Loving Social Media

FREE REPORT · THE LOVING SOCIAL MEDIA RULE BOOK

The 9 Keys That Unlock The Hidden Profits In Your Business

The rules we've learned from running our own independent businesses, and helping others grow theirs since 2008. Starting with the one that sets the winners apart right now: putting AI to work in your marketing, your operations and your finances. For opticians and every independent business that wants more enquiries, more time and more freedom.

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A NOTE FROM GARRY

Thank you for picking this up.

I opened my optical practice, Good Looking Optics in Enfield, with no patients at all. No list, no passing trade to speak of, nobody who knew my name. What changed everything was telling our story to the people around us, and doing it on a platform most businesses were ignoring at the time. We became the first optician in the world to use Facebook for business, and Meta later featured us in one of their case studies.

That's how Loving Social Media started in 2008. Since then my team and I have helped opticians, clinics, trades, shops and service businesses do the same thing: get found, get trusted and get chosen.

This report is our rule book. These are the nine things we check first whenever a business owner tells us, "We're good at what we do, so why isn't the phone ringing more?" None of it needs a big budget. All of it needs consistency.

Garry Kousoulou FBDO

Dispensing optician for 36+ years · Founder of Loving Social Media · Host of The Optician Show podcast

2008
Helping independent businesses with social media since

150+
Five-star Google reviews from the businesses we work with

1st
Optician in the world to use Facebook for business

How to get the most from this report

1. Read one key a day. Each one takes about five minutes.
2. Tick the "Do this week" boxes as you go.
3. Score yourself on the scorecard at the back. Your lowest scores are where your hidden profits are.
4. Follow the 30-day plan, and call us if you'd like a hand.

AT A GLANCE

The 9 keys

Every key unlocks money that's already sitting in your business: customers you've already won, people already searching for you, and enquiries already landing in your inbox.

1

Put AI to work everywhere

Strategy, operations, outbound marketing and finance.

2

Know exactly who you're for

One clear customer beats "everyone" every time.

3

Lead with your story and your faces

People buy from people they feel they already know.

4

Make Google your shop window

Your Google Business Profile is your busiest front door.

5

Reviews are your sales team

Ask every happy customer. Reply to every review.

6

Show up every week, with content that stops the scroll

Consistency beats brilliance. One clear next step.

7

Your website is your digital front desk

Fast, clear, mobile-first, and easy to act on.

8

Own your audience

Your customer list is the most valuable thing you own.

9

Answer fast and follow up

The first business to reply usually wins the customer.

1 Put AI to work in every corner of your business

THE RULE **AI won't replace you. A business using AI will replace the one that isn't.**

This is the key that sets the winners apart right now, and it's why we put it first. Most small businesses have tried an AI chatbot once, got a bland answer and given up. The businesses pulling ahead treat AI as a member of the team: a strategist, an assistant, a copywriter and a bookkeeper's helper, working alongside them every day.

At Loving Social Media we use AI assistants such as Claude every day: to audit and fix websites, plan content, draft reports, build follow-up systems and think through business decisions. Here's how you can do the same.

The hidden profit: time. Every hour AI saves on admin is an hour back for your customers, your team or your family.

STRATEGY

Your thinking partner

Talk through ideas, plan your next 90 days, test an offer before you launch it and turn your monthly numbers into "what should I do next?"

OPERATIONS

Your tireless assistant

Draft replies, write policies and checklists, summarise meetings, tidy your inbox and turn a voice note into a finished document.

OUTBOUND MARKETING

Your growth engine

Research the businesses or people you want to reach, write personal first messages, plan email sequences and repurpose one idea into ten posts.

FINANCE

Your bookkeeping helper

Categorise transactions, spot unusual spending, keep track of what's coming in and going out, and arrive at your accountant's meetings prepared.

FIVE PROMPTS TO TRY THIS WEEK

1. **Strategy:** "I run a [type of business] in [town]. My best customers are [describe them]. Give me a 90-day marketing plan with one clear priority each week."
2. **Content:** "Here's a question customers ask me all the time: [question]. Turn my answer into three social posts, a Google post and a short email."
3. **Outbound:** "Write a warm, personal first message to [type of business] owners in [area] explaining how we help with [service]. No hard sell."
4. **Operations:** "Here are my rough notes from today's meeting. Turn them into a summary, a list of actions with owners, and a follow-up email."
5. **Finance:** "Here's last month's list of transactions with personal details removed. Group them into categories, total each one and flag anything that looks unusual."

The golden rules: a human checks everything before it goes out. Never paste in patients' or customers' private details. AI keeps your books ahead and organised, and your accountant still signs them off.

DO THIS WEEK

- [ ] Pick one AI assistant and use it every day for a week.
- [ ] Try all five prompts above with your own details.

2 Know exactly who you're for

THE RULE **If you talk to everyone, you're heard by no one.**

Most small businesses describe their customer as "anyone who needs us". The trouble is that a post written for everyone feels written for nobody. When you picture one real person, with their worries, their postcode and their reasons for putting off calling you, your words suddenly land.

The hidden profit: clear messages convert better, so the same posts, the same budget and the same website bring more enquiries.

Opticians: "Busy parents in Enfield whose child has never had an eye test" is a person. "People who need glasses" isn't.
AI tip: describe your three best customers to an AI assistant and ask it to write a profile of your ideal customer.

DO THIS WEEK

- [ ] Write down your three best customers. What do they have in common?
- [ ] Name your one ideal customer and write their top three worries.
- [ ] Rewrite your website's opening line so it speaks directly to them.

3 Lead with your story and your faces

THE RULE **People buy from people. Show them who's behind the door.**

Your story is the one thing no competitor can copy, and the one thing AI can't invent for you. Why you started, who's on your team and what you care about turn a stranger into someone who already feels they know you. Posts with real faces (your team, your customers with their permission, and you) consistently outperform polished stock images.

The hidden profit: trust shortens the buying decision. People who feel they know you call sooner and shop around less.

Opticians: introduce the person who'll do the eye test before the patient walks in.
Any business: a 30-second phone video of the owner explaining one job beats any advert.

DO THIS WEEK

- [ ] Write your "why we started" story in five sentences.
- [ ] Take one natural photo of each team member at work.
- [ ] Post one "meet the team" story with a clear way to get in touch.

4 Make Google your shop window

THE RULE **Before people visit you, they Google you. Win that moment.**

For a local business, your Google Business Profile is often seen by more people than your website. It's where people check your opening hours, your photos, your reviews and how to find you. A neglected profile quietly sends customers to the business down the road.

The hidden profit: people searching "near me" are ready to buy today. Being the most complete, most active profile in your area puts you in front of them.

Opticians: list every service separately (eye tests, contact lenses, dry eye, children's eye care) so you appear for each search.
Any business: add fresh photos every month. A busy, current profile looks like a busy, trusted business.

DO THIS WEEK

- [ ] Check your hours, phone number, website and categories are correct.
- [ ] Add ten up-to-date photos: outside, inside, team and work.
- [ ] Publish one Google post with an offer or a piece of news.

5 Reviews are your sales team

THE RULE **Ask every happy customer. Reply to every review, fast.**

Reviews do your selling while you sleep. Most happy customers are glad to leave one; they just need asking at the right moment, with a simple link. And the way you reply, especially to a less-than-perfect review, shows future customers exactly how you'll treat them.

The hidden profit: more recent reviews help you show up in local search and give people the confidence to choose you over a cheaper option.

Our rule: we aim to reply to our clients' Google reviews within two hours. Fast replies show people are listening.
AI tip: let AI draft a warm, personal reply, then add one detail only you would know.

DO THIS WEEK

- [ ] Get your direct Google review link and save it on every team phone.
- [ ] Ask five happy customers for a review, face to face or by text.
- [ ] Reply personally to every review from the last three months.

6 Show up every week, with content that stops the scroll

THE RULE **Consistency beats brilliance. Entertain, engage or inform, and ask for one thing.**

The businesses that win on social media aren't always the most creative. They're the ones that never disappear. Share every post on Facebook, Instagram, LinkedIn, Google and wherever else your people are; posting everywhere takes barely more time than posting once. Use real moments (a photo from this morning, a happy customer, a tip only you would know) and end every post with one simple next step.

The hidden profit: when someone is finally ready to buy, the business they've seen every week is the one they remember.

How we work: every client's posts are planned a full month ahead and tied to a 90-day plan.
AI tip: record a two-minute voice note about your week and ask AI to turn it into a month of post ideas.

DO THIS WEEK

- [ ] Choose your posting days: at least two a week.
- [ ] Ask your team to send you one photo or video a week.
- [ ] Check that every post ends with one clear way to contact you.

7 Your website is your digital front desk

THE RULE **If it's slow, confusing or broken, it's turning customers away.**

Your website should do what a great receptionist does: welcome people, answer their questions and make it easy to book. Most people will see it on a phone, so check it on one. Broken links, an old offer still showing or a phone number you can't tap all cost you enquiries without you ever knowing.

The hidden profit: you're already paying to bring visitors to your site. Fixing the leaks converts more of them, with no extra spend.

Website Wednesday: every Wednesday our team checks and improves our clients' websites, and we use AI to help audit them for broken links, missing information and quick wins.

DO THIS WEEK

- [ ] Open your site on your phone. Can you call you in one tap?
- [ ] Click every link on your homepage and remove anything out of date.
- [ ] Make sure your main button says what happens next ("Book your eye test").

8 Own your audience

THE RULE **Social platforms rent you an audience. Your email list is yours.**

Algorithms change and accounts get locked, but your customer list stays yours. A friendly monthly email reminds past customers you exist, brings them back and makes it easy for them to recommend you. Most businesses sit on a list they never use, and that's one of the biggest hidden profits of all.

The hidden profit: it's far easier to win back a past customer than to find a new one.

Opticians: recall reminders and a seasonal newsletter (new frames, dry eye in winter, kids' back-to-school checks).
AI tip: ask AI to draft a year of monthly email themes in one sitting.

DO THIS WEEK

- [ ] Gather your customer emails into one place, with permission.
- [ ] Add a sign-up box or a free download to your website.
- [ ] Send one short, warm email to past customers this month.

9 Answer fast and follow up

THE RULE **The first business to reply usually wins the customer.**

Enquiries arrive from everywhere now: Facebook messages, Instagram DMs, WhatsApp, Google, email and website forms. When they're scattered, some get missed, and a missed message is a lost customer. Bringing them into one inbox, replying quickly and calling people back turns interest into appointments.

The hidden profit: you've already done the hard work of getting the enquiry. Don't let it go cold.

How we do it: messages from Gmail, Facebook, Instagram and WhatsApp come into one place, and automated follow-ups make sure nobody is forgotten, while a real person makes the call.

DO THIS WEEK

- [ ] List every place customers can message you. Who checks each one?
- [ ] Set a reply target, such as within the hour during opening times.
- [ ] Follow up every unanswered enquiry from the last month.

YOUR SCORECARD

Where are your hidden profits?

Score each key from 0 (not doing it at all) to 10 (doing it brilliantly, every week). Be honest. Your lowest scores show where the quickest wins are.

KEY	SCORE 0–10	MY ONE NEXT STEP
1 · AI at work	0 2 4 6 8 10	
2 · Who you're for	0 2 4 6 8 10	
3 · Story and faces	0 2 4 6 8 10	
4 · Google profile	0 2 4 6 8 10	
5 · Reviews	0 2 4 6 8 10	
6 · Weekly content	0 2 4 6 8 10	
7 · Website front desk	0 2 4 6 8 10	
8 · Own your audience	0 2 4 6 8 10	
9 · Answer fast	0 2 4 6 8 10	
Total	_____ / 90	

0–39 · Big opportunity

The good news: you have the most to gain. Start with keys 1, 4 and 7. They're the quickest wins.

40–69 · Building nicely

The foundations are there. AI (key 1), consistency (key 6) and your list (key 8) will make the biggest difference.

70–90 · Strong

You're ahead of most. Fine-tune your weakest key and measure monthly to keep growing.

YOUR 30-DAY PLAN

Four weeks to unlock the first hidden profits

Don't try to do everything at once. One focus a week is enough to feel the difference by the end of the month.

WEEK 1

Get AI working for you

- Choose one AI assistant and use it every day (key 1)
- Try the five prompts on page 4
- Update your Google Business Profile with ten fresh photos (key 4)

WEEK 2

Get trusted

- Ask ten happy customers for a review (key 5)
- Reply to every review
- Post your "why we started" story with team photos (key 3)

WEEK 3

Get consistent

- Plan the next four weeks of posts with AI's help (key 6)
- Fix anything broken or out of date on your website (key 7)
- Connect all your platforms to one scheduler

WEEK 4

Get chosen

- Send your first monthly email to past customers (key 8)
- Bring every message into one inbox and set a reply target (key 9)
- Re-score yourself on the scorecard

A thought from Garry

When I started my practice from nothing, I didn't have a marketing budget. I had a story, a camera phone and the willingness to turn up every single week. Today, AI gives every independent business the kind of support that used to need a whole team. That's still the heart of everything we do. You don't need to be perfect. You need to be present.

Loving Social Media

YOUR NEXT STEP

Rather have it done for you?

Everything in this report is what our team does for businesses every week: AI, social media, Google, reviews, websites and email marketing. You get on with running your business while we keep the enquiries coming in.

Book your free, no-obligation call

- We'll talk through your scorecard and where your quickest wins are
- You'll come away with clear next steps, whether you work with us or not
- Ask about our free Website Wednesday health check: we'll look at your website's security, broken links and speed

Book at lovingsocialmedia.com/contact

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