

5 Engagement-First Post Templates for Consultants

Turn passive readers into qualified leads — fill-in-the-blanks formulas + real examples

Stop publishing content that disappears into silence. These **5 proven templates** are designed specifically for consultants, coaches, and B2B service providers who want to **turn engagement into qualified leads**.

Each template includes:

- A fill-in-the-blanks headline formula
- A step-by-step structure
- A real example from consulting
- A comment prompt that actually gets replies

1 The "Dilemma Post"

Best for: Building trust through vulnerability. Shows you wrestle with real trade-offs, not just easy answers.

Headline Formula:

"We debated [Option A] vs. [Option B] for [Client Situation]. Here's what we chose — and why."

REAL EXAMPLE

"We debated Mexico vs. Colombia for our client's first LatAm office. Here's why we chose Colombia — and the trade-offs we're still watching."

Structure:

1. Set up the dilemma (2-3 sentences)
2. List pros of Option A (bullet points)
3. List pros of Option B (bullet points)
4. Reveal your choice + 2 key reasons
5. Admit what you're uncertain about
6. Ask for the reader's take

Comment Prompt (copy-paste this at the end of your post):

"Have you faced a similar trade-off? What would you have chosen — Option A or Option B? I'd genuinely love to hear your perspective."

2 The "Harsh Truth" Post

Best for: Differentiating from competitors who say "everything is easy". Attracts sophisticated buyers who want honesty.

Headline Formula:

"The harsh truth about [Common Belief in Your Industry] (and what to do instead)"

REAL EXAMPLE

"The harsh truth about 'overnight success' in Latin American expansion (and what to do instead)"

Structure:

1. Name the popular belief you disagree with
2. Share 1-2 data points or experiences that disprove it
3. Explain the real (harder) path
4. Offer a practical first step for readers
5. Invite pushback

Comment Prompt (copy-paste this at the end of your post):

"Agree or disagree? What's another 'harsh truth' in our industry that nobody talks about? Drop it in the comments."

3 The "Case Study Slice"

Best for: Showing proof without boring readers. Focuses on one specific win or lesson, not a 20-page report.

Headline Formula:

"How we helped [Client Type] achieve [Specific Result] in [Short Timeframe]"

REAL EXAMPLE

"How we helped a B2B SaaS company get 12 qualified leads in 30 days (without paid ads)"

Structure:

1. The starting point (where the client was stuck)
2. The one change that made the difference (not everything)
3. The numbers (specific, even if small)
4. What surprised you
5. One actionable takeaway for readers

Comment Prompt (copy-paste this at the end of your post):

"What's one small win you've had recently that surprised you? Share below — I'd love to celebrate with you."

4 The "Behind-the-Scenes" Post

Best for: Humanizing your brand. Shows how you actually work (not just polished deliverables).

Headline Formula:

"Behind the scenes: How we're solving [Specific Problem] for [Client Industry] right now".

REAL EXAMPLE

"Behind the scenes: How we're helping a medtech startup navigate Brazilian regulatory approvals (real-time updates)"

Structure:

1. Set the scene (what's happening this week)
2. Share a specific obstacle you're facing
3. Show a tool, template, or process you're using
4. Ask the audience for their advice or similar experiences

Comment Prompt (copy-paste this at the end of your post):

"Have you dealt with something similar? How did you handle it? I'm genuinely looking for ideas here."

5 The "Direct Offer" Post

Best for: Converting engaged readers into leads. Use only after you've built trust with previous posts.

Headline Formula:

"I'm opening [Number] spots for [Specific Service/Offer] – here's who it's for (and who it's not)"

REAL EXAMPLE

"I'm opening 3 spots for my Market Entry Intensive — here's who it's for (and who it's not)"

Structure:

1. State the offer and limit clearly (scarcity)
2. Describe the ideal client in 3 bullet points
3. Describe who should NOT apply (2 bullet points)
4. List exactly what's included (deliverables)
5. Give a simple next step (calendly link, email, DM)

Comment Prompt (copy-paste this at the end of your post):

"If this isn't the right fit for you right now, what would need to be different? Your honest feedback helps me build better offers."

Bonus: The 5-Step Comment Response System

Posting these templates is step one. How you respond to comments determines whether engagement turns into qualified leads.

1. **Reply within 4 hours** — speed signals you're active and care

2. **Use the commenter's name** — personalization increases reply rates by 50%
3. **Add value first, then ask** — answer their question thoroughly, then invite the next step
4. **Move off-platform** — after 2-3 comment exchanges, DM: "Loved your insight. Open to a 10-min call to explore how we could help?"
5. **Track commenter quality** — note job titles and questions. Engaged decision-makers are your hottest leads

Ready to turn engagement into qualified leads?

Use these templates, then book a free 15-min strategy call to audit your current content.

Book Your Free Call →

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