

SERVICE-BASED BUSINESS

BY ASH HUNT PR

STARTER KIT

BUILD A STRONG SOCIAL MEDIA PRESENCE IN 7 DAYS

WELCOME

Hi There!

I'm Ash, and I help service-based businesses like yours turn digital content into real results. This guidebook is designed to give you the tools, tips, and strategies to create consistent, high-impact content that not only connects with your audience but drives leads and grows your business.

Think of it as your blueprint to show up confidently online, stand out in your industry, and turn followers into loyal customers—without the guesswork. I hope you enjoy using it as much as I enjoyed creating it for you!

Here's to your success,

Ash Thompson

ABOUT ME

I am a digital marketing strategist with over 10 years of experience helping brands grow through social media, content, and AI-powered marketing. I create strategies that turn content into real leads and engagement while keeping your brand authentic.



HERE'S WHAT YOU'LL GET INSIDE

Welcome to your content marketing Starter Kit. This is a practical guide, not a quick fix. Use it as a 90-day roadmap you can repeat and refine.

- 10 plug-and-play social media posts
- A weekly posting blueprint
- 20 content ideas (industry-specific)
- A “must-have setup” checklist to convert followers into buyers
- Bonus: AI prompts to speed up your content creation





10 PLUG-AND-PLAY TEMPLATE TYPES

1. INTRO / WELCOME POST
 2. TESTIMONIAL / CLIENT STORY
 3. BEFORE & AFTER / TRANSFORMATION
 4. "DAY IN THE LIFE" POST
 5. QUICK TIP / HOW-TO
 6. FAQ / COMMON QUESTIONS
 7. INDUSTRY TRUTH / MYTH-BUSTING
 8. BEHIND-THE-SCENES POST
 9. OFFER HIGHLIGHT / PROMOTION
 10. RESULTS / SOCIAL PROOF
- 

DAY /

DATE /

MY CHECKLIST

CONTENT IDEAS BY INDUSTRY

PLATFORM



MON industry value <i>tip</i>					
TUE before & <i>after</i>					
WED educational <i>reel</i>					
THU your soft <i>offer</i>					
FRI client <i>testimonial</i>					
SAT behind <i>the scenes</i>					
SUN lifestyle <i>brand</i> <i>moment</i>					

BRAND CHECKLIST.



Develop a business plan

This should include your business goals, target market, competition analysis, financial projections, and marketing strategy.



Register your business

Determine your business structure and register your business with the appropriate state or local agency.



Create a website

Establish an online presence by creating a website that showcases your business and products/services.



Develop a marketing strategy

Determine the best ways to reach your target audience, whether it's through social media, print advertising, email marketing, or other channels.



Establish a social media presence

Create social media accounts for your business and regularly post updates and engage with your followers.



Develop a sales strategy

Determine how you will generate sales, whether it's through online sales, retail sales, or a combination of both.



Build a customer base

Develop a customer database and track customer interactions to build relationships and loyalty.



Manage finances

Establish a bookkeeping system, set a budget, and track expenses to ensure your business remains financially healthy.



Hire staff

Determine your staffing needs and hire employees as necessary.



Establish a customer service plan

Develop policies and procedures for addressing customer complaints and providing excellent customer service.

IDEAS TO INSPIRE YOUR POSTS

Real Estate Agents:

- "Just toured this property..."
- Market myth-busting
- Neighborhood spotlight



Cleaning Companies:

- Quick home hacks
- Before/after reel
- 5 things you're missing in your home



HVAC:

- Seasonal prep checklist
- Maintenance myths
- Cost-saving tip



Fitness Trainers:

- Beginner routine
- Form correction
- "What I eat today"



Salons / Medspas:

- Client transformation
- Skincare / hair tip
- Behind the chair



Trades (electricians, plumbers, etc.):

- Safety tip
- How-to fix common issues
- Behind-the-scenes project



DAY /

DATE /

MY CHECKLIST

TODAY'S CHECKLIST

Clear bio with who you help

☐

Branded highlights and consistent visuals

☐

One strong call-to-action button

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Link page with services

☐

Proof: Reviews, results, testimonials

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Contact options visible

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Consistent branding across platforms

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Review the materials for Biology Class

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AI PROMPTS TO CREATE CONTENT IN MINUTES



- Write a caption introducing my brand. I help ___ achieve ___ without ___.

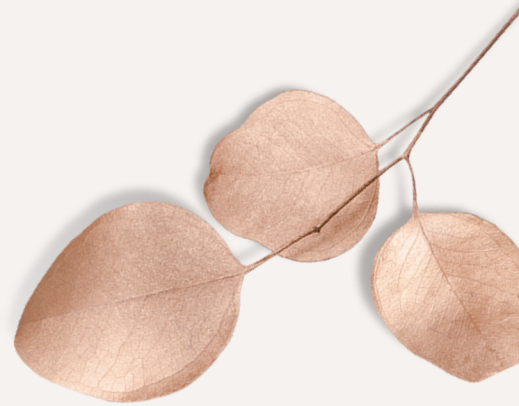


- Create 3 hook variations for a reel about ____.



- Turn this testimonial into a caption with a CTA.

- Use this space to write your own prompts.



READY TO GO FROM POSTING TO PROFITABLE?



- Book a free strategy call
- Or join the AI Content Lab Subscription to get prompts, captions, graphics, and scripts delivered monthly

JOIN THE LAB