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THE COMPLETE FREE WORKBOOK

Great finds. Show them off.

Three full drafts. Every answer free.

Every item. Every decision.

A stock and permission packet / Captions and sold-item corrections / Ten answer-key checks

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A practical workbook, not a promise of results.

Inside the workbook

A complete free six-chapter social-media workbook with six item records, three finished posts, image descriptions, a stale-offer correction, refund-aware enquiry measurement and ten answers. Fictional practice; no account, email or promised marketing outcome.

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How to use this workbook

A great find deserves a post that is specific, truthful and still accurate when someone opens it. This complete free workbook gives you six item records, three finished posts, a sold-item correction and a measurable practice campaign. Every exercise and answer is included; no account or email is needed to use the free edition.

Second Shelf is a fictional shop. All inventory, permissions, times, prices and campaign results below are supplied practice data, not claims about a real store. You can complete the workbook without AI. Kimi or another text assistant can optionally draft from this synthetic packet; it does not inspect unseen images, verify availability or publish anything for you.

1. Pick the items you can actually promote

The following six items have been photographed internally. That alone does not mean their photos can be published. For this exercise, promotion permission includes the specific item photo and the stated Instagram/Facebook use; no people, names or private owner details appear. The inventory check is at 09:00 on practice Day 1.

Item	Supplied description	Price	State at 09:00	Promotion permission
S01	Blue cotton shirt; size M; small cuff mark	\$12	Available	Approved
S02	Ceramic bowl; cream glaze; rim chip	\$8	Sold	Approved
S03	Green jacket; size L; missing button	\$24	Available	Approved
S04	Wooden stool; scuffed seat	\$18	Available	Not approved
S05	Red scarf; small repaired seam	\$9	Sold	Approved
S06	Canvas bag; faded front; working zip	\$10	Available	Approved

Six photographed items yield three eligible posts: S01, S03 and S06. S02 and S05 are sold; S04 lacks promotion permission. These exclusions do not overlap. Never fill a content calendar by using an excluded item or by quietly removing a condition disclosure.

The fictional shop's offer rules are: one of each item; collection only at Second Shelf, 18 Example Lane; opening 10:00-17:00 on practice Day 1; no delivery promise; message the item ID for a current availability

check. A message does not reserve an item. Staff must explicitly confirm a hold and its expiry. The address and day are placeholders for practice, not a place or event to visit.

Before using the worksheet for your shop, replace the practice facts with checked details. Do not add a vintage date, designer attribution, original retail price, sustainability statistic or brand partnership unless you have evidence and permission for that claim.

2. Turn supplied facts into three finished posts

These drafts are ready for the exercise, not ready to publish unchanged on a real account. Each includes an item, condition, price and next step. There is no promised reach, sales uplift or artificial countdown.

Instagram draft for S01: "A blue-shirt day? This cotton shirt is size M, priced at \$12, with a small cuff mark shown in the detail photo. One available at our 09:00 check. Message S01 to ask whether it is still available; a message alone does not reserve it. Collection only at Second Shelf, 18 Example Lane, 10:00-17:00 on practice Day 1."

Facebook draft for S03: "A green jacket with a repair to plan: size L, \$24, and one missing button. We have one at the 09:00 check. Message S03 for a current availability check before travelling. A message is not a reservation; any hold needs staff confirmation and an expiry. Collection only at Second Shelf, 18 Example Lane, 10:00-17:00 on practice Day 1."

Instagram or Facebook draft for S06: "Everyday carry, with its history visible. This canvas bag is \$10, has a faded front and a working zip. One available at 09:00. Message S06 to check current availability. No automatic hold and no delivery offer. Collection only at Second Shelf, 18 Example Lane, 10:00-17:00 on practice Day 1."

For a shorter version, preserve the material condition and the reservation boundary. Do not cut the missing button while keeping decorative language. Hashtags are optional categorization, not a performance guarantee; omit location tags until the real location is verified.

Use a small sequence instead of a wall of text on an image: item and price on the first frame, condition detail on the second, collection and enquiry instruction in the caption. Keep text legible at phone size. Recheck the current interface of the publishing tool you use; this workbook makes no claim about supported scheduling features.

3. Describe the image you actually have

The exercise supplies photo descriptions, not image files. Do not claim to have visually verified photographs from the text alone. In a real workflow, compare every description to the actual image before publication.

Item	Supplied photo packet	Draft text alternative
S01	Front of blue shirt on plain rail; second photo shows cuff mark	Blue shirt on a rail; detail view shows a small cuff mark.
S03	Front of green jacket; second photo shows missing button	Green jacket; detail view shows one missing button.
S06	Front of faded canvas bag; second photo shows open working zip	Canvas bag with a faded front; detail view shows the zip open.

Text alternatives should communicate useful image information in context. Do not repeat a promotional slogan in place of the item description. The caption still needs the relevant condition and price because image descriptions are not a substitute for a clear offer.

Use this approval slip: item ID; stock checked at; permission reference; actual photo inspected by; description checked; condition included; price approved; collection details verified; draft approved by; published URL; published at. Draft approval and successful publication are separate events. If the upload fails, leave the published URL blank and record the failure.

4. Stop a stale post before it becomes a promise

At 09:45, S03 sells and is handed over. Its Facebook draft is queued for 10:00 but has not been published. S01 and S06 remain available, and permissions remain unchanged. Cancel the queued S03 offer; do not change it to "one left" or imply another identical jacket exists.

At 09:45, only S01 and S06 remain eligible for publication. Record the sale reference and queue cancellation result. If you cannot confirm cancellation, check the public page at the scheduled time and remove or clearly correct the stale offer. A request to cancel is not evidence of success.

Complete reply to an earlier enquiry: "Thanks for asking about S03. The green jacket sold at 09:45 today, so it is no longer available. Your message did not create a confirmed hold. I am sorry the earlier draft is now out of date. I can share other checked items if you would like, but I cannot promise an identical replacement."

If a stale post was already published, use this correction: "Update at 10:02: S03 has sold and is no longer available. The earlier availability statement is withdrawn. Please message the item ID on any other post for a fresh stock check before travelling."

Optional prompt for Kimi or another assistant:

Use only the supplied fictional item table, shop rules and 09:45 update.
Return the eligible IDs, then draft one Instagram and one Facebook post
for an eligible item. Keep price, condition, collection and hold rules.
List excluded IDs with reasons. Do not invent photos, vintage provenance,
retail savings, demand, reservations, outcomes or live inventory checks.
Add a pre-publication checklist. Draft only; do not publish or contact anyone.

Reject any answer that still promotes S03, omits the cuff mark or turns a message into a guaranteed hold.
Review the output against the packet, not another AI answer.

5. Measure enquiries without inventing attribution

In a separate fictional two-day measurement exercise, the two approved posts generate this complete linked enquiry log. A lead is one distinct enquiry ID; a repeat message from the same lead is not a new enquiry. Staff recorded the post reference at enquiry time. No other sales or refunds are included in this scoped packet.

Enquiry	Linked post	Outcome	Gross collected	Refund
L01	S01	Purchased S01	\$12	\$0
L02	S01	No purchase	\$0	\$0
L03	S06	Purchased S06; later returned	\$10	\$10
L04	S06	No purchase	\$0	\$0

There are four linked enquiries and two initial purchases: $2 / 4 = 50\%$ enquiry-to-purchase conversion in this tiny fictional sample. After the supplied return, one purchase remains unrefunded. Gross collected is \$22; refunds are \$10; net collected is \$12. That is not profit: item acquisition, owner shares, fees, labor and other costs have not been supplied.

Reach, views, clicks, foot traffic and ad spend are unknown. Do not calculate click-through rate, return on ad spend or a foot-traffic increase. Linked enquiries are a limited observation, not proof the posts caused every sale. For real measurement, state dates, event definitions, source coverage and excluded records before comparing periods.

Your completed worksheet should include the actual post URL, timestamp, item ID, permitted campaign label, enquiry ID, outcome and refund status. Do not store private message text or customer contact details in a public marketing report.

6. Check your work and choose the next workflow

1. **Initial eligible items:** S01, S03 and S06; three of six photographed items.
2. **Sold exclusions:** S02 and S05 cannot be promoted as available.
3. **Permission exclusion:** S04 is available but not approved for promotion.
4. **Condition disclosures:** Keep the cuff mark, missing button and faded front in the relevant drafts.
5. **Reservation boundary:** A message is not a hold; staff must confirm a hold and expiry.
6. **After the 09:45 sale:** S01 and S06 remain eligible; cancel the queued S03 offer and verify the result.
7. **Image evidence:** The packet supplies descriptions, not actual photographs; human visual review remains required.
8. **Initial conversion:** Two purchases from four linked enquiries equals 50%, within this fictional sample only.
9. **Money reconciliation:** \$22 gross - \$10 refunded = \$12 net collected, not profit.
10. **Unknown measures:** Reach, clicks, traffic, advertising return and causal sales uplift cannot be calculated.

You now have three full drafts, text alternatives, an approval slip, a correction workflow and a checked measurement example. Use them free. If the harder problem is stock, prices, owner balances or event capacity, the separate member workbooks address those workflows. They are optional continuations, not missing chapters or withheld answers from this exercise.

Sources and boundaries

- [W3C WAI: image text-alternative decision tree](#) supports context-sensitive descriptions for meaningful images. Confirm the actual image before writing its final description.
- [Shopify: inventory states](#) distinguishes physically held stock from stock available to sell. Your publishing process must obtain a current stock decision from the system or staff responsible for it.

All captions and numbers are original fictional practice. No social account was accessed, no image was inspected, no post was published and no performance outcome is promised by this workbook. Verify real-world facts and permissions before adapting it.