

SOFT RESET · AFFILIATE PROGRAM

The Posting Playbook

Everything you need to share The 7-Day Screen Reset in a way that feels like a helpful friend's tip — not an ad. You film your own short clips; we hand you the angles, the hooks, and the words.

40% commission · 60-day tracking · post in ~10 min

The one rule that makes this work

Post like you're texting a tired friend a thing that helped — not like you're selling.

Parents can smell an ad in half a second, and the moment it smells like one, the post dies. Everything here keeps you on the “helpful friend” side of that line. Earn trust first and the product nearly sells itself.

You earn **40% on every copy** through your link, tracked for **60 days** — so a parent who sees your post today and buys next week still counts. That's why **evergreen + honest** beats **salesy + once**: good posts keep paying for months.

Quick start — first post in ~10 minutes

- 1 **Pick a recipe** below that matches a real moment in your house.
- 2 **Film 5–15 seconds** of calm b-roll — no face, no script (ideas in each recipe).
- 3 **Add the hook as on-screen text**, then write the caption in *your own words* (steal the template, rough it up so it sounds like you).
- 4 **Put your link in your bio** (or a Linktree row) and say “link in bio” — or use a **link sticker** on Stories. Never paste the link in a Reel/TikTok caption (it kills reach).
- 5 **Disclose**: add **#ad** or “affiliate link, I earn a little 🍋.” Honesty *raises* trust, which *raises* sales — and it's required in most regions.

Aim for **1–2 posts a week**, not daily. Evergreen wins.

What to post — 6 ready recipes

Each recipe = an angle + what to film yourself + a hook + a caption you adapt. Rotate them so your feed doesn't read like a campaign.

1 The 4:47 PM moment — relatable problem

FILM Your real kitchen at dinnerprep, a tablet on the counter, the clock. Messy is good — messy reads as honest.

HOOK “POV: it's 4:47pm and the iPad is the only thing keeping the peace”

CAPTION

Nobody warns you about the 4:47pm hour 🥲 dinner's not started and the screen is the only thing standing between me and chaos. I found a calm 7-day plan that halved my kid's screen time — no cold turkey, no guilt-trip. Sharing because it actually worked. Link in bio if you want it 🌱 (affiliate — I earn a little)

2 It's not you, it's the abrupt stop — the reframe

FILM A quiet hand setting a tablet down, or a toddler's blocks/toys on the floor.

HOOK “if taking the iPad away = meltdown every time, read this”

CAPTION

Turns out the meltdown isn't your kid being difficult — it's the sudden stop. The thing that finally helped: a gradual 7-day reset with the exact words to say in the hard moment. One small change a day. Wish I'd had it a year ago. Link in bio 💛 #ad

3 Things I do instead of a screen — value-first list

FILM Quick cuts of 3 low-effort activities — a drawer of crayons, water + cups in the sink, stickers. Show the *thing*, not yourself selling.

HOOK "3 things that actually work on a 3yo instead of a screen 📌 "

CAPTION

Saving you the google: the 3 swaps that buy me 20 quiet minutes without a tablet 📌 (1) ... (2) ... (3) ... The full 7-day plan that got us here is in my bio — one small change a day, screen time down by the weekend. Affiliate link, but I genuinely use this.

Converts hardest — it gives value before it asks for anything. Lead with the free tips; mention the guide last, almost as an afterthought.

4 You don't have to throw the iPad in the ocean — permission

FILM A calm evening scene — lamp on, a book, a kid winding down.

HOOK "you don't need to ban screens. you don't need a 300-page book."

CAPTION

For the parents drowning in guilt: you don't have to go nuclear. Just one small thing a day for a week. That's the whole reset. Least-overwhelming parenting thing I've tried and it stuck. Link in bio 🌱 (affiliate)

5 Day 1 vs Day 7 — transformation (Story-friendly)

FILM Two short clips or photos — a chaotic evening vs a calmer one. Use as a Reel or a 2-frame Story with a **link sticker** on frame 2.

HOOK Frame 1 "Day 1: screens ran our evenings" → Frame 2 "Day 7: they didn't 🌱 "

CAPTION

Same week, different house. The 7-day reset did this — gradual, gentle, doable. [Stories] tap the sticker 📌 [Reels] link in bio. I earn a small cut, worth it.

6

The words that defuse it — Magic Words tease

FILM A calm close-up — a hand on a shoulder, a kid mid-tantrum (back-of-head, no face).

HOOK “the line that ends the ‘five more minutes’ fight”

CAPTION

*The thing that changed our screen-time fights wasn't a timer — it was having the exact words ready for “can I have the iPad?” and the meltdown. The toolkit version has 8 of them you can copy word-for-word. Link in bio if your evenings need it 🧡
#ad*

Bigger commission: recipes 1–5 point at the \$9 guide (easy yes). Recipe 6 nudges the **\$24 Complete Toolkit**, where your 40% = ~\$9.60/sale instead of ~\$3.60. Post a mix — warm them with 1–5, drop 6 occasionally.

How to post — the mechanics

Where the link goes

- ✓ **Reels / TikTok:** no links in captions → put your affiliate URL in your **bio** (or a Linktree row: “The 7-Day Screen Reset 🌱”) and say “link in bio.”
- ✓ **Stories:** use the **link sticker** straight to your affiliate URL — cleanest, highest-converting path. Perfect for the transformation recipe.
- ✓ **Carousels:** same as Reels — “link in bio.” Great for the “3 swaps” value post.

Cadence: 1–2 posts/week, evergreen. Screen-time content performs for *months*. Don't repeat the same caption daily — it reads as spam and tanks reach.

Format that performs: vertical 9:16, 7–20 seconds, on-screen text hook in the first second, calm music. Faceless b-roll is fine and often *outperforms* talking-head here.

The checklist — “helpful, not an ad”

Gut-check before you hit post.

- ✓ **Open with the problem, not the product.** First line names a moment they live ("4:47pm...").
- ✓ **Tell a micro-story / "here's what helped me."** First-person, specific, a little messy.
- ✓ **Give something free in the post itself** (a tip, a swap) when you can.
- ✓ **Mention the guide last, lightly.** "Link in bio if you want it" > "BUY NOW."
- ✓ **Disclose honestly** (#ad / "affiliate, I earn a little"). Trust is the conversion.
- ✗ No hype words ("AMAZING!! GAME CHANGER!!"), no fake urgency, no countdowns.
- ✗ Don't oversell results or make medical/developmental claims. "Halved *our* screen time" — not "guaranteed to fix your kid."
- ✗ Don't copy these captions verbatim across creators — rough them into your own voice.

Rule of thumb: if it sounds like something you'd actually text a mom-friend, post it. If it sounds like a billboard, rewrite it.

Hashtags — mix ~8–10, vary them

#toddlermom #momlife #screentime #gentleparenting #parentingtips #toddlerlife
#screentimebalance #momtips #honestmotherhood #parentinghacks #tiredparent
#momsofinstagram

Soft Reset 🌱

Need a hand? Reply to the message that sent you here and we'll help you pick a first angle, tighten a caption, or choose the moment to film.

We *want* you earning — the more you post, the more we both win. 💛