
■ FREE RESOURCE

The Fundament Starter Kit

Everything a small business needs to start posting properly. No agency required. Take what you need and start posting.

What is inside.

01	The four rules	Before a single post goes out
02	The 30 day plan	Eight posts to start, in order
03	Dimensions	Post at the right size
04	Nothing to post?	Fifteen ideas for empty weeks
05	Video formats you can shoot	Ten formats, phone only
06	Hook list	Fifteen ways to open strong

The four rules.

Before a single post goes out, get these right. They do more than any trick or trend.

01 **Pick one language and stay with it.**

Decide who you are talking to and which language they think in. Then commit. Switching between languages post to post makes you look unsure and it splits your reach. One language, chosen on purpose, held consistently. That alone puts you ahead of most.

02 **Plan the whole month before you post anything.**

This is the one that changes everything. Do not post day by day, deciding in the moment. Sit down once, plan all thirty days, get every post ready. Only then do you start posting. From that point on you are always one month ahead, never scrambling. The businesses that stay consistent are not more disciplined. They are just never starting from zero.

03 **If you have visual guidelines, use them.**

Your colors, your fonts, your look. Use them on everything. Consistency is what turns a pile of posts into a brand people recognise. If you do not have guidelines yet, that is the first thing worth fixing, because without them every post looks like a slightly different company.

04 **Your logo does not belong on every post.**

Common mistake. Your name and your profile picture are already on every single post, sitting right at the top. Stamping the logo on top of the content again just clutters it and makes it look like an ad. Let the content breathe. People already know it is you.

The 30 day plan.

Two posts a week. Four weeks. Eight posts to start. Alternate between static and video, plan all eight before you post the first one. Examples are written in English, rewrite them in your chosen language before posting.

WEEK 1

■ STATIC

Post 1

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.

"Hi, we are [name]. For the last [x] years we have been [what you do] here in [town]. This page is where we show you how it happens."

Why it works. People follow people. Before they trust the business, they want to see a human.

■ VIDEO

Post 2

Behind the scenes.

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

"A thirty second clip of the kitchen at prep, the workshop mid job, the morning setup."

Why it works. Behind the scenes is the most watched content small businesses have, because nobody else can fake it.

WEEK 2

■ STATIC

Post 3

The why.

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

"We could buy the cheap version. We do not. Here is why that matters for what you get."

Why it works. A clear stance makes people choose you over the faceless option down the road.

■ VIDEO

Post 4

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.

"A quick clip of each team member saying their name and one thing they love about the job."

Why it works. It makes a small business feel real and worth rooting for.

WEEK 3

■ STATIC

Post 5

Proof.

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

"A real review screenshot, or two photos side by side showing the work you did."

Why it works. You saying you are good is marketing. A customer saying it, is proof.

■ VIDEO

Post 6

Teach one thing.

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

"A florist showing how to make cut flowers last longer, a garage showing a check anyone can do before winter."

Why it works. Useful content gets saved and shared, which is how new people find you.

Answer the question you get asked most.

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

"How much does it cost? Here is honestly how our pricing works."

Why it works. It removes the exact doubt that stops people from reaching out.

The story, or the spotlight.

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

"This is the dish we almost took off the menu. Here is why it stayed, and why it is now the one everyone orders."

Why it works. Story is what people remember long after they forget the offer.

When these eight are live, you are not done, you are in rhythm. Plan the next month the same way. That is the whole game.

Dimensions.

Post at the right size and your content looks sharp and fills the screen. Post at the wrong size and it gets cropped, blurred, and quietly buried. All current for 2026.

RATIO	PIXELS	LABEL	PLATFORMS
4:5	1080 x 1350	Feed post	Instagram, Facebook, LinkedIn
9:16	1080 x 1920	Stories, Reels & Shorts	Instagram, TikTok, Facebook, YouTube
1:1	1200 x 1200	Feed post (square)	LinkedIn
16:9	1280 x 720	Thumbnail	YouTube
Profile picture			Shared link preview
400 x 400. Instagram, LinkedIn			1200 x 628. Facebook
Profile banner			
1584 x 396. LinkedIn			

Tip. Keep important things like text, faces, and logos away from the very top and bottom edges on vertical video. That is where the platform buttons sit and they will cover it.

Nothing to post?

The month is not planned yet and your head is empty? Pick one and post it.

01 A behind the scenes photo of right now, whatever you are doing.

02 The question a customer asked you this week, with your answer.

03 One thing people get wrong about your field.

04 A before and after of any job or product.

05 Your favourite thing you sell or do, and one honest reason why.

06 A tip that makes your customer's life easier, even if it does not sell anything.

07 A short story about how the business started.

08 Introduce one team member.

09 A review or thank you message you received, screenshot it.

10 A mistake you used to make and what you do now instead.

11 Something happening in your town or industry, and your take on it.

12 A time lapse of something being made, cleaned, set up, or finished.

13 What a normal Monday morning looks like for you.

14 A myth in your industry, and the truth.

15 Ask your followers a real question and reply to every answer.

Video formats you can shoot.

To get started, use your phone and maybe get yourself some high quality microphones.

01. Talking to camera.

You, phone propped up, saying one useful thing. The simplest video there is and often the best.

03. Before and after.

Show the start, cut to the finish. Works for anything you improve or make.

05. Day in the life.

Short clips from across your day, stitched together.

07. Product or dish in focus.

Slow, close, well lit shots of one thing you are proud of.

09. Answer a question.

Read a real question on screen, answer it out loud.

02. Behind the scenes.

Film the work happening. No script, no talking needed.

04. The quick tip.

One problem, one fix, under thirty seconds.

06. Meet the maker.

One person, their name, what they do, why they care.

08. The reaction.

Film a customer's first bite, first look, first reaction. With permission.

10. The time lapse.

Speed up something slow. Setup, a build, a bake, a clean.

Keep them short. Film more than you need. The first three seconds decide if anyone watches the rest, so start with the interesting part, not the intro.

Hook list.

The first line, or the first three seconds, is the whole battle. Steal these shapes and fill them with your own thing.

01 The one mistake almost everyone makes with [thing].

02 Nobody tells you this about [your field], so we will.

03 We get asked this every single week: [question].

04 Stop [common thing people do]. Here is what to do instead.

05 This took us [x] years to figure out. You get it in thirty seconds.

06 If you own a [type of business], watch this before your next [thing].

07 The real reason your [thing] keeps [problem].

08 Here is what [x euros] actually gets you.

09 We almost did not post this.

10 Everyone does [common thing]. We do the opposite, and here is why.

11 Three things we wish we knew when we started [business type].

12 You are probably [doing common mistake] right now.

13 This is the [product or dish] we nearly gave up on.

14 Watch what happens when [simple setup].

15 The honest answer to the question you were too polite to ask.

Rule. Say it like a human, not like an ad. If it sounds like a slogan, cut it.

■ LAST PAGE

This kit covers the foundation. When you are ready for the system that runs it, from strategy to content to the calendar filled a month ahead, that is Fundament.

Fundament. Luxembourg based, long term by design.

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