

MONTHLY RETAINER · SEPTEMBER

Rennet & Rind

Twenty-two posts written, a newsletter ready to send,
thirty ideas banked, and an honest read on what moved.

22

posts, dated and written

1

newsletter, ready to send

30

ideas banked

12

shots, in two sessions

Portfolio sample. Rennet & Rind is an invented cheesemonger, built to show what arrives every month on the €1,495 Strategic Growth Partner. No real business is described or named, and every figure quoted is illustrative.

THE READ

What moved last month, and what I am doing about it.

This is the page most retainers do not include, because it is the one where the work gets marked. No vanity metrics — followers are at the bottom, where they belong.

UP

Saved posts	+41%	the two 'what to buy' carousels did nearly all of it
Wednesday footfall	+18%	against a flat month elsewhere — the Durrus posts landed
Newsletter opens	54%	up from 47%; the subject line named a cheese instead of a month

DOWN

Reach on single photos	-12%	photographs of cheese without a price or a name are not working
Saturday story views	-9%	posted at 11:40, after the rush had already been and gone

FLAT

Followers	+63 net	the number that matters least and gets asked about most
-----------	---------	---

SO, THREE CHANGES THIS MONTH

Every photo gets a price

Reach on plain cheese photographs fell 12%. From now on a single image either carries a price and a name in the first line, or it does not go up.

Saturday stories move to 09:50

Posting at 11:40 was reaching people after the good cheese had gone. Ahead of the rush, not after it.

Wednesday becomes a fixture

The Durrus selling out twice is not a problem to hide — it is the strongest thing that happened all month. Two Wednesday posts, every week.

Figures illustrative in this sample. In a real month they come from your own insights and the till, and I show you where each one came from.

THE SHAPE OF THE MONTH

Five pillars, and how the grid will look.

PILLAR	WHAT IT IS FOR	COUNT
The counter	What is on it today, and what is worth buying	7 POSTS
Behind the cloth	How the work is done — the unglamorous half	5 POSTS
What to buy	Direct recommendations with a price attached	5 POSTS
The board	The Thursday board, priced and photographed	4 POSTS
Market day	Saturday, and the scarcity that comes with it	4 POSTS

The counter carries the most because it is the only one that changes daily and the only one that sells something today. *Behind the cloth* is the one that builds the reason to trust you — it is also the one most shops skip, because it feels like showing the boring part.

Nobody follows a cheese shop for cheese. They follow it for somebody who knows which one to buy.

The first nine, laid out as the profile will read



No two adjacent squares share a pillar, and the two dark tiles sit on the diagonal so the grid has a rhythm rather than a clump. This matters more than any single post: the grid is what a new visitor judges in a second and a half.

WEEKS ONE AND TWO · MON 1 SEP TO MON 8 SEP

The month, written out

Twenty-two posts by date and time, with the format, the pillar and the caption written in full. Times are set from where your own audience actually is, not from a general best-time chart.

DATE & TIME	FORMAT	PILLAR	CAPTION, AS WRITTEN
Mon 1 Sep 09:10	SINGLE	THE COUNTER	Tomme de Savoie is back, and it is the one I have been waiting on. Tomme de Savoie is back on the counter this morning. Grey rind, hay and mushroom underneath, and it goes further than you think — a small piece does a whole board. €4.80 for 150g, which is enough for two. First wheel is a good one.
Tue 2 Sep 17:40	REEL	BEHIND THE CLOTH	Why we turn the wheels. Twenty seconds of turning wheels. Every truckle on the top shelf gets turned twice a week so it ages evenly — miss it and one side dries while the other stays damp. It is the least glamorous job here and the one that decides how the cheese tastes in November.
Wed 3 Sep 12:30	CAROUSEL	WHAT TO BUY	Three cheeses for people who say they don't like blue. Three for the blue-sceptics. 1 — Cashel Blue, young, more cream than bite. 2 — Gorgonzola Dolce, spreadable, sweet enough to eat with pear. 3 — Bleu d'Auvergne, the step up when the first two have done their work. Start at one, not at three.
Thu 4 Sep 08:05	STORY	THE BOARD	Thursday board, built for four, €22. Thursday board is up: Coolea, Durrus, a wedge of Comté and the last of the quince. Feeds four properly. €22 and we'll wrap it for you to walk out with.
Fri 5 Sep 16:20	SINGLE	THE COUNTER	The Friday cut: Comté, 24 months. The Friday cut is Comté at 24 months. Crunchy with tyrosine crystals, brown-butter sweetness, and it does not need anything with it. We cut it fresh from the wheel at four o'clock — ask for the crystal end if you like that.
Sat 6 Sep 10:00	REEL	MARKET DAY	Saturday, from six in the morning. Saturday starts at six. Wheels out, cloths off, ticket book open. By ten the Durrus is usually gone. Come before eleven if you want the good end of it.
Mon 8 Sep 09:15	CAROUSEL	WHAT TO BUY	A €15 board that does not look like €15. A €15 board, honestly. One hard, one soft, one sharp: Coolea for the depth, a small Durrus for the ooze, and a handful of Cashel Blue. Bread, not crackers. Nothing else needed and nobody will guess what you spent.

WHY THE WEEK OPENS ON THE COUNTER

Monday is the only day of the week where somebody is deciding what to eat for the next five days. A post that names one cheese and one price on a Monday morning does more than a beautiful photograph on a Sunday night, and it is the single easiest change most shops can make.

REELS ARE ON TUESDAY AND FRIDAY, ON PURPOSE

Both are days you are already doing something worth filming — turning wheels, cutting the Friday wedge. Nothing here asks you to stage an activity you would not otherwise be doing. That is the difference between a plan that survives a busy week and one that does not.

WEEKS TWO AND THREE · TUE 9 SEP TO WED 17 SEP

Weeks two and three

DATE & TIME	FORMAT	PILLAR	CAPTION, AS WRITTEN
Tue 9 Sep 17:45	SINGLE	BEHIND THE CLOTH	What a cheese cave actually smells like. People ask what the cave smells like. Wet stone, ammonia at the edges, and something like a barn in August. It is not pleasant and it is exactly right — that smell is the rind doing its work.
Wed 10 Sep 12:25	STORY	THE COUNTER	Gone by noon. The Durrus is gone. That is the second week running. If you want it, Wednesday morning is the window — we get one small delivery and it does not last the day.
Thu 11 Sep 08:10	SINGLE	THE BOARD	Thursday board, built for two, €13. Thursday board for two: a wedge of Gubbeen, a piece of aged Gouda, cornichons, and the good brown bread from next door. €13, wrapped and ready at four.
Fri 12 Sep 16:15	REEL	THE COUNTER	Cutting a whole Comté, once. Cutting a whole wheel with a double-handled wire. One pull, one go, no second chance. Thirty-eight kilos of Comté and about four seconds of nerve.
Sat 13 Sep 09:50	CAROUSEL	MARKET DAY	What is good this week, in order. This week, in the order I would buy them. 1 — Comté 24mo, at its best right now. 2 — Cashel Blue, young batch, unusually creamy. 3 — Tomme de Savoie. 4 — Coolea, if you are cooking with it. Everything else can wait a week.
Mon 15 Sep 09:05	SINGLE	WHAT TO BUY	The cheese I would take to somebody's house. If I am going to somebody's house I bring Coolea. It is Irish, it is easy to like, it survives a warm room, and nobody has to be told what to do with it. €5.40 for a wedge that will feed a table.
Tue 16 Sep 17:50	STORY	BEHIND THE CLOTH	Delivery day, in one photograph. Tuesday delivery. Eleven boxes, two hours of unwrapping, and the smell in here for the rest of the day. Everything on the counter tomorrow is in this picture.
Wed 17 Sep 12:35	REEL	WHAT TO BUY	How to cut every shape, in forty seconds. Every shape, cut properly, in forty seconds. Round — like a cake, always. Pyramid — down through the point. Wedge — never cut the nose off, take a slice down the long side. The rule underneath all of it: everyone gets some rind and some centre.

THE MID-MONTH DIP IS REAL, AND PLANNED FOR

Weeks two and three are where most content plans quietly die — the novelty has gone and the month is not yet ending. That is why the two strongest formats sit here: the how-to-cut reel and the €15 board carousel. Both are saveable, and saves are what carried last month.

PRICES APPEAR IN ELEVEN OF THESE CAPTIONS

Not because the shop is cheap, but because a price is the fastest way to answer the question a stranger is actually asking. Reach on price-free photographs fell 12% last month; that is the whole reason for the change.

WEEKS THREE AND FOUR · THU 18 SEP TO SAT 27 SEP

Weeks three and four

DATE & TIME	FORMAT	PILLAR	CAPTION, AS WRITTEN
Thu 18 Sep 08:00	SINGLE	THE BOARD	Thursday board, the autumn one, €26. Thursday's board turns towards autumn: Comté, a washed-rind Gubbeen, the first of the walnuts, and a spoon of the damson we made in August. €26, feeds four to six.
Fri 19 Sep 16:30	CAROUSEL	THE COUNTER	Four things to do with the end of a wedge. The bit of the wedge nobody wants. 1 — Grate the hard ends into a risotto at the last second. 2 — Rinds go into stock, then out again. 3 — Blue ends, a fork, and butter makes a sauce for steak. 4 — Anything soft, on toast, under a grill, done.
Sat 20 Sep 09:55	SINGLE	MARKET DAY	One wheel, one morning. One wheel of Coolea came in on Friday. By this time on Saturday it will be about half. That is not a sales line, it is just what happens — Saturday takes what Saturday takes.
Mon 22 Sep 09:20	STORY	THE COUNTER	What came in this morning. This morning: Ardrahan, a small Époisses, more Comté, and the Cashel Blue that everyone has been asking after. All on the counter by ten.
Tue 23 Sep 17:35	REEL	BEHIND THE CLOTH	Why we wrap in paper and not cling film. We wrap in waxed paper, never cling film. Cheese is alive and it needs to breathe — sealed in plastic it sweats, then it turns. Paper, then a box in the fridge door, not the back. It will keep twice as long.
Thu 25 Sep 08:05	SINGLE	THE BOARD	Thursday board, and the last of the quince. Thursday board: Durrus, Comté, aged Gouda and the very last of the quince until next October. €22. When the quince is gone it is gone.
Sat 27 Sep 10:05	CAROUSEL	MARKET DAY	Five things people ask us every Saturday. The five we get asked every week. 1 — Can I eat the rind? Almost always yes, except wax and cloth. 2 — How long will it keep? A fortnight, wrapped in paper. 3 — Fridge or not? Fridge door, out an hour before. 4 — What goes with red wine? Hard and aged. 5 — What is the ripest thing you have? Just ask us — it changes daily.

Two gaps, on purpose

There is no post on Wednesday 24th or Friday 26th. A month with something every single day reads as a schedule being served rather than a shop with something to say — and it guarantees you fall behind. If a wheel arrives or something sells out, that is what fills them.

Every caption is finished

Nothing here says *[insert price]* or *talk about the cheese*. It is written to be copied and pasted. Where a price appears, check it against your own before it goes up — the ones here are illustrative.

THE SHOT LIST

Twelve photographs, two sessions, seventy minutes total.

Grouped so you shoot them together rather than reaching for a phone twenty-two separate times. Everything below is achievable on a phone in the shop's own light — no lamps, no styling, nothing brought in.

Session one — Tuesday morning, after delivery (about 40 minutes)

- The eleven boxes stacked, unopened, on the floor. One frame, wide.
- Unwrapping one wheel — hands in shot, cloth coming away.
- The full counter at nine, before anyone has cut into it.
- Three overheads: Tomme, Comté, Cashel Blue, same board, same light.
- The cave door open, shelves behind. Do not tidy it first.
- A wheel being turned on the top shelf — one still, one short video.

Session two — Thursday afternoon, before close (about 30 minutes)

- The Thursday board built, from directly above, on the wooden counter.
- The same board from the side, with a hand reaching in.
- Comté being cut from the wheel at four — video, no talking.
- The waxed-paper wrap, start to finish, hands only.
- The quince jar, half empty, with the light behind it.
- One portrait of whoever is on the counter, looking at the cheese, not the camera.

WHAT HAPPENS IF YOU ONLY MANAGE SIX

Shoot session one. It covers the counter, the delivery and the cave, which between them carry fourteen of the twenty-two posts. Session two is the Thursday board and the cutting — lovely, and skippable in a bad week.

WHAT NOT TO PHOTOGRAPH

No hands holding a wedge against a white wall. No flat-lays with scattered grapes. No blackboard. All three are what every other cheese counter posts, and a stranger scrolling cannot tell any of them apart.

The one rule for all twelve

Shoot on the wooden counter, from the same two angles — directly above, and from the side at counter height. Consistency across a grid is worth more than any individual photograph being beautiful, and it is the only part of this that is hard to undo later.

THE NEWSLETTER

Written, and ready to send.

The newsletter reaches the people who already like you, and they are the ones who come back. Copy it in, check the prices, send it. Best on the Tuesday, mid-morning.

Subject · The Thursday board, and why the Durrus keeps disappearing

Preview text · Autumn is turning up on the counter. Here is what is worth your money this month.

The Thursday board, and why the Durrus keeps disappearing

Something changed on the counter in the last fortnight, and it happens every year around now — the soft cheeses got better. The autumn milk is richer, the wheels that came in over the summer have had time in the cave, and everything tastes like it has more to say for itself.

The Durrus is the obvious one. We get one small delivery on a Wednesday and it has now sold out before noon two weeks running. That is not us being clever with scarcity — it is just one supplier, one crate, and more people wanting it than there is of it. If you want some, Wednesday morning is the window. I would rather tell you that than have you come in on a Friday and find an empty space.

The Thursday board has turned as well. The quince we made in August is nearly gone, and when it goes it is gone until next October. This week's board — Durrus, Comté, aged Gouda and the last of the quince — is €22 and feeds four properly.

One practical thing, because we get asked every Saturday: stop wrapping cheese in cling film. It sweats, then it turns, and then you decide you do not like cheese as much as you thought. Waxed paper, and the fridge door rather than the back. It will keep twice as long and taste like itself.

We are open the usual hours all month. Saturday starts at six for us and ten for you, and the good end of the Coolea is generally gone by eleven.

Wednesday, before noon, for the Durrus.

WHY IT OPENS WITH THE MILK

Not with "hello" and not with news about the shop. It opens with a thing that is true this month and would be interesting even to somebody who buys nothing.

WHY THE SELL-OUT IS ADMITTED

Telling people the Durrus goes by noon costs you nothing and buys you trust. Hiding it means somebody drives in on a Friday and leaves annoyed.

WHY THERE IS ONE INSTRUCTION

The cling-film line is the only practical tip, and it is genuinely useful. One useful thing per newsletter is the rate at which people keep opening them.

THIRTY IDEAS, BANKED

For the days something changes and the plan does not fit.

Use these when a delivery is late, a wheel is early, or you have ten minutes and want to post something that is not a photograph of a shelf. Each one is a whole post in a line — nothing here needs another meeting to become usable.

-
- 01 The three cheeses I would put on a board for somebody who says they hate cheese.
 - 02 What tyrosine crystals are, and why they are a good sign not a fault.
 - 03 The difference between a bloomy rind and a washed rind, in one photograph each.
 - 04 Why the cheese at the back of your fridge is dying and the door would save it.
 - 05 A cheese for every kind of weather. Yes, really.
 - 06 The one Irish cheese I would put against anything from France.
 - 07 How much cheese per person for a board — the honest number, not the polite one.
 - 08 What we do with the wheels that do not make it.
 - 09 The cheapest thing on the counter, and why it is not the worst thing on the counter.
 - 10 Three cheeses under €4 that will still impress somebody.
 - 11 Why the same cheese tastes different in March and September.
 - 12 What happens to a wheel between arriving here and being cut.
 - 13 A board for a child who only eats orange food.
 - 14 The wine question, answered once, properly.
 - 15 How to build a board on a Tuesday budget for a Saturday table.
 - 16 Why we will not vacuum-pack anything, no matter how nicely you ask.
 - 17 The cheese most people walk past and shouldn't.
 - 18 What ammonia on a rind means, and when it is a problem.
 - 19 One cheese, four ways, over one week.
 - 20 The board we make for ourselves on a Sunday.
 - 21 A cheese for a hangover. There is a right answer.
 - 22 What the counter looks like at five past six in the morning.
 - 23 The order I would eat a board in, and why it is not the order people use.
 - 24 Every cheese we sell that is made within fifty miles.
 - 25 The thing customers say that makes us wince, said kindly.
 - 26 How to know a soft cheese is ready without opening it.
 - 27 One cheese, one bread, one drink — the whole evening for under €12.
 - 28 Why we do not do a loyalty card.
 - 29 The wheel we are waiting on, and when it lands.
 - 30 What we would put on a board for Christmas, decided in September.

WHAT THIS IS JUDGED ON

One number, and it is not followers.

Wednesday takings as a share of Saturday takings. Saturday will always win — it is market day. But the whole argument of this month is that a shop with one good day is a shop with one good day, and the way you fix that is by giving somebody a reason to come in on a Wednesday.

Today

≈ 38%

Illustrative. Your till has the real figure and it takes two minutes to pull.

Ninety days

50%

If the Wednesday fixture is working, that is where it should sit. If it has not moved at all, the idea is wrong and I will say so.

If this does not move the number, I will tell you, and we will change the plan rather than the caption.

NEXT MONTH

What I need from you, and when.

By the 20th. Anything you already know about October: deliveries, closures, a wheel you are waiting on, the Christmas order deadline. Two lines is plenty.

The twelve photographs. Two sessions, seventy minutes. If they do not happen, the plan still works but four posts get weaker — those four are marked in the schedule.

The Wednesday number. One figure from the till, whenever you have a quiet minute. It is the only number I will ever ask you for.

Nothing else. No approvals, no calls, no rounds of feedback. The next month arrives before this one ends.

A small business doesn't need more content. It needs a reason for somebody to walk in on a Thursday.

Rennet & Rind is invented. It exists to show what a €1,495 month contains — the plan, the newsletter, the ideas, the shot list and the read. A real month is built from your own counter, your own numbers and your own week.