

THE BUSINESS PROFILE POSTS KIT

A monthly routine for a local business's Google Business Profile posts: the monthly plan sheet, the Claude drafting prompt, the owner approval checklist and the monthly record

A Google Business Profile has a place for posts: updates, offers and events. This kit is a small monthly routine for running them for a local business: collect four true facts from the owner, have Claude draft posts from only those facts, get the owner to approve every word, schedule them, and check each post's status. Educational only. Not legal advice. Not affiliated with Google. No ranking, call, visit or income results are promised. Google's rules change: read the live pages listed on page 4 before you rely on a line.

THE 5 MOVES

- Move 1. MY TAKE: ask the owner for four true facts a month: a service, a special, an event, a finished job. Facts only, nothing invented (four is my suggestion, not a Google number).
- Move 2. MY TAKE: have Claude draft four short posts using only those facts (the prompt to copy is on page 2).
- Move 3. The owner approves every word (MY TAKE). Google's rule to watch: "we may remove posts with unverified contact information. This includes phone numbers, email addresses, and social media handles." Use a Call now button instead (checklist on page 3).
- Move 4. In the Business Profile: select Posts, then Add post, pick Update, Offer or Event, add your info, and turn on Schedule this post if it should go out later (Google's steps, word for word, on page 2).
- Move 5. Check each post's status: Live, Pending or Not approved. Fix any Not approved. MY TAKE: send the owner a one-page monthly record (page 3).

WHAT GOOGLE'S OWN PAGES SAY (VERBATIM, OCT 10, 2026)

Business Profile posts content policy: Posts including contact information

"To avoid fraud or abuse, we may remove posts with unverified contact information. This includes phone numbers, email addresses, and social media handles." and "Alternatively, attach a Call now button to your post. This uses your verified Business Profile phone number so customers can contact you."

Tips to improve your local ranking on Google

"Important: There's no way to request or pay for a better local ranking on Google." So never sell posts as a ranking trick, and never promise calls, visits or rank.

Create & manage posts on your Business Profile

"You can post updates on your Business Profile to share announcements, offers, updates, and event details directly with your customers on Search and Maps."

MOVE 2: THE CLAUDE DRAFTING PROMPT (FILL THE BRACKETS)

Prompt to copy (MY TAKE; edit it)

I write the Google Business Profile posts for [BUSINESS NAME], a local [TYPE OF BUSINESS] in [CITY]. Below are four true facts from the owner for [MONTH]: 1) [FACT: a service], 2) [FACT: a special or offer, with its dates], 3) [FACT: an event, with its date and time], 4) [FACT: a finished job]. Write four short posts, one per fact, in plain friendly language. Rules: 1) Use ONLY these facts. Do not invent prices, dates, names, reviews or results. 2) Do not write any phone number, email address or social media handle in the text; the owner will use a Call now button. 3) Do not claim anything about rankings, number of calls or number of visits. 4) Start each post with its type: Update, Offer or Event. 5) If something is missing (a date, a time, an end date), write [ASK OWNER] there instead of guessing. 6) After the posts, list every [ASK OWNER] item and anything you had to assume.

MOVE 4: GOOGLE'S OWN STEPS FOR A POST (VERBATIM)

Create & manage posts on your Business Profile: Create a post

"Go to your Business Profile." "Select Posts > Add post." (the arrow is an icon on the page) "Select the post type:" with three options listed: Update, Offer, Event. "Select the elements you want to add to your post." "Add info for your post." "If you want to schedule your post to publish at a later time, turn on Schedule this post, then select the date and time you want the post to publish." "When you're ready to publish, at the bottom right, select Post."

- Google's tip on the same page: "Add complete and relevant details: Include a descriptive title, event start and end times, and offer info." So fill the title, the start and end times of an event, and the offer details before you press Post.
- Google also says: "If details change, you can always edit a post to keep info up-to-date." (MY TAKE: put the approved dates in the plan sheet so the owner can tell you when something changes.)

MOVE 5: THE STATUS CHECK (GOOGLE'S WORDS)

Create & manage posts on your Business Profile: Understand your post status

"After you publish your post, Google reviews it to make sure it meets our posts content policy. Your post's visibility to customers depends on its status:" "Live: The post is public and shows on Search and Maps." "Pending: The post doesn't show on Search or Maps. It's either in the upload stage, the processing stage, or your profile is unverified." "Not approved: The post doesn't show on Search or Maps. The question mark next to the status indicates which content policy the post violates."

MOVE 1: THE MONTHLY PLAN SHEET (TEMPLATE)

Four slots a month. The example business and its facts below are invented, to show the shape of the sheet. They are not real, not a Google example and not a result.

Slot	Type	The owner's true fact (EXAMPLE)	Post date	Owner OK
1	Update	We now offer sprinkler tune-ups.	Week 1	[] initials
2	Offer	Spring mulch special, ends April 30.	Week 2	[] initials
3	Event	Open yard day, Saturday 9 to noon.	Week 3	[] initials
4	Update	Finished a patio and walkway this week.	Week 4	[] initials

YOUR SHEET (print it or copy the columns):

#	Type	True fact from the owner	Post date	Call now?	Owner OK
1					
2					
3					
4					

MOVE 3: THE OWNER APPROVAL CHECKLIST

- ☐ Every fact is true today: dates, times, prices, hours, the name of the service.
- ☐ Nothing promises a result: no rank, no number of calls, no number of visits, no "guaranteed".
- ☐ No phone number, email address or social media handle is typed in the post text. Use a Call now button instead (Google: it "uses your verified Business Profile phone number").
- ☐ An Offer or an Event has its dates and times filled in. The post has a descriptive title.
- ☐ Any customer name or photo is there with that customer's OK (MY TAKE).
- ☐ Hotel or regulated industry? Read Google's special rules first (page 4).
- ☐ The owner has read every word. Owner initials and date: _____

MOVE 5: THE ONE-PAGE MONTHLY RECORD (FILL IN, SEND TO THE OWNER)

Month: _____	Type	Date posted	Status (Live / Pending / Not approved)	Fix needed	Owner OK

THE CATCH: NEVER SELL POSTS AS A RANKING TRICK

Tips to improve your local ranking on Google

"Important: There's no way to request or pay for a better local ranking on Google. We do our best to keep the search algorithm details confidential to make the ranking system as fair as possible for everyone." The same page: "Local results are mainly based on relevance, distance, and popularity." It does not list posts as a ranking factor, so promise the owner a routine and a record, never calls, visits or rank.

CHECK FIRST: SPECIAL CASES (GOOGLE'S WORDS)

Business Profile posts content policy

"You're responsible for making sure that your posted content complies with all applicable laws and regulations." Hotels: "Hotels can't create "offer" posts, or any post that mentions or includes links to deals, promotions, special offers, or discounts."

Create & manage posts on your Business Profile: Tips to improve your posts

"Regulated goods and services: You can use posts if you offer products or services in a regulated industry, but do not include content about the products." These industries usually include adult services, alcohol, tobacco, pharmaceutical products, recreational drugs, health and medical devices, gambling services, fireworks, weapons, and financial services.

WHERE THIS COMES FROM (ALL READ OCTOBER 10, 2026)

- Google Business Profile Help: Create & manage posts on your Business Profile
- Google Business Profile Help: Business Profile photos, videos & posts content policy
- Google Business Profile Help: Tips to improve your local ranking on Google

Pages and rules change; read the live page before you rely on a line. Four posts a month, the monthly record and the checklist wording are my own suggestions. Educational only. Not legal advice. Not affiliated with Google. No ranking, call, visit or income results are promised.

Need more local businesses to offer this to?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)