



Zero
Minute
Studios

READY-TO-PUBLISH CONTENT · DELIVERED IN 24 HOURS

24-Hour Business Growth Pack

Prepared for

Kestrel & Crumb Coffee House

Neighborhood café & bakery · East Austin, Texas, USA

10 captions

10 post concepts

5 promo offers

Business description

10 FAQs

4 Google Business Profile posts

30-day calendar

1 revision round

START HERE

Your pack at a glance

Everything below is written for Kestrel & Crumb Coffee House and ready to copy, paste and publish. Review each item, adjust anything that does not sound like you, and post on your own schedule.

Business snapshot (from your intake form)

Business	Kestrel & Crumb Coffee House
Type	Neighborhood café & bakery
Location	East Austin, Texas, USA
Main offer	Espresso drinks, cold brew on tap, house-baked kolaches and pastries, breakfast tacos, oat and almond milk options, free Wi-Fi, shaded dog-friendly patio
Prices	Drip coffee \$3.25 · Latte \$5.25 · Cold brew \$4.75 · Kolaches from \$3.50 · Breakfast tacos \$3.95
Hours	Mon–Fri 6:30 AM–6:00 PM · Sat–Sun 7:30 AM–5:00 PM
Ideal customers	Early commuters, remote workers and students, neighborhood families, dog owners
What makes it different	Kolaches baked fresh every morning, small-batch beans from a Texas roaster partner, a quiet work corner and a shaded patio where dogs are welcome
Current offer	Early Bird: \$1 off any drip coffee before 8:00 AM on weekdays
Tone	Friendly
Words to avoid	"Best in Austin", "organic", "healthy", any health claims

What's inside

01	10 social captions	Ready-to-post captions with hashtags
02	10 post concepts	Photo and video ideas, one for each caption
03	5 promotional offers	Campaign ideas for you to approve
04	Business description	For Google Business Profile or your website
05	10 FAQs	Clear answers for your profile, site or messages
06	4 Google Business Profile posts	Updates and offers, ready to paste
07	30-day posting calendar	What to post, where, and when
08	Revision & next steps	Your included revision round

Before you publish: you approve every offer, price and claim in this pack. We never post on your accounts. Results such as sales or rankings are not guaranteed, because they depend on your business, timing and audience. Copy-ready text with emoji is included in the separate text file.

01 · SOCIAL CAPTIONS

10 ready-to-post captions

Written in your tone for Instagram and Facebook. Each one pairs with the matching post concept in section 02.

1

Morning ritual

Your 6:30 AM alarm deserves a reward. Fresh drip, warm kolaches and the first quiet hour of the day are waiting at Kestrel & Crumb. Doors open at 6:30 on weekdays.

[#EastAustin](#) [#AustinCoffee](#) [#MorningCoffee](#) [#Kolaches](#)

2

Baked this morning

Every kolache on our counter was baked this morning, not yesterday. Sausage & jalapeño, sweet cream cheese or seasonal fruit: which one is your go-to? Tell us below!

[#Kolaches](#) [#AustinBakery](#) [#FreshBaked](#) [#EastAustinEats](#)

3

Work-from-café

Inbox full, apartment too quiet? Bring the laptop. Free Wi-Fi, plenty of outlets and a calm work corner make Kestrel & Crumb an easy place to get things done. Refills keep the ideas coming.

[#RemoteWork](#) [#WorkFromCafe](#) [#AustinCoffeeShop](#) [#LaptopFriendly](#)

4

Patio pups

Good dogs drink free. Our shaded patio has water bowls ready, and your four-legged friend is always welcome while you enjoy a cold brew outside.

[#DogFriendlyAustin](#) [#PatioSeason](#) [#AustinDogs](#) [#ColdBrew](#)

5

Cold brew on tap

Slow-steeped for 18 hours, poured smooth and bold. Our cold brew on tap is the easiest way to cool down on a warm Texas afternoon. Ask for it with oat milk and a pinch of cinnamon.

[#ColdBrew](#) [#AustinCoffee](#) [#IcedCoffee](#) [#EastAustin](#)

6

Early Bird

Early Bird special: get \$1 off any drip coffee before 8:00 AM, Monday to Friday. The early start just got a little sweeter.

[#EarlyBird](#) [#CoffeeDeal](#) [#AustinMornings](#) [#EastAustin](#)

7

Meet the beans

Small batches, big flavor. Our house blend comes from a Texas roaster we work with closely: chocolatey, nutty and smooth enough to drink black. Ask your barista what is brewing today.

[#SmallBatchCoffee](#) [#TexasCoffee](#) [#SpecialtyCoffee](#) [#CoffeeLovers](#)

8

Weekend with the family

Saturday plans: sleep in a little, then breakfast tacos and hot chocolate for the whole crew. Weekend doors open at 7:30 AM, and there is room for strollers inside.

[#AustinFamilies](#) [#WeekendBrunch](#) [#BreakfastTacos](#) [#EastAustin](#)

9

Order ahead

In a rush? Call ahead and your order will be ready when you walk in. Coffee for the team, a dozen kolaches for the office: we have you covered.

[#CoffeeToGo](#) [#OfficeBreakfast](#) [#AustinCoffee](#) [#Kolaches](#)

10

Thank you, neighbors

To everyone who stops in on the way to work, school or the dog park: thank you for making Kestrel & Crumb part of your day. See you tomorrow morning?

[#ShopLocal](#) [#EastAustin](#) [#NeighborhoodCafe](#) [#AustinCoffee](#)

02 · POST CONCEPTS

10 post concepts with photo and video ideas

Simple shots you can take on a phone. Keep people's faces out of frame unless they have given permission.

1

The first pour

Reel · 8–12 sec

Shot idea: Close-up of the first coffee of the day pouring at opening time, then a slow pan to the door being unlocked and the lights coming on.

On-screen text: 6:30 AM. Doors open.

Pairs with caption 1

2

Kolache line-up

Photo · 4:5

Shot idea: Overhead shot of a tray of fresh kolaches on parchment, labelled by flavor, morning window light from one side.

On-screen text: Baked this morning

Pairs with caption 2

3

Desk with a view

Photo · 4:5

Shot idea: Laptop, latte and a notebook on the work-corner table. Keep faces out of frame or get written permission from anyone shown.

On-screen text: Your office for today

Pairs with caption 3

4

Patio pup portrait

Photo or carousel

Shot idea: A customer's dog beside the water bowl on the patio (with the owner's permission), plus a wide shot of the shaded seating.

On-screen text: Good dogs drink free

Pairs with caption 4

5

Cold brew tap pour

Reel · 6–10 sec

Shot idea: Slow-motion pour from the tap into a glass of ice, finished with a splash of oat milk swirling in.

On-screen text: 18 hours. Worth it.

Pairs with caption 5

6

Early Bird clock

Photo or story

Shot idea: A drip coffee next to a small clock or phone showing 7:45 AM on the counter.

On-screen text: \$1 off before 8 AM

Pairs with caption 6

7

Bag to cup

Carousel · 3 slides

Shot idea: Slide 1 the bag of beans, slide 2 the grinder in action, slide 3 the finished cup with latte art.

On-screen text: Meet the beans

Pairs with caption 7

8

Taco table

Photo · 4:5

Shot idea: A table set with breakfast tacos, salsa and two hot chocolates, shot from above in daylight.

On-screen text: Weekend breakfast, sorted

Pairs with caption 8

9

Dozen to go

Photo or reel

Shot idea: Hands closing a box of 12 kolaches next to a coffee carrier with four cups ready for pickup.

On-screen text: Call ahead. Grab & go.

Pairs with caption 9

10

Behind the counter

Reel · 10–15 sec

Shot idea: Quick cuts of the morning routine: oven door, milk steaming, tidy counter, the open sign flipping. Team faces only with their consent.

On-screen text: Thank you, neighbors

Pairs with caption 10

03 · PROMOTIONAL OFFERS

5 promotional offers

Campaign ideas built around your business. Run only the offers you approve and can legally provide.

1

Early Bird

The offer: \$1 off any drip coffee before 8:00 AM, Monday to Friday.

How to run it: Pin a post about it, mention it in Story highlights and add it as a Google Business Profile offer.

Already running: keep the exact time window on every post.

2

Kolache Dozen Deal

The offer: Buy 10 kolaches, get 2 free (a dozen for the price of ten) on call-ahead orders.

How to run it: Promote it on Thursdays for Friday office breakfasts. Track it with a tally on the order sheet.

Owner to approve: margin check before launch.

3

Bring-a-Friend Friday

The offer: Buy any latte on Friday and get a second one half price.

How to run it: Post on Thursday evening and again Friday morning. Staff mention it at the register.

Owner to approve: one discount per visit.

4

Stamp Card

The offer: Buy 9 drinks and the 10th is on us, using a paper stamp card.

How to run it: Hand out cards with every order for a month; photograph a full card for social proof (no customer names).

Owner to approve: card design and expiry rules.

5

Patio Pup Photo of the Week

The offer: Customers tag the café in a patio photo with their dog; one picked each week gets a free pastry.

How to run it: Announce on Monday, pick on Sunday, repost only with the owner's permission.

Owner to approve: written OK before reposting any photo.



04 · BUSINESS DESCRIPTION

Your business description

Paste the long version into the Google Business Profile description field (750 characters max) or your website's About section.

GOOGLE BUSINESS PROFILE / WEBSITE · 560 of 750 characters

Kestrel & Crumb Coffee House is a neighborhood café in East Austin, open early for commuters and relaxed enough for a long morning. We brew small-batch coffee from a Texas roaster partner, pour cold brew on tap and bake kolaches fresh every morning, alongside breakfast tacos and pastries. Oat and almond milk are always available. Bring your laptop for free Wi-Fi and a quiet work corner, or sit out on our shaded patio, where dogs are always welcome. Open from 6:30 AM on weekdays and 7:30 AM on weekends. Call ahead for office orders and grab-and-go dozens.

SHORT VERSION · bios, directories, social profiles

A friendly East Austin café for early coffee, fresh-baked kolaches and a calm place to work, with a shaded patio where dogs are welcome.

TAGLINE

Early coffee. Fresh kolaches. Good neighbors.

05 · FAQs

10 frequently asked questions

Use them on your Google Business Profile Q&A, your website, or as saved replies for messages.

What time do you open?

We open at 6:30 AM Monday to Friday and 7:30 AM on Saturday and Sunday. We close at 6:00 PM on weekdays and 5:00 PM on weekends.

Do you have dairy-free milk?

Yes. Oat and almond milk are available for any drink, at no extra charge.

**Can I work from the café?**

Absolutely. We have free Wi-Fi, outlets along the wall and a quiet work corner. During the busy weekend rush we kindly ask laptop users to share larger tables.

Are dogs allowed?

Dogs are welcome on our shaded patio, with water bowls ready. For hygiene rules, only service animals are allowed inside.

Are your kolaches made in-house?

Yes. Our kolaches are baked fresh every morning in our kitchen, in sweet and savory flavors that change with the season.

Can I order ahead?

Yes. Call us and your order will be ready when you arrive. For a dozen or more kolaches, please call the day before.

Do you cater office meetings?

We prepare coffee carriers and boxes of kolaches or breakfast tacos for pickup. Ask our team for current options and lead times.

Is there parking?

Street parking is available nearby, and there is a bike rack right by the patio.

Do you have options for kids?

Yes. Hot chocolate, milk, fruit and plain kolaches are favorites with younger guests, and there is room inside for strollers.

How does the Early Bird offer work?

Get \$1 off any drip coffee ordered before 8:00 AM, Monday to Friday. No coupon needed: just order before 8.

06 · GOOGLE BUSINESS PROFILE

4 Google Business Profile posts

Post one a week from your profile (Add update or Add offer). Add a photo from your post concepts to each one.

POST 1 · OFFER**Early Bird: \$1 off drip coffee**

Start your weekday right at Kestrel & Crumb. Get \$1 off any drip coffee before 8:00 AM, Monday to Friday. Fresh kolaches are out of the oven by 6:30.

Button: Get offer

POST 2 · UPDATE**Fresh kolaches every morning**

Our kolaches are baked in-house every morning: sausage & jalapeño, sweet cream cheese and a seasonal fruit flavor. Call ahead for a dozen and we will have the box ready.

Button: Call now

POST 3 · UPDATE**Work from our café**

Need a change from the home office? Kestrel & Crumb has free Wi-Fi, outlets and a quiet work corner, open from 6:30 AM on weekdays. Cold brew refills are on tap.

Button: Learn more

POST 4 · UPDATE**Dogs welcome on the patio**

Bring your best friend. Our shaded patio has water bowls ready and plenty of seating for you and your dog. See you this weekend from 7:30 AM.

Button: Get directions

07 · POSTING CALENDAR

Your 30-day posting calendar

Start on any Monday. Suggested time: 7:30 AM local time (feed) · 11:30 AM (stories).

Day		Channel	What to post	Notes
1	Mon	Instagram + Facebook	Caption 1 "Morning ritual" + Concept 1 (Reel)	Launch Promo 1: Early Bird
2	Tue	Instagram Stories	Story: Poll: sweet or savory kolache?	
3	Wed	Instagram + Facebook	Caption 2 "Baked this morning" + Concept 2 (Photo)	
4	Thu	Google Business Profile	GBP post 1 (Offer): "Early Bird: \$1 off drip coffee"	
5	Fri	Instagram + Facebook	Caption 3 "Work-from-café" + Concept 3 (Photo)	Promo 2: Kolache Dozen Deal
6	Sat	Instagram Stories	Story: Behind the scenes: the oven at 6:00 AM	
7	Sun	All	Rest day: reply to comments, messages and reviews	
8	Mon	Instagram + Facebook	Caption 4 "Patio pups" + Concept 4 (Photo or carousel)	
9	Tue	Instagram Stories	Story: Weekend patio: quick video of the shaded seating	
10	Wed	Instagram + Facebook	Caption 5 "Cold brew on tap" + Concept 5 (Reel)	
11	Thu	Google Business Profile	GBP post 2 (Update): "Fresh kolaches every morning"	
12	Fri	Instagram + Facebook	Caption 6 "Early Bird" + Concept 6 (Photo or story)	Promo 3: Bring-a-Friend Friday
13	Sat	Instagram Stories	Story: Question sticker: ask us anything (answer with the FAQs)	
14	Sun	All	Rest day: reply to comments, messages and reviews	
15	Mon	Instagram + Facebook	Caption 7 "Meet the beans" + Concept 7 (Carousel)	
16	Tue	Instagram Stories	Story: Countdown sticker for this week's promo	
17	Wed	Instagram + Facebook	Caption 8 "Weekend with the family" + Concept 8 (Photo)	
18	Thu	Google Business Profile	GBP post 3 (Update): "Work from our café"	
19	Fri	Instagram + Facebook	Caption 9 "Order ahead" + Concept 9 (Photo or reel)	Promo 4: Stamp Card
20	Sat	Instagram Stories	Story: Latte art in 10 seconds	
21	Sun	All	Rest day: reply to comments, messages and reviews	



Day		Channel	What to post	Notes
22	Mon	Instagram + Facebook	Caption 10 "Thank you, neighbors" + Concept 10 (Reel)	
23	Tue	Instagram Stories	Story: Reshare a customer tag (with permission)	
24	Wed	Instagram + Facebook	Refresh: repost your best-performing post so far with a new photo	
25	Thu	Google Business Profile	GBP post 4 (Update): "Dogs welcome on the patio"	
26	Fri	Instagram + Facebook	Refresh: combine your three best photos this month into one carousel with a short thank-you caption	Promo 5: Patio Pup Photo of the Week
27	Sat	Instagram Stories	Story: This or that: hot latte or cold brew?	
28	Sun	All	Rest day: reply to comments, messages and reviews	
29	Mon	Instagram + Facebook	Refresh: reshare your most-saved post as a Story and pin it to your profile	
30	Tue	Instagram Stories	Story: Poll: sweet or savory kolache?	



08 · REVISION & NEXT STEPS

Your revision round and next steps

1

Review

Read the pack and mark anything you would like changed: tone, an offer, a detail about your business.

2

Request your revision

Reply to your delivery email within 7 days with all your changes in one message. Your one included revision round covers edits to the text in this pack.

3

Publish

Post from your own accounts using the calendar. We never log in to or post on your accounts.

4

Keep it going

Want fresh content every month? The ZMS Monthly Growth Plan includes 12 captions, 12 post concepts, 4 promo campaigns, 4 Google Business Profile updates, a monthly calendar and 1 revision round for \$199/month, with no contract.

HOW WE WORK

- No guaranteed sales, rankings or results: content helps, but outcomes depend on many things outside the pack.
- We never post on your accounts. You stay in full control of what goes live.
- You approve all offers, prices, claims and testimonials before they are used.
- Your business information stays private and is used only to write your pack.

Questions about your pack? Reply to your delivery email or write to zerominutestudios@gmail.com. Zero Minute Studios (ZMS).