



THE SMALL BUSINESS COMMUNICATIONS KIT

5 Quick Wins to Build Momentum

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WELCOME!

Running a small business is hard enough—finding new customers, juggling operations, and trying to make time for marketing often feels impossible. But here's the truth: how you communicate matters just as much as what you sell.

That's why I created this starter kit. Inside, you'll find 5 simple, practical marketing and communications wins that you can put into action right away. These strategies don't require a big budget, fancy tools, or a marketing degree—they're designed for small business owners like you who want to get noticed without the overwhelm.

Let's get started!

— Jordan Testerman

Strategic Communications Coach & Owner, J. Testerman Consulting, LLC.

QUICK WIN #1: CLARIFY YOUR MESSAGE

If your audience doesn't understand what you do or why it matters, they won't work with you. A clear message builds trust and makes marketing easier

Action Step: Write a simple, one-sentence description of your business.

Template: "We help [target audience] achieve [desired result] by [your solution]."

Example: "We help busy parents plan stress-free birthday parties by providing fun, affordable, all-inclusive packages."

Now—it's your turn! Write your one-sentence brand message below:

QUICK WIN #2: POLISH YOUR ONLINE PRESENCE

When customers look you up online, what do they see? Consistency across platforms makes your business look credible and professional.

Checklist:

- ✓ Update your website 'About' page to reflect your clear message
- ✓ Claim and update your Google Business Profile
- ✓ Optimize your LinkedIn (or chosen social channel) with the same messaging
- ✓ Post at least once this week introducing what you do and who you serve

Action Step: Pick ONE platform to update today. Small steps add up.

QUICK WIN #3: CREATE CONSISTENT CONTENT

Content doesn't have to be complicated. The key is consistency.

Simple Framework:

- Brainstorm: Jot down common customer questions or pain points
- Plan: Turn each question into a short post, video, or blog idea
- Publish: Share on your chosen platform regularly (once a week is a great start!)

Starter Ideas:

- Answer a customer FAQ
- Share a behind-the-scenes photo
- Post a client testimonial

Action Step: Use this mini calendar to plan your next week:

- **Day 1: Customer FAQ**
- **Day 3: Behind-the-scenes photo**
- **Day 5: Testimonial or milestone**

QUICK WIN #4: USE FREE PR OPPORTUNITIES

PR isn't just for big brands—you can get noticed in your community too!

Ideas to Try:

- Join your local Chamber of Commerce or small business association
- Share milestones (new product, anniversary, expansion) with local media
- Submit your expertise for industry blogs or podcasts
- Partner with another local business for a co-promotion

Action Step: Write a mini press release (3 sentences) about something exciting your business has done recently.

Template:

- Headline: [Business name] announces [milestone]
- Body: Explain what it means for your customers/community
- Quote: Add a short, positive quote from you, the business owner

Want pre-made templates for your business?
Email jordan@jtestermanconsulting.com for package options

QUICK WIN #5: BE READY FOR A CRISIS

Even small businesses need a plan for when things go wrong—whether it's a negative review, a supply chain delay, or a larger issue.

MINI CRISIS CHECKLIST:

- IDENTIFY YOUR SPOKESPERSON (WHO WILL RESPOND PUBLICLY?)
- DRAFT A SIMPLE HOLDING STATEMENT:
“WE’RE AWARE OF THE ISSUE, AND WE’RE WORKING ON A SOLUTION. WE’LL PROVIDE AN UPDATE AS SOON AS POSSIBLE.”
- RESPOND ON YOUR MAIN CHANNEL FIRST (WEBSITE, EMAIL, OR SOCIAL MEDIA)
- STAY CONSISTENT: DON’T SAY DIFFERENT THINGS IN DIFFERENT PLACES

ACTION STEP: DRAFT A QUICK HOLDING STATEMENT YOU COULD USE IN CASE OF AN EMERGENCY.

CONGRATULATIONS!

You've just taken 5 big steps toward stronger marketing and communications for your small business!

Remember: consistency builds credibility. Each small step compounds into stronger visibility, more trust, and ultimately, more customers.

If you're ready to go deeper:

✨ Schedule a free consultation to learn how coaching can strengthen your communication strategy

✨ Follow me on LinkedIn for more practical MarComm tips

Your voice is your business's most powerful asset—let's make sure it's heard.

— Jordan

