The Small Business Marketing Toolkit

A plan, a weekly routine and ready-made scripts for owners with two hours a week

MAIN STREET KIT



Contents

3 Start here

4 Know your customer

5 Your offer in one line

6 Pick your channels

7 The one-page marketing plan

8 Review and referral scripts

9 The two-hour week

10 The monthly numbers tracker

The Small Business Marketing Toolkit

A plan, a routine and the scripts to market your business in two hours a week.

You did not open a bakery, a bike workshop or a bookkeeping practice to become a marketer. But customers still need to find you, choose you and come back, and most marketing advice is written for companies with a whole team. This toolkit is for one owner with two hours a week: every page is something to fill in, copy or follow, and none of it needs a budget.

> **IMPORTANT**
> Do not try to do everything at once. Follow the order below, finish each step before the next, and let the routine settle before you add anything new.

Start here

Do these in order. Each fits in one two-hour session or less.

1	**Write down who you serve.** Fill in the customer profile with your best customers in mind.
2	**Write your offer in one line.** Use the formula, in words a customer would use.
3	**Choose two channels.** Pick the two where your customers already spend time.
4	**Fill in the one-page plan.** Profile, offer, channels and one goal, on a single page.
5	**Learn the scripts.** Keep the review and referral wording where you can paste it.
6	**Start the two-hour routine.** Block the same two hours every week and follow it.
7	**Count once a month.** Fill in the numbers tracker and change one thing.

Know your customer

Picture one real customer you would gladly serve ten more times and answer for them. Better still, ask them, and write their words down exactly: they are your best marketing copy.

QUESTION	YOUR ANSWER
Who are they, and where do they live or work?	
What problem brings them to you?	
What did they try before, and why did it fail?	
What almost stopped them from buying?	
Where do they go for advice?	
Which words do they use for what you do?	
Why did they choose you over the others?	
What would make them tell a friend?	

Your offer in one line

A good one-liner tells a stranger what you do, who it is for and why they should pick you, before they lose interest. It belongs in your website header, your social bios, your shop window and your email signature. Fill in the formula three times, each from a different angle, read all three to a customer and keep the one they repeat back to you.

> We help [who] get [what result] without [what pain or hassle].

Examples from fictional businesses

Invented businesses, to show the pattern in use.

Spokewise Repairs.	We help commuters get their bike back the same day, no booking needed.
Ledgerlight Bookkeeping.	We help café owners close the month in an afternoon, not a weekend.
Rye and Ember Bakery.	We help early commuters grab real sourdough before the first train.
Northpaw Walks.	We help busy owners come home to a tired, happy dog, photos included.

Pick your channels

You do not need to be everywhere. Pick the two channels where your customers already look, and give each one a fixed slice of your two hours.

Channel	Best for	Weekly time	First move
Google Business Profile	Local shops and services people search for nearby	15 minutes	Add fresh photos, opening hours and your one-liner
Email newsletter	Repeat customers and anything bought more than once	30 minutes	Collect addresses at the till and on your website
Instagram	Food, places, makers and visual products	45 minutes	Post your three best products, each with a short story
LinkedIn	Services sold to other businesses	30 minutes	Rewrite your headline as your offer one-liner
Local partners	Businesses that share your customers	30 minutes	Ask one neighbouring business to swap recommendations
Facebook groups	Local, community and hobby audiences	20 minutes	Join two groups and answer questions before you post
Text or WhatsApp list	Regulars, bookings and last-minute openings	10 minutes	Ask regulars at the till if they want updates
Local press and radio	Openings, anniversaries and community stories	15 minutes	Send one short story idea to a local editor
Markets and events	Products people want to see, taste or try	Seasonal	Book one stall and collect emails while you are there

REMEMBER

Two channels worked every week beat five channels worked whenever you remember. Add a third only when the first two run without effort.

The one-page marketing plan

Fill this in once a quarter. If it does not fit on one page, it is too complicated to follow in two hours a week.

PLAN ITEM	THIS QUARTER
Who we serve: one sentence from your profile	
Our offer: your one-liner, word for word	
Our two channels: the main one first	
The goal: one number to move this quarter	
Message themes: three or four to rotate	
Busy seasons: holidays, events, quiet months	
Budget: what you will spend, even nothing	
Review date: when you will check this plan	

Review and referral scripts

Happy customers are often glad to leave a review or recommend you, but they rarely think of it on their own. Copy these, change the brackets and keep them where you can paste them in seconds.

Asking for a review in person

> Thank you again for [coming in, choosing us]. Reviews help a small business like ours more than any advert. If you have a minute this week, would you share what you thought? I will text you the link.

Asking by email or text

> Hi [name], thank you for [what they bought or booked]. If you were happy with it, a short review would mean a lot to us: [link]. Two sentences is plenty. If anything was not right, reply here and I will fix it.

Asking for a referral

> Hi [name], I am so glad [the result] worked out. We grow mostly by word of mouth, so if you know someone who [has the same problem], an introduction would mean a lot. Here is a note you can forward: [your one-liner and contact].

Replying to reviews

A good review.	Thank them by name, mention one detail they wrote, and invite them back for [the next occasion].
A mixed review.	Thank them, agree with what is fair, and say what you have changed since.
A bad review.	Reply within a day, stay calm, apologise for the experience and move the conversation to email or phone.

> **TIP**
> Ask within a day or two of a good experience, while it is fresh. A request sent weeks later is easy to ignore.

The two-hour week

The same two hours every week, ideally early in the week. Set a timer for each part.

1	**Review (10 minutes).** See what got replies, visits or sales. Note one thing to repeat.
2	**Plan (10 minutes).** Pick one message for the week, from your offer or a customer question.
3	**Create (45 minutes).** Make the posts, photos or email: one idea, adapted for each channel.
4	**Schedule (15 minutes).** Load it all into a scheduler so the week runs without you.
5	**Reply and connect (25 minutes).** Answer every comment and message, then join a few local conversations.
6	**Ask (15 minutes).** Send one review request and one referral ask, using the scripts.

The monthly numbers tracker

Fifteen minutes on the first working day of each month. Track only numbers you can find quickly, and look for direction rather than precision.

What you count	Where to find it	Month 1	Month 2	Month 3
Enquiries and leads	Inbox, phone log, website forms			
New customers	Till, booking system, invoices			
Repeat customers	Till, loyalty cards, customer list			
New reviews	Google, social pages			
Email subscribers	Your email tool			
Referrals	Ask every new customer how they heard of you			
One change for next month	Pick it from the numbers above			

> **NOTE**
> One month tells you little, three months in a row show a direction. Change one thing at a time so you know what made the difference.

Want a nudge every Monday?

One short email each Monday with a single marketing task that fits inside your two hours.

Practical, free and easy to leave.

Join the Monday marketing letter