

THE TOM SWOOPE PLAYBOOKS

BUSINESS / ACTION EDITION

FOLLOWERS TO REVENUE.

Turn audience questions into paid guides, relevant bundles, consultations, memberships, and sponsor offers with honest unit economics.

TOM SWOOPE

LEARN THE STEPS. TAKE CARE OF YOUR PEOPLE.

EDUCATIONAL GUIDE + FILLABLE WORKSHEETS / OCTOBER 2026

LESSON 01 / LEARN THE SKILL

FOLLOWERS ARE PEOPLE. REVENUE IS A PROCESS.

A big follower count can make you feel rich while the business account says otherwise. Followers are not obligated to buy. Teach the problem, show the useful work, explain the offer, and give a clear next step. If you disappear for months and return only to sell, start rebuilding trust with useful material instead of treating the audience like an ATM.

DO IT IN THIS ORDER

01. Choose one buyer problem connected to one offer.
02. Publish a useful example of the solution.
03. Link to the matching product page, not a maze.
04. Track paid orders and follow-up outcomes.

WORKED EXAMPLE / ASSUMPTIONS EXPLAINED

A post teaches event break-even. The link offers the complete event workbook. The buyer already knows why that tool matters. A random product dump has no such connection.

HELP / WHAT THAT WORD MEANS

Buyer intent = evidence that a person wants to solve the problem or purchase.

YOUR NEXT MOVE

Map one post to one page to one paid result.

Apply this lesson: my decision, calculation, or evidence

The action I will finish and my deadline