

The 30 day plan

Two posts a week. Four weeks. Eight posts to start.

WEEK 1 01

STATIC

The introduction

Show the face behind the business. A clear photo of you or your team, and a short caption on who you are and what you do.

WEEK 1 02

VIDEO

Behind the scenes

Film how the thing actually gets made or done. Raw is fine. Phone is fine.

WEEK 2 03

STATIC

The why

Say what you stand for or the problem you solve. Not a sales pitch, a point of view.

WEEK 2 04

VIDEO

Meet the team, or a day in the work

Put a name and a face to the people who do the work, or walk through a normal day.

WEEK 3 05

STATIC

Proof

Show a result, a review, or a before and after. Let a happy customer do the talking.

WEEK 3 06

VIDEO

Teach one thing

Share one small useful tip from your field. Give value, ask for nothing.

WEEK 4 07

STATIC

Answer the question you get asked most

There is one question you answer every single week. Post the answer.

WEEK 4 08

VIDEO

The story, or the spotlight

Tell the origin of the business, or put one product or service fully in focus.