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Tax Strategy · Fractional CFO · Financial Planning

IMPLEMENTATION PLAYBOOK

The Content Command Center

A 30-day operating system for small-business marketing.

Monday rhythm. Four pillars. Four platforms. Twenty posts.
Built for owners who want to stop guessing what to post and start running a system.

PACKAGE CONTENTS

- Interactive Content Dashboard
- Notion-Ready 30-Day Planner
- Hook Library + Platform Guide
- Marketing Kit for Your Funnel

73%

of small business owners lack confidence
their marketing moves the needle. — Constant Contact

WELCOME

Why This Playbook Exists

Most small businesses don't have a marketing problem. They have a decision fatigue problem. Every day, the question is the same — what should I post? What should I say? Where? — and the answer eats an hour and produces nothing. The calendar that looked promising on day one gets quietly abandoned by day twelve. The spreadsheet of post ideas sits unopened. Six months later, the owner is still saying the same thing: "I need to get serious about marketing."

The Content Command Center exists to replace that cycle with a system. Not a content strategy deck. Not a guru's 47-step framework. A simple, durable, thirty-day operating rhythm that four kinds of small businesses can actually run — and keep running — every week, without burning out or starting over.

73%

lack confidence their
marketing
is moving the needle

56%

spend an hour or less
per day on marketing

47%

cite marketing as their
#1 growth bottleneck

Sources: Constant Contact, Small Business Now, 2024; Guidant Financial, State of Small Business, 2024.

THE PROMISE

Thirty minutes every Monday. A month's worth of content planned, drafted, and scheduled across Instagram, LinkedIn, Facebook, and Google Business Profile. No more staring at the blank post box on a Thursday night. No more "I'll figure it out after lunch." Just a rhythm you can actually keep.

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What's in This Playbook

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| 03 | The Monday Rhythm | The habit that keeps everything alive |
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SECTION 01

The Four-Pillar Framework

Most small-business content fails because it defaults to promotion — buy now, book now, save 20%. Audiences tune it out. The four-pillar system spreads your content across the reasons people actually follow businesses: to learn something, to watch the work, to connect with the humans behind it, and occasionally, to buy.

EDUCATE	40%	Teach something useful. How-tos, myth-busts, explainers, frameworks.
DEMONSTRATE	25%	Show the work. Before/after, case studies, process, results.
CONNECT	20%	Humanize. Team, story, values, the real people behind the business.
INVITE	15%	Move them toward the offer. Testimonials + soft CTAs, launches.

The ratios are a guide, not a rule. A gym running a new member drive might push Invite to 25% for two weeks and come back to 15%. A professional services firm building authority might run Educate at 50% indefinitely. What matters is the mix — and knowing that when Invite creeps above 25%, your unfollow rate climbs faster than your leads grow.

WHY THIS BEATS THE OLD 80/20 RULE

The “80% value, 20% promo” rule isn't wrong — it's just too vague to act on. Four pillars make the mix concrete. You know which day is which. You stop wondering if you're “selling too much” because the answer is visible on the calendar.

SECTION 02

Pick Your Niche

The framework is universal. The content isn't. A plumber's Educate post looks nothing like a consultant's Educate post — and neither resembles an e-commerce brand's Educate post. The dashboard and planner adjust the prompt library to your niche.

LOCAL SERVICE	Plumbers, HVAC, electricians, cleaners, landscapers, salons, gyms, local auto, home services, trades. Primary: Google Business Profile, Facebook, Instagram. Content leans heavy on DEMONSTRATE (before/afters, real jobs) and CONNECT (the team, the owner's face).
PROFESSIONAL SERVICES	Consultants, coaches, advisors, agencies, CPAs, attorneys, fractional executives, bookkeepers, therapists. Primary: LinkedIn, Instagram. Content leans heavy on EDUCATE (frameworks, thinking) and CONNECT (origin story, values). DEMONSTRATE is case studies; INVITE is soft.
E-COMMERCE / PRODUCT	DTC brands, Shopify stores, makers, retailers, subscription boxes, food and beverage, apparel, accessories. Primary: Instagram, Facebook, TikTok. All four pillars run hard — UGC-heavy DEMONSTRATE and aggressive INVITE when campaigns are live.
B2B	SaaS, B2B agencies, business advisors, vendors selling into businesses, enterprise services. Primary: LinkedIn dominant, with Google Business Profile for local searchability. Heavy EDUCATE (data, playbooks) and DEMONSTRATE (case studies with numbers).

IF YOU'RE BETWEEN NICHES

Pick the one closest to how you sell, not what you sell. A bookkeeper marketing to local small businesses picks Professional Services. A bookkeeper selling a digital course picks B2B. A bakery with a thriving Shopify picks E-commerce. A bakery that mostly sells wedding cakes picks Local Service. What you sell matters less than who you sell to and how they find you.

SECTION 03

The Monday Rhythm

The whole system rests on one habit: a Monday batch-planning block. Without it, every other tool in this package becomes shelfware. With it, the calendar runs itself.

The decision is small. The time box is small. The output is the week's worth of content. You answer “what should I post?” once, in one place, on one day — and then spend the rest of the week executing instead of deciding.

- 1 Review last week — 3 min**
Which post got the most saves / comments / DMs? Note what worked.
- 2 Pick this week's pillars — 2 min**
Default: Mon Educate, Tue Demonstrate, Wed Connect, Thu Educate, Fri Invite.
- 3 Generate 5 post ideas — 5 min**
Pull prompts from your niche library. One per pillar.
- 4 Draft hooks — 5 min**
First line of each post. Use the hook library. Pattern interrupt > bland.
- 5 Batch write captions — 10 min**
Full captions. Don't overthink — voice memo first, edit second.
- 6 Schedule or queue — 3 min**
Set posts in your scheduler (Meta Business Suite, Buffer, Later, etc.).
- 7 Assets list — 2 min**
What photos/videos do you need this week? Add to your shot list.

Total time**30 minutes****WHY MONDAY — NOT SUNDAY, NOT DAILY**

Sunday planning bleeds into your weekend and builds resentment toward the work. Daily planning reintroduces the exact decision fatigue we're trying to eliminate. Monday is the first work block of the week — energy is high, the head is clear, the week is open. Plan Monday. Execute Tuesday through Friday. Rest on the weekend.

SECTION 04

The 30-Day Calendar

Four weeks. Five posts per week. One pillar per day. Twenty pillar posts per thirty-day cycle. Each pillar post adapts across four platforms — which means up to 80 scheduled pieces per month from just 20 ideas. That's the math that makes this sustainable.

WEEK	MON	TUE	WED	THU	FRI
1	EDUCATE	DEMONSTRATE	CONNECT	EDUCATE	INVITE
2	EDUCATE	DEMONSTRATE	CONNECT	EDUCATE	INVITE
3	EDUCATE	DEMONSTRATE	CONNECT	EDUCATE	INVITE
4	EDUCATE	DEMONSTRATE	CONNECT	EDUCATE	INVITE

Notice Educate appears twice per week. Intentional. Educational content builds trust and followers — it's the engine. Demonstrate on Tuesday carries proof. Connect on Wednesday carries humanity. Invite on Friday closes the loop, because Friday readers are making weekend decisions.

SECTION 05

The Platform Adaptation Matrix

Each pillar post runs on all four platforms — but each rewards different formatting, caption length, and call-to-action style. Copy-paste kills engagement. Adapt.

PLATFORM	FORMAT	CAPTION	CTA STYLE
Instagram	Reel (9:16 vertical video)	125-150 chars above the fold; up to 2,200 total	Soft. Comment, save, share > 'link in bio'
LinkedIn	Text post (no link in body)	1,200-1,900 chars with line breaks; 3,000 max	Ask a question. Invite a DM. Comment 'X' for a link.
Facebook	Text + photo	40-80 chars for engagement; up to 63,206 total	Conversational. Link in post is OK (not punished like IG).

Google Business Profile	Update post	150-300 chars; 1,500 max	Direct. Use the built-in CTA buttons (Book, Call, Order).
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SECTION 06

The Hook Library

The first line of a post decides whether anyone reads the rest of it. On Reels it decides whether they scroll past in 0.8 seconds. On LinkedIn it decides whether they click “see more.” Writing great hooks is 60% of the writing skill. Fortunately, proven hook formats are everywhere — and the full library of 50 is in your dashboard and Notion planner. Here are a few workhorses.

Pattern Interrupt	“Stop scrolling if you [do X].”
Pattern Interrupt	“This is going to sound controversial but —”
Contrarian	“Unpopular opinion: [common belief] is wrong.”
Contrarian	“I don't care what [authority] says — [your take].”
Listicle	“3 things I'd do if I was starting over in [niche].”
Listicle	“Five red flags when [scenario].”
Problem Agitation	“Here's what's actually going wrong when [problem].”
Problem Agitation	“If [bad thing] keeps happening, this is probably why.”
Before After	“This is what [X] looked like before. Here's after.”
Before After	“From [bad state] to [good state] in [timeframe].”
Question	“Ever wondered why [phenomenon]?”
Question	“What would you do if [scenario]?”
Personal Story	“Let me tell you about the day I almost [bad outcome].”
Personal Story	“I remember the exact moment I realized [truth].”

HOW TO USE THE LIBRARY

Don't write hooks from scratch when stuck. Open the library, scan by category, pick one that fits today's pillar, and replace the brackets with your specifics. Pattern interrupt beats bland every time. A flat hook wastes everything below it — the script, the video, the hour you'll spend editing. The hook is the single highest-leverage sentence you'll write this week.

SECTION 07

Niche Playbooks

Here are the specific plays for each of the four niches — the content that works, the platforms to prioritize, and what to avoid. Use these as a starting-point overlay on the four-pillar framework.

LOCAL SERVICE

Plumbers, HVAC, electricians, landscapers, cleaners, salons, gyms, local auto.

Primary channels. Google Business Profile first. Facebook for community. Instagram for trust. LinkedIn usually not worth it unless you do B2B commercial.

Winning content. Before/after photos and videos. Emergency-response stories (“we showed up at 11 PM because...”). Neighborhood-specific callouts. Owner-face videos.

GBP rhythm. Post at least weekly. Add an Offer post when you have a promotion. Respond to every review within 48 hours. Photos in reviews and posts drive ranking more than text.

Avoid. Generic stock imagery. Industry jargon. Tagging unrelated viral trends. Posts that could be from any plumber anywhere — specificity is the whole game locally.

PROFESSIONAL SERVICES

Consultants, coaches, advisors, agencies, CPAs, attorneys, fractional executives.

Primary channels. LinkedIn dominant. Instagram secondary (relationship-building, not direct sales). Facebook minimal. Google Business Profile for local SEO.

Winning content. Frameworks you use with clients. Anonymized case studies with numbers. Contrarian takes. Client deliverable samples (redacted). The “why I left corporate” origin post.

LinkedIn rhythm. 2-4 text posts per week, 1,200-1,900 chars. First two lines are the whole hook. No hashtags or three max. Comment on others' posts as much as you post.

Avoid. Daily motivational quotes. Generic business advice. Anything that reads like ChatGPT in 2022. Compliance: never use a specific client name or result without written permission.

E-COMMERCE / PRODUCT

DTC brands, Shopify stores, makers, retailers, subscription boxes, food and beverage.

Primary channels. Instagram and Facebook dominant (Meta's ad engine warms up on organic). TikTok for discovery if audience skews younger. LinkedIn only for DTC founder brand.

Winning content. UGC is king. Unboxings. Lifestyle shots showing the product in use, not on a pedestal. Founder/maker story. Behind-the-scenes production. Customer reviews as stitched

content.

Facebook rhythm. 3-5 posts per week. Groups and Events are underused goldmines for ecom. Live video for launches and restocks outperforms scheduled video.

Avoid. Posts that are just a product photo + price. Ignoring Google Business Profile if you have a physical store. Abandoning Facebook because “nobody uses it” — they still buy there.

B2B

SaaS, B2B agencies, business advisors, vendors selling into businesses.

Primary channels. LinkedIn dominant. Google Business Profile for local searchability. Instagram secondary (recruiting and employer brand). Facebook rarely relevant.

Winning content. Data points that reframe industry problems. Playbooks. Contrarian takes. Case studies with specific numbers (“we cut their close time from 47 days to 12”). Sales-cycle-mapped content: top-of-funnel education, middle case studies, bottom-funnel offers.

LinkedIn rhythm. 2-4 posts per week, text-first, long-form. Carousels for frameworks. DMs convert higher than link clicks — always include a “DM me for X” option instead of a link in post.

Avoid. Overly corporate voice. Hiding behind the brand — B2B buys from humans. Ignoring the employer brand angle — your content recruits, too.

SECTION 08

The Friday Review

Five minutes every Friday. This is the other half of the Monday rhythm — and it's where the system actually gets smarter. Most content systems die because they're open loops: you post, you hope, you post again. The Friday Review closes the loop.

- 1 Top-performing post this week**
What got the most saves, comments, or DMs? Not likes — saves and DMs are the metrics that indicate interest worth acting on.
- 2 What made it land**
Hook format? Topic? Platform? Day or time? Be specific — “listicle hook on LinkedIn at 8 AM Tuesday” is useful. “It resonated” is not.
- 3 Worst-performing post this week**
The flop teaches as much as the hit. Was it the hook? The topic? Wrong platform? Bad timing? Name it.
- 4 One thing to try next week**
Not ten things. One. Change one variable next Monday and watch what happens.
- 5 Follow-ups or DMs still pending**
Which leads need a reply before Monday? This is where leads quietly die — in the space between intent and response.

WHY FIVE MINUTES

Because a 30-minute review gets skipped. A five-minute review gets done. The system that runs weekly beats the system that runs perfectly once and never again. Rigor on Monday. Lightness on Friday. Repeat.

SECTION 09

When to Call a Fractional CFO About Marketing

Marketing usually gets framed as a creative problem. It's not. It's a capital allocation problem dressed up in creative clothing. You have finite time and finite money, and you're trying to figure out what to spend them on to produce leads, sales, and enterprise value. Which is exactly what CFOs do for every other line of the P&L.

A content system like this one produces the input data. The fractional CFO layer sits on top, asking the questions owners usually don't ask themselves. Here are the five signals it's time for that conversation.

- 1 Your content is consistent but revenue is flat.**
Consistency is the entry ticket, not the outcome. If you've been posting for 90 days and the pipeline hasn't moved, the problem isn't the calendar — it's the offer, the audience fit, or the pricing.
- 2 You're spending on ads without knowing CAC-to-LTV.**
The single most dangerous sentence in small business: “my ads seem to be working.” Until you know what a customer costs to acquire and what they're worth over their lifetime, you can't tell if you're building a business or a subsidized hobby.
- 3 You keep changing strategies every 30-60 days.**
Strategy-hopping is a symptom of not having a revenue theory in the first place. A CFO helps you build one — so you can tell if a given strategy is working, rather than abandoning it the moment it doesn't show overnight results.
- 4 Marketing is your #1 time commitment and feels unproductive.**
If you're spending 20+ hours per week on marketing without clear revenue attribution, the highest-ROI conversation isn't with a marketing coach. It's with someone who can tell you what 20 hours of your time is actually worth.
- 5 You're scaling from founder-led content to team-led.**
The transition from “I post” to “we post” is a finance decision as much as an ops decision. Who's on staff, at what rate, producing what output? A CFO models that before you hire.

THE DIAGNOSTIC CALL

If any of those signals are hitting, book a diagnostic call at beaconshireadvisory.com/call. It's 30 minutes, free, and ends with a written summary of what's working, what isn't, and whether a fractional CFO engagement makes sense for your stage. No pitch at the end — just the honest answer.

SECTION 10

Customize Everything

This package is designed to be rebranded. If you're an advisor, agency, coach, or fractional executive who wants to ship this system to your own clients — under your own firm name, colors, and URL — the Branding Customization Guide (included in this package) walks through exactly how.

The dashboard has a built-in Brand Panel that changes company name, tagline, primary color, and accent color in real time. The Notion planner and PDFs can be regenerated with your own branding using the Python scripts included. License terms are simple: attribution-friendly use for your own client work, no sub-licensing or resale.

CLOSING

The One-Sentence Summary

Marketing doesn't fail because owners are bad at it. It fails because owners try to decide what to post on the day they have to post it. The Content Command Center moves that decision to one Monday, once a week, for thirty minutes.

Use this package. Customize it. If you outgrow it, that's the best possible outcome — and we're here when you're ready for what comes next.

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