

The 3-Day Content Starter Workflow

Create 3 Days of Strategic Content for Your Business — Without Guesswork

An evergreen mini workflow for small business owners who want clarity, consistency, and confidence in what they post.

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Introduction + How It Works

What This Mini Workflow Is

This 3-Day Content Starter Workflow is designed to help small business owners stop guessing what to post and start creating **intentional, strategy-led content**.

Instead of trends or random ideas, you'll create:

- One **education post**
- One **authority post**
- One **soft-sell post**

Each post has a clear purpose — so your content works *together*. ***Tip:** create more than one post per category (education, authority, and soft sell) AND repurpose your content.

Who This Is For

This workflow is perfect for:

- Product-based businesses
- Service providers
- Local brands
- New and Early-stage businesses

If you've ever thought *"I don't know what to post"* — this is for you.

How to Use This Workflow

1. Choose your business industry (*Refer to Industry Example CallOuts on page 4-6)
2. Follow the prompts for each day
3. Create one post per day (or batch all three at once)
4. Publish with confidence

👉 You do **not** need to be on every platform for this to work.

The 3-Day Workflow + Prompts



DAY 1 — EDUCATION (Build Trust)

Purpose:

Teach something your customer needs to understand *before* they buy.

AI Prompt:

“Act as a marketing educator for a small business in the **[INDUSTRY]** space.
Create one educational content idea for **[PRODUCT/SERVICE/TOPIC]** that
answers a common customer question or misconception.
Keep it clear, helpful, and not salesy.”



DAY 2 — AUTHORITY (Build Confidence)

Purpose:

Explain how or why you do what you do — without bragging.

AI Prompt:

“Using the **[INDUSTRY]** lens, create one authority-building content idea that
explains how this business approaches quality, care, or results differently.”

DAY 3 — SOFT SELL (Build Clarity)

Purpose:

Help the right people self-identify — without pressure.

AI Prompt:

“Create a soft-sell content idea for a **[INDUSTRY]** business that clearly explains who this product or service is best for (and who it may not be ideal for). Keep it honest and customer-focused.”

Important Note

This workflow gives you **strategic direction**, not brand-specific customization.

If you want this tailored to:

- Your audience
- Your offers
- Your goals

That’s where brand strategy support comes in. 👉 [BOOK YOUR CONSULTATION](#)

INDUSTRY EXAMPLE CALLOUTS

(Which category fits your business industry)

Accessories

- Education: “Why materials matter more than trends”
- Authority: “How we design for everyday wear”
- Soft Sell: “Best for customers who value quality over fast fashion”



Beauty

- Education: “Why ingredients matter more than hype”
- Authority: “How routines support long-term results”
- Soft Sell: “Best for sensitive or routine-focused users”

Books

- Education: “What readers misunderstand about this topic”
- Authority: “Why this perspective matters”
- Soft Sell: “Ideal for readers seeking practical insight”

Children

- Education: “What parents should know before buying”
- Authority: “How safety and care guide our products”
- Soft Sell: “Best for families who value quality”

Clothing

- Education: “Why fit and fabric matter”
- Authority: “How we design for comfort and longevity”
- Soft Sell: “Best for intentional wardrobes”

Decor

- Education: “Why handmade pieces tell a story”
- Authority: “Our design and sourcing process”
- Soft Sell: “Best for thoughtful home styling”

Food & Drink

- Education: “How ingredients affect flavor or use”
- Authority: “Why sourcing matters to us”
- Soft Sell: “Best for conscious consumers”

Health & Wellness

- Education: “Why consistency matters more than trends”
- Authority: “How routines support long-term wellness”
- Soft Sell: “Best for lifestyle-aligned users”

Professional Services

- Education: “What clients misunderstand before hiring”
- Authority: “How we approach results”
- Soft Sell: “Best for clients ready for support”

Other

- Education: “What makes this offer different”



- Authority: “How we solve this problem”
- Soft Sell: “Who benefits most”

You deserve support that honors your vision.

Let’s build clarity, confidence, and a strategy that feels aligned.

 [**BOOK YOUR CONSULTATION**](#)

You Got This!

MIND YOUR BUSINESS

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