CONTENT STRATEGY KIT

Free Content Strategy Starter Kit

Three Reusable Content Pillars for Independent Service Businesses

PREPARED FOR	PREPARED BY	DATE
Independent Service Businesses · Public Sample	**Soltheia**	**November 22, 2026**

1. Your Business and Audience

Start with three useful content pillars: Educate, Demonstrate, and Connect. The examples below show how different businesses could adapt each pillar without adopting the same look or voice.

> **About These Examples:** These designs feature fictional businesses created to demonstrate Soltheia's creative approach. They are illustrative concepts, not commissioned client work.

Industry	Independent Service Businesses — A Cross-Industry Example
Who You're Speaking To	People comparing service providers who need clear answers about price, process, quality, and next steps. Replace this with your actual customer type and buying concern.
Your Strength	Clear explanations, realistic expectations, and evidence of real work. Substitute the strengths you can demonstrate.
Business Goal	Turn useful content into better-informed inquiries and qualified conversations, not simply more likes.
Opportunity	Use your audience's actual questions, show credible evidence of your work, and invite conversations worth having. Choose a style that belongs to your business—not the sample brands.

2. Your Content Pillars

> A simple rotation of ideas. Pick one pillar, then one question your customers actually ask.

2. Your Content Pillars continued

Educate

Answer a real buying question so people can make an informed decision. Teach, do not tease or pressure.

- What is included in the service?
- What happens after someone reaches out?
- What should someone ask before choosing a provider?

Demonstrate

Show how the work actually happens. Real process photos, thoughtful decisions, and approved results build credibility.

- How our first conversation works
- One important choice we make during delivery
- A real example of our process or work (with permission)

Connect

Listen to the people you serve, share authentic perspectives, and invite useful conversation. Respond to what people say.

- What matters most when choosing a service?
- What questions have we not answered clearly?
- One community insight or genuine client concern

3. Your Recommended Content Strategy

Start here. Adjust after you see which posts generate useful conversations.

01 / Where to Show Up

Local consumer services: Test Facebook for community connection and Instagram for visual work. B2B services: Test LinkedIn. Start on ONE primary platform.

02 / Your Weekly Rhythm

Post twice per week for 30 days. Add a third post only if you can sustain it.

03 / The Post Formats

Try a useful illustrated guide, a real project or process spotlight, and an inviting question. Each format can look different while staying consistent with your own brand.

04 / Your Content Balance

Start with eight posts per month: three useful answers, three examples of your real work or process, and two relationship-building posts. Adjust after you see which topics lead to worthwhile inquiries.

05 / How You Sound

Clear, helpful, credible, and approachable. Explain; do not overpromise.

06 / Invite the Next Step

Invite a specific next step: “Request a quote,” “Ask about your project,” or “Book a consultation.”

3. Your Recommended Content Strategy continued

Why This Works as a Starting Point

Education reduces uncertainty. Evidence of real work builds confidence. Useful conversations reveal customer needs. None of these formats guarantees reach, inquiries, or sales.

4. One Adaptable Campaign Concept · Before You Choose

> A three-part mini-series for prospective customers: first, answer three questions worth asking; next, explain what working together looks like; then invite people to share what would make choosing a provider easier. Each post can stand alone.

For Whom	Prospective buyers comparing service businesses who want clarity, evidence, and a comfortable next step.
Goal	Help customers make better-informed decisions, and learn which questions or concerns deserve a follow-up.
Visual Direction	For a real business, develop one coherent identity across the series. The three fictional-brand graphics in this kit illustrate the pillars separately across different industries; they are not executions of one shared campaign.

Post Angles to Try

- Educate: Explain what a customer should know before choosing.
- Demonstrate: Show one real decision or finished project, with permission.
- Connect: Ask what a customer values most about working together.

5. Evidence and Your Growth Opportunity

Facebook and Instagram Use Among U.S. Adults

Published Finding	Facebook: 70%; Instagram: 51% say they ever use the platform.
Who Was Measured	All U.S. adults, not service-business customers and not engagement or conversion rates. These figures offer broad platform context only.
Source	Pew Research Center, Americans' Use of Social Media in 2026 — https://www.pewresearch.org/internet/fact-sheet/social-media/
Date / Period	Published October 19, 2026; survey Jan. 30–June 18, 2026 (n=5,511; overall MOE ±1.8 percentage points).

YouTube Use Among U.S. Adults

Published Finding	84% say they ever use YouTube.
Who Was Measured	All U.S. adults; reach potential only. High population adoption does not mean video is the right next step for every small business.

5. Evidence and Your Growth Opportunity continued

Source	Pew Research Center, Americans' Use of Social Media in 2026 — https://www.pewresearch.org/internet/fact-sheet/social-media/
Date / Period	Published October 19, 2026; survey Jan. 30–June 18, 2026.

Start With a Baseline

Before you post, record the past 30 days of inquiries, qualified leads, and bookings. If you have no records, start a simple tally and ask people where they found you.

Your 30 / 60 / 90-Day Checkpoints

- Days 1–30 — Publish 8 helpful posts. Record how every inquiry found you.
- Days 31–60 — Compare qualified inquiries and booked conversations. Notice which questions get useful responses.
- Days 61–90 — Repeat strong topics. Refine calls to action. Set a numerical target only after a real baseline exists.

Follow the Path to a Customer

Reach → profile or website visit → inquiry → qualified conversation → booked work. Track the full path where possible; views alone are not sales.

> **Use Benchmarks Carefully:** These are observed external statistics, not predicted results. Measure qualified inquiries and booked work alongside reach.

6. How to Put This Into Practice

> Choose a manageable starting point. Repeat what earns real interest.

- Choose ONE platform where your buyers already spend attention.
- Write down five questions customers ask before deciding.
- Educate: Turn one question into a clear, saveable answer.
- Demonstrate: Choose a real, permission-approved project or process and explain one decision.
- Connect: Ask one specific question and respond thoughtfully to replies.
- Publish twice a week for 30 days using the three pillars.
- Note which posts generate qualified inquiries and how new customers found you.
- Replace every fictional detail or staged photo with honest material from your own business.
- The $350 custom Soltheia kit creates a strategy and three creative examples specifically for you.

7. Your Implementation Options

Do It Yourself: Use and adapt these ideas at your own pace. This kit is yours to keep.

Work With Soltheia: Optional ongoing management currently starts at **$650/month** with a **three-month initial commitment**. Scope and renewals are agreed separately.

8. Creative Example 1 · A Simple Routine for Healthier Skin



Concept Design · Fictional Brand

Pillar	Educate
Suggested Caption	A simple routine is easier to follow when the steps are clear. Begin with gentle cleansing, choose treatment for your needs, moisturize, and use sun protection. Not sure what fits your skin? We can help you think through your options.
Make It Yours	Find a recurring customer question. Turn the answer into a short visual guide with three to five steps, plain-language labels, and one useful takeaway. Have a qualified person review specialist claims before publishing.

9. Creative Example 2 · Layered Spaces That Feel Like Home



Concept Design · Fictional Brand

Pillar	Demonstrate
Suggested Caption	Texture, lighting, natural materials, and intentional details can change the feel of a room. A strong project spotlight shows the choices behind the finished space—not just a pretty photograph.
Make It Yours	Use a genuine project photograph with permission. Explain what the customer wanted, one decision you made, and what viewers can learn from it. Only describe real work or outcomes; this staged illustration is not a client project.

10. Creative Example 3 · What's One Project You've Been Wanting to Start?



Concept Design · Fictional Brand

Pillar	Connect
Suggested Caption	What's one project you've been meaning to start but haven't yet? What would help you take the first step? We'd love to hear what's been on your mind.
Make It Yours	Ask one question tied to something your audience genuinely cares about. Keep the visual uncluttered, encourage open replies, and use the answers to improve what you share next. Avoid posting questions only to manufacture engagement.