

**The Exhausted Small
Business Owners
Guide to
Facebook
Marketing & Advertising
WORKBOOK
2026 Version 1**

by Ange Nilsson

A short and brief guide written by a small business owner for small business owners!

The Perfect Small Business Facebook Success Kit so you can stop stressing out about your ads and wasting money with freelancers and marketing firms!

By Ange Nilsson

A Practical Step-by-Step Guide to Creating Posts, Promotions & Customers Without Spending a Fortune on Advertising (your ad spend will be less than you think!)

Created by Ange Nilsson 2026

Small Business Owner | Small Business Community Supporter

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DISCLAIMER

This workbook is intended for educational purposes only and to be used with the Ebook: The exhausted Small Business owners guide to Facebook marketing and advertising 2026.

Marketing results vary based on industry, location, offer quality, consistency, implementation, competition, market demand and other factors beyond the author's control.

The methods contained within this guide are based on the author's personal experiences and observations as a business owner and was written in may 2026. Any changes to the facebook plat form are out of the Authors control BUT This Publication will be edited where and when it is needed to keep up with Facebooks ever change and complication of their system.

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Welcome to Your Workbook

Welcome to **The Small Business Guide to Facebook Marketing & Advertising Workbook.**

This workbook has been designed to accompany the guide and help you put the information into action immediately.

As you work through each section, you will find worksheets, planning pages, checklists, and action tasks designed to help you build a simple, practical Facebook marketing system for your business.

The key to getting results from this workbook is simple:

Read a section, complete the worksheet, then take action before moving on to the next section.

Do not worry about being perfect. Your first post will not be perfect.

Your first advertisement will not be perfect. Your first advertising asset will not be perfect. What matters is that you start.

By the time you complete this workbook, you will have:

- A clear understanding of what to post on Facebook
- A weekly content plan for your business
- Multiple promotional ideas ready to use
- Your first Facebook advertising campaign planned and launched
- A growing library of advertising assets that can be reused throughout the year
- A simple marketing system that you can manage yourself or confidently hand over to a staff member, freelancer, or marketing agency

Remember, successful marketing is not about luck. It is about consistency, testing, learning, and improving over time.

So grab a coffee, a pen, and a highlighter, and let's start building your business one post, one promotion, and one advertising asset at a time.

Good luck! Ange

SECTION 1: THE 80/20 FACEBOOK RULE

Keep your content

ACTION TASK

List 5 products or services you could post about this month:

1.

2.

3.

4.

5.

CHECKPOINT

Completed

SECTION 2: YOUR WEEKLY POSTING PLAN

ADD:

MY WEEKLY CONTENT PLAN specifically for your business.

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Saturday:

Sunday:

CHECKPOINT

Completed

SECTION 3: 25 POST IDEAS

25 Facebook Post Ideas That Work For ANY Business

These post ideas can be adapted for almost any business, whether you're a tradie, retailer, wellness practitioner, café owner, mechanic, hairdresser, coach, consultant, or service provider.

- 1. Did You Know?** Share an interesting fact related to your industry.
- 2. Meet The Owner:** Tell people who you are and why you started the business.
- 3. Meet The Team:** Introduce a staff member and their role.
- 4. Customer Question Of The Week:** Answer a question customers ask regularly.
- 5. Behind The Scenes:** Show what happens behind the curtain.
- 6. Before & After:** Demonstrate a result or transformation.
- 7. Customer Success Story:** Share a positive customer experience.
- 8. Myth vs Fact:** Bust a common misconception in your industry.
- 9. Product Spotlight:** Feature one product and explain its benefits.
- 10. Service Spotlight:** Highlight one service and who it helps.
- 11. What Makes Us Different?** Explain your point of difference.
- 12. Frequently Asked Questions:** Answer one FAQ per post.
- 13. Staff Pick:** Share a team member's favourite product or service.
- 14. Community Support:** Highlight a local group, charity, event, or organisation.
- 15. This Or That?** Create a simple poll between two options.
- 16. Customer Appreciation Post:** Thank your customers for their support.
- 17. Day In The Life:** Show a typical day in your business.

- 18. Top 5 Tips:** Provide useful tips related to your industry.
 - 19. Industry Mistakes To Avoid:** Help people avoid common pitfalls.
 - 20. New Arrival:** Introduce a new product, service, or feature.
 - 21. Seasonal Advice:** Provide tips related to the current season.
 - 22. Fun Fact Friday:** Share a surprising or interesting fact.
 - 23. What We're Working On:** Give people a sneak peek of upcoming projects.
 - 24. Local Business Shout-Out:** Support another local business.
 - 25. Special Offer:** Promote a limited-time offer, package, bundle, or event.
-

BONUS!!!

Quick Formula For Every Post: Use this simple structure:

Hook: Grab attention.

Value: Teach, explain, entertain, or inspire.

Call To Action: Tell people what to do next.

Example:

Struggling to stay organised in your business?

One of the simplest ways to reduce stress is to spend 10 minutes each week planning your content in advance.

A little preparation goes a long way.

What's your favourite way to stay organised? Let us know below.

TASK:

MY NEXT FIVE POSTS

Post 1:

Post 2:

Post 3:

Post 4:

Post 5:

CHECKPOINT

Completed

SECTION 4: THE SIMPLE PROMOTION FORMULA

PROMOTION PLANNER

What:

Why:

When:

How:

CHECKPOINT

Completed

SECTION 5: THE 10 BEST PROMOTIONS

PROMOTION BRAINSTORM SHEET

Promotion Idea #1

Promotion Idea #2

Promotion Idea #3

Promotion Idea #4

Promotion Idea #5

Promotion Idea #6

Promotion Idea #7

Promotion Idea #8

Promotion Idea #9

Promotion Idea #10

CHECKPOINT

Completed

SECTION 7: HASHTAGS

(Keep content)

ADD:

MY BUSINESS HASHTAGS

1.

2.

3.

4.

5.

6.

7.

8.

CHECKPOINT

Completed

SECTION 8: THE 30-MINUTE MARKETING PLAN

WEEKLY SCORECARD

Week:

Posts Published:

Ads Running:

Messages Received:

Sales Generated:

CHECKPOINT

Completed

**SECTION 9: HOW TO TURN A FACEBOOK POST INTO A PAID
ADVERTISEMENT**

MY FIRST AD CAMPAIGN WORKSHEET

Campaign Name:

Audience:

Budget:

Duration:

Offer:

Results:

Print this page out for each campaign

CHECKPOINT

Completed

SECTION 10: BUILD YOUR ADVERTISING ASSET BANK

MY FIRST FIVE ASSETS

Asset 1:

Asset 2:

Asset 3:

Asset 4:

Asset 5:

CHECKPOINT

Completed

MASSIVE BONUS SECTION

50 READY-MADE PROMOTIONAL HEADLINES

1. Limited Time Offer
2. This Week Only
3. Customer Favourite Is Back
4. Just Arrived In Store
5. New Product Alert
6. New Service Now Available
7. Don't Miss Out
8. Back By Popular Demand
9. Our Best Seller Is Flying Out The Door
10. Local Favourite Special
11. Special Introductory Offer
12. Introducing Something New
13. You've Been Asking For It
14. Exclusive In-Store Offer
15. Your Next Favourite Has Arrived
16. The Wait Is Over
17. Fresh Stock Just Landed
18. Treat Yourself This Week
19. Small Business, Big Savings
20. Discover Why Customers Love This
21. Shop Local & Save
22. The Perfect Time To Try Something New

23. One Week. One Special Offer.
24. Your Wellness Starts Here
25. Upgrade Your Experience Today
26. Experience The Difference
27. We Have Something Special For You
28. Bundle & Save Today
29. Looking For The Perfect Gift?
30. Grab Yours Before They're Gone
31. A Little Something Extra For Our Customers
32. Because You Deserve It
33. Customer Appreciation Special
34. Take Advantage While It Lasts
35. Premium Quality Without The Premium Price
36. More Value. Same Great Quality.
37. Start Your Journey Today
38. A Better Choice Starts Here
39. Discover Our Most Popular Range
40. Your New Favourite Is Waiting
41. Give Yourself The Gift Of Better Health
42. Make Today The Day You Start
43. Ready To Feel The Difference?
44. Something Exciting Has Arrived
45. Handpicked For You
46. Our Community's Top Pick
47. Better Results Start With Better Choices

48. The Smart Way To Save
49. The Perfect Opportunity To Try Us
50. Let's Make This Your Best Month Yet

BONUS BONUS TIP:

The best headlines create curiosity, solve a problem, offer a benefit, or create urgency.

Examples:

- Tired Of Feeling Exhausted By 3 PM?
- Looking For A Natural Way To Relax?
- Struggling To Find The Perfect Gift?
- Need Relief From Everyday Stress?
- Looking For A Better Way To Support Your Health?

The more closely your headline speaks to a problem your customer already has, the more likely they are to stop scrolling and read your post.

CHECKPOINT

Completed

BONUS WORKSHEET WHO IS MY CUSTOMER? Create an avatar.

Name:

Age:

Gender:

Location:

Biggest Problem:

What Are They Looking For?

BONUS WORKSHEET

12-MONTH PROMOTION PLANNER

January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December:

CHECKPOINT

Completed

EXTRA EXTRA BONUS SECTION: FREE TOOLS FOR SMALL BUSINESS

- Canva
 - Meta Business Suite
 - ChatGPT
 - Google Drive
 - Google Business Profile
-

NEXT STEPS

Congratulations.

You now know more about practical Facebook marketing than most small business owners. You have now become one of the top 3% of business owners and that gives you a critical edge.. USE IT.

The key is implementation.

Build one asset.

Test it.

Improve it.

Repeat.

Success on Facebook rarely comes from luck.

It comes from consistency.

Good luck and see you on the other side!

Ange

PS: leave me a review on the page?

<https://www.facebook.com/SophicCommunityCollective>

Need Extra Help?

Custom Facebook Posts, Promotion Creation, Advertising Ideas, Business Growth Support? Get One-on-One Coaching Available By Application.

Contact Ange at admin@sophicwellness.com for a quote for her hourly rates. Meet you soon!