If you keep wondering which part of your marketing deserves attention first, the TAS Find Your Shift Assessment gives you a starting exercise.

It has 16 questions about your habits, message, profile, and conversations. Choose one answer for each question, total the selections, and use your Primary and Secondary Shift to pick a practical priority.

Duane "Duey" Palen created it as part of The Authority Shift. If choosing a starting point is the job in front of you, you can get the free assessment here:

<https://www.theauthorityshift.net/find-your-shift/>

Adapt it: Choose a resource whose content you have checked. Credit its creator. Include a link only when it fits the destination's rules.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Give the resource a clear job.

Companion prompt: 12

FORMAT 12 / CONVERSION SHIFT

Show how to choose the next step

Give someone a decision they can make using their current situation.

Fill-in starter

The next step depends on what you have already done.

If [STARTING CONDITION], work on [FIRST TASK]. If [DIFFERENT CONDITION], check [NEXT TASK].

Use [VISIBLE EVIDENCE] to choose where your attention belongs.

See it in use

A clearer next step starts with the version of the work you have in front of you.

If your post has no specific reader question, write that first. If it names the question but only gives broad advice, add an example. If the explanation is useful but the ending jumps straight to an unrelated offer, choose an action connected to the lesson.

You can see each of those problems in the draft. Read your latest post and pick the part that needs the next edit. Which change would make it easier for a reader to use what you are teaching?

Adapt it: Give readers choices based on actual conditions. Recommend support after you know which condition applies.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Let the draft show the next step.

Companion prompt: 13

AFTER THE POST

Reply to the person who actually answered.

Illustrative reply patterns. Adjust them to the question and the facts of the conversation.

They describe a broad difficulty

"Which part is getting stuck: choosing the idea, explaining it, or deciding how to end it?"

Use a distinction that changes the help you would offer.

They ask where to get a resource

"Here is the TAS assessment page. The scoring instructions are inside the PDF:
<https://www.theauthorityshift.net/find-your-shift/>"

Answer the request and tell them where to begin. Credit the source.

A longer private conversation would help

"Would you like to talk through one example in a message, or keep working on it here?"

Let them choose the place for the conversation.

You do not yet know whether an offer fits

"What have you already tried, and which part still needs help?"

Learn enough to make a useful recommendation before choosing a link.

The question I received and a reply that answers it or clarifies the need:

These patterns do not require a keyword or an automatic move into a direct message. Keep the conversation connected to what the person chose to share.

YOUR NEXT FOUR POSTS

Plan from the material you already have.

Choose your own dates and mix of shifts. This is a planning worksheet, not a daily-posting rule.

For each draft, write the reader question, the format, the example you will use, and the ending. You can write several posts in one shift if that is where your useful material belongs.

Post 01 - topic, shift/format, real material, ending, and optional date:

Post 02 - topic, shift/format, real material, ending, and optional date:

Post 03 - topic, shift/format, real material, ending, and optional date:

Post 04 - topic, shift/format, real material, ending, and optional date:

After the first post, use the actual replies to refine another lesson. A follow-up should answer a new question or show another example.

BEFORE YOU SHARE

Make the draft earn the reader's time.

Read aloud once, then check the decisions below.

- ☐ The post names a specific reader situation or question.
- ☐ The body delivers the lesson introduced by the hook.
- ☐ The reader gets an example, explanation, or action they can use.
- ☐ Every experience and result claim matches facts I can confirm.
- ☐ The wording sounds like something I would say in conversation.
- ☐ The ending follows the lesson and asks for one fitting next step.
- ☐ Any resource link, creator attribution, and destination rules have been checked.

The one edit I still need to make before sharing:

Look for the useful part

If the draft only names a problem, add something the reader can work with. If it contains three lessons, keep the one you can explain most clearly.

If you promote an offer through an affiliate link, make the relationship clear. Check the provider information and the destination's rules before adding the link.

YOUR TAS RESOURCE DIRECTORY

Give the next step a clear job.

Choose the resource that helps with the work in front of the reader.

Answer 16 questions to identify a Primary and Secondary Shift.

Find Your Shift Assessment

Apply the four shifts with lessons, worksheets, and seven work sessions.

Trust Before Traffic Action Workbook

Use the full Facebook profile audit and implementation path.

The Profile Blueprint

Work on habits, skills, systems, and business fundamentals.

The Foundation Shift

Clarify your voice, positioning, and what people remember.

The Identity Shift

Improve the introduction and direction a visitor finds.

The Profile Shift

Make conversations and next steps fit the person's need.

The Conversion Shift

Continue the conversation in the free Facebook group.

Coffee With Duey

Some Shift pages introduce third-party programs and include affiliate links. Duey may earn a commission from purchases through his links. You can use this writing kit without purchasing a program.

KEEP THE EVIDENCE

Build the next lesson from the work.

Record what you wrote, what someone understood, and what needs a clearer explanation.

Post date, reader question, format, and the example or task I shared:

What someone asked, understood, tried, or still found confusing:

A useful follow-up lesson or improvement, and the material I need:

A final word from Duey

Your point of view gets stronger when you can explain the work behind it. Keep the examples. Answer the real questions. Give people something useful to recognize you for.

Original TAS teaching, post starters, examples, exercises, and prompts. Created by Duane "Duey" Palen for fellow marketers. You may adapt the post starters and companion prompts for your own writing. Credit The Authority Shift when referring to its framework or sharing its resources.

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