season

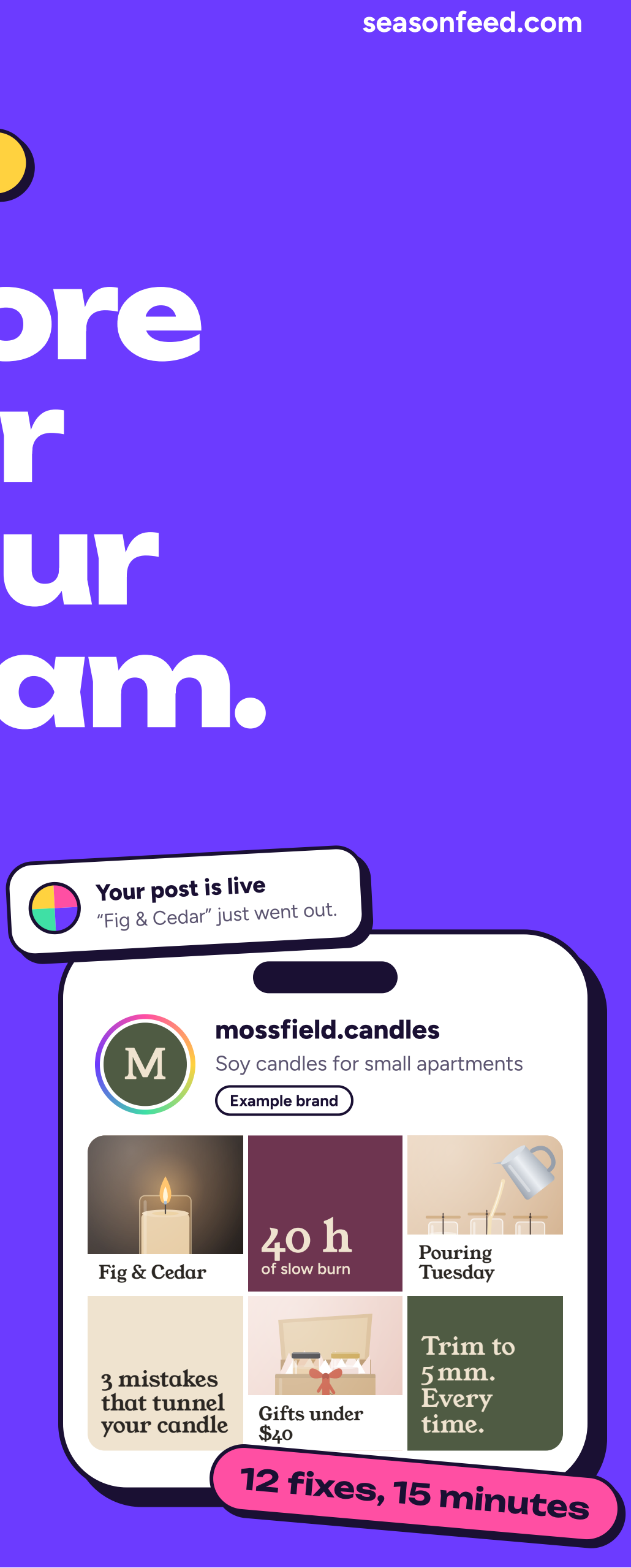
seasonfeed.com

A free guide for online stores

# Your store is better than your Instagram.

The 15-minute fix: **12 changes** that make your grid sell, without posting more.

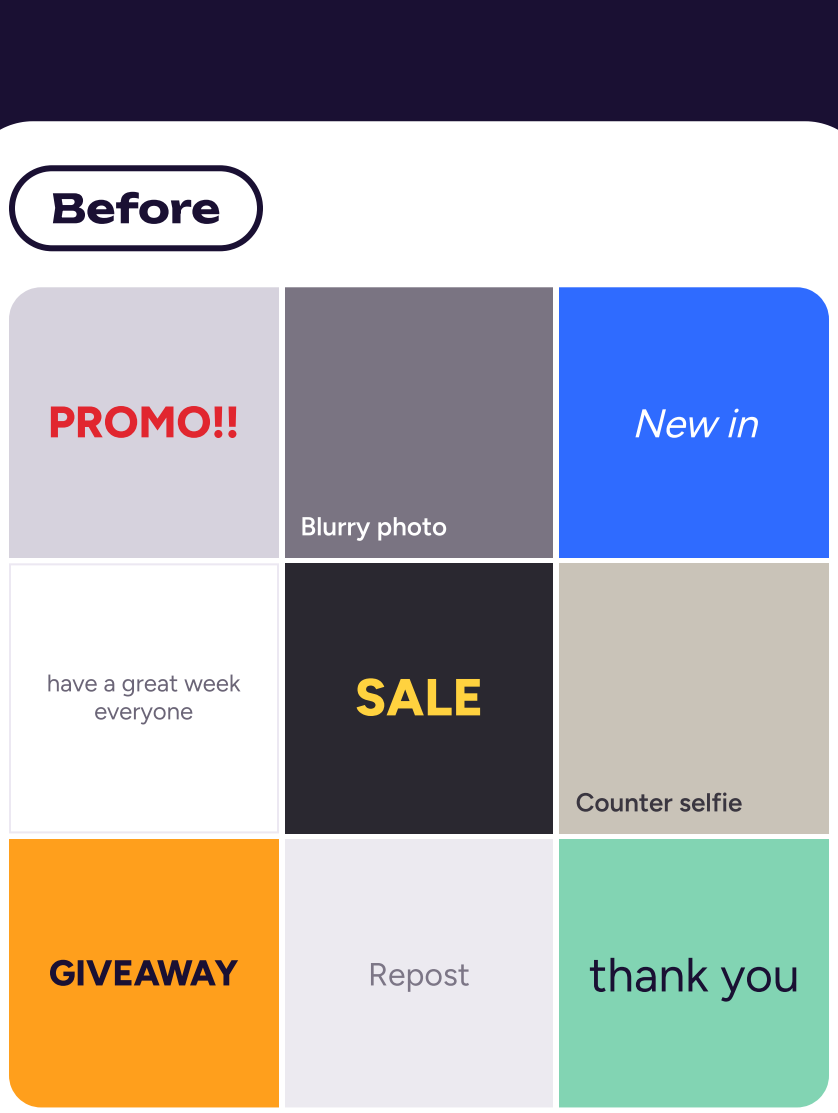
- 11 minutes to fix your profile
- One rule for a grid that sells
- A weekly rhythm that holds



# Same store. Same photos. Different grid.

Someone meets your brand at a market or in a friend's story. The next thing they do is open your Instagram. The grid decides whether they tap the link.

**Before**




**A post whenever you remember.**

**After**

mossfield.candles




**Three posts a week, in the store's style.**

Mossfield Candle Co. is an example brand, used all through this guide.

# Twelve fixes. Nine you set up once, three you keep.

Do part 1 tonight. Part 2 changes how you plan a post. Part 3 is the habit that keeps the grid selling after this weekend.

## 1 The profile

Fixes 1 to 4. Bio, link, highlights and pinned posts: the three-second test.

**11 min, once**

## 2 The grid

Fixes 5 to 9. One look, the thirds rule, carousels, text on images, captions.

**Once, then per post**

## 3 The rhythm

Fixes 10 to 12. Fixed days, a 12-week plan, a Saturday review.

**15 min a week**

**56%** of small businesses have an hour or less a day for marketing (Constant Contact, 2024)

**44%** of small-business owners post on social media just once a week (Small Business Expo, 2026)

01 Part 1: the profile 2 min, once

# Write your bio like a shelf label.

Not a mission statement. What it is, who it’s for, where it’s from, one proof. Then stop.

**What you make** + **for whom** + **from where** + **one proof**

**mossfield.candles**

Welcome to my page ✨ Handmade with love 💕 DM to order!

linktr.ee/mossfieldxx

Before

After

**mossfield.candles**

Hand-poured soy candles for small apartments.

Poured in Portland. 2,400 five-star reviews.

mossfield.co/fig-and-cedar

**Cut** “welcome to my page”, “DM to order”, and any emoji that isn’t doing a job.

Part 1: the profile

## 02 One link. Not your homepage.

1 min, every new drop

People tap for the thing they just saw. Send them to this month’s drop or to your bestsellers, and change the link when the drop changes.

| | |
|---|---|
| ~~mossfield.co~~ | lands on the homepage |
| mossfield.co/fig-and-cedar | lands on the drop |

## 03 Four highlights. One cover style.

5 min, once

Keep Shop, New, Reviews and How it’s made. Archive the rest. Same color on every cover, one word each.




Shop New Reviews How it’s made

~~trip ’23~~ archive

~~random~~ archive

04 Part 1: the profile 3 min, each season

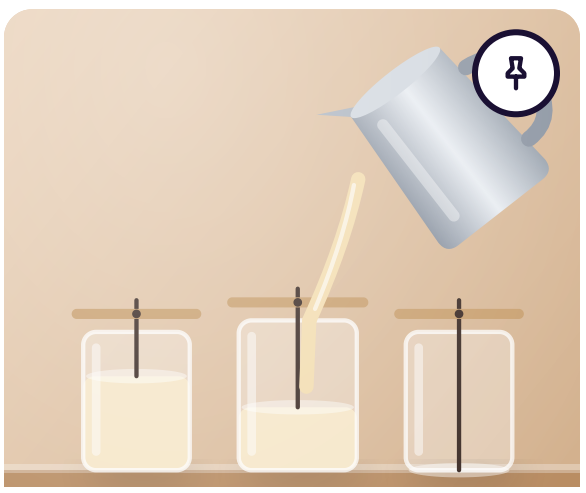
# Pin three posts that do three jobs.

The top row is often the only row a visitor sees before deciding. Make it answer: what to buy, why trust you, why now.




**Buy**

Your bestseller, with its price




**Trust**

How it's made, and by whom




**Now**

This season's offer. Swap it each season.









05

Part 2: the grid

1 min to check

# Do the squint test.

Screenshot your profile and shrink it to a thumbnail. Can you still tell what you sell, and what your colors are?



**Nothing holds**

Nine colors, no brand to find.



**Still your brand**

Readable even blurred.

## Failed? Fewer looks, not more posts.

One background family

One photo style

Two brand colors, every post

06

Part 2: the grid

A rule for every plan

# Product, proof, useful. A third each.

Only product shots and the grid reads like a catalog. Mix three kinds of post and people stay long enough to tap.




## Product

New in, restock, gift box. Always with the price.

## Proof

Pouring day, your market stand, packing orders, a review.

## Useful

Burn tips, care, how to pick a scent.

Read it row by row: each line of three holds one of each.

07 **Part 2: the grid** **Per post**

# Carousels beat single photos.

Three to five slides. The first is a headline, the middle ones prove it, the last one is the product with its price.




1 **The hook** 2 **The proof** 3 **More proof** 4 **The sale**

**Slide 1: eight words max, in your font**

**One background family**

**Last slide: price and where to buy**

**Why it works**

Every swipe keeps someone on your post a little longer, and slide one tells them why they should.

Part 2: the grid

## 08 Text on images: one number or three words.

The posts that stop a thumb look like a sign, not a flyer. Your font, your color, one fact.




## 09 Captions: the first line sells, the last line sends.

Only the first line shows before “more”. Write what a customer would say, then one call to action.

**mossfield.candles** Fig & Cedar smells like a cabin with the windows open.

Poured in Portland. 40 hours of slow burn. $32.

Shop the link in bio.

#soycandles #figcandle #portlandmade

1st line sells

Last line sends

Tags name it

Part 3: the rhythm

# The part that isn't 15 minutes.

Fixes 1 to 9 happen once. These happen every week, and it's where most stores stop.

## 10 Three fixed days.

Every week

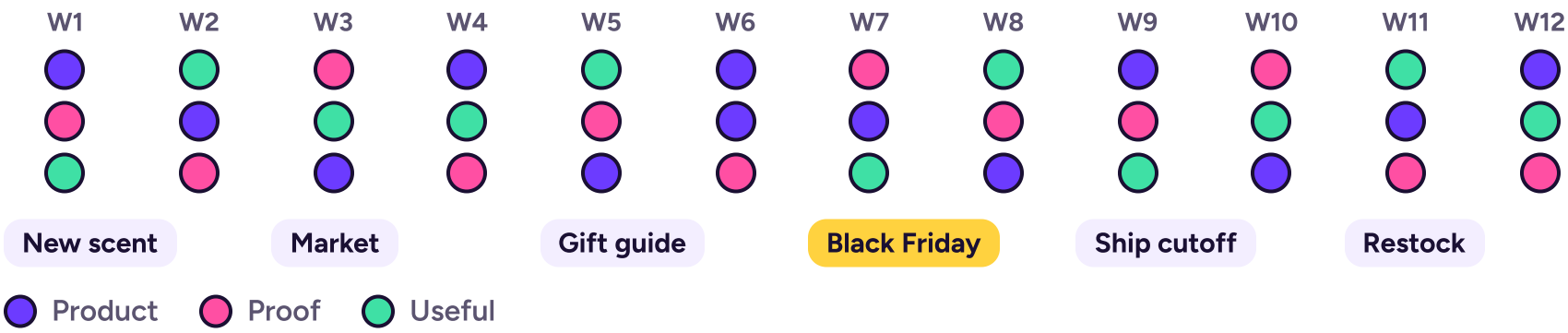
Same days, same times, in your customers' time zone. Followers learn when to expect you. A three-week gap teaches them not to.

| Mon | Wed | Fri |
|---|---|---|
| 6:30 PM | 12:15 PM | 6:30 PM |
| Live | Scheduled | Scheduled |

## 11 Plan the season, not the day.

Every 12 weeks

Put the dates that already exist on the next 12 weeks: drops, restocks, holidays, markets. Fill the gaps with the thirds rule.



12

Part 3: the rhythm

15 min, every Saturday

# Review on Saturday. Never create on a Tuesday night.

One slot a week to look at next week's posts: approve, skip, move. Making posts on the spot is where the gaps come from.

This is the whole job

Saturday preview

Goes live Monday

## Your week of Nov 23



Mon, Nov 23, 6:30 PM

**New: Fig & Cedar**

Skip



Wed, Nov 25, 12:15 PM

**See us at the Saturday market**

Skip




Fri, Nov 27, 6:30 PM

**3 mistakes that tunnel your candle**

Skip

All good

# Score your grid. One point per yes.

Tick what's true today, add it up, and read your number below.

## 1. The profile / 4

- [ ] Bio says what, for whom, from where, plus one proof
- [ ] Link goes to a drop or collection
- [ ] Four highlights or fewer, matching covers
- [ ] Three pinned posts: buy, trust, now

## 2. The grid / 5

- [ ] Passes the squint test
- [ ] Last nine posts mix product, proof, useful
- [ ] Three or more carousels in the last nine
- [ ] One font, two colors on designed posts
- [ ] Captions open with a hook, end with one ask

## 3. The rhythm / 3

- [ ] No gap longer than a week in the last 90 days
- [ ] The next 12 weeks are on a calendar
- [ ] A 15-minute review slot, every week

| | |
|---|---|
| **0–5** | They can't tell what you sell yet. Do part 1 tonight. |
| **6–9** | The window works, the shop is often closed. Part 3. |
| **10–12** | Ahead of most stores. Now protect the rhythm. |

**My score _____ / 12**

**Retake it in four weeks.**

# The rhythm, done for you.




Fixes 10 to 12 are the weekly ones, and Season does them. Paste your store or your @: it reads your products, photos and prices, plans three months of posts in your colors and fonts, and publishes them. You look over the week on Saturday.

| | |
|---|---|
| **Doing it yourself** | Free, and it comes out of your evenings |
| **A freelancer** | $14 to $35 an hour on Upwork, plus the back-and-forth |
| **A scheduler app** | Posts on time; you still make every post |
| **season** | **$39 a month at launch, 7-day free trial** |

Opening soon

**Get early access**

**seasonfeed.com**

Your invite by email when Season opens, in list order.

- **Free to join, no card**
- **Official Instagram API**
- **We never see your password**

Sources: Constant Contact, April 2024; Small Business Expo, March 2026; Upwork rates, October 2026. Prices at launch. Season is a product of Merios Health LLC; it posts through Instagram's official API and is not affiliated with Meta.