

July  
17

# BluWavs + AiSurfin: Complete 30-Day Content Calendar

## Email, Pinterest, TikTok & Captions – All in One Place



## PART 1: 30-DAY EMAIL CALENDAR

### Email Strategy Overview

- **Frequency:** 2-3 emails per week
- **Best Days:** Tuesday, Thursday, Saturday
- **Best Times:** 10 AM or 2 PM (recipient's time zone)
- **Format:** Value → Soft Pitch → CTA

### WEEK 1

#### Email 1 (Day 2 - Tuesday)

**Subject:** The #1 mistake that kills new businesses

**Body:**

Hey [First Name],

I see it all the time.

Someone has a great business idea. They start selling. Things are going well...

Then something goes wrong.

A client disputes a payment. A partnership falls apart. The IRS sends a letter.

And they realize they built their business on sand.

The #1 mistake? Starting without the right foundation.

No LLC protection. No Operating Agreement. No contracts. No financial tracking.

Here's the thing — these aren't "nice to haves." They're essentials.

I created BluWavs because I got tired of watching good entrepreneurs fail for preventable reasons.

Our professional templates give you:

- Legal protection
- Financial clarity
- Professional credibility
- Peace of mind

Don't build on shaky ground.

👉 Browse templates: [bluwavs.com](http://bluwavs.com)

To your success,  
Deanna  
BluWavs

P.S. Use code LAUNCH25 for 25% off your first purchase.

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## Email 2 (Day 4 - Thursday)

**Subject:** You're wasting 10+ hours a week (here's proof)

**Body:**

Hey [First Name],

Let me ask you something:

How many hours did you spend last week on:

- Manually sending follow-up emails?
- Scheduling back-and-forth?
- Updating your CRM?
- Client onboarding tasks?
- Sending invoices and reminders?

If you're like most small business owners, the answer is 10+ hours.

That's 500 hours a year on tasks that could run automatically.

What could you build with 500 extra hours?

At AiSurfin, we help businesses automate the repetitive stuff so you can focus on what actually matters — growing your business and serving your clients.

One client went from 3 hours of daily admin to 20 minutes.

Another increased lead capture by 40% just by adding a simple chatbot.

This isn't complicated. It's just... automated.

👉 Book a free strategy call: [aisurfin.com](http://aisurfin.com)

Let's get you those hours back.

Deanna  
AiSurfin

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## Email 3 (Day 6 - Saturday)

**Subject:** Free checklist: Is your business foundation solid?

**Body:**

Hey [First Name],

Quick question:

If I asked you right now — do you have all the essential business documents in place? — what would you say?

Most entrepreneurs hesitate. Because they're not sure.

That's why I made a free checklist.

It covers the 6 foundations every business needs:

- Legal Formation
- Financial Setup
- Branding Basics
- Website Essentials
- Compliance Requirements
- Tools You Actually Need

If you can't check off every box, you've got gaps.

Gaps = risk.

Gaps = lost opportunities.

Gaps = stress.

The checklist takes 5 minutes. The peace of mind? Priceless.

👉 Download free: [bluwavs.com/free-checklist](http://bluwavs.com/free-checklist)

To a solid foundation,

Deanna

## WEEK 2

### Email 4 (Day 9 - Tuesday)

**Subject:** 5 documents lenders look for (before they say yes)

**Body:**

Hey [First Name],

Thinking about funding? A loan? An investor?

I've talked to loan officers, SBA reps, and investors.

They all say the same thing:

"We can tell in 30 seconds if someone is serious."

Here's what makes them say YES:

1. **Professional Business Plan** — Not a brain dump. Clear, structured, with financials.
2. **Financial Projections** — At least 3 years. Show you've done the math.
3. **Cash Flow Forecast** — Prove you understand when money comes in and goes out.
4. **Personal Financial Statement** — Yes, they look at YOUR finances too.

**5. Legal Documentation** — LLC papers, Operating Agreement, EIN.

Missing even one? You're already behind the applicants who came prepared.

The good news? You don't have to create these from scratch.

👉 Get lender-ready templates: [bluwavs.com](http://bluwavs.com)

To your funding success,  
Deanna

## Email 5 (Day 11 - Thursday)

**Subject:** "Automation feels impersonal" — let me debunk this

**Body:**

Hey [First Name],

I hear this objection all the time:

"But automation feels impersonal. I want to give my clients the personal touch."

I get it. But let me flip this around.

What's ACTUALLY impersonal?

- ✗ Forgetting to follow up with a lead
- ✗ Sending the same email 3 days late
- ✗ Being too busy to respond at all
- ✗ Dropping the ball on client communication

That's impersonal.

Good automation?

- ✓ Responds instantly — "Wow, they're so fast!"
- ✓ Remembers every detail — "They really care!"
- ✓ Never forgets to follow up — "So professional!"
- ✓ Delivers consistent experience — "I feel valued!"

Automation doesn't replace the human touch.

It gives you TIME for the human touch.

👉 Let's build your systems: [aisurfin.com](http://aisurfin.com)

Deanna

## Email 6 (Day 13 - Saturday)

**Subject:** Template of the week: Operating Agreement

**Body:**

Hey [First Name],

This week's spotlight: The Operating Agreement.

Even if you're a single-member LLC — you need this.

Here's why:

- ✗ Without it, your LLC protection could be challenged in court
- ✗ Banks may refuse to open a business account
- ✗ Partners have no clear ownership terms
- ✗ Exit strategy? Doesn't exist.

Our Operating Agreement template includes:

- ✓ Ownership percentages
- ✓ Voting rights
- ✓ Profit distribution
- ✓ Management structure
- ✓ Dissolution procedures
- ✓ Legal language that holds up

Professional. Customizable. Done in 30 minutes.

👉 Get it now: [bluwavs.com/products](http://bluwavs.com/products)

Protect your business,

Deanna

## WEEK 3

### Email 7 (Day 16 - Tuesday)

**Subject:** What your business looks like automated

**Body:**

Hey [First Name],

Let me paint you a picture.

**MORNING:**

You wake up to 3 new leads captured overnight.

Their info is already in your CRM.

Welcome emails were sent automatically.

One already booked a call.

**AFTERNOON:**

Client call (auto-reminded).

Follow-up email sends itself after.

Invoice delivered automatically.

Next appointment scheduled.

**EVENING:**

You close your laptop.

Systems keep running.

Leads keep coming.

You actually rest.

This isn't a fantasy.

This is what automation looks like.

And it's simpler to set up than you think.

👉 Book a strategy call: [aisurfin.com](http://aisurfin.com)

To freedom,

Deanna

## Email 8 (Day 18 - Thursday)

**Subject:** 🚨 This week only: 25% off all templates

**Body:**

Hey [First Name],

Quick heads up — this week only:

Use code **LAUNCH25** for 25% off any template at BluWavs.

That includes:

- 📄 Business Plan Template
- 📄 Operating Agreement
- 📄 Profit & Loss Statement
- 📄 Cash Flow Forecast
- 📄 Client Contracts
- 📄 Employee Handbook
- 📄 And 20+ more

Instant download. Fully customizable. Lifetime access.

Serious entrepreneurs don't build on shaky ground.

👉 Shop now: [bluwavs.com](http://bluwavs.com)

Code: **LAUNCH25**

Deanna

P.S. This code expires Sunday at midnight. Don't wait.

## Email 9 (Day 20 - Saturday)

**Subject:** Case study: From burned out to booked out

**Body:**

Hey [First Name],

Meet Jenna.

She runs a wellness coaching business. Success was killing her.

- 40+ emails a day
- Hours spent on scheduling
- Leads falling through cracks
- No time for actual coaching

She was great at what she did. But the admin was drowning her.

We built her a simple automation system:

1. Website chatbot qualifies leads
2. Calendar books itself
3. Onboarding emails send automatically
4. Follow-ups happen without her
5. CRM tracks everything

**30 days later:**

-  35% more leads captured
-  15 hours/week saved
-  Revenue up 20%
-  Actually takes weekends off

“I finally have time to do what I actually love — coaching.”

That could be you.

 Book your strategy call: [aisurfin.com](http://aisurfin.com)

Deanna

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## WEEK 4

### Email 10 (Day 23 - Tuesday)

**Subject:** The startup budget breakdown (real numbers)

**Body:**

Hey [First Name],

“You need \$50K to start a business.”

That’s the myth. Here’s the reality:

**ONE-TIME COSTS:**

- LLC Formation: \$50-500 (varies by state)
- Operating Agreement: \$0-200 (template vs. lawyer)
- Business Plan: \$0-500 (DIY vs. consultant)
- Website: \$0-500 (DIY vs. designer)
- Logo/Branding: \$0-300

**MONTHLY COSTS:**

- Domain: \$1-2/month
- Email Marketing: \$0-50/month

- Accounting Software: \$0-30/month
- Scheduling Tool: \$0-15/month

### **TOTAL TO LAUNCH: \$100-1,500**

The expensive part isn't the money.  
It's the TIME wasted creating everything from scratch.

Or... you can use templates.

👉 Save time and money: [bluwavs.com](http://bluwavs.com)

Deanna

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### **Email 11 (Day 25 - Thursday)**

**Subject:** Tools I actually recommend (honest list)

**Body:**

Hey [First Name],

People ask me what tools I recommend for automation.

Here's my honest answer:

**For Email Automation:**

- ConvertKit (creators)
- ActiveCampaign (advanced)
- Mailerlite (budget-friendly)

**For Scheduling:**

- Calendly (simple)
- Acuity (more features)
- Cal.com (free option)

**For CRM:**

- HubSpot (free tier is solid)
- Pipedrive (sales-focused)
- Notion (DIY)

**For Workflow Automation:**

- Zapier (most popular)
- Make (more powerful)

**The truth?**

The best tool is the one you'll actually use.

Start simple. Add complexity later.

Need help choosing or setting up? That's literally what I do.

👉 Book a call: [aisurfin.com](http://aisurfin.com)

Deanna

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## Email 12 (Day 27 - Saturday)

**Subject:** 📦 The Business Starter Pack (everything you need)

**Body:**

Hey [First Name],

If you're starting or leveling up your business, I want to tell you about the Business Starter Pack.

It's everything you need in one bundle:

- ✓ Business Plan Template
- ✓ Operating Agreement
- ✓ Profit & Loss Statement
- ✓ Cash Flow Forecast
- ✓ Client Contract
- ✓ Invoice Template
- ✓ Employee Handbook
- ✓ NDA Template
- ✓ + More

**What you get:**

- Instant download
- Fully customizable
- Professional formatting
- Lifetime access
- All future updates

Use code **LAUNCH25** for 25% off.

👉 Get the bundle: [bluwavs.com](http://bluwavs.com)

To your solid foundation,

Deanna

P.S. Serious entrepreneurs don't build on shaky ground.

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## Email 13 (Day 30 - Tuesday)

**Subject:** This is your sign

**Body:**

Hey [First Name],

You've been thinking about it.

Planning it.

Waiting for the "right time."

Here's the truth:

The right time was yesterday.

The next best time is today.

**If you're ready to START your business:**

BluWavs has everything you need.

- Business plans
- Legal documents
- Financial templates
- Professional contracts

👉 [bluwavs.com](http://bluwavs.com)

**If you're ready to AUTOMATE your business:**

AiSurfin can build your systems.

- Email automation
- Client workflows
- CRM setup
- Chatbots & AI

👉 [aisurfin.com](http://aisurfin.com)

Stop waiting.

Start building.

Your future self will thank you.

Deanna

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## PART 2: 30-DAY PINTEREST PLAN

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### Pinterest Strategy Overview

- **Daily Pins:** 3-5 pins per day
- **Best Times:** 8-11 PM, 2-4 PM
- **Pin Types:** Product, Educational, Quote, Infographic, Video
- **Boards:** 8-10 niche boards

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### Essential Pinterest Boards to Create

1. Business Templates & Documents
2. Starting a Business Tips
3. Small Business Finance
4. Entrepreneur Motivation
5. Business Automation
6. Women in Business
7. Funding & Grants for Entrepreneurs
8. Business Planning
9. Legal Tips for Small Business
10. Productivity & Systems

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## 30-DAY PIN SCHEDULE

### DAY 1

**Pin 1:** Business Plan Template preview (product pin)  
**Pin 2:** “5 Documents Every Business Needs” infographic  
**Pin 3:** “The #1 mistake new entrepreneurs make” quote pin  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

### DAY 2

**Pin 1:** Automation workflow diagram  
**Pin 2:** “3 Tasks to Automate Immediately” list pin  
**Pin 3:** “Save 10+ hours a week” quote pin  
**Link:** [aisurfin.com](http://aisurfin.com)

### DAY 3

**Pin 1:** Operating Agreement template preview  
**Pin 2:** “Why every LLC needs an Operating Agreement” educational  
**Pin 3:** Testimonial quote graphic  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

### DAY 4

**Pin 1:** Before/After business organization graphic  
**Pin 2:** “Business Foundation Checklist” infographic  
**Pin 3:** Free checklist landing page pin  
**Link:** [bluwavs.com/free-checklist](http://bluwavs.com/free-checklist)

### DAY 5

**Pin 1:** P&L Statement template preview  
**Pin 2:** “Know Your Numbers” educational pin  
**Pin 3:** Finance tips quote pin  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

### DAY 6

**Pin 1:** Chatbot demo screenshot  
**Pin 2:** “24/7 Lead Capture” educational pin  
**Pin 3:** Client win testimonial graphic  
**Link:** [aisurfin.com](http://aisurfin.com)

### DAY 7

**Pin 1:** Bundle promo graphic  
**Pin 2:** “Everything You Need to Start” checklist pin  
**Pin 3:** Offer reminder pin (LAUNCH25)  
**Link:** [bluwavs.com](http://bluwavs.com)

### DAY 8

**Pin 1:** Cash Flow Forecast template preview  
**Pin 2:** “Profit vs Cash Flow” educational pin  
**Pin 3:** Funding prep tips infographic  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

**DAY 9**

**Pin 1:** CRM automation workflow  
**Pin 2:** “Automation Myth vs Fact” graphic  
**Pin 3:** Time savings quote pin  
**Link:** [aisurfin.com](http://aisurfin.com)

**DAY 10**

**Pin 1:** Client Contract template preview  
**Pin 2:** “Protect Your Business” legal tips pin  
**Pin 3:** Women-owned business badge graphic  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

**DAY 11**

**Pin 1:** Lead workflow diagram  
**Pin 2:** “Stop Losing Leads” educational pin  
**Pin 3:** Strategy call CTA pin  
**Link:** [aisurfin.com](http://aisurfin.com)

**DAY 12**

**Pin 1:** Invoice Template preview  
**Pin 2:** “Get Paid Faster” tips pin  
**Pin 3:** Financial organization quote pin  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

**DAY 13**

**Pin 1:** Email automation sequence graphic  
**Pin 2:** “Automated Onboarding” educational pin  
**Pin 3:** Client testimonial quote  
**Link:** [aisurfin.com](http://aisurfin.com)

**DAY 14**

**Pin 1:** Free Checklist landing page graphic  
**Pin 2:** “Is Your Business Foundation Solid?” quiz-style pin  
**Pin 3:** Download CTA pin  
**Link:** [bluwavs.com/free-checklist](http://bluwavs.com/free-checklist)

**DAY 15**

**Pin 1:** Employee Handbook template preview  
**Pin 2:** “HR Essentials for Small Business” educational  
**Pin 3:** Team management quote pin  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

**DAY 16**

**Pin 1:** Scheduling automation graphic  
**Pin 2:** “No More Scheduling Back-and-Forth” educational  
**Pin 3:** Productivity quote pin  
**Link:** [aisurfin.com](http://aisurfin.com)

## DAY 17

**Pin 1:** NDA Template preview  
**Pin 2:** “Protect Your Ideas” legal tips  
**Pin 3:** Confidentiality quote pin  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

## DAY 18

**Pin 1:** Tools recommendation graphic  
**Pin 2:** “Best Automation Tools” list pin  
**Pin 3:** Tool comparison infographic  
**Link:** [aisurfin.com](http://aisurfin.com)

## DAY 19

**Pin 1:** SWOT Analysis template preview  
**Pin 2:** “Strategic Planning Tips” educational  
**Pin 3:** Business strategy quote pin  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

## DAY 20

**Pin 1:** Case study results graphic (Jenna)  
**Pin 2:** “From Burned Out to Booked Out” story pin  
**Pin 3:** Transformation testimonial pin  
**Link:** [aisurfin.com](http://aisurfin.com)

## DAY 21

**Pin 1:** Bundle offer graphic  
**Pin 2:** “Complete Business Starter Pack” product pin  
**Pin 3:** LAUNCH25 promo pin  
**Link:** [bluwavs.com](http://bluwavs.com)

## DAY 22

**Pin 1:** Marketing Plan template preview  
**Pin 2:** “Plan Your Marketing” educational  
**Pin 3:** Marketing tips quote pin  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

## DAY 23

**Pin 1:** Automated day timeline graphic  
**Pin 2:** “Your Business on Autopilot” vision pin  
**Pin 3:** Work-life balance quote pin  
**Link:** [aisurfin.com](http://aisurfin.com)

## DAY 24

**Pin 1:** Startup Budget Breakdown infographic  
**Pin 2:** “Real Startup Costs” educational  
**Pin 3:** Budget tips quote pin  
**Link:** [bluwavs.com](http://bluwavs.com)

**DAY 25**

**Pin 1:** Social Media Calendar template preview  
**Pin 2:** “Content Planning Tips” educational  
**Pin 3:** Social media quote pin  
**Link:** [bluwavs.com/products](http://bluwavs.com/products)

**DAY 26**

**Pin 1:** Lead magnet funnel graphic  
**Pin 2:** “Build Your Email List” educational  
**Pin 3:** Funnel tips quote pin  
**Link:** [aisurfin.com](http://aisurfin.com)

**DAY 27**

**Pin 1:** Funding checklist infographic  
**Pin 2:** “Get Lender-Ready” educational  
**Pin 3:** Funding success quote pin  
**Link:** [bluwavs.com](http://bluwavs.com)

**DAY 28**

**Pin 1:** Workflow automation graphic  
**Pin 2:** “Systems That Scale” educational  
**Pin 3:** Growth quote pin  
**Link:** [aisurfin.com](http://aisurfin.com)

**DAY 29**

**Pin 1:** Founder story graphic  
**Pin 2:** “Why BluWavs Exists” story pin  
**Pin 3:** Mission quote pin  
**Link:** [bluwavs.com/about](http://bluwavs.com/about)

**DAY 30**

**Pin 1:** Final CTA graphic (both brands)  
**Pin 2:** “Start or Automate” decision pin  
**Pin 3:** “This is Your Sign” motivational pin  
**Link:** [bluwavs.com / aisurfin.com](http://bluwavs.com / aisurfin.com)

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## **PART 3: 30-DAY TIKTOK PLAN**

### **TikTok Strategy Overview**

- **Daily Posts:** 1-2 videos per day
- **Best Times:** 7-9 AM, 12-2 PM, 7-9 PM
- **Video Length:** 15-45 seconds optimal
- **Content Mix:** Educational (60%), Entertaining (20%), Promotional (20%)

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**30-DAY VIDEO SCHEDULE**

Day	Video Topic	Brand	Type	Hook
1	#1 Mistake entrepreneurs make	BluWavs	Educational	"The number one mistake I see..."
2	3 tasks to automate	AiSurfin	Educational	"You're wasting 10 hours a week..."
3	Business Plan preview	BluWavs	Product Demo	"This is what a lender-ready plan looks like."
4	Onboarding automation demo	AiSurfin	Demo	"Watch this workflow run by itself."
5	Before/After organization	BluWavs	Transformation	"Left side vs right side..."
6	Client testimonial (Sarah)	BluWavs	Social Proof	"Listen to what Sarah said..."
7	Offer reminder	Both	Promo	"Still running your business the hard way?"
8	5 Documents	BluWavs	Educational	"If you don't have these 5..."
9	Automation myth vs fact	AiSurfin	Educational	"Automation is too expensive..."
10	Operating Agreement preview	BluWavs	Product Demo	"You have an LLC. But do you have THIS?"
11	Lead workflow diagram	AiSurfin	Educational	"This is what happens to your leads..."
12	Founder story	BluWavs	Story	"I started BluWavs because..."
13	FAQ: LLC first?	BluWavs	Educational	"Should I form my LLC first?"

Day	Video Topic	Brand	Type	Hook
14	Free checklist CTA	BluWavs	Lead Magnet	"Want to know if your foundation is solid?"
15	Startup budget	BluWavs	Educational	"Here's what it ACTUALLY costs..."
16	10 hours saved	AiSurfin	Educational	"What would you do with 10 extra hours?"
17	P&L preview	BluWavs	Product Demo	"If you can't tell me your profit margin..."
18	Chatbot demo	AiSurfin	Demo	"Your website could be converting at 3am."
19	Problem → Solution	BluWavs	Story	"You're not disorganized. Your systems are."
20	Client win (Marcus)	AiSurfin	Social Proof	"3 hours of admin to 20 minutes."
21	Mid-month offer	Both	Promo	"Quick reminder..."
22	Funding prep	BluWavs	Educational	"Want to get funded? Here's what lenders look for."
23	Automated business vision	AiSurfin	Vision	"This is what your business looks like automated."
24	Cash Flow preview	BluWavs	Product Demo	"Profit doesn't mean cash in the bank."

Day	Video Topic	Brand	Type	Hook
25	Tools I use	AiSurfin	Educational	“People ask what tools I recommend...”
26	Business myth	BluWavs	Educational	“You don’t need fancy documents.”
27	Automation myth	AiSurfin	Educational	“Automation feels impersonal.”
28	Bundle promo	BluWavs	Promo	“For a limited time...”
29	Case study (Jenna)	AiSurfin	Social Proof	“How one coach went from burned out to booked out.”
30	Final CTA	Both	Promo	“This is your sign.”

## PART 4: 30 INSTAGRAM/FACEBOOK CAPTIONS

### CAPTION 1 — The #1 Mistake

The number one mistake I see new entrepreneurs make?

They start selling before they’re legally protected.

No LLC. No Operating Agreement. No contracts. No financial tracking.

Then something goes wrong — and they realize they built a house on sand.

Your business isn’t real until it’s protected.

Here’s what you actually need before your first sale:

- Business formation
- Operating Agreement
- Professional contracts
- Invoice system
- P&L tracking

Don't skip the foundation.

🔗 Link in bio for professional templates.

**entrepreneurlife #smallbusiness  
#startuptips #businessowner #bluwavs**

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## **CAPTION 2 — 3 Tasks to Automate**

You're wasting 10+ hours a week doing these manually. 😩

Here are 3 tasks you should automate immediately:

### **1 Client Onboarding**

New client signs up → automatic welcome email + intake form + calendar link

### **2 Appointment Scheduling**

Let clients book directly. No back-and-forth.

### **3 Lead Follow-Up**

Someone fills out your form → automatic email sequence starts

This isn't "nice to have." It's how real businesses scale.

🔗 Link in bio to book a strategy call.

**automation #workflow #businessautomation  
#productivity #aisurfin**

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## **CAPTION 3 — Business Plan Preview**

This is what a lender-ready business plan looks like. 📄

Most business plans I see?

- ✗ Too vague
- ✗ Missing financials
- ✗ No market analysis
- ✗ Looks unprofessional

Lenders see hundreds of these. They can spot amateur work in 10 seconds.

Our Business Plan Template includes:

- ✓ Executive Summary
- ✓ Company Description
- ✓ Market Analysis
- ✓ 5-Year Financial Projections

- ✓ Funding Request section
- ✓ Professional formatting

This is the same structure used by businesses that actually get funded.

🔗 Download instantly. Link in bio.

**businessplan #funding #entrepreneurship  
#startingabusiness #bluwavs**

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#### **CAPTION 4 — Automation Demo**

Watch this onboarding workflow run completely by itself. 🤖

Here's what happens when a new client signs up:

- 1 They fill out one form
- 2 Welcome email sends automatically
- 3 Intake questionnaire delivered
- 4 Calendar link for first call
- 5 Added to your CRM
- 6 Reminder sent 24 hours before call

Total time spent by you? **Zero.**

This is what your business looks like when systems work FOR you.

🔗 Link in bio to build this for your business.

**workflowautomation #businesssystems  
#clientonboarding #aisurfin**

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#### **CAPTION 5 — Before/After**

Left side: What most small businesses look like.

Right side: What yours could look like. ➔

##### **BEFORE:**

- 📁 Documents scattered everywhere
- 📝 Contracts written on napkins
- 💰 No idea if you're profitable
- 📊 “I'll figure out the financials later”
- 😱 Constantly stressed

##### **AFTER:**

- 📁 Every document in one place

-  Professional contracts ready to send
-  P&L statement updated monthly
-  Know your numbers instantly
-  Actually confident in your business

The difference isn't luck. It's having the right templates and systems.

-  Get organized. Link in bio.

## **#businessorganization #entrepreneur #smallbusinessowner #bluwavs**

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### **CAPTION 6 — Testimonial**

"I went from overwhelmed to organized in one weekend." 

Here's what Sarah, a new coaching business owner, said:

 "I'd been putting off the 'business stuff' for months. Contracts felt scary. Financials felt complicated.

Then I found BluWavs. I downloaded the Business Starter Pack on a Friday night, and by Sunday I had:

-  My LLC Operating Agreement done
-  A real business plan
-  Client contracts ready to send
-  A P&L spreadsheet I actually understand

For the first time, I feel like a REAL business owner."

— Sarah M., Life Coach

This is what the right tools can do.

-  Link in bio to start your transformation.

## **clientwin #testimonial #smallbusinesssuccess #bluwavs**

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### **CAPTION 7 — Offer Reminder**

Still running your business the hard way? 

If you're:

-  Creating documents from scratch every time
-  Guessing at your financials

- ⌚ Doing tasks manually that could be automated
- ✉️ Losing leads because you forgot to follow up

...it's time to work smarter.

#### Two ways we can help:

 **BluWavs** — Professional business templates

Download instantly. Use forever.

→ [bluwavs.com](http://bluwavs.com)

 **AiSurfin** — Business automation & AI consulting

Stop doing everything manually.

→ [aisurfin.com](http://aisurfin.com)

Which one do you need? Comment below! 

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**entrepreneur #businesstools #automation  
#templates #bluwavs #aisurfin**

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#### CAPTION 8 — 5 Documents

If you don't have these 5 documents, you don't have a real business. 

Harsh? Maybe. True? Absolutely.

##### **1 Operating Agreement**

Even for single-member LLCs. Protects your personal assets.

##### **2 Business Plan**

Not a 50-page novel. A clear, professional roadmap.

##### **3 Profit & Loss Statement**

Know if you're actually making money. Update monthly.

##### **4 Cash Flow Forecast**

Predict when money comes in and goes out.

##### **5 Client Contracts**

Protect yourself. Get paid. Set expectations.

Missing even ONE of these? You're leaving money and protection on the table.

 Link in bio to get all 5 (and more).

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**businessdocuments #smallbusiness  
#entrepreneur tips #bluwavs**

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## CAPTION 9 — Automation Myth vs Fact

“Automation is too expensive for small businesses.” 

That's the #1 myth I hear. Let me debunk it:

 **MYTH:** Only for big companies with big budgets.

 **FACT:** Most automations cost less than \$50/month and save 10+ hours/week.

 **MYTH:** Too complicated to set up.

 **FACT:** Basic automations take 30 minutes. (We can do it in one call.)

 **MYTH:** My business is too small.

 **FACT:** Small businesses benefit MOST. You don't have a team — automation IS your team.

 **MYTH:** Feels impersonal.

 **FACT:** Good automation is invisible. Clients just think you're organized.

Stop believing the myths. Start building the systems.

 Link in bio.

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**automationmyths #smallbusinessautomation  
#aisurfin**

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## CAPTION 10 — Operating Agreement

You have an LLC. But do you have THIS? 

An Operating Agreement isn't optional — even for single-member LLCs.

Without it:

 Your LLC protection could be challenged in court

 Banks may refuse to open a business account

 Partners have no clear ownership terms

 Exit strategy? Doesn't exist.

Our Operating Agreement Template includes:

 Ownership percentages

 Voting rights

 Profit distribution

 Management structure

 Dissolution procedures

Professional. Customizable. Done in 30 minutes.

 Link in bio.

## Ilc #operatingagreement #legalprotection #bluwavs

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### CAPTION 11 — Lead Workflow

This is what happens to your leads when you have systems. 

#### WITHOUT automation:

Lead fills out form → You forget to check → 3 days pass → They hired someone else 😊

#### WITH automation:

- 1 Lead fills out form
- 2 Automatically added to CRM
- 3 Welcome email sends instantly
- 4 Email sequence begins
- 5 Calendar link delivered
- 6 Reminders sent
- 7 Lead becomes client 

#### Total time spent by you: 0 minutes

This is how you stop losing leads. This is how you scale.

 Link in bio.

## leadgeneration #crm #salesautomation #aisurfin

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### CAPTION 12 — Founder Story

I started BluWavs because I was tired of watching good businesses fail for preventable reasons. 

The problem was never the idea.

The problem was never the hustle.

It was the foundation.

I watched talented entrepreneurs:

- Get sued because they had no contracts
- Lose funding because their financials looked amateur
- Close their doors because they never knew their numbers

They didn't fail because they weren't smart.

They failed because no one gave them the right tools.

That's why BluWavs exists.

Professional templates. Real documents. Built for entrepreneurs who are serious.

Because your dream deserves a foundation that won't crumble.

 Link in bio.

## **#founderstory #whyistarted #entrepreneur #bluwavs #womenowned**

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### **CAPTION 13 — FAQ: LLC First?**

“Should I form my LLC before buying templates?” 

I get this question a lot. Here's my honest answer:

**If you're still validating your idea:**

You don't need an LLC yet. But you DO need:

- A business plan to clarify your vision
- Financial projections to know your numbers
- Basic contracts for early clients

**If you're making money (or about to):**

Yes. Get the LLC. And get these immediately:

- Operating Agreement
- Client contracts
- Invoice system
- P&L tracking

**If you're applying for funding:**

You need everything above PLUS:

- Lender-ready business plan
- Cash flow forecasts

The templates work at any stage. The sooner you have them, the better.

 Link in bio.

## **#llcadvice #startingabusiness #entrepreneurfaq #bluwavs**

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### **CAPTION 14 — Free Checklist**

Want to know if your business foundation is solid? 

I made a free checklist.

- Legal Formation
- Financial Setup

- Branding Basics
- Website Essentials
- Compliance Requirements
- Tools You Actually Need

If you can't check off every box, you've got gaps.

Gaps = risk.

Gaps = lost opportunities.

Gaps = stress.

The checklist takes 5 minutes. The peace of mind? Priceless.

 Download free. Link in bio.

## **freechecklist #businesschecklist #startupguide #bluwave**

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### **CAPTION 15 — Startup Budget**

Thinking about starting a business? Here's what it ACTUALLY costs. 

Forget the "you need \$50K" myth.

#### **ONE-TIME COSTS:**

-  LLC Formation: \$50-500 (varies by state)
-  Operating Agreement: \$0-200
-  Business Plan: \$0-500
-  Website: \$0-500
-  Logo: \$0-300

#### **MONTHLY COSTS:**

-  Domain: \$1-2/month
-  Email Marketing: \$0-50/month
-  Accounting: \$0-30/month
-  Scheduling: \$0-15/month

#### **TOTAL TO LAUNCH: \$100-1,500**

The expensive part isn't the money. It's the time wasted creating everything from scratch.

Or... use templates.

 Link in bio.

## **startupbudget #businesscosts #entrepreneur #bluwave**

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## CAPTION 16 — 10 Hours Saved

What would you do with 10 extra hours every week? 

Here's where most small business owners lose time:

-  3 hours — manual email follow-ups
-  2 hours — scheduling back-and-forth
-  2 hours — data entry and CRM updates
-  2 hours — client onboarding tasks
-  1 hour — sending invoices and reminders

= **10+ hours/week on tasks that could run automatically.**

That's 40 hours a month.

That's 500 hours a year.

What could you build with 500 extra hours?

 Let's get you those hours back. Link in bio.

**timemanagement #automation #productivity  
#aisurfin**

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## CAPTION 17 — P&L Preview

If you can't tell me your profit margin right now, we need to talk. 

A Profit & Loss Statement isn't just for accountants.

It's how you know:

- If you're actually making money
- Where your money is going
- What you can afford to invest
- If your pricing is right

Our P&L Template:

- Pre-built categories
- Automatic calculations
- Monthly tracking
- Annual summary
- Clean, professional format

Update it monthly. Know your numbers. Make better decisions.

 Link in bio.

## profitandloss #smallbusinessfinance #knowyournumbers #bluwavs

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### CAPTION 18 — Chatbot Demo

Your website could be converting leads at 3am. 🌙

Most websites just... sit there.

Visitors come. They look around. They leave.

But what if your website could:

- 💬 Answer FAQs instantly
- 💬 Qualify leads automatically
- 💬 Book calls while you sleep
- 💬 Collect contact info 24/7

One client added a chatbot and increased lead capture by 40%.

Same traffic. More leads. Zero extra work.

🔗 Want one? Link in bio.

## chatbot #leadgeneration #websiteconversion #aisurfin

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### CAPTION 19 — Problem → Solution

You're not disorganized. Your systems are. 💡

#### THE PROBLEM:

You know you need contracts, financial tracking, a real business plan...

But every time you sit down:

- You don't know where to start
- You spend hours on formatting
- You're not sure if it's "right"
- You give up and say "I'll do it later"

#### THE SOLUTION:

Start with templates.

- ✓ Professional structure already done
- ✓ Just fill in your details
- ✓ Looks polished and credible
- ✓ Actually gets completed

You're not the problem. You just needed the right starting point.

 Link in bio.

## businessproblem #solution #entrepreneur #bluwavs

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### CAPTION 20 — Client Win

“I used to spend 3 hours a day on admin. Now it’s 20 minutes.” 

Meet Marcus. He runs a consulting business.

#### Before automation:

- ✗ Manually sending every email
- ✗ Forgetting to follow up with leads
- ✗ Double-booking appointments
- ✗ Spending evenings on paperwork

#### After one strategy call:

- ✓ Automated email sequences
- ✓ Self-booking calendar
- ✓ CRM that updates itself
- ✓ Client onboarding on autopilot

#### The result?

“I got my evenings back. I got my weekends back. I actually enjoy running my business again.”

— Marcus T., Business Consultant

 Link in bio.

## clientsuccess #automation #businesstransformation #aisurfin

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### CAPTION 21 — Mid-Month Offer

Quick reminder: You don’t have to do everything the hard way. 

#### Need professional documents?

 BluWavs has business plans, contracts, P&L statements, operating agreements, and more.  
→ [bluwavs.com](http://bluwavs.com)

#### Need your business to run itself?

 AiSurfin builds automations, workflows, and AI systems.  
→ [aisurfin.com](http://aisurfin.com)

**This week's deals:**

- 🔥 Code **LAUNCH25** for 25% off all templates
- 📞 Free strategy call (limited spots)

Your business deserves better systems.

Which one do you need? 🤔

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## **business tools #entrepreneur #automation #bluwave #aisurfin**

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### **CAPTION 22 — Funding Prep**

Want to get funded? Here's what lenders actually look for. 💚

I've talked to loan officers, investors, and SBA reps. They all say:

"We can tell in 30 seconds if someone is serious."

#### **What makes them say YES:**

- 1 **Professional Business Plan** — Clear, structured, with financials
- 2 **Financial Projections** — At least 3 years
- 3 **Cash Flow Forecast** — Prove you understand money timing
- 4 **Personal Financial Statement**
- 5 **Legal Documentation** — LLC papers, Operating Agreement, EIN
- 6 **Clean Presentation**

Missing any of these? You're already behind.

🔗 Get lender-ready. Link in bio.

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## **smallbusinessfunding #businessloan #entrepreneur #bluwave**

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### **CAPTION 23 — Automated Day**

This is what your business looks like when it runs without you. ✨

#### **MORNING:**

- ☀️ Wake up to 3 new leads (captured overnight)
- ☀️ Info already in your CRM
- ☀️ Welcome emails sent automatically
- ☀️ One already booked a call

#### **AFTERNOON:**

- ☀️ Client call (auto-reminded)

- ☀️ Follow-up email sends itself
- ☀️ Invoice delivered automatically

**EVENING:**

- ☀️ Close your laptop
- ☀️ Systems keep running
- ☀️ You actually rest

This isn't a fantasy. This is automation.

 Link in bio.

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## automatedbusiness #passiveincome #entrepreneur #aisurfin

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### CAPTION 24 — Cash Flow

Profit doesn't mean cash in the bank. 

This document saves businesses from “profitable bankruptcy.” (Yes, that's a real thing.)

You can be profitable on paper and still run out of cash if:

- Clients pay late
- Expenses hit before revenue
- You don't plan for slow seasons

**A Cash Flow Forecast shows:**

- When money actually arrives
- When bills are actually due
- If you'll have gaps
- How to plan ahead

This is the document lenders love to see.

 Link in bio.

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## cashflow #businessfinance #financialplanning #bluwavs

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### CAPTION 25 — Tools I Use

People ask what automation tools I recommend. Here's my honest answer. 

**For Email:**

 ConvertKit (creators)

✉️ ActiveCampaign (advanced)

✉️ Mailerlite (budget)

**For Scheduling:**

📅 Calendly (simple)

📅 Acuity (features)

📅 Cal.com (free)

**For CRM:**

📊 HubSpot (solid free tier)

📊 Pipedrive (sales-focused)

**For Workflows:**

⚙️ Zapier (popular)

⚙️ Make (powerful)

**The truth?** The best tool is the one you'll actually use.

Start simple. Add complexity later.

🔗 Need help choosing? Link in bio.

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## automationtools #businesstools #techstack #aisurfin

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### CAPTION 26 — Business Myth

“You don’t need fancy documents to start a business.” 

I hear this all the time. And technically? It’s true.

You CAN start without Operating Agreement, Business Plan, contracts...

You can also drive without a seatbelt. Doesn’t mean you should.

**What happens without documents:**

 Banks won’t open business accounts

 Investors won’t take you seriously

 Clients can walk away without paying

 Partners can dispute ownership

“Fancy” documents aren’t fancy. They’re foundational.

You don’t need them to START. You need them to SURVIVE.

🔗 Link in bio.

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## businessmyths #entrepreneurtips #bluwavs

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## CAPTION 27 — Automation Myth

“Automation makes your business feel impersonal.” 

This is the biggest lie in business.

### What's ACTUALLY impersonal:

-  Forgetting to follow up with a lead
-  Sending emails 3 days late
-  Being too busy to respond
-  Dropping the ball on communication

### Automation done RIGHT:

-  Responds instantly — “Wow, they’re so fast!”
-  Remembers every detail
-  Never forgets to follow up
-  Delivers consistent experience

Good automation doesn’t replace the human touch. It gives you TIME for the human touch.

 Link in bio.

**automationmyths #customerexperience  
#aisurfin**

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## CAPTION 28 — Bundle Promo

 For a limited time: Get the entire Business Starter Pack.

### INCLUDED:

-  Business Plan Template
-  Operating Agreement
-  Profit & Loss Statement
-  Cash Flow Forecast
-  Client Contract
-  Invoice Template
-  Employee Handbook
-  NDA Template
-  + More

### WHAT YOU GET:

-  Instant download
-  Fully customizable
-  Professional formatting
-  Lifetime access
-  All future updates

Use code **LAUNCH25** at checkout.

Serious entrepreneurs don’t build on shaky ground.

 Link in bio.

## **businessbundle #limitedoffer #entrepreneur #bluwave**

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### **CAPTION 29 — Case Study**

How one coach went from burned out to booked out — with automation. 

#### **THE CHALLENGE:**

Jenna runs a wellness coaching business. Success was killing her.

- 40+ emails a day
- Hours on scheduling
- Leads falling through cracks
- No time for actual coaching

#### **THE SOLUTION:**

- 1 Website chatbot qualifies leads
- 2 Calendar books itself
- 3 Onboarding emails send automatically
- 4 Follow-ups happen without her
- 5 CRM tracks everything

#### **THE RESULTS (30 days):**

-  35% more leads
-  15 hours/week saved
-  Revenue up 20%
-  Takes weekends off

“I finally have time to do what I love — coaching.”

 Link in bio.

## **casestudy #businessautomation #successstory #aisurfin**

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### **CAPTION 30 — Final CTA**

This is your sign. 

You've been thinking about it. Planning it. Waiting for the “right time.”

Here's the truth:

The right time was yesterday.

The next best time is today.

**If you're ready to START your business:**

 BluWavs has everything you need.

- Business plans
- Legal documents
- Financial templates
- bluwavs.com

**If you're ready to AUTOMATE your business:**

 AiSurfin can build your systems.

- Email automation
- Workflows
- CRM & chatbots
- aisurfin.com

Stop waiting. Start building.

Your future self will thank you.

What's your next step? Comment below! 

**mondaymotivation #entrepreneur  
#starttoday #bluwavs #aisurfin**



## CONTENT PERFORMANCE TRACKING

Metric	Week 1	Week 2	Week 3	Week 4
Total Posts				
Total Reach				
Engagement Rate				
Link Clicks				
New Followers				
Email Signups				
Sales				



## YOUR 30-DAY CHECKLIST

- [ ] Schedule all 13 emails in your email platform

- [ ] Create Pinterest boards (8-10)
- [ ] Schedule all 30 days of pins
- [ ] Film and edit all 30 TikTok/Reels
- [ ] Schedule all 30 Instagram/Facebook posts
- [ ] Create graphics for each post type
- [ ] Set up link in bio (Linktree or similar)
- [ ] Track performance weekly
- [ ] Engage with comments daily
- [ ] Repurpose top performers

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