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THE COMPLETE FREE WORKBOOK

Good food. Easy to find.

Six finished posts. A changed stop.
Clearer results.

Make the next step clear.

Location and stock corrections / Permission-aware reporting / Ten answer-key checks

EDITION 2.0 / SEPTEMBER 2026

A practical workbook, not a promise of results.

Inside the workbook

Build six food-truck posts from a fictional schedule and asset packet. Correct a location change, verify a timestamped stock claim, and reconcile post metrics, duplicate enquiries, payments and completed purchases. Includes finished captions and ten answer checks.

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How to use this workbook

Edition 2.0. Reviewed September 18, 2026. Turn a verified truck schedule into six usable posts, handle a location change, and separate social activity from completed purchases.

Pocket & Parcel, every person, venue, receipt and result below are fictional. This complete free workbook requires no paid AI or scheduling service. No photographs were taken, posts published, messages sent or orders placed. Adapt the workflow only after your owner verifies actual operating requirements, permissions and availability.

1. Build a small source packet before opening a caption box

The useful promise is accurate information: what is offered, where, when and how someone can check availability. A follower is not a future customer, and an attractive photograph does not prove demand. The supplied packet authorizes only the truck's own Instagram and Facebook accounts; no advertising, group posting or customer mailing is approved.

All dates below are in 2026 and all operating times use America/New_York. These are owner-supplied exercise facts, not researched venue information.

Record	Approved fact	Boundary
F1	Pocket & Parcel sells handheld savory pockets	No awards or testimonials supplied
F2	Roasted vegetable pocket \$9; bean-and-pepper pocket \$10	Final displayed exercise prices; no extra charge
F3-v1	Saturday, October 10: Harbor Lot, 10:00-14:00	Superseded by F3-v2 below
F3-v2	Owner approved October 9: Mill Yard, west entrance, October 10, 11:00-14:00	Replaces both location and opening time
F4	Saturday, October 17: Canal Court, south entrance, 11:00-15:00	Confirmed owner schedule; recheck before posting
F5	Order at the truck; no reservations, preorders or delivery in this exercise	A comment or message does not hold food
F6	October 10 opening count: 36 vegetable and 24 bean pockets	Inventory count, not a sellout prediction

The ingredient names are menu labels, not a complete ingredient declaration. No allergy suitability, dietary certification or health claim is supplied. A request about ingredients goes to the operator's verified information, never an AI guess. No weather, parking, step-free route or waiting-time claim is supplied either.

Keep one schedule owner and one release record. For each post, write its source version, intended account, planned time, reviewer, actual publication reference and last checked time. "Approved" is not "published." A scheduled draft using F3-v1 must be withdrawn when F3-v2 arrives, even if its image still looks correct.

2. Prepare approved assets and six complete posts

A1 is an owner-created photograph of the parked truck at an unidentifiable practice location, with no people or readable plates. A2 is an owner-created image of the two labeled pocket products on a plain tray. A3 is an owner-created text-only schedule card. All three are approved for these two accounts. A4 is a customer's private photo containing a child; no promotional permission exists. Exclude A4 rather than blur-and-assume. Naming the photographer is not a substitute for permission.

The six drafts below form a two-week working sequence, not a posting frequency guarantee. P1/P2 use the initially approved schedule; P3 deliberately corrects it. Never publish the obsolete drafts after the change.

P1, Monday October 5 / A1: "Pocket & Parcel's next stop is Saturday, October 10, at Harbor Lot, 10:00-14:00, America/New_York. Our handheld pockets are ordered at the truck: roasted vegetable \$9 or bean-and-pepper \$10, with no extra charge in this offer. We are not taking reservations, delivery requests or preorders by comment or message. Check our latest schedule before traveling; this is the schedule approved today."

P2, Thursday October 8 / A2: "Two pockets, clearly priced: roasted vegetable \$9 and bean-and-pepper \$10. These are the final displayed prices for our next service, initially scheduled for October 10 at Harbor Lot, 10:00-14:00, America/New_York. Order at the truck, subject to remaining stock. Please ask the operator for verified ingredient information; this picture is not a complete ingredient list. Check our latest location update before setting out."

P3, Friday October 9 / corrected A3: "Location and time correction for Saturday, October 10: Pocket & Parcel will be at Mill Yard, west entrance, 11:00-14:00, America/New_York. We will not be at Harbor Lot, and the earlier 10:00 opening is withdrawn. Roasted vegetable pockets are \$9; bean-and-pepper pockets are \$10. Order at the truck; messages do not reserve stock. Please use this update instead of our earlier schedule."

P4, Saturday October 10, 12:30 / A2: "Stock check at 12:30 today, October 10: eight roasted vegetable pockets at \$9 and eight bean-and-pepper pockets at \$10 remain. Find Pocket & Parcel at Mill Yard, west entrance, until 14:00, America/New_York, unless remaining stock runs out first. This is a timestamped count, not a reservation. Order at the truck; we cannot promise availability when you arrive."

P5, Monday October 12 / A1: "Our October 10 stop at Mill Yard has finished. Thank you to everyone who stopped to ask about the menu. Our next approved stop is Saturday, October 17, Canal Court, south entrance, 11:00-15:00, America/New_York. We will check that schedule again before service. No queue photograph or customer story is included here: this image shows our truck without customers."

P6, Thursday October 15 / A3: "Planning a visit this Saturday, October 17? Pocket & Parcel's approved stop is Canal Court, south entrance, 11:00-15:00, America/New_York. The menu is roasted vegetable pockets \$9 and bean-and-pepper pockets \$10, ordered at the truck with no extra charge. A message does not hold an item. Check the latest schedule and ask the operator about current stock or ingredient information before deciding."

For A1, a draft image description is "Pocket & Parcel's parked food truck, with no customers pictured." For A2: "Two labeled handheld pockets on a plain tray: roasted vegetable and bean-and-pepper." Put A3's essential schedule in visible caption text as well. Check the actual export: these descriptions cannot certify an unseen final image. W3C's decision tree recommends choosing text alternatives according to an image's purpose, not filling them with promotional keywords.

3. Correct the whole customer path, not just one caption

At 09:00 October 9, the owner approves F3-v2 and confirms the new site arrangement. This record supplies operational approval for the exercise; an AI draft cannot establish it. First stop pending F3-v1 posts. Replace the schedule card, publish P3 to both authorized accounts, and review existing captions, profile schedule and pinned material for the obsolete address and time. Record the actual result for each surface; do not assume a cross-post edited both accounts.

Finished private reply to an affected visitor

Thanks for checking our October 10 stop. The current approved location is Mill Yard, west entrance, 11:00-14:00, America/New_York. Our earlier Harbor Lot/10:00 information is withdrawn. We are sorry for the confusion. Order at the truck; this reply does not reserve food or confirm parking or access arrangements. Please use our latest public update before traveling. Pocket & Parcel.

Keep an internal copy of the old version and why it changed, but do not keep an obsolete public schedule discoverable without a clear correction. Do not promise that deleting your post removes screenshots or someone else's share. If access to one account fails, log that failure and ask the owner to use the established correction route; the job is not complete.

P4 has its own evidence: by 12:30, 28 vegetable and 16 bean pockets have been handed over, with no other stock movements in this count. Remaining quantities are $36-28=8$ and $24-16=8$: 16 total. Later sales require a new count or removal of the stock claim. There is no supplied closing count, so P5 cannot truthfully say "sold out."

4. Reconcile attention, enquiries and completed purchases

For this synthetic report, each row represents one Instagram publication record at a fixed reporting cutoff. Interaction means a recorded like, comment, save or share event; it is not a unique person. The supplied impression counts can include repeat views. Do not add Facebook numbers that are not supplied.

Post	Impressions	Interaction events
P1	800	24
P2	500	15
P3	1,000	20
P4	400	12

Totals are 2,700 impressions and 71 interaction events. The defined pooled interaction-to-impression ratio is $71/2,700=2.63\%$, rounded. The individual ratios are 3%, 3%, 2% and 3%; their unweighted 2.75% mean is a different calculation. This workbook does not claim these labels match every platform dashboard.

The separate enquiry ledger has owner-assigned person IDs. A repeated name alone would not establish identity.

Event	Person	First or additional contact
Q1	U1	Instagram; first
Q2	U2	Facebook; first
Q3	U3	Instagram; first
Q4	U1	Facebook; additional, same verified person
Q5	U4	Instagram; first
Q6	U5	Facebook; first
Q7	U6	Website; first
Q7	U6	Identical duplicate row

Eight rows contain seven distinct events and six people. First reported contact is Instagram for three, Facebook for two and website for one. That is a contact-source convention, not proof of exposure or causation.

The supplied cohort receipt review finds T1/U1 and T2/U3 paid and handed over. T3/U5 was paid, then fully refunded and canceled before handover. U4 says they visited, but no purchase evidence is supplied; U2/U6 have no supplied purchase result. Count three initially paid people and two verified completed purchasers: 50% and 33.3% of six respectively. Two of the three initially paid people completed, or 66.7%. Unknown outcomes remain unknown, not confirmed nonbuyers. These three receipts are only the enquiry cohort, not the entire day's sales or the 44-unit stock movement.

5. Use a reusable release sheet and bounded AI prompt

Copy this worksheet for the next stop: service date/time zone; source version; confirmed location/entrance; current menu/prices; order method; asset ID and permitted channels; check time; reviewer; actual publication references; correction owner; report cutoff; metric definitions; unresolved facts. Fill unknowns with "not supplied," not a plausible substitute.

Before release, compare the exported image and caption line by line with the packet. Search for earlier addresses, unsupported "best" claims, accidental customer details and invented scarcity. Open the finished post through the normal customer route after owner-authorized publication. An unavailable account or unreadable schedule card is a failed check, not a successful handoff.

Optional Kimi practice prompt:

"Use only this fictional workbook's F1-F6, A1-A4 and P1-P6. Draft a release sheet for October 9 after F3-v2 replaces F3-v1. Return the withdrawn location/time, corrected caption, allowed assets, each surface requiring a separate result check, and unknown facts. Compute October 10 remaining stock from 36/24 opening and 28/16 handed over; then calculate 71/2,700. Do not browse, post, infer allergies, promise demand or use real customer records. Mark every output draft until the owner approves it."

No AI result is supplied or claimed. You can complete the same worksheet manually. Enquiring or buying does not authorize a newsletter. Mailchimp's guidance describes express, verifiable marketing permission for its permission-based service; do not import these people into a marketing list from this ledger.

6. Check ten answers before adapting the workflow

1. **Which address and time control October 10 after the change?** F3-v2: Mill Yard, west entrance, 11:00-14:00. Harbor Lot and 10:00 must not remain an uncorrected active offer.
2. **Which assets are eligible?** A1, A2 and A3 for the two approved accounts. A4 is excluded; private sharing and attribution do not supply marketing permission.
3. **Does P4's stock claim reconcile?** Yes: $36-28=8$ vegetable, $24-16=8$ bean, 16 total at 12:30 only. No closing sellout is evidenced.
4. **Can a message reserve one of those 16?** No. F5 supplies truck-side ordering only, not a reservation or preorder workflow.
5. **What is the pooled social ratio?** 71 interaction events divided by 2,700 impressions, or 2.63%. It is neither unique-person engagement nor the 2.75% unweighted post average.
6. **How many enquiries and people exist?** Eight rows, seven event IDs, six people. Remove identical Q7 once; keep Q4 as an additional contact by U1.
7. **What is the first-contact split?** Instagram three, Facebook two, website one. Do not assign U1 twice or call those sources proven sales attribution.
8. **What purchase rates are supported?** Initially paid $3/6=50\%$; verified completed $2/6=33.3\%$; completed among initially paid $2/3=66.7\%$. T3 is not a completed handover.
9. **Does U4's visit claim prove a sale or a nonsale?** Neither. Keep the outcome unverified; do not create a receipt or force the row into a favorable denominator.
10. **What stops release?** Missing location approval, stale schedule, expired asset scope, unreadable essential text or a failed account correction remains a hold. No AI confidence score clears it.

Sources and boundaries

- [FTC: Advertising and Marketing Basics](#). Supports evidence-based, nondeceptive advertising principles; this workbook is not jurisdiction-specific legal advice.
- [W3C WAI: An alt Decision Tree](#). Supports purpose-sensitive image alternatives; no accessibility certification or platform feature availability is claimed.
- [Mailchimp: The Importance of Permission](#). Supports permission-based email-list practice for that service, not a universal legal rule.

Sources reviewed September 18, 2026. All campaign records, stock movements and outcomes are authored teaching inputs, not vendor tests or customer results. Food handling, allergens, licensing, tax treatment and site suitability require the operator's appropriate verified process outside this marketing exercise.