

# 3-Day Social Media Momentum Challenge Workbook

## **CREATE • CONNECT • CONVERT**

Welcome, world-changer!

I'm thrilled that you're here. This challenge is your on-ramp to consistent, Christ-honoring momentum online. You'll walk away with clarity, confidence, and a content strategy that connects and converts.

We never need to worry about algorithms or trends. Start right now with prayer! Ask God through the power of His Holy Spirit to inspire, guide, and teach you as you begin this challenge.

Now . . . Let's *GO!*

---

This is what I have observed to be good: that it is appropriate for a person to eat, to drink and to find satisfaction in their toilsome labor under the sun during the few days of life God has given them—for this is their lot. Moreover, when God gives someone wealth and possessions, and the ability to enjoy them, to accept their lot and be happy in their toil—this is a gift of God. They seldom reflect on the days of their life, because God keeps them occupied with gladness of heart.

—Ecclesiastes 5:18-20 (ESV)

---

# ✨ CHAPTER ONE: CREATE

“Commit your way to the Lord; trust in Him, and He will act.” —Psalm 37:5

🎯 **Goal:** Understand post types and build a simple weekly posting plan.

## 🔍 **Types of Social Media Posts:**

Circle the ones you already use. Star the ones you want to try.

- 🛠️ **Educational** — Teach what you know
- 💡 **Inspirational** — Share hope and light
- 😄 **Entertaining** — Sprinkle in fun and relatability
- 🙌 **Relational** — Be human; let them in
- 📅 **Promotional** — Talk about what you offer
- 🗣️ **Conversational** — Ask, listen, respond

## 📅 **Weekly Posting Calendar**

Day	Post Type	Topic/Idea
Monday	_____	_____
Tuesday	_____	_____
Wednesday	_____	_____
Thursday	_____	_____
Friday	_____	_____
Saturday	_____	_____
Sunday	_____	_____

© 2025 Oratoria, LLC

Sara Schaffer ♦ 720-496-5577 ♦ [saraspeaks.com](https://saraspeaks.com) ♦ [sara@saraspeaks.com](mailto:sara@saraspeaks.com)

No portion of this document may be resold or shared without express permission.

 **Action Step:**

Pick 3 days to post in the next week and write down your plan:

1. \_\_\_\_\_ - \_\_\_\_\_
2. \_\_\_\_\_ - \_\_\_\_\_
3. \_\_\_\_\_ - \_\_\_\_\_

 **The CHALLENGE:**

What if you had all your posts done for the next 3 months? Use this [3-Month Social Media Planning Template](#) to do just that!

While I often will make additions or adjustments to my posts, having them planned can be incredibly helpful, especially during a busy season.

**CHALLENGE:** Take a day (or two) after going through these three days of training and put together at least one month of posts with all the elements including links, images, etc.

 **Reflection Prompt:**

What's one message God's put on your heart that you're ready to share online?

## CHAPTER TWO: CONNECT

**“Let your conversation be always full of grace...” —Colossians 4:6**

 **Goal:** Start posting, showing up, and serving your people online.

### **Time to Post!**

Choose one of these post ideas (or use one you already planned):

- What’s a truth you strongly believe in?
- A behind-the-scenes moment in your life or work
- A question your audience might want to answer
- A testimonial, win, or story that encourages

 **Post it today!** Don’t wait—imperfect action is better than perfection!

### **Engage with Others:**

Take 15 minutes today to:

- Like, comment, and share posts from others in your niche
- Reply to every comment on your own content
- Send 3 encouraging messages or DMs

### **Action Step:**

Mark off what you did today:

- Posted something
- Commented on 5+ posts
- Replied to every comment
- Messaged 3 people

© 2025 Oratoria, LLC

Sara Schaffer ♦ 720-496-5577 ♦ [saraspeaks.com](https://saraspeaks.com) ♦ [sara@saraspeaks.com](mailto:sara@saraspeaks.com)

No portion of this document may be resold or shared without express permission.

 **Reflection Prompt:**

What was easy? What felt hard? Where did you sense connection?

© 2025 Oratoria, LLC

Sara Schaffer ♦ 720-496-5577 ♦ [saraspeaks.com](https://saraspeaks.com) ♦ [sara@saraspeaks.com](mailto:sara@saraspeaks.com)

No portion of this document may be resold or shared without express permission.

## CHAPTER THREE: CONVERT

**“A worker is worthy of their wages.” —Luke 10:7**

 **Goal:** Learn to invite others into your offers and build relationships that convert.

### **What Do You Offer?**

Write a one-liner for your offer:

I help [who you help] do/experience [transformation] through [what you offer].

Example:

“I help Christian women get confident on camera through biblical coaching and content strategy.”

Now write a call to action (CTA) that invites people to take the next step with you:

- What problem do you solve?
- What result can they expect?
-  What do you want them to do?

### **Sample CTA Post:**

Tired of posting and hearing crickets? 

I help women build content that connects—without manipulation or chasing trends.

 Want help? DM me the word MOMENTUM and I'll send details!

### **Action Step:**

- Write and post one invitation or CTA today
- Send 3 personal invites to your email list or DMs
- Review your calendar app or bio—does it clearly show how to work with you?

© 2025 Oratoria, LLC

Sara Schaffer ♦ 720-496-5577 ♦ [saraspeaks.com](https://saraspeaks.com) ♦ [sara@saraspeaks.com](mailto:sara@saraspeaks.com)

No portion of this document may be resold or shared without express permission.

## **The CHALLENGE:**

Post an invitation/offer in the MOVE YOUR MINISTRY Facebook group! Join or visit the group [here](#).

Tell us about your book, webinar, podcast, etc. and provide a link for us to respond to you. Be sure to take note of who replies and engages with you so you can keep the conversation going and the relationship with them growing.

→ Again, don't worry about perfection, but be bold and take imperfect action.

## **Reflection Prompt:**

What's the **boldest** invitation you can make this month?

## **YOU DID IT!**

You completed the **3-Day Social Media Momentum Challenge**—but this is just the beginning!

### **Final Thoughts:**

- You don't need to post every day. You engage regularly on social media through comments, connecting, posting, and inviting people into your offers.
- Your voice matters, especially in a noisy world that desperately needs Jesus!
- God gave you a message, and the internet is your modern-day mission field. It's where the harvest is ripe if we're willing to go out and be the workers, because people go to social media *looking for* connection!

### **Want more? The NEXT CHALLENGE!**

Take action and use your two hours of coaching! Here's how:

 Book your two 1-hour **Coaching Calls** with me [here](#). My calendar fills quickly, so I encourage you to schedule soon (if we haven't already).

I look forward to working with you and sharing more specific tips to give you confidence and fun while you connect with others online!

Note: trouble finding a time? Email or text me at the address/number below, and we will find something that works.

---

So whether you eat or drink or whatever you do,  
do it all for the glory of God.

–1 Corinthians 10:31 (NIV)

---

© 2025 Oratoria, LLC

Sara Schaffer ♦ 720-496-5577 ♦ [saraspeaks.com](https://saraspeaks.com) ♦ [sara@saraspeaks.com](mailto:sara@saraspeaks.com)  
No portion of this document may be resold or shared without express permission.