



Free Playbook

# Stop Posting. Start Strategizing.

The Small Business Social Media Playbook — 5 steps to get real leads from social without wasting hours on content that doesn't convert.

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# You're not bad at social media. You're just missing a strategy.

I talk to small business owners every week who are exhausted. They're posting consistently, trying every trend, spending hours on Reels and carousels — and still not getting clients from it.

The problem isn't effort. It's that they're executing before they've strategized. Social media without a strategy is just noise — for you and your audience.

This playbook walks you through the 5 foundations I use with every client before we touch a single piece of content. These aren't hacks. They're the fundamentals that make everything else work.

By the end, you'll know exactly why your content isn't converting — and what to do about it.

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# 5 Steps to a Social Media Strategy That Converts

1

Define Your Content Goal

Know exactly what you want social media to do for your business

2

Know Who You're Talking To

Build a real audience profile that shapes every post you write

3

Choose Your Platform Intentionally

Stop spreading thin — go deep on the platform where your clients actually are

4

Build Your Content Pillars

Create a simple framework so you never run out of ideas again

5

Create a Clear Call to Action Path

Turn followers into leads with a simple, repeatable CTA system

## Define Your Content Goal

Most businesses post without a clear goal. They want "more followers" or "more engagement" — but those are vanity metrics, not business outcomes. Before you write a single caption, answer this question:

"What specific action do I want someone to take after seeing my content?"

Your answer becomes your north star. Common content goals for small businesses:

→ **Book a call**

Service providers, consultants, coaches

→ **Join the email list**

Anyone building a warm audience

→ **DM for pricing**

High-touch, relationship-based sales

→ **Click the link**

E-commerce, events, lead magnets

**Your Action**

Write down your #1 content goal. Every piece of content you create should move someone toward it.

## Know Who You're Talking To

Generic content doesn't convert. If your captions could apply to any business in any industry, they won't resonate with anyone. The fix is a specific audience profile — not a marketing persona, but a real picture of who your best client is.

### Build Your Audience Profile — Answer These 5 Questions

- 01 What does their day look like before they found you?
- 02 What problem are they Googling at 11pm?
- 03 What have they already tried that didn't work?
- 04 What does success look like to them — specifically?
- 05 What would make them trust you enough to reach out?

### Pro Tip

The best place to find this language? Your existing clients. Ask 3 of them how they'd describe their problem before they hired you. Use their words — not marketing language — in your captions.

## Choose Your Platform Intentionally

Being on every platform dilutes your energy and your message. The goal isn't to be everywhere — it's to be *excellent* where your clients actually are. Here's a simple guide:



### LinkedIn

Best for: B2B services, consultants, professional services. Your audience is thinking about business problems during work hours.

## Build Your Content Pillars

Content pillars are 3–5 topic buckets that define what your brand talks about. They keep your content consistent, eliminate blank-page paralysis, and signal expertise to your audience.

A Simple 4-Pillar Framework for Service Businesses:

Pillar 1 · Educate

Tips, how-tos, and insights that prove your expertise. Answers the questions your clients are Googling.

Pillar 2 · Inspire

Client wins, transformation stories, before/after results. Helps prospects see themselves in your work.

Pillar 3 · Connect

Behind-the-scenes, your story, values, and process. Builds trust through transparency and personality.

Pillar 4 · Convert

Offers, CTAs, service spotlights, and invitations to work with you. Direct but not pushy — 1 in 5 posts.

Your Action

Write 5 content ideas for each pillar. That's 20 posts — a full month of content ideas in 30 minutes.

Rotate through them weekly to keep your feed balanced and strategic.

## Create a Clear Call-to-Action Path

Most small business accounts post great content — and then leave the audience with nowhere to go. A clear CTA path turns casual scrollers into actual leads. Here's the system:

A

Awareness CTA

"Save this post" / "Tag someone who needs this" — grows reach, keeps you top of mind

E

Engagement CTA

"Comment your biggest challenge" / "What's your experience with this?" — builds relationship signals

C

Conversion CTA

"Book a free strategy call" / "Link in bio to grab the guide" — direct, specific, tied to your #1 goal

The Golden Ratio

3 awareness/engagement posts : 1 conversion post. Build the trust before you ask for the action. When you do ask, make it specific, easy, and low-commitment.

## Before Your Next Post, Check These Off



I know exactly what business goal this post serves






## Ready to build a strategy that actually works?

These 5 steps are the foundation — but a strategy built specifically for your business goes much deeper. Let's look at your goals, your audience, and your current content together in a free 20-minute call.

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20 minutes. No pressure. Just strategy.

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