



FREE CALENDAR · NO EMAIL REQUIRED

A 30-day content calendar you can finish.

Thirty specific prompts, three posts a week, built so a whole month can be photographed in one afternoon.

Most small business content plans fail because they ask you to be creative on a Tuesday. This one does not. Every entry is a specific instruction, and the whole month can be shot in one two-hour block.

1. Read the whole list once and pick the twelve that fit your business. Ignore the rest without guilt.
2. Shoot everything you can in one session. Most of these are photos you could have taken today.
3. Write all twelve captions in one sitting, while you have momentum.
4. Schedule them. Meta Business Suite is free and will post to Instagram and Facebook for you.

Week one — who you are

- ☐ **Introduce yourself.** A photo of you and why you started this. Three sentences, first person. This will outperform everything else you post this month.
- ☐ **The thing you are best at.** One photo of your signature product or finished job, and one detail a customer would never notice.
- ☐ **Hours, location, parking.** Boring, necessary, and the post people screenshot. Do this once a month forever.

Week two — how it works

- ☐ **Before and after.** The most reliable format in local business content. Two photos, no caption needed beyond the timeframe.
- ☐ **A tool, ingredient or material close up,** and why you use that one instead of the cheap one.
- ☐ **Answer the question you get asked every single day.** You know the one. Write it as the question, then answer it.

Week three — proof

- ☐ **A review, screenshotted,** with a photo of the job it refers to. Ask first if their name is visible.
- ☐ **A customer, with permission,** and one line about what they came in for.
- ☐ **A mistake you fixed.** Genuinely. A post about something going wrong and how you made it right builds more trust than ten polished ones.

Week four — now

- ☐ **Something seasonal and true this week.** The weather, a holiday, the start of a season for your trade.
- ☐ **A short video, under 20 seconds,** of one thing being made or done. No talking required.
- ☐ **An offer or an ask.** The only one of the month. Earn it with the other eleven.

Bank of extras

- The view from your workspace at opening time.
- A hand-written sign, a chalkboard, the daily list.
- Someone on your team, named, and one thing they are good at.
- A local business you like, tagged. They will often return it.
- The delivery arriving. New stock, new equipment, the truck.
- A stack, a row, a grid of the thing you sell. Repetition photographs well.
- A slow pan of the empty space before opening.
- What you are listening to while you work.
- A question to the audience you will actually reply to.
- The oldest photo you have of the business.

- Stock images with quotes on them.
- National holidays that have nothing to do with you.
- Anything political, unless it is the actual point of your business.
- Reposted memes with a different logo in the corner.
- A photo so dark you cannot tell what it is. A missed day costs you nothing; a bad post costs you a little.

Consistency beats quality beats quantity, in that order. Three posts a week for a year is worth more than a brilliant month followed by silence.