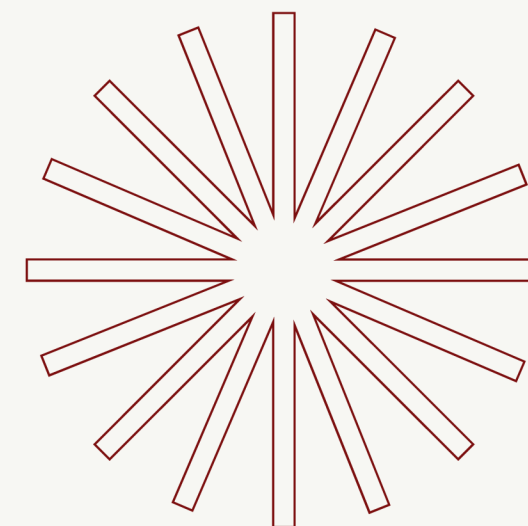


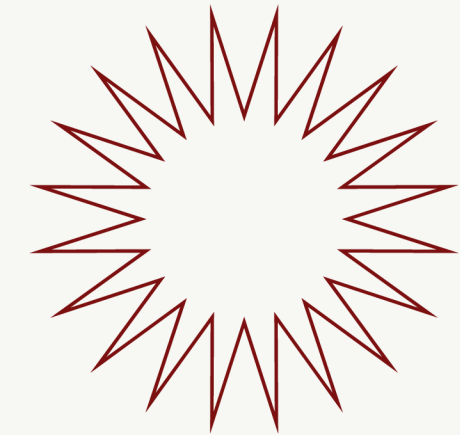
AUTOPILOT



CONTENT

CADENCE

STRATEGY OVERVIEW

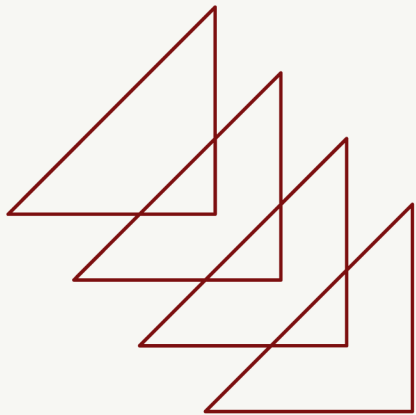


BUSINESS GOALS

- Understand that social media is here to stay
- Free up time from the screen so you can do what you love with flow
- Become an inquiry magnet and effortlessly make sales

CONTENT GOALS

- Organize content into themes and pillars
- Identify your content categories
- A posting cadence specific to your schedule and niche
- No more blinking cursor



CONTENT THEME

EDUCATION

FAQS

TUTORIALS

RECOMMENDATIONS

BEHIND THE SCENES

MYTH BUSTING

CONNECTION

CLIENT TESTIMONY

A WIN

LESSON LEARNED

RELATABLE LIFE MOMENT

SHOUT OUT

SALES & PROMOTION

OFFER #1

OFFER #2

PRODUCT #1

PRODUCT #2

COACHING SERVICES



- 1. Create your themes
- 2. Find your categories



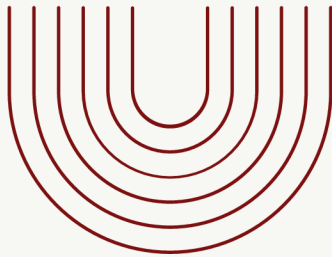
Break down your themes into categories that align with your business niche.



The more organize you get, the more prepared you are to create to become magnetic.

YOUR TURN!

CONTENT **FORMAT**

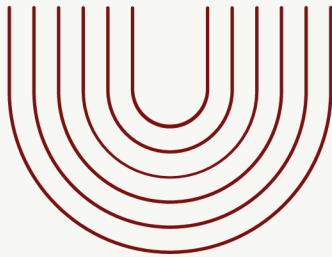


TYPE

WHAT IT PROVIDES

<u>CAROUSELS</u>	• SWIPE, SAVE, SHARE • EASY TO UNDERSTAND SLIDES • BREAK DOWN TOPICS
<u>REELS</u>	• ENTERTAINMENT W/ VALUE • QUICK EDUCATION • VALUED ADDED CAPTIONS
<u>STORIES</u>	• BTS • RAW, UNFILTERED YOU • POLLS, QUESTIONS, FEEDBACK

CONTENT PLATFORM

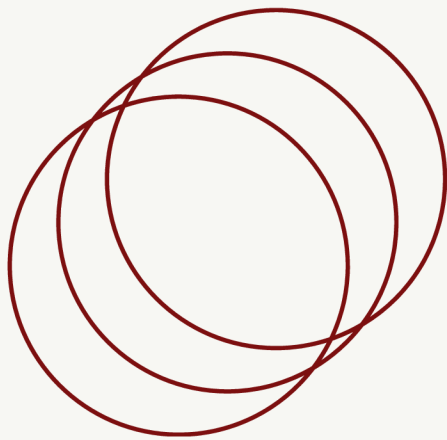


TYPE

WHAT IT PROVIDES

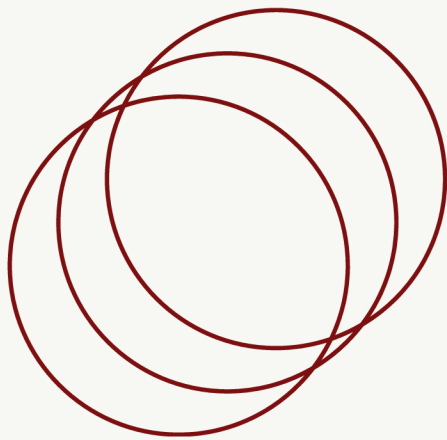
<u>INSTAGRAM</u>	• POLISHED, “PRETTY” CONTENT • LOCAL REACH + COMMUNITY • BUILD TRUST
<u>TIKTOK</u>	• SHOW YOUR PERSONALITY + RELATABILITY • HOT TAKES, UNFILTERED BTS • TREND LEVERAGE
<u>YOUTUBE</u>	• IN DEPTH, ESSAY VIDEOS • VLOGS + HOW-TO • INSTRUCTIONAL + TUTORIALS

EXAMPLE SCHEDULE



DAY	FORMAT	PILLAR	WHY?
MONDAY	CAROUSEL	OFFER #1	TO SELL, PROMOTE
TUESDAY	REELS	BTS, TUTORIAL	TO EDUCATE
WEDNESDAY	CAROUSEL	OFFER #2	TO SELL, PROMOTE
THURSDAY	REELS	MYTH, FAQs	TO EDUCATE
X FRIDAY X	NO POST	NO POST	LOW ENGAGEMENT DAY
SATURDAY	ANY	TESTIMONIAL/A WIN	BUILD TRUST + INSPIRE
SUNDAY	ANY	LESSON, DAY OFF BTS	BUILD COMMUNITY, REAL YOU

CONTENT SCHEDULE



DAY	FORMAT	PILLAR	WHY?
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
X FRIDAY X	NO POST	NO POST	LOW ENGAGEMENT DAY
SATURDAY			
SUNDAY			

YOUR TURN!

PERSONAL TIPS

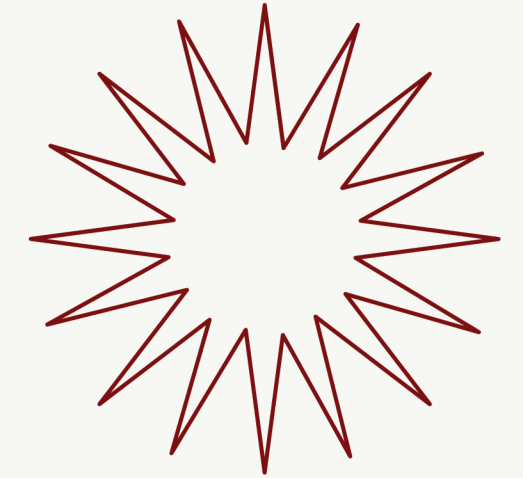


PHOTO ALBUMS

EVERYDAY

- Organize and label your folders to your themes
- i.e “Before&After”, “Mindset”, “Tutorials”, “Products”

SEO KEYWORDS

EVERY POST

- ChatGPT the SEO for your niche + location and pick 3-5 words
- Use SEO keywords in your captions and comments

VIDEO FORMAT

MONTHLY

- Use Capcut to format your video template
- Keep a consistent template, only change different clips and results

TRACK

EVERY 3 MONTHS

- Check insights for when your followers are most active to post
- Check analytics to see what your audience likes or dont like
 - adjust and pivot, change your content if needed