



30-DAY SOCIAL MEDIA CHECKLIST

**FOR YOUR
LASER BUSINESS**

By
Laser Lady

GUIDE TO HASHTAGS:

3-5 Hashtags is the new recommended standard, though some studies suggest that 8-15 can help smaller accounts (under 10k) gain visibility.

Don't just use the same hashtags every day! Keep a few 'sets' in the notes on your phone—one for Your Product Type, one for Personalized Gifts, and one for Local Sales.

Switch them out depending on what you're posting so you reach different groups of people!

Category 1: General Maker & Handmade (The "Big" Tags)

- #Handmade
- #SmallBusinessOwner
- #MakersGonnaMake
- #ShopSmall
- #HandmadesBetter
- #SupportSmallBusiness

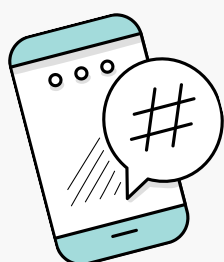
Mix "Big" hashtags (millions of posts) with "Niche" hashtags (thousands of posts) and "Local" hashtags depending on your business.

Category 2: Laser-Specific (The "Niche" Tags)

- #LaserEngraved
- #LaserCut
- #Glowforge (or whatever machine you use)
- #LaserMade
- #CustomEngraving
- #WoodEngraving
- #AcrylicArt

Category 3: Gift & Occasion (The "Buyer" Tags)

- #UniqueGiftIdeas
- #PersonalizedGifts
- #CustomMade
- #WeddingGiftIdeas
- #NurseryDecor
- #HousewarmingGift
- #HeirloomGifts



Category 4: Local (The "Gold Mine" Tags)

These are the most important for new businesses! Swap [City] for your town.

- #[City]Makers (e.g., #DenverMakers)
- #ShopLocal[City] (e.g., #ShopLocalAustin)
- #[City]SmallBusiness
- #[State]Made (e.g., #MontanaMade)

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HOW TO USE:

This list is like a "Choose Your Own Adventure" book. Feel free to skip an idea and double down on another. Post in order, or backwards. It's up to you.

This is designed to be a "plug-and-play" cycle. Each week follows a pattern: Educate, Connect, Sell.

Common Mistakes to Avoid:

- **Over-Posting the Process:** It's cool, but it doesn't show the value of the finished product.
- **Switching Gears:** Focus on your business. Avoid random topics/niches.
- **Ghosting your Audience:** Posting for 3 days then disappearing for a month.
- **No Link in Bio:** Making it hard for people to actually buy from you.
- **Using Too Much "Shop Talk":** Your customers don't know what "3mm MDF" or "vector files" are—keep it simple.

Commit to the Transformation

Put in the effort – see the results. This will take time. Be patient.
You got this.

Pick and Choose From the Three Pillars of Content for the Following Content Ideas:

- **The Still Image (Photography):** Why high-quality, bright photos are the "store window" of your business.
- **The Infographic/Graphic:** Using simple text images to educate (e.g., "3 ways to clean your wood cutting board").
- **Short-Form Video (Reels/TikTok/Shorts):** Video is the fastest way to build trust, even if you never show your face.

Keep the mind frame of – Social Media for Business, Not for Fame.

We want to attract people with wallets, not just people looking for "oddly satisfying" videos. Now it's time to build a community!

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WEEK 1: THE INTRODUCTION

01

Intro Post: "Hi! I'm [Name]. I spend my days turning [Material] into [Product] with my laser. I started [Business Name] because I believe gifts should mean something. Follow along to see how the magic happens! "

02

Day 2 (Best Seller): "If I had to pick one favorite, it's this [Product Name]. It's consistently my most-requested piece because it [Solves Problem, e.g., makes a nursery feel complete]. Is this your style?"

03

Day 3 (Video/Action): "There is something so peaceful about watching the laser work. This [Product] is currently on the bed getting ready for [Customer Name]. What should I make next?"

04

Day 4 (Graphic/Educational): "Why choose personalized? Because anyone can buy a gift, but not everyone can give a memory. Here are 3 reasons I love custom work: [Reason 1, 2, 3]."

05

Day 5 (Sales): "Orders are officially open for [Product]! I only have [Number] spots available for this week's run. Tap the link in my bio to grab yours."

06

Day 6 (Care Tip): "Laser-cut wood is beautiful, but it needs a little love. Tip: Never soak your [Product]! A damp cloth is all you need to keep it looking new for years. "

07

Day 7 (Personal/Messy Shop): "Real talk: The shop doesn't always look like a magazine. Today is a 'sawdust in my hair' kind of day, and I wouldn't have it any other way. "

Note: Make sure you find at least 3-5 hashtags for each post. (See Hashtag guide for inspiration)
It's up to you if you want to do a photo / infographic or carousel / video.

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WEEK 2: BUILDING AUTHORITY

08

Day 8 (Materials): "Maple, Walnut, or Cherry? Each wood reacts differently to the laser. I personally love [Wood Type] for its [Reason]. Which grain is your favorite?"

09

Day 9 (Detail Shot): "It's all in the details. My laser can engrave lines thinner than a human hair. That's how I get that crisp, professional look on every [Product]."

10

Day 10 (Engagement Question): "Help me decide! I'm adding a new color to the shop. Do you prefer Option A (Gold) or Option B (Silver)? Vote below! "

11

Day 11 (Testimonial): "I cried when I opened it!" — This is why I do what I do. Thank you, [Customer Name], for letting me be a small part of your [Event]."

12

Day 12 (Tech/Setup): "A lot of people think I just hit 'Go.' But the real work happens here on the screen, making sure every line is perfect before the laser even touches the wood."

13

Day 13 (Comparison): "Same design, two different looks. Left is [Finish 1], right is [Finish 2]. It's amazing how a simple change can completely shift the vibe! Which one fits your home?"

14

Day 14 (Sunday Vibe): "The laser is off, the coffee is hot, and the shop is quiet. Taking today to recharge so I can create more for you all tomorrow. Happy Sunday! "

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WEEK 3: DEEPENING CONNECTION

15

Day 15 (Educational): "What exactly is 'Laser Engraving'? Think of it like a very precise, very hot 'pen' that burns your design into the surface. It will never fade or peel off! "

16

Day 16 (Unboxing): "When you order from me, you aren't just getting a box in the mail. You're getting a hand-packed experience. I love adding [Special Detail, e.g., a handwritten note] to every order."

17

Day 17 (Customer Feature): "Check out this [Product] in its new home! I love seeing how you all style these pieces. Tag me in your photos for a chance to be featured! "

18

Day 18 (The Mistake): "Oops! Not every project is a winner on the first try. This one [Explain mistake]. It's all part of the process of getting things exactly right for you."

19

Day 19 (Specific Occasion): "Calling all [Target Group, e.g., Brides/Grandmas]! Did you know I specialize in [Specific Product]? It's the perfect way to celebrate [Occasion]."

20

Day 20 (Local Love): "Local friends! I'm so proud to be a maker right here in [Your City]. If you're local, ask me about my [Pickup Option/Local Market]! "

21

Day 21 (FAQ): "I get asked this a lot: 'Can you engrave [Material]?' The answer is YES! (And it looks incredible). Have more questions? Drop them below!"

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WEEK 4: THE SALES SPRINT

22

Day 22 (Day in the Life): "Coffee. Design. Cut. Sand. Package. Repeat. A busy day in the shop is a good day! What are you up to today?"

23

Day 23 (Deadline): "Mark your calendars! If you want your [Product] in time for [Holiday/Event], the last day to order is [Date]. Don't wait!"

24

Day 24 (My Why): "People ask why I don't just buy a cheaper machine. It's because I care about the quality I give to YOU. You deserve the best, and my laser delivers exactly that."

25

Day 25 (Follow-up): "I'm about to start a big batch of [Hero Product]. If you've been on the fence, now is the time to jump in so I can include yours in this run!"

26

Day 26 (Design Process): "From a sketch on a napkin to a finished piece. I love the journey of a custom order. Want to start yours? Send me a DM!"

27

Day 27 (Scarcity): "Quick update: I only have [Number] of [Product] left in stock for the month. Grab yours before they're gone! [Link]"

28

Day 28 (Community Input): "I'm planning my next collection! What would you love to see me make? A) [Idea 1] or B) [Idea 2]? Let me know in the comments! "

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WRAPPING UP THE MONTH

29

Day 29 (Monthly Recap): "What a month! From [Highlight 1] to [Highlight 2], I've loved every second of creating for you. Which was your favorite post this month?"

30

Day 30 (Gratitude): "Thank you. Every like, comment, and order helps this small business grow. I'm so grateful to have you in my community. Here's to a great next month! "

Before You Post Checklist:

Lens Swipe: Did I wipe my camera lens? (A blurry photo looks like a hobby; a crisp photo looks like a business).

Lighting Check: Is my product in natural light? If it looks yellow or "shadowy," move it closer to a window.

"Value" Test: Does my caption answer a question or solve a problem? (Example: Instead of "I made a sign," try "This nursery sign is the perfect finishing touch for a new baby's room.")

CTA (Call to Action): Did I tell them what to do? "Link in bio," "Comment below," or "Send me a DM" must be in every post.

Link Test: If I say "Link in bio," is the link actually there and working?

Tagging: Did I tag my location? (Great for finding local customers!)

10-Minute Rule: Am I staying on the app for 10 minutes after I post to reply to anyone who comments?