



BluWavs + AiSurfin: 30-Day Social Media Content

Copy-Paste Ready Posts for All Platforms

WEEK 1

DAY 1 — The #1 Mistake New Entrepreneurs Make (BluWavs)

Hook:

The #1 mistake I see new entrepreneurs make?

Body:

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 (LLC or Corp)
- ✓ Operating Agreement
- ✓ Professional contracts
- ✓ Invoice system
- ✓ Profit & Loss tracking

Don't skip the foundation.

CTA:

 Get lender-ready templates at bluwavs.com

Hashtags:

**entrepreneurlife #smallbusiness
#startuptips #businessowner #llc
#womenowned #bluwavs**

DAY 2 — 3 Tasks You Should Automate Immediately (AiSurfin)

Hook:

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

Body:

If you're still:



Sending onboarding emails one by one



Manually scheduling every appointment



Following up with leads by memory

...you're burning time you'll never get back.

Here's what to automate TODAY:

1 Client Onboarding — New client signs up → automatic welcome email + intake form + calendar link

2 Appointment Scheduling — Let clients book directly into your calendar. 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.

CTA:



Want help setting this up? Book a strategy call at aisurfin.com

Hashtags:

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

DAY 3 — Template Preview: Business Plan (BluWavs)

Hook:

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

Body:

[Screenshot/Video of Business Plan Template]

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
- ✓ Financial Projections (5 years)
- ✓ Funding Request section
- ✓ Professional formatting

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

CTA:

 Download instantly at bluwavs.com/products

Hashtags:

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

DAY 4 — Automation Demo: Onboarding Workflow (AiSurfin)

Hook:

Watch this onboarding workflow run completely by itself.

Body:

[Video/GIF of automation running]

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.

No more:

- Forgetting to send welcome emails
- Chasing down intake forms
- Double-booking yourself
- Losing leads in your inbox

CTA:

 Want this for your business? Let's build it → aisurfin.com

Hashtags:

workflowautomation #businesssystems #clientonboarding #automation #aisurfin

DAY 5 — Before/After: Messy → Organized Business (BluWavs)






Hook:

Left side: What most small businesses look like.






Right side: What yours could look like.

Body:

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.

CTA:

 Get organized today → bluwavs.com

Hashtags:

businessorganization #entrepreneur #smallbusinessowner #getorganized #bluwavs


DAY 6 — Client Testimonial (BluWavs)

Hook:

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

Body:

Here's what Sarah, a new coaching business owner, said after using BluWavs templates:

 "I'd been putting off the 'business stuff' for months. Contracts felt scary. Financials felt complicated. I kept telling myself I'd figure it out later."

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.

CTA:

 Start your transformation → bluwavs.com

Hashtags:

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





DAY 7 — Offer Reminder: Browse Templates / Book a Call (Both Brands)

Hook:

Still running your business the hard way?

Body:

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

Business plans, contracts, P&L statements, operating agreements, and more.

Download instantly. Use forever.

→ bluwavs.com



 **AiSurfin** — Business automation & AI consulting

We build the workflows that run your business while you sleep.

→ aisurfin.com

Stop wasting time. Start building smart.

CTA:

 Which one do you need? Comment below! 

Hashtags:

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

WEEK 2**DAY 8 — 5 Documents Every Business Needs (BluWavs)****Hook:**

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

Body:

Harsh? Maybe.

True? Absolutely.

Here's what lenders, investors, and serious clients expect:

1 Operating Agreement

Even if you're a single-member LLC. This 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. Avoid surprises.


5 Client Contracts

Protect yourself. Get paid. Set expectations.

Missing even ONE of these?

You're leaving money, credibility, and legal protection on the table.

CTA:

 Get all 5 (and more) at bluwavs.com

Hashtags:

businessdocuments #smallbusiness #entrepreneurtips #legalprotection #bluwavs

DAY 9 — Automation Myth vs Fact (AiSurfin)

Hook:

“Automation is too expensive for small businesses.”

Body:

That’s the #1 myth I hear.

Let me break it down:

✗ **MYTH:** Automation is only for big companies with big budgets.

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

✗ **MYTH:** It’s too complicated to set up.

✓ **FACT:** Basic automations take 30 minutes to build. (We can do it in a single call.)

✗ **MYTH:** My business is too small to need automation.

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

✗ **MYTH:** Automation feels impersonal.

✓ **FACT:** Good automation is invisible. Clients just think you’re really organized.

Stop believing the myths.

Start building the systems.

CTA:

 Book a free strategy call → aisurfin.com

Hashtags:

automationmyths #smallbusinessautomation #businesstips #aisurfin

DAY 10 — Template Preview: Operating Agreement (BluWavs)

Hook:

You have an LLC. But do you have THIS?

Body:

[Screenshot/Video of Operating Agreement Template]

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
- ✓ Legal language that holds up

Professional. Customizable. Done in 30 minutes.

CTA:

 Protect your business → bluwavs.com/products

Hashtags:

**llc #operatingagreement #legalprotection
#smallbusiness #bluwavs**

DAY 11 — Workflow Diagram: Lead → CRM → Email (AiSurfin)

Hook:

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

Body:

[Workflow diagram graphic]

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 before call



7 Lead becomes client

Total time spent by you: 0 minutes

This is how you stop losing leads.

This is how you scale without burning out.

CTA:

 Let's build this for you → aisurfin.com

Hashtags:

**leadgeneration #crm #salesautomation
#workflow #aisurfin**

DAY 12 — Founder Story (BluWavs)

Hook:

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

Body:

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 about building something real.

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

CTA:

 Build yours at bluwavs.com

Hashtags:

founderstory #whyistarted #entrepreneur #smallbusiness #bluwavs #womenowned

DAY 13 — FAQ: “Do I Need an LLC First?” (BluWavs)

Hook:

“Should I form my LLC before buying templates?”

I get this question a lot.

Body:

Here’s my honest answer:

It depends on where you are.

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 (required for most banks)
- ✓ 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
- ✓ Professional presentation

The templates work at any stage.

The sooner you have them, the better protected you are.

CTA:

 Get started → bluwavs.com

Hashtags:

llcadvice #startingabusiness #entrepreneurfaq #businesstips #bluwavs

DAY 14 — CTA: Download Your Free Checklist (BluWavs)

Hook:

Want to know if your business foundation is solid?

Body:

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.

CTA:

 Download free → bluwavs.com/free-checklist

Hashtags:

**freechecklist #businesschecklist
#startupguide #entrepreneur #bluwavs**

WEEK 3

DAY 15 — Startup Budget Breakdown (BluWavs)

Hook:




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

Body:

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

Here's a real startup budget breakdown:


ONE-TIME COSTS:

-  LLC Formation: \$50-500 (varies by state)
-  Operating Agreement: \$0-200 (or use a template)
-  Business Plan: \$0-500 (template 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.

CTA:

 Save time and money → bluwavs.com

Hashtags:

**startupbudget #businesscosts
#entrepreneur #startingabusiness #bluwavs**

DAY 16 — Automation That Saves 10 Hours a Week (AiSurfin)


Hook:

What would you do with 10 extra hours every week?

Body:

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


Total: 10+ hours/week on tasks that could run automatically.

Here's what that looks like automated:

 Leads get instant follow-up emails

 Clients book directly into your calendar

 Forms auto-populate your CRM

 Onboarding sequences run themselves

 Invoices send on schedule

10 hours back. Every. Single. Week.

That's 40 hours a month.

That's 500 hours a year.

What could you build with 500 extra hours?

CTA:

 Let's get you those hours back → aisurfin.com

Hashtags:

**timemanagement #automation #productivity
#businessowner #aisurfin**

DAY 17 — Template Preview: P&L Statement (BluWavs)

Hook:

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

Body:






[Screenshot/Video of P&L Template]

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 makes this easy:

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

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

CTA:

 Get the template → bluwavs.com/products

Hashtags:

**profitandloss #smallbusinessfinance
#knowyournumbers #bluwavs**

DAY 18 — Chatbot Demo (AiSurfin)

Hook:

Your website could be converting leads at 3am.

Body:

[Video/GIF of chatbot in action]

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

That's what a simple chatbot does.

No, it's not creepy.

No, it doesn't have to feel robotic.

Yes, it actually works.

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

Same traffic. More leads. Zero extra work.

CTA:

🔗 Want one? Let's build it → aisurfin.com

Hashtags:

**chatbot #leadgeneration #websiteconversion
#ai #aisurfin**

DAY 19 — Problem → Solution Post (BluWavs)

Hook:

You're not disorganized.

Your systems are.

Body:

THE PROBLEM:

You know you need:

- Contracts
- Financial tracking

- A real business plan
- Professional documents

But every time you sit down to create them:

- 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.

CTA:

 Get yours → bluwavs.com

Hashtags:

**businessproblem #solution #entrepreneur
#templates #bluwavs**

DAY 20 — Client Win (AiSurfin)

Hook:

"I used to spend 3 hours a day on admin. Now it's 20 minutes."

Body:

Meet Marcus.

He runs a consulting business.

Great at what he does.

Terrible at keeping up with the admin.

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

CTA:

[🔗](#) Ready for your transformation? → aisurfin.com

Hashtags:

**clientsuccess #automation
#businesstransformation #aisurfin**

DAY 21 — Offer Reminder (Both Brands)

Hook:

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

Body:

Need professional documents?

[🌊](#) BluWavs has business plans, contracts, P&L statements, operating agreements, and more. Download instantly. Use forever.
→ bluwavs.com

Need your business to run itself?

[🤖](#) AiSurfin builds automations, workflows, and AI systems for small businesses. Stop doing everything manually.
→ aisurfin.com

This week's deals:

- 🔥 Use code **LAUNCH25** for 25% off all templates
- 📞 Book a free strategy call (limited spots)

Your business deserves better systems.

CTA:

[🔗](#) Which one do you need? Let us know! 📌

Hashtags:

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

WEEK 4

DAY 22 — How to Prepare for Funding (BluWavs)

Hook:

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

Body:

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

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. A clear, structured document 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.

6 Clean Presentation

Looks professional = looks trustworthy.

Missing any of these? You're already behind.

CTA:

 Get lender-ready → bluwavs.com

Hashtags:

**smallbusinessfunding #businessloan
#sbaloan #entrepreneur #bluwavs**

DAY 23 — What Your Business Looks Like Automated (AiSurfin)

Hook:

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

Body:**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 automation.

CTA:

 Ready to build this? → aisurfin.com

Hashtags:

**automatedbusiness #passiveincome
#businesssystems #entrepreneur #aisurfin**

DAY 24 — Template Preview: Cash Flow Forecast (BluWavs)**Hook:**

Profit doesn't mean cash in the bank.

Body:

[Screenshot/Video of Cash Flow Template]

This is the document that 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

Our template includes:

- ✓ 12-month projection
- ✓ Income categories
- ✓ Expense categories
- ✓ Running balance calculation
- ✓ Visual cash flow chart

This is the document lenders love to see.

CTA:

 Get it now → bluwavs.com/products

Hashtags:

**cashflow #businessfinance
#financialplanning #smallbusiness #bluwavs**




DAY 25 — Automation Tools I Use (AiSurfin)

Hook:




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

Body:




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)
-  n8n (self-hosted)

For All-in-One:

-  Go High Level
-  Dubsado
-  Honeybook

The truth?

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

Start simple. Add complexity later.

CTA:

[🔗](#) Need help choosing? Book a call → aisurfin.com

Hashtags:

**automationtools #businesstools #techstack
#entrepreneur #aisurfin**

DAY 26 — Business Myth (BluWavs)**Hook:**

"You don't need fancy documents to start a business."

Body:

I hear this all the time.

And technically? It's true.

You CAN start without:

- Operating Agreement
- Business Plan
- Contracts
- Financial tracking

You can also drive without a seatbelt.

Doesn't mean you should.

Here's 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
- ✗ The IRS has questions

"Fancy" documents aren't fancy.

They're foundational.

You don't need them to START.

You need them to SURVIVE.

CTA:

[🔗](#) Build your foundation → bluwavs.com

Hashtags:

businessmyths #entrepreneurtips #smallbusiness #bluwavs

DAY 27 — Automation Myth (AiSurfin)

Hook:

“Automation makes your business feel impersonal.”

Body:

This is the biggest lie in business.

Let me tell you 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.

Automation done RIGHT:

- ✓ 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!”)

Good automation doesn’t replace the human touch.

It gives you TIME for the human touch.

CTA:

 Build better systems → aisurfin.com

Hashtags:

automationmyths #customersexperience #businesstips #aisurfin

DAY 28 — Template Bundle Promo (BluWavs)

Hook:









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

Body:






Everything you need to launch or level up — in one bundle.

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

Regular Price: \$149**Today's Price:** Use code **LAUNCH25** at checkout

Serious entrepreneurs don't build on shaky ground.

CTA:

 Get the bundle → bluwavs.com

Hashtags:

**businessbundle #limitedoffer #entrepreneur
#templates #bluwavs**

DAY 29 — Case Study (AiSurfin)**Hook:**

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

Body:**THE CHALLENGE:**

Jenna runs a wellness coaching business.
Her problem? Success was killing her.

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

THE SOLUTION:

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

THE RESULTS (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.”

— Jenna R., Wellness Coach

CTA:

🔗 Ready for your case study? → aisurfin.com

Hashtags:

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

DAY 30 — Final CTA: Start Your Business / Automate Your Business (Both Brands)

Hook:

This is your sign.

Body:

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

If you’re ready to AUTOMATE your business:

🤖 AiSurfin can build your systems.

- Email automation
- Client workflows
- CRM setup

- Chatbots & AI
→ aisurfin.com

Stop waiting.
Start building.

Your future self will thank you.

CTA:

 What's your next step? Comment below! 

Hashtags:

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



Quick Reference: Posting Schedule

Day	Topic	Brand	Type
1	#1 Mistake	BluWavs	Educational
2	3 Tasks to Automate	AiSurfin	Educational
3	Business Plan Preview	BluWavs	Product
4	Onboarding Demo	AiSurfin	Demo
5	Before/After	BluWavs	Transformation
6	Client Testimonial	BluWavs	Social Proof
7	Offer Reminder	Both	Promo
8	5 Documents	BluWavs	Educational
9	Myth vs Fact	AiSurfin	Educational
10	Operating Agreement Preview	BluWavs	Product
11	Lead Workflow Diagram	AiSurfin	Demo
12	Founder Story	BluWavs	Story
13	FAQ: LLC First?	BluWavs	FAQ
14	Free Checklist CTA	BluWavs	Lead Magnet
15	Startup Budget	BluWavs	Educational
16	10 Hours Saved	AiSurfin	Educational
17	P&L Preview	BluWavs	Product
18	Chatbot Demo	AiSurfin	Demo
19	Problem → Solution	BluWavs	Story
20	Client Win	AiSurfin	Social Proof
21	Offer Reminder	Both	Promo
22	Funding Prep	BluWavs	Educational
23	Automated Business	AiSurfin	Vision

Day	Topic	Brand	Type
24	Cash Flow Preview	BluWavs	Product
25	Tools I Use	AiSurfin	Educational
26	Business Myth	BluWavs	Educational
27	Automation Myth	AiSurfin	Educational
28	Bundle Promo	BluWavs	Promo
29	Case Study	AiSurfin	Social Proof
30	Final CTA	Both	Promo

Platform-Specific Tips

Instagram/Facebook:

- Use the full post as caption
- Add relevant image or carousel
- First line = hook (grab attention)
- Use 20-30 hashtags on Instagram
- Use 3-5 hashtags on Facebook

LinkedIn:

- Remove hashtags (use 3-5 max)
- More professional tone
- Add line breaks for readability
- Engage in comments

TikTok/Reels:

- Use the hook as your opening line (speak it)
- Body = your talking points
- Show visuals (templates, workflows)
- End with CTA on screen

Pinterest:

- Use hook as pin title
- Create graphic with key points
- Link directly to product/page
- Use keyword-rich description

Twitter/X:

- Condense to hook + 1-2 key points + CTA
- Thread longer posts


- Use 1-3 hashtags max


Ready to Go!

You now have **30 days of professional, conversion-focused content** ready to copy, paste, and post.

Next steps:

1. Schedule posts in your favorite tool (Later, Planoly, Buffer, etc.)
2. Create visuals for each post (screenshots, graphics, videos)
3. Post consistently — same time every day
4. Engage with comments
5. Track what performs best
6. Repeat!

 **BluWavs** — bluwavs.com

 **AiSurfin** — aisurfin.com

Created for Deanna Cooley | BluWavs LLC | January 2026