

This quick-start guide is for early-stage founders, sole traders, creatives and small business owners who want to **boost their visibility without spending a cent**.

Over five days, you'll get your **business online, seen, and ready to grow**.



What You'll Achieve in 5 Days:

- ✓ Be discoverable on Google
- ✓ Launch a professional-looking Instagram grid
- ✓ Start building an email list
- ✓ Share your origin story in a press-friendly way.
- ✓ Plan and schedule one week of social posts

Let's dive in!















Get Found on Google

Set up your free Google Business Profile so your business shows up in maps and local searches.

Go to: https://www.google.com/business



Try this Bio Template:

'[Business Name] helps [target audience] with [product or service]. Based in [Location], we're passionate about [your value or unique selling point].'

Example: 'Tidy Paws is a mobile dog grooming service helping busy pet owners in Hamilton. We love keeping your furry friends fresh, happy and healthy.'





Tip: Ask 3 happy customers for a Google review today!













Launch Your Instagram Like a Pro

No website? No worries. Instagram is often the first place people check - so make it count!



Start here:

- Set up your profile photo, bio, and contact button
- Add 1–2 Instagram Highlights (e.g. 'About', 'FAQs')
- Write a 'Welcome' post that introduces you and your offer



Create 6 launch posts using this mix:

- Workspace or product photo
- Behind-the-scenes image
- Your story or face-to-camera intro
- Customer testimonial or review
- A tip or FAQ
- Reminder of how to book or buy



Tip: Use ChatGPT to help you write your first "Welcome" post or caption ideas. Try prompting it with:

"Write an Instagram post introducing my small business [type] based in [location] that sells [product/service] and helps [target audience]. Keep it friendly and under 100 words."

















Email marketing delivers one of the highest returns on investment of any marketing channel - up to \$36 for every \$1 spent. It lets you speak directly to your audience without relying on social media algorithms or paid ads.



Start simple with free tools like:

- Klaviyo https://klaviyo.com
- Mailchimp https://mailchimp.com



Offer an incentive:

'Sign up to receive a free cheatsheet' or 'Join the waitlist and get 10% off your first order'.





Action:

Add a form link to your bio or a pinned Instagram post.











Share Your Origin Story Like a PR Pro

People don't buy products - they buy stories. Share why you started, what you care about, and who you help.



Need a hand getting started?

You can use <u>ChatGPT</u> to turn your notes into a natural, shareable story.

Try this prompt:

"Write a short founder story for my small business. I started [type of business] in [location] because [reason]. We help [target audience] with [product or service]. Make it warm, personal, and inspiring - something I could use on my website or in a PR pitch."





Doptional:

Send it to a local media outlet using this pitch template:

"Hi [Name], I loved your recent article on [topic]. I'm launching [your business/product] in [location] to help [audience] with [problem]. [Insert your origin story]. Would you be open to a short chat or quote?"





Bonus:

Post your story to your website About page, to your Instagram Highlights or as a pinned post.











Consistency builds trust – but it shouldn't take over your week!

Set up a simple marketing system to stay visible without having to put in effort daily. You don't have to post every day, but be consistent about when you do.

Tip 1: Batch your content weekly in 1 hour using Canva + ChatGPT + the ideas below.



Post ideas:

- Behind-the-scenes
- Tip or tutorial
- Product spotlight
- Your story or values
- Customer review
- Promo or discount
- Call to action or booking reminder

Tip 2: Use drag-and-drop planners and schedulers like <u>Plann</u> or <u>Buffer.</u>

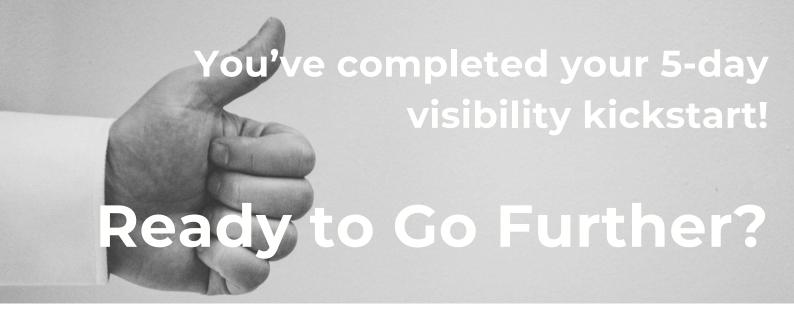












Want more hot tips, templates and step-by-step help?

Access the full FREE Beginner Marketing Toolkit resource!

It's free, practical, and built for small Kiwi businesses just like yours.

And check out our **Business Fundamentals workshops**, a series of short, engaging online courses:

- ✓ Your Business Vision & Goals
- ✓ Market Validation and Customer Fit
- ✓ <u>Crafting Your Brand & Competitive Edge</u>
- ✓ Money Matters
- ✓ Marketing & Sales
- ✓ <u>Legal, Compliance & Future Planning</u>



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