

A FREE 30-DAY PROMPT PACK

The Get-Known Starter

30 days of posts that sell
without selling.

One prompt a day. Fill the blanks. Post.
For the freelancer who hates selling themselves.



A free tool for the business of one | heywork.shop

START HERE

Read this first

You know you should post. Then you open the box, the cursor blinks, and you think: I have no idea what to say, and I hate sounding like a marketer. So you close it. Another day, no post.

This pack ends that. Thirty prompts, one for each day. You fill in the blanks and post. For one full month you never wonder what to say. Here is the whole idea before you start.

Marketing is just being known, liked, and trusted

That is it. Not tricks, not funnels, not shouting. When the right people know you, like how you show up, and trust that you are good at your craft, they hire you. Every post is one small deposit into that account. Thirty days is thirty deposits.

The deposit rule

Help far more often than you ask. Give people something useful, true, or human on most days, and only now and then invite them to work with you. Deposit, deposit, deposit, then a small ask. That is why these posts sell without selling: you are being useful in public, and the selling takes care of itself.

Every post does one of four jobs

Help. Teach one small thing. Story. Share a real moment.
Proof. Show your work paying off. Ask. Invite them to take a step.

A healthy week is about two Help, one Story, one Proof, and the odd Ask. You do not have to count. This pack already mixes them for you, so if you just follow the days in order, the balance is built in.

Your 10-minute daily routine

- ☐ Pick the day's prompt. Do not skip ahead, do not overthink.
- ☐ Fill in the blanks with your real business.
- ☐ Write it like a text to one person you like. Short. Plain.
- ☐ Post it. Done is the whole goal today.
- ☐ Reply to everyone who comments. The algorithm is people.

Where to post

These work as plain text posts on X, LinkedIn, or Facebook, and as a caption under a photo anywhere. Pick the one place your people already hang out. One platform done daily beats four done never.

EARN THE FIRST THREE SECONDS

The first-line bank

People decide in a heartbeat whether to keep reading. Your first line does that job alone. When a prompt says to write an opener, steal one of these patterns and pour your own words in. Ten shapes that make someone stop and read the next line.

1. Specific number plus outcome

"I helped a client go from 0 to 12 bookings in a month. Here is what changed."

2. Mistake frame

"I made this mistake for two years. Do not copy me."

3. Enemy frame (name the thing, never a person)

"Blank-page paralysis is not a talent problem. It is a system problem."

4. Permission slip

"You are allowed to charge for the thing that comes easy to you."

5. The secret you already own

"The best thing you can show people is the work you already do every day."

6. Named case study

"A cafe owner asked me one question, and it doubled her weekend orders."

7. Before and after

"Before: a site nobody could read. After: the same words, said plainly."

8. Unpopular but kind opinion

"You do not need more followers. You need ten of the right ones."

9. What I would tell my past self

"If I could go back to day one, I would tell myself to just start ugly."

10. Plain question

"What is the one thing you keep meaning to fix in your business?"

One line is enough to carry a whole post. Write the opener first, then let the rest just answer it plainly.

Week 1 | Plant your flag

Tell people who you are, who you help, and what you stand for. Days 1 to 7.

DAY 1 Who you help and why you

Fill in: I help [who] do [what] so they can [the good feeling]. I do it because [your real reason].

Example: I help first-time dog owners raise a calm, happy puppy so they can actually enjoy the new family member. I do it because I remember how lost I felt with my first.

DAY 2 Your one-sentence offer

Fill in: In one line: I [do this thing] for [these people], usually [the shape of it, like a package or a rate].

Example: I build simple, fast websites for small service businesses, usually as a flat-price one-week project.

DAY 3 The moment you decided to start

Fill in: I still remember the day I decided to do this. I was [where, doing what], and [what happened]. That was the moment.

Example: I was editing wedding photos at 1am for an agency that took most of the fee. I thought, I can just do this for couples myself. That was the moment.

DAY 4 What you believe that others get wrong

Fill in: Most people think [common belief about your craft]. I think [your take], and here is why: [one plain reason].

Example: Most people think a good logo needs to be clever. I think it needs to be clear. If someone squints to get it, it is not working yet.

DAY 5 The question clients always ask you

Fill in: The thing clients ask me most is [question]. Short answer: [answer]. Longer answer: [one or two useful lines].

Example: The thing clients ask me most is how far ahead to book a tutor. Short answer: before the panic, not during it. A slow month now beats a crisis in exam week.

DAY 6 Bust a myth in your niche

Fill in: A myth in my world: [the myth]. The truth: [the reality]. What to do instead: [one small step].

Example: A myth in my world: you need to post ten times a day to grow on Etsy. The truth: good photos and clear titles do more. Fix one listing today instead.

DAY 7 What you are building this month

Fill in: This month I am working on [the thing]. Why it matters to the people I help: [the payoff]. I will share how it goes.

Example: This month I am building a starter template pack for new freelance writers. It should save someone their whole first scary week. I will share how it goes.

Week 2 | Help loudly

Teach one small, useful thing every day. This is where trust is built. Days 8 to 15.

DAY 8 A three-step how-to

Fill in: How to [small useful outcome] in 3 steps: 1) [step]. 2) [step]. 3) [step]. That is the whole thing.

Example: How to make a product photo pop in 3 steps: 1) Shoot near a window. 2) Put white paper behind and beside it. 3) Brighten it a touch. That is the whole thing.

DAY 9 A mistake to avoid

Fill in: A mistake I see a lot: [the mistake]. It costs you [the downside]. Do this instead: [the fix].

Example: A mistake I see a lot: writing a homepage about how great your company is. It costs you the reader. Write about their problem instead, in the first line.

DAY 10 A before and after breakdown

Fill in: Before: [the weak version]. After: [the improved version]. The one change that did it: [the lever].

Example: Before: Welcome to our page, we do many things. After: Want a website that books clients while you sleep? The one change: I spoke to one person, not everyone.

DAY 11 A tool you actually use

Fill in: A tool I actually use every week: [tool]. I use it to [what for]. Why I like it: [one honest reason].

Example: A tool I actually use every week is a shared calendar link. I use it so clients book calls without the back-and-forth. It saves me an hour of email a day.

DAY 12 A quick checklist post

Fill in: My [thing] checklist before I [do the task]: [item], [item], [item], [item]. Save this for next time.

Example: My checklist before I hand over a website: links work, loads fast on a phone, contact form tested, spelling checked. Save this for next time.

DAY 13 Answer one real question from your inbox

Fill in: Someone asked me: [real question]. Great question. Here is the honest answer: [your answer in plain words].

Example: Someone asked me: will my dog ever stop pulling on the leash? Great question. Honest answer: yes, in about two weeks, if you stop moving the second the leash goes tight.

DAY 14 A steal-this template

Fill in: Steal this [template or script] for [situation]: [the fill-in template, in quotes]. Change the brackets and use it today.

Example: Steal this reply for when a client goes quiet: "Hey [name], just floating this back up. Still happy to start whenever you are, no rush." Change the brackets and use it today.

DAY 15 The beginner mistake you made

Fill in: When I started, I [the beginner mistake]. What it taught me: [the lesson]. If you are starting now, [the shortcut].

Example: When I started as a VA, I said yes to every task at any price. It taught me that a clear list of what I do beats being a human everything. If you are starting now, write that list first.

Week 3 | Show your work

Let people see the real thing: your process, your wins, and your honest misses. Days 16 to 23.

DAY 16 Behind the scenes of a current project

Fill in: Right now I am working on [project]. Here is a peek at the messy middle: [what you are actually doing today].

Example: Right now I am designing a menu for a new bakery. Here is the messy middle: forty tiny tweaks to make one price list feel warm instead of like a spreadsheet.

DAY 17 A client win, told as a story (modest and true)

Fill in: A [type of client] came to me with [problem]. We did [the work]. Now [the result]. Quietly proud of this one.

Example: A photographer came to me with a site nobody could find. We rewrote it around what couples search for. Now she is booked out for the season. Quietly proud of this one.

DAY 18 A flop and what it taught you

Fill in: This did not go how I hoped: [the flop]. What I learned: [the lesson]. What I would do differently: [the change].

Example: This did not go how I hoped: I launched a course to silence. What I learned: I built it before I asked anyone. Next time I ask first, then build.

DAY 19 Your process in five steps

Fill in: How I take a [project] from start to finish: 1) [step] 2) [step] 3) [step] 4) [step] 5) [step]. No surprises for you.

Example: How I take a tutoring student from stuck to steady: 1) find the real gap 2) fix the basics 3) practice out loud 4) mock test 5) review. No surprises for you.

DAY 20 A real number, with context

Fill in: A number from my work: [the number]. Here is what it actually means: [the context, so it is not a brag].

Example: A number from my work: 9 out of my last 10 clients came from a referral. What it means: I do not chase leads, I just do good work and stay easy to recommend.

DAY 21 What a client said (with permission)

Fill in: A client told me: [the quote, in their words]. It stuck with me because [why]. Shared with their okay.

Example: A client told me: "I finally feel organized for the first time in years." It stuck with me because that is the whole point, not the spreadsheet. Shared with her okay.

DAY 22 Your workspace or workflow

Fill in: Where the work happens: [describe your setup or your daily flow in a few honest lines]. Nothing fancy, and that is the point.

Example: Where the work happens: a corner desk, one big monitor, and a notebook I still write client goals in by hand. Nothing fancy, and that is the point.

DAY 23 The thing you fixed this week

Fill in: Small win this week: I fixed [the thing]. It had been bugging me because [why]. Now [the better state].

Example: Small win this week: I fixed my intake form so new clients tell me everything up front. It had been costing me three emails per job. Now it is one and done.

Week 4 | Open the door

You have earned it. Now gently invite the right people in, and honestly wave the wrong ones off. Days 24 to 30.

DAY 24 What working with you actually looks like

Fill in: Curious what it is like to work with me? Here is the whole path: [step 1], [step 2], [step 3]. No mystery, no pressure.

Example: Curious what it is like to work with me? Here is the whole path: a quick call, a clear quote, then a one-week build with one round of changes. No mystery, no pressure.

DAY 25 Who you are NOT for

Fill in: I am probably not your person if [honest disqualifier] or [another one]. But if [the good fit], we will get on great.

Example: I am probably not your person if you want the cheapest logo online, or a hundred options to pick from. But if you want one strong mark that fits you, we will get on great.

DAY 26 Answer the top objection

Fill in: The thing people worry about most before hiring me: [the objection]. Fair. Here is the honest truth about it: [your answer].

Example: The thing people worry about most before hiring a trainer: what if it does not work on my dog. Fair. Honest truth: if you do the five-minute daily bit, it works. If you do not, nothing will.

DAY 27 A gentle, honest ask (no fake scarcity)

Fill in: I have room for [real number] new [client type] this month. If you have been meaning to [the thing], this is a good nudge. Reply or message me.

Example: I have room for two new writing clients this month. If you have been meaning to finally fix your website words, this is a good nudge. Reply or message me.

DAY 28 The month recap post

Fill in: Best things I shared this month, in one place: [tip], [tip], [tip]. Save it, and tell me which one helped most.

Example: Best things I shared this month: shoot near a window, write to one person, and fix one listing at a time. Save it, and tell me which one helped most.

DAY 29 The what-should-I-write-next ask

Fill in: I want next month to be useful to you. What is the one thing about [your topic] you wish someone would just explain plainly? Tell me below.

Example: I want next month to be useful to you. What is the one thing about getting found online you wish someone would just explain plainly? Tell me below.

DAY 30 Reflect and invite

Fill in: Thirty days ago I [where you were: nervous, quiet, unsure]. Today [what changed]. If you want the same, here is your one next step: [the clear invite].

Example: Thirty days ago I had never posted about my work. Today I have regulars who reply and two new clients from it. If you want the same, start with one post today. That is the whole secret.

After the 30 days

You did it. Thirty deposits into the known, liked, and trusted account. Here is how to keep it compounding without ever staring at a blank box again.

Run it back

The prompts are reusable on purpose. Start again at Day 1 with new fill-ins. Your business is not the same as it was a month ago, so the answers will not be either. A different client win, a fresh mistake, a new thing you fixed. Same 30 shapes, brand new posts.

Keep replying to every comment

This is the part most people quit. Do not. When someone comments, you reply, like a real conversation. The algorithm is people, and people remember being answered. A dozen real replies beat a thousand cold impressions.

Save your best five as your greatest hits

After a month you will see which posts landed. Keep the top five in a note. Those become your pitch: when someone asks what you do, you send the post that already proved it. Your best content quietly does your selling for you.

The real marketing is the work. A post gets someone to look. Doing a genuinely good job is what makes them stay, tell a friend, and come back. Show up online, then deliver in real life. That is the whole engine.

You now have a month of proof that you can do this. The blank box does not get to win anymore.

Your next step

Thirty days of showing up gets you known. That is real, and it is yours now. The next question is bigger: how do you turn all this attention into a steady stream of the right clients, on purpose?

That is exactly what the Brand and Marketing OS builds, inside The Solo Business OS. It gives you the whole engine in plain steps: nail your positioning so the right people get it fast, run a content system you can actually keep, and get found without chasing anyone. The posts are the first deposit. This is the full account.

The Solo Business OS
See how it works at heywork.shop

The Solo Business OS is a one-time purchase. No subscription. It runs in the Excel or Google Sheets you already own, and your data stays on your machine.

Hey. You can actually do this.