

BEE BETTER DAILY

30 Days of Content

A social media starter kit for small businesses

beebetterdaily.com



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30 Days of Content

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INTRODUCTION

Consistency beats inspiration. This kit gives you a simple system: one goal, a few content themes, a weekly routine, and a 30-day set of post ideas you can adapt to any small business. It is written for owners who do their own marketing in the gaps between everything else. You will not find tricks or shortcuts here. You will find a repeatable way to decide what to post, make it quickly, publish it on a schedule and learn from the results. Use it for one month, then repeat what worked.

HOW TO USE THIS BOOK

Get the most from it

Read one chapter at a time, and stop to do the action steps before moving on. Each chapter begins with what you will learn and ends with key takeaways and a short list of actions. Worksheets are meant to be written on: print the pages, or type your answers into a separate document.

You do not have to read in order. If you already know the basics, jump to the chapter that matches your next decision. Examples are illustrative and use made-up numbers and businesses, so adapt them to your own situation.

Treat the book as a working document. Highlight, annotate and come back to it when you are about to make the next decision.

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CHAPTER

01

Pick one goal and one platform

IN THIS CHAPTER

- Why a narrow start works better
- The four common goals
- How to choose a main platform

Most small businesses fail at social media because they spread effort across too many places with no clear purpose. Start narrow. One goal and one main platform for the next thirty days will beat five platforms done halfway.

Choose one goal

Goal	What success looks like	Main measure
Awareness	More people know you exist	Reach and follows
Leads	More messages, quote requests and sign-ups	Inquiries
Sales	More orders from followers	Orders and revenue
Trust	Customers see proof you do good work	Saves, shares and reviews

Choose one main platform

Pick the place where your customers already spend time, and where you can post consistently. A platform you maintain beats three you abandon. If you are unsure, ask five customers where they look for businesses like yours.

EXAMPLE: A FOCUSED START

A local cleaner decides that her goal is leads and her platform is a local community group plus one social profile. Every post ends with a call to message for a quote. After a month she knows which posts produced messages, and she can add a platform with confidence.

KEY TAKEAWAYS

- Start with one goal and one platform
- Match the goal to a single measure
- Ask customers where they spend time

ACTION STEPS

- [] Choose one goal
- [] Choose one main platform
- [] Write how you will know it worked