

A practical guide for small business owners

One message. Twelve posts.

Build a month of useful content from one idea your audience needs to understand.

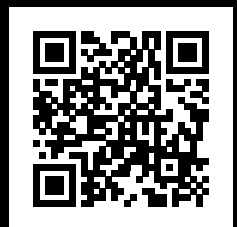
- 1 Choose a message worth reinforcing.
- 2 Explore twelve angles with practical examples.
- 3 Map four weeks and draft a post with the 3H framework.

A four-week content workbook you can use again

Created by Serena Coleman

Solutions, not sales. Conversations, not pitches.

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01 / Choose your message

Give one idea a job.

Choose something your audience needs to understand before making a decision. Build twelve useful posts around that idea.

Our running example

A clear estimate makes a service quote easier to compare.

Example business: a local home-service company. Adapt the prompts to your work.

Who am I helping?

Name a specific customer and the decision they're facing.

What do they need to understand?

Write one useful idea, belief, or answer you want to reinforce.

Why does this matter to them?

Connect the idea to a problem, concern, or outcome they care about.

My core message

Before someone chooses _____, I want them to know _____.

Type in the boxes or print and write. Save a fresh copy for each month.

02 / Angles 01-06

Teach the idea.

Use these prompts to make the same message useful in different ways.

Example message: A clear estimate makes a service quote easier to compare.

1 The misconception

Which belief could lead your customer to the wrong decision?

Example: The lowest quote isn't always the lowest final cost.

2 The quick check

What can they check in five minutes?

Example: Three details to compare: scope, exclusions, and payment timing.

3 The overlooked question

What should they ask before they commit?

Example: If the scope changes, how will I approve the added cost?

4 The process

Show the steps that turn a vague request into a clear plan.

Example: How we move from your photos to a written scope.

5 The common mistake

What do people skip, and what can they do instead?

Example: Comparing totals without checking what each quote includes.

6 The simple explanation

Translate one unfamiliar term into everyday language.

Example: What "scope of work" means before you approve a quote.

Give each post one useful point. Save the next angle for the next post.

02 / Angles 07-12

Make the idea real.

Show how the message changes a choice, conversation, or outcome.

Example message: A clear estimate makes a service quote easier to compare.

7 The comparison

Compare two ways to approach the same decision.

Example: A one-line total beside an itemized estimate. What can you compare?

8 Behind the scenes

Show the work your customer doesn't usually see.

Example: The questions we ask before putting a number on your project.

9 The story

Describe a real moment that changed how you do the work.

Example: Why we started listing exclusions on every estimate.

10 The proof

Show evidence that supports the idea.

Example: Walk through a redacted estimate and point out what it makes clear.

11 The objection

Answer one hesitation without pressuring the reader.

Example: "Why do you need more details before you can give me a price?"

12 The next step

Offer one small action they can take today.

Example: Request a written scope before comparing the final totals.

Use real examples. Label sample scenarios and remove identifying client details.

03 / Plan four weeks

Turn twelve angles into a plan.

Three posts a week is a starting point. Choose days you can sustain and move the angles to suit your schedule.

Month

Platform

Post 1 / Monday

Post 2 / Wednesday

Post 3 / Friday

Week 1

Help people notice

01 / Misconception

Text post

Your topic / date

03 / Overlooked question

Short video

Your topic / date

02 / Quick check

Carousel

Your topic / date

Week 2

Show your approach

06 / Simple explanation

Graphic

Your topic / date

04 / Process

Carousel

Your topic / date

08 / Behind the scenes

Photo + caption

Your topic / date

Week 3

Help them weigh options

05 / Common mistake

Text post

Your topic / date

07 / Comparison

Carousel

Your topic / date

11 / Objection

Short video

Your topic / date

Week 4

Build confidence

09 / Story

Photo + caption

Your topic / date

10 / Proof

Example walkthrough

Your topic / date

12 / Next step

Text post

Your topic / date

Formats are suggestions. Choose the format that best explains the idea.

04 / Draft with the 3H framework

Write a post with purpose.

Hook earns attention. Help gives the reader something useful. Highlight makes the takeaway or next step easy to remember.

3H example / Angle 05: The common mistake

- | | |
|------------------|--|
| Hook | Two service quotes can show the same total and include different work. |
| Help | Compare the scope, exclusions, and payment timing. Ask how changes are approved before you commit. |
| Highlight | A clear estimate helps you compare what you're getting. Ask for the written scope. |

Hook Name the decision, question, or tension.

Help Explain one useful point or action.

Highlight Reinforce the takeaway and one next step.

Before you post

☐ One message

☐ One useful point

☐ One next step

Need help putting this plan to work?

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