7 DAYS OF CONTENT IDEAS

Free sampler · Local Service Content Kit · MOJILUME.

A week of useful ideas for independent local businesses. Replace brackets with truthful business information and use only authorized photos.

DAY	POST IDEA	OPENING LINE & CTA
1	Educate Explain the 3 most common problems your service helps solve	Three signs it's time to [take action] CTA: Save this checklist
2	Trust Introduce the person behind the business	Hi, I'm [name]—here's why I started [business] CTA: Tell me what you'd like to know
3	Process Show what happens before an appointment	Before we begin, we always [real first step] CTA: Ask us about our process
4	Educate Explain when a customer should book	When should you book [service]? It depends on [factor] CTA: Save for later
5	Proof Present anonymized before/after with permission	Here's what changed in this [real customer scenario] CTA: Ask about your situation
6	Engage Run a simple customer-choice poll	Which is trickier: [problem A] or [problem B]? CTA: Vote in the poll
7	Offer Describe your core service in plain language	What exactly is included in [service]? CTA: See what's included

Sample caption structure

Helpful fact → What it means → Next step. If [customer problem] is happening, start by checking [actual sign]. Here's why: [verified explanation]. Want to ask about [service]? [real contact action].

Get the complete toolkit

The full kit adds 30 editable post plans, 18 caption frameworks, 12 AI workflows, three worked examples, a PDF guide, and a publishing checklist.

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