
P01 Build Trust and Consistency

£399 a month

A page that looks active, trustworthy and worth calling, without you lifting a finger.

The problem

Someone hears your name, or finds you on Google, and checks your page before they ring. If it has not been touched in months, that lead can go cold before you ever hear about it. This package is built to fix exactly that: a page that looks after itself, so you do not have to.

What this package helps you achieve

- A page that gives potential customers a reason to trust you before they call.
- Steady visibility on one platform, built to a plan rather than posted at random.
- Your actual work on show, so people see the standard you work to before they contact you.
- A clear monthly view of what is actually happening on your page, not just a feed of posts.

Strategic direction

At this level, the strategy is set once and held steady. I audit your existing page, work out which jobs you want more of, and build a 30-day content plan around that before anything goes live. Within that plan, I make the day to day calls on wording and presentation. The plan does not change month to month at this level, it is built right the first time and then executed consistently, which is what a page that has been quiet for months actually needs.

What success looks like

At this level, progress looks like a page that stays consistently active, reach and engagement holding steady or improving, and your work being seen by more of the people who might hire you. I report on all of this every month.

How this gets delivered

- A 30-day content plan built once at the start around the jobs you want more of, so every post has a clear reason for being there.
- 8 posts a month from your job photos, with captions written to show up when someone searches for your trade in your area.
- 6 designed graphics a month for a service you want to push, no photos needed from you, plus 1 short video a month so your page has some movement.
- Everything approved by you first, with monthly numbers on reach, engagement and follower change so you can see the plan is working.

What is included

- 1 platform (Facebook or Instagram)
- 8 posts a month, built from your job photos
- 6 designed graphics a month for a service you want to push
- 1 short video a month from your footage or photos
- Full audit, bio rewrite and 30-day starter plan at the start (2 weeks)
- Monthly numbers: reach, engagement, follower change, best post
- 1 round of changes on any post

What I handle and what you provide

What I handle	What you provide
• Planning, writing, designing and posting • Bio and profile rewrite • Starter plan and content calendar • Monthly reporting	• Your job photos as you go • Sign-off within 48 hours • Any footage for the monthly video • Access through Meta's own permission system

Worth knowing. This package covers one platform, and messages are not answered for you. The content plan is set at the start and stays fixed.

Not included: professional photography, videography and website work. Happy to quote separately.

Price and terms

£399 a month.

Setup fee. No setup fee on a 3-month plan, the £249 setup fee is waived completely. If you prefer one month first with no commitment, the setup fee is £249, credited back if you continue.

Payment: monthly in advance by bank transfer. Invoiced on the 25th, due by the last day of that month.

Term: 3 months. If you would rather try first, one month with no commitment. I check in at the end of month one and we decide together.

Approvals: 48 hours. Nothing goes live without your sign-off.

Access: always through Meta's own permission system. I never need your password and never take Admin or Full Control.

Add-ons available any time, add or drop month to month, just let me know before the 25th:

Add-on	Price	What it covers
Get Found in Google Search	£79/month	Monthly keyword research, search-optimised captions, keyword report.
LinkedIn	£149/month	Four posts a month with a designed graphic. For commercial work.
Extra short video	£40 each	One more video built from your footage or photos.
Extra hours answering messages	£25/hour	For busy months. Agreed before I do the hours.
Extra round of changes	£25 each	One more pass beyond your package rounds.

Ready to start?

Book a free 20-minute call.

I will tell you honestly if this is the right level for you.

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All prices in GBP. Not VAT registered. Prices held for 30 days from the date of issue.

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