

The 3 Whys Checklist

Run every post, caption or product page through these 12 checks before you publish. If it can't answer all three whys, it'll get likes. It won't get **sales**.

1 Why me? Will she know in 3 seconds it's for her?

- ☐ My first line names one person or moment, not "everyone"
- ☐ I used my customer's real words, not marketing words
- ☐ It's about her problem before it's about my product
- ☐ There's a human in it: a face, hands or a real customer

2 Why this? Can she feel the result, not just see the product?

- ☐ I show the result, not just the bottle (in use, or how she feels)
- ☐ I said "so that" three times and kept the last one
- ☐ There's proof: a real review, customer photo or comment
- ☐ If I show the price, I give it a reason (cost per use, small batch)

3 Why now? Is there an easy next step and a reason not to wait?

- ☐ I ask for one small yes: comment a word, take a quiz, join a waitlist
- ☐ There's a true reason not to wait (limited batch, launch bonus, season)
- ☐ Buying feels safe: a mini size, a clear promise or easy returns
- ☐ I ask once, clearly, and never only "link in bio"

10-12 checks

Post it.

7-9 checks

Fix the weakest why.

0-6 checks

Rewrite your first line.

Fix it fast

Failed a why? Fill in the blanks, then post.

1 Why me?

If you her exact moment, this is for you.

Example: "If your curls frizz the second you step outside, this is for you."

2 Why this?

what it is, so that what it does, so that how she feels.

Example: "Shea body butter, so your skin stays soft, so you can finally wear shorts."

3 Why now?

Comment one word and I'll send you your small yes.

Example: "Comment QUIZ and I'll send you the 30-second skin quiz."

BEFORE

"Our new hydrating serum is finally here! Shop now, link in bio."

Talks about the bottle, then asks strangers for a big yes.

AFTER

- 1 If your skin feels tight by 2 pm, even after moisturizer, this is for you.
- 2 Our serum keeps it soft all day, so you stop reaching for lotion at your desk.
- 3 Not sure it's right for you? Comment QUIZ for the 30-second skin quiz.

Want me to use the 3 Whys on your brand?

Request a free Content Teardown: contact@ericaashleigh.co

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