



Hi, I'm Shari from The 172Group.

If you're a small business owner, you've probably felt this:

- Overwhelmed by too many platforms.
- Unsure what to post.
- Copying competitors but not getting results.
- Burned out before you even see engagement.

This toolkit is here to fix that.

Inside, you'll find prompts, competitor insights, a platform decision tree, and a 1-month content calendar template to help you:

- 🎯 Define who you're speaking to.
- 📱 Pick the one platform that matters.
- 🔍 Learn from your competitors (and beat them).
- 📅 Plan 3 months of content in minutes.
- 🌟 Repurpose without burnout.

◆ Step 1: Know Your Personas

Why it matters: Without knowing who you're talking to, your marketing is just noise.

AI Prompt to Use:

You are my customer research expert. I run a [type of business] in [city]. List 3 main personas for my business. For each, give demographics, goals, frustrations, and what success looks like.

Example – Pilates Studio, Jerusalem:

Rachel (35, tech worker): Wants stress relief & posture help. Frustration: laptop back pain. Success = no pain at work.

Tamar (42, mom): Wants “me-time.” Frustration: family chaos. Success = more energy + calm.

Dina (60, retired): Wants mobility & community. Frustration: fear of injury. Success = staying active & confident.

✅ Action: Write down your top 3 personas with names, faces, and frustrations.

◆ Step 2: Competitor Snapshot

Why it matters: Don't guess what works. See what's already happening in your market.

AI Prompt to Use:

You are my competitor research assistant. Identify the top 5 [business type] in [city]. Review their Instagram (and other active platforms). Summarize their strategies, which platforms they use, and what content gets the most likes/comments/shares. Suggest 3 content angles missing in the market.

Example Findings – Pilates in Jerusalem:

- What competitors do: Exercise demos, holiday greetings, offers.
- What works best: Instructor reels + client transformations.

What's missing:

- Local storytelling (e.g. Rechavia life, Shabbat prep).
- 50+ audience content (balance, mobility).
- Behind-the-scenes and personality.

✅ Action: Pick 1–2 “gaps” and own them.

◆ Step 3: Pick Your Gold Platform

Why it matters: Posting everywhere = burnout. **Start where your audience actually is.**

Decision Tree:

18–35 professionals → Instagram

35–50 parents → WhatsApp

50+ community-driven → Facebook

B2B / corporate → LinkedIn

Tutorial-heavy → YouTube

AI Prompt to Use:

You are my social media strategist. Based on these personas: [paste personas], suggest the one best platform to focus on first. Explain why, and what kind of posts work best there.

Example – Pilates Studio:

Rachel → Instagram

Tamar → WhatsApp

Dina → Facebook

👉 Start with Instagram as the Gold Channel → repurpose later.

◆ Step 4: Messaging That Converts

Why it matters: Same service, but each persona needs to hear it differently.

AI Prompt to Use:

Rewrite this post idea: “Pilates helps with stress relief and posture” for Instagram, LinkedIn, and WhatsApp — adapting tone, style, and CTA.

Example Outputs:

- ☐ Instagram: “Tech neck? 20 mins of Pilates = instant reset. Your spine will thank you.”
- ☐ LinkedIn: “Professionals: posture impacts focus & confidence. Pilates is your secret weapon.”
- ☐ WhatsApp: “Hi Tamar 🙌 Want me to save you a spot in our 9am stress-relief Pilates class?”

✅ Action: Write one message → three versions for your key platforms.

◆ Step 5: 1-Month Content Plan

Why it matters: Consistency builds trust. A plan keeps you on track.

AI Prompt to Use:

“You are my expert social media manager who has experience in creating engagement and signups for Pilates studios. Create a 1-month posting plan for a Pilates studio. 3 posts per week (Sun/Tue/Thu). According to research on audiences, platforms, and competitive analysis. Give theme, caption idea, media type (photo, video, carousel), and CTA in a table.”

Day	Theme	Caption Idea	Media Type	CTA
Week 1 – Sun	Desk Worker Relief	“Jerusalem tech workers — fix your ‘Zoom shoulders’ in 20 minutes of Pilates 💻✨ #PilatesJerusalem”	Video (Reel)	“DM us to join this week’s evening class”
Week 1 – Tue	Mom Spotlight	“Meet Tamar, mom of 3, who found her me-time again through Pilates 💚. Her hour = her power.”	Photo	“Message us to try the Tuesday morning moms’ class”
Week 1 – Thu	Stress Relief Tips	“3 ways Pilates helps melt away stress (and the science behind it).”	Carousel	“Save this post + book your free trial today”
Week 2 – Sun	Core Challenge	“Think Pilates is easy? Try holding this for 30 seconds 😅 #CoreStrength”	Video (Reel)	“Join our evening class and test your core”
Week 2 – Tue	Myth-Busting	“Myth: Pilates is only for women ❌ Truth: It’s for anyone who wants strength + balance.”	Carousel	“Tag a friend who should try Pilates this week”
Week 2 – Thu	Teacher Intro	“Hi, I’m Shari 🙋‍♀️ I help women in Jerusalem reset body + mind through Pilates. Ready for your first class?”	Photo	“Click the link in bio to book your trial”

Week 3 – Sun	Balance for 50+	“Dina, 60, says Pilates gave her confidence again 🌸 Mobility = independence.”	Video (Reel)	“Book your spot in our 55+ group today”
Week 3 – Tue	Studio Vibe BTS	“Welcome to our Rechavia studio 🌿 Calm space, friendly faces, and results that last.”	Photo	“Stop by for a free trial — DM us now”
Week 3 – Thu	Trial Offer	“Your first class is on us ✨ Pilates in the heart of Jerusalem.”	Carousel	“DM to book your free trial this week”
Week 4 – Sun	Shabbat Reset	“Prep for Shabbat without the back pain 🙌 Pilates stretches that save your spine before cooking + cleaning.”	Video (Reel)	“Join our Sunday reset class — book today”
Week 4 – Tue	Transformation Story	“From chronic neck pain → to confidence in 3 months. Rachel's journey shows what's possible.”	Carousel	“Message us to start your journey today”
Week 4 – Thu	Community Post	“It's not just Pilates — it's friends, laughter, and strength 💚.”	Photo (group shot)	“Be part of our community — DM us to join next week”

⚡ Why this works (audience + platform research + competitor analysis):

- **Audiences:** Covers all 3 personas → Rachel (pro), Tamar (mom), Dina (retiree).
- **Platform research:** Prioritizes Instagram (Reels + Carousels) with repurpose potential into WhatsApp (moms/retirees) and Facebook (community, 50+).
- **Competitor analysis:** Adds storytelling, older audiences, and behind-the-scenes, which were missing from competitors.

◆ Step 6: Repurpose Without Burnout

Why it matters: One idea → multiple channels. Not copy-paste, but adapted.

AI Prompt to Use:

Take this [Instagram post idea] and repurpose it into versions for LinkedIn, Facebook, and WhatsApp. Keep tone, format, and CTA native to each.

Example:

Desk stretch Reel → LinkedIn workplace post → WhatsApp class invite.

Mom spotlight photo → FB testimonial → WhatsApp “join moms’ group” message.

Balance reel (50+) → FB community post → YouTube Short.

✅ Action: Create once → reshape for other platforms.

◆ Step 7: The Toolkit Checklist

Inside this ebook, you now have:

- ✅ Ready-to-use AI prompts.
- ✅ Competitor research snapshot & template.
- ✅ Gold platform decision tree.
- ✅ Messaging examples.
- ✅ 1-month content plan.
- ✅ Repurposing method.

This is your plug-and-play system to build visibility, engagement, and signups without burning out.

◆ Step 8: Your Next Step

Don't just read this, use it.

👉 Step one: Run the persona prompt today.

👉 Step two: Commit to one gold platform for 30 days.

👉 Step three: Use the content plan to post consistently.

And if you want support making it real?

Book a free consultation with The 172 Group.

We'll walk you through personas, competitors, platform choice, and give you a custom roadmap for your business.

We've already helped almost 1,000 small business owners since Corona. The next one could be you.