

HOW TRUST
OPENS DOORS TO
REVENUE

The *Trust*-First Content System

Course Workbook
Version One

A COMPLETE
CONTENT STRATEGY
BY THE END.

CREATED BY
Anatomy of a Brand +

KIDAGAIN

KIDGAIN.COM/CONTENTCOURSE

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Section 1

Why Create Content

You are here because you want to do both. Spread an idea and build a brand that creates income. Not one or the other.

You are done with the rat race of content. Done with the feeling of guilt that overshadows you about posting. Done with the fear that if you do not post today, tomorrow, every single day, you are going to lose all the traction. And underneath all of that is this feeling of disappointment because it is not growing the project you want to grow. You are not getting paid in the ways you thought you would.

It is not your fault. You have been told by lots of people here is the way to do it. This tactic. This hook. This posting cadence. They are not entirely wrong. This stuff works. But it is exhausting when you have not figured out how to tie it to something other than attention.

Content can get attention without trust. Content can grow an audience without demand. Content can create engagement without sales. But content that builds trust does something deeper. It helps people understand what you believe, what problem you solve, why it matters, and why you are the right person or brand to help. It makes someone feel safe enough to keep listening, clear enough to see the value, and confident enough to take action when the timing is right.

You want to create work that you care about, that people engage with and are eager to pay you for. That is a very different thing than creating content for attention. If your only metric is building awareness and growing attention, you are going to cater towards content that will exhaust you, burn you out, and miss the business objectives you have. We need to look at content from a trust first approach.

EXERCISE

What is the idea you want to spread?

What is the business you want to build or grow?

Right now, is your content getting attention, building trust, or doing neither?

Section 2

What Is Brand

A brand is the living expression of who you are, what you believe, how you behave, and the transformation people trust you to help them experience.

It is not something you design once and put on a shelf. It is alive. It shows up in how you answer the phone, how your packaging feels in someone's hands, how your team talks about you when you are not in the room, how someone feels 10 seconds after landing on your website for the first time.

Your brand is a collection of trust signals. Moments, ideas, and tangible things that signal to someone: I am trustworthy, and if you engage with this, you will find that I have made a promise and I will keep it. Every post, every video, every email, every caption is either adding to the evidence that you are worth trusting or subtracting from it. There is no neutral.

For most of your audience, your content IS your brand. It is the only version of you they will ever see until they decide to take the next step. That means content is not a marketing task you check off. It is the primary way people experience your brand before they ever buy from you.

If you do not know what you believe, your content will reflect confusion. If you do not know the transformation you offer, your content will feel random. If you do not know how you want to behave as a brand, your content will be inconsistent. But if you are clear on those things, every decision runs through the same filter: does this reflect who we are, what we believe, and the transformation we help people experience? That filter makes content simple. Not easy. Simple.

EXERCISE

What do you believe?

The convictions that drive how you work and what you refuse to compromise on.

What transformation do you help people experience?

How do you want to behave as a brand?

Section 3

Why Trust First

Just because you know you are trustworthy does not mean they think you are.

People start way more with skepticism than they do with the trust you think they have. It's not because they dislike you. It's a survival tactic.

Everything moves at the speed of trust. Not the speed of your launch, your funnel, or your quarter.

I've been creating content for over ten years, and I don't have hundreds or thousands of followers, and I don't have virality as a common thing for me. What I have built over ten years is towards trust, deepening relationships.

I have launched a podcast that was top 100 in iTunes. A book that was top 100 in its category. Coaching services that have sold. I helped a coffee shop sell out their beans in retail. I helped a leadership consultancy 3x their account growth, reach a million people, and open new doors of revenue. All through trust-first content. No viral posts over 100K views.

When we started our agency we had financial support. We did not start from zero. Which gave us a chance to build with a perspective of a garden, not a net. Six figures in revenue in six months. Our initial financial support only accounted for 28% of our revenue.

500 people who care deeply enough to buy from you, refer you, and stay with you is more valuable than 500,000 that know your name.

The progression most people get wrong:

Attention > Audience > Trust > Demand > Revenue

Trust itself doesn't equal revenue. Trust creates the conditions, the best chance at revenue. And that's what we're trying to optimize for.

EXERCISE

Where are you in this progression? Be honest.

What are you currently doing to build trust (not just attention)?

Section 4

What Is Trust

Trust is the belief that someone will prioritize your wellbeing even when it can cost them.

Trust is still a choice because there is no guarantee. When someone trusts you, they are choosing to be vulnerable. They are putting themselves at a potential disadvantage by choosing you.

I'm not here to persuade you. What I'm here to do is remove the uncertainty you might feel. Because I know inside that I'm trustworthy. But I get that you don't think I am yet.

Before you think trust is just emotions, it is not. Trust is confidence built through evidence. It is the accumulated weight of what you have shown someone over time. Your content is not trying to be the loudest. It is trying to make them feel safe about you.

You can manufacture attention, you can buy attention, but it doesn't guarantee they're going to listen to you tomorrow.

Trust is formed when someone believes you are:

- Safe enough to follow. They feel predictability. You give them permission to be who they want to be.
- Honest enough to believe. You have a point of view. You say things that are real, not generic. You are willing to be risky with your perspective.
- Capable enough to help. You can show your process, your background, your results.
- Aligned enough to belong with. Your values match theirs. They feel like your brand reflects who they are.

The Trust Equation. People trust what makes them feel:

- Safe. I will not be harmed, shamed, tricked, or exposed.
- Seen. You understand what I am really experiencing.
- Certain. I know what to expect from you.
- Capable. You can actually help me.
- Aligned. We believe similar things.
- Elevated. This helps me become who I want to be.
- Belonging. People like me are part of this.
- Respected. My dignity, intelligence, and agency are honored.

How much insurance can we purchase towards trust? If your website can increase it, lean into it. If your logo can increase it, lean into it. Why would you risk that?

A candid question: are people proud to follow you, or do they hide that they watch your stuff?

EXERCISE

Answer honestly: are people proud to follow you?

Rate yourself on each trust factor (1 = weak, 5 = strong):

Trust Factor	1	2	3	4	5
Safe					
Seen					
Certain					
Capable					
Aligned					
Elevated					
Belonging					
Respected					

Which two are your weakest? Those are your content priorities.

Rewrite how you approach your customer. Not persuading. Removing uncertainty. What does that look like for your brand?

Section 5

So Why Would Someone Trust You

People trust what feels emotionally, socially, or practically safe. They are asking: can I let my guard down here?

A person does not trust because you said the right thing once. They trust because their nervous system has evidence that you are not a threat. Trust comes into play when something is at stake for them. When they are putting their money, their time, or their reputation on the line. Following you on Instagram has nothing at stake. Subscribing to a newsletter is a little more. But the real trust moment is when they have to choose, and choosing wrong costs them something.

When someone picks a restaurant for a special evening with their spouse, they are not just choosing food. They are choosing an experience that reflects their taste. If it fails, they feel it personally. They feel guilt about their own choice. That is the level of trust we are talking about. Your customer is doing the same thing every time they consider you. They are asking: if I choose this and it does not work, what does that say about me?

People are looking to tell a story to themselves about their decisions. They want to say this was the best choice because I picked it, and I feel good about my judgment. Your brand either validates that story or breaks it. That is why trust matters more than features, more than price, more than how many followers you have.

- People trust what repeats. Showing up consistently is trust architecture.
- People trust what appears capable. Your expertise, process, and results are evidence.
- People trust what has integrity. Principles stronger than your need to be approved.
- People trust what reflects who they are or want to become. Identity, not just utility.
- People trust what trusted people around them already trust.
- People trust what names their inner experience accurately. Diagnosis before solution.
- People trust what stands for what they care about. Shared values create shortcuts.
- People trust what can handle rupture. Owning mistakes builds more trust than never making them.

EXERCISE

Which of these does your brand currently do well?

Which is your biggest gap?

Brainstorming

A large grid of 20 columns and 25 rows of small dots for brainstorming.

Section 6

Building Trust Through Content

Every piece of content is either adding to the evidence that you are trustworthy or it is not. And that is fine. The point is showing up with intention more often than not.

Content is a trust building system.

The trust signals are mostly invisible to you:

- A share: 'this makes me look thoughtful, smart, or aligned with who I want to be seen as.'
- A save: 'this names something I am still becoming, solving, or trying to remember.'
- A comment: a small act of belonging, agreement, tension, or identity.
- Silence: sometimes the strongest trust is built quietly. They keep placing you in the category of 'I may need them one day.'

Teach what you practice. Documented experience beats borrowed expertise. Trust is built through repetition. Consistency over intensity. Showing up long enough to matter.

Attention says how many people can I reach. Trust says how many people can I help become who they want to be.

Jeff Sheldon at Ugmonk sells incredible productivity products. The photography and video content matches the craftsmanship because the quality of the product demands that level of care. Your content format is a trust signal. Sometimes raw and authentic builds more trust than polished. That is a balance you find through experimentation.

EXERCISE

The Trust Test:

Will they miss this if I stopped? That helps you recognize if your brand is becoming noise or not. When you're gone, they feel it and they miss it. That's when you know you're optimizing for trust.

If you stopped posting tomorrow, would your audience miss it? Be honest. Why or why not?

What do you practice that you could teach?

What is one lesson from your real experience you have never shared publicly?

Brainstorming

A large grid of 20 columns and 20 rows of small dots for brainstorming.

Section 7

Your Industry Is Just the Container

People do follow brands because of the industry. But your industry does not need to limit you.

There's only so much you can talk about roofing where you end up feeling like you want to gouge your eyes out because you said the same thing. But the industry can become the container for how you view content.

People will follow brands in industries they do not participate in yet because of what those brands are saying. One day they might buy. Or they share with someone who does. The deeper thing your brand talks about reaches further than your product category ever will.

Discipline. Identity. Mastery. Relationships. Purpose. Leadership. Craft. Becoming. The industry is the entry point. The human experience is the reason people stay.

Example: The Veterinarian

Instead of just posting about office visits, you talk to the specific group of people who love their pets like family. Content about the best trails to take your best friend on. Holistic medicine for animals. A virtual consultation as the CTA in your bio. You nurture trust from all different angles. When you talk about your practice, you say: I was exhausted of feeling like people and their animals are just a number. So I started my own practice so every pet can be treated like family.

Example: The Pen Company

Same feature (durability) but two completely different trust approaches. A pen for journaling: 'I want to build a pen that goes with you in every moment of life. The moment that you hate happened to you and the moment you couldn't believe came true.' A pen for construction: 'I am exhausted from being on a site and needing to write something down and recognizing my pen is broken.' Same product attribute. Different group. Different trust.

EXERCISE

What is your industry (the surface)?

What is the deeper thing your brand is really about?

Who is the specific group of people you want to be meaningful toward?

Section 8

Developing Taste

Taste is not a gift. It is a skill you develop by paying attention.

Taste is not just about aesthetics. It is about the fonts you choose for text overlays, the colors in your content, the pacing of your edits, the music you use. It is the difference between content that looks like it was made by someone who cares and content that looks like it was made in a rush. These small choices compound into a brand people recognize.

If one of them is not measuring up, people are going to lose trust. It is not neutral ground. They are going to have hesitancy that you do not need. You might say your logo is fine, your website is good enough. The question to ask is: how much insurance can we purchase toward trust? If your website can increase it, lean into it. If your typography and color choices can increase trust, lean into that. Why would you risk leaving it on the table?

You need consistency across the way your brand shows up. Your logo, your content, your website, your text overlays, your captions. If one of these feels like it belongs to a different brand, people feel that. They might not be able to name it, but they sense something is off. Taste is what keeps all of it aligned. Not brand guidelines on a PDF. Taste. The developed instinct for what fits and what does not.

The way to develop taste is to study what stops you. When you scroll and something makes you pause, do not just like it. Ask why. What is the font doing? What is the color palette? What is the pacing? Why does this feel premium, or honest, or warm? When you study that consistently, your own sense of what your brand should look and feel like becomes clear.

EXERCISE

What is the visual tone you like? The feeling, not the guidelines.

One visual detail you can consistently include:

Videos that inspire you (study why they work):

1. Account/video:

Why it works:

2. Account/video:

Why it works:

3. Account/video:

Section 9

Define Your Business Objective

Content without a target is just activity.

"I don't know if this is working toward my goal because I don't know what my goal is."

Caleb Ralston, Brand Strategist (fmr. Director of Brand, Hormozi / Gary Vaynerchuk)

If your goal right now is to make money tomorrow, content is not the way you are going to do that. If you need sales tomorrow, you need a different strategy. That is just honest. But if you have 90 days, content becomes real. And if you have 6 to 12 months, that is where the compounding happens.

A business objective up front makes everything clear. It does not make it easy. But it makes it clear. It makes it simple. Because now you know what you are nurturing toward and you can reverse engineer the types of content that serve that objective. You are not guessing. You are building toward something specific.

Caleb was part of a brand that pivoted from deep educational content to wider entertainment content. Subscribers went up. Growth was incredible. But sales did not track. The audience they attracted wanted entertainment, not the products being offered. Bigger audience. No revenue. Because the content was aligned with vanity metrics, not a business objective. That is the reason so many brands fail at content that actually gets paid for. They do not have a business objective. They have a posting habit. And when they get an idea to sell, they sell it, without thinking about what the content has been building toward.

You still need direct calls to action in your content. The problem is most founders live there. Every post is an ask. And then they wonder why content does not perform. The ratio matters. Most of your content should build trust, teach, and show how you think. Some of your content should ask for the sale. If you are only doing one of those, you are leaving money or trust on the table.

EXERCISE

Your primary objective for the next 90 days (one, with a number):

5 supporting objectives:

1.

2.

3.

4.

5.

Section 10

Your Message

Before you create content, you need to know how you talk about your brand.

"Human beings only spend money, only cast votes, and only get out of bed to solve a problem."

Donald Miller, CEO, StoryBrand

"The more you talk about your product, the more objections you create."

Chad Cannon, Founder, Chadwick Cannon Agency

People usually do not grow in trust by you listing off benefits. They are looking to connect with a group of people in a way that they feel like this brand gets them. The values. The future they want. The belonging. That is the path people take toward trusting you, not a list of features.

Use your customer's words, not your industry's words. Sales jargon, insider terminology, and technical language might make you feel smart but it does not help someone build trust with you. If a customer would not say it to a friend, do not put it in your content. 'We optimize brand equity through strategic positioning' means nothing. 'We help you figure out why people aren't choosing you' means everything.

You are not trying to persuade. You are trying to close the uncertainty gap. Your customer is trying to feel confident about their choice. Your messaging either makes that easier or harder. When you describe what you do, you should be thinking about how to reduce the risk they feel, not how to sound impressive.

This section becomes a document you come back to every time you create content. It is your messaging filter. Does this piece connect to the problem I solve? Does it use language my customer would actually use? Does it build belief in the transformation I offer?

EXERCISE

3 problems your customer has, in their language:

Problem 1:

Problem 2:

Problem 3:

Section 12

How to Develop Ideas

Not because you have nothing to say, but because you have not built a system for finding what is worth saying.

Why are they watching you? They do not owe you anything. Name the reason your content is worth watching. That will refine your content more than any tactic.

Start an idea note in your phone. Every time something hits you, drop it in. Do not make it a post. Just capture the raw thought.

"You're not a good gauge of whether your own product is good."

Bennett Quintard, CEO, Toto Cookies

Caleb's test: Simple? Valid in 3+ scenarios (principle, not tactic)? Useful?

The Feeling-First Framework: 1. Diagnose the felt problem (lead with emotion). 2. Disturb the surface explanation. 3. Reframe the real issue (behavior to identity). 4. Direct them toward becoming (direction, not tactics).

Formula: You feel [emotion] because you think the problem is [surface issue]. But the real issue is [deeper diagnosis]. The shift is [new distinction]. So start [simple action] because [identity-based reason].

EXERCISE

Why is your content worth watching? Name the reason.

3 pieces from outside your industry that stopped you:

1.

Why it works:

2.

Why it works:

3.

Why it works:

Section 13

Pick Your Format

The biggest reason founders burn out is forcing a format that does not fit.

Video builds trust fastest. Formats: talking to camera, footage with voiceover, BTS with hook text, process of building. Watch editing tutorials. Instagram Edits app is a solid start.

Photography builds trust through craft. **Writing** through depth. **Audio** through intimacy and time.

Sometimes the raw, authentic video does more trust than the hyper polished video. That's a balance. It's R&D;, it's a test, and you're going to find that out.

Your taste from Section 8 shapes format. Consistency at a sustainable level beats ambition you cannot maintain.

EXERCISE

What comes naturally to you?

What does your audience need to see to trust you?

What can you do consistently?

Primary format:

Secondary format:

Section 14

Visuals

You do not need to be a professional. But if your customer needs quality visuals to trust you, figure out how to deliver that.

Think about a person planning a special night out with their spouse. They are looking at your restaurant's Instagram to decide if they should make a reservation. They are not just looking at the food. They are looking at the environment, the lighting, the bar, the way the plates are presented. They are trying to answer one question: will this place follow through on my expectations for an evening that matters to me?

If your account has not posted consistently, they are going to wonder if you are still operating at that level. If you only post photos of food, they are missing the full picture. Walk them through your menu for a special evening. Talk about the appetizer you would recommend, the entree, the dessert. Show your cocktails being crafted. You are not posting a picture of your menu. You are showing someone the experience they are going to have. That is how you close the uncertainty gap.

Jeff Sheldon at Ugmonk sells incredible productivity products. The photography and video content matches the craftsmanship because the quality of the product demands that level of care. But some of the most trusted content on the internet is someone talking to their phone in their car. The trust comes from substance, not production value. Sometimes raw and authentic does more for trust than polished. The question is what level of visual quality does your specific customer need to see before they feel confident in you? A product brand might need polished photography. A consultant might need nothing more than good lighting and a clear voice. Answer that honestly and build from there.

EXERCISE

What level of visual quality does your customer need?

Do you have the ability to produce that? If not, what is the gap?

One step to close that gap:

Section 15

The Batch Day

One 2-3 hour session gives you 3-4 weeks of content. Total: 4-6 hours/month.

Stop creating content every day. Create it once a month. Before the batch day, pick 8 to 12 ideas from your idea bank. Write them on a list. On the day, give yourself 2 to 3 hours. Group similar content together. Film all talking-head clips back to back. Then product or lifestyle shots. Then behind-the-scenes. Wear two different outfits, shoot in two spots. It looks like multiple days instead of one afternoon.

After the batch day, edit across 2 to 3 days. Schedule everything out. The whole system runs on about 4 to 6 hours of total work per month. Not per week. Per month. That is sustainable. That is something you can maintain for 90 days without burning out.

Not every piece of content is going to be a home run. You have to experiment because what you are trying to figure out is where trust increases. Some pieces will land. Some will not. That is part of the process. The point is not perfection. The point is building a body of work over time that signals who you are and what you stand for.

Hooks determine whether anyone watches or reads the rest. The first sentence does all the work. Four structures that work: the problem callout starts with pain. The contrarian take challenges an assumption. Specificity uses a number, a name, or a concrete detail. And the 'most people get this wrong' hook positions you as seeing something others miss.

Examples: 'You're posting every day and can't point to a single client that came from it.' 'Going viral would actually hurt most businesses.' 'One YouTube video turned into three paid workshops.' 'Most founders think they need more content. They need clearer content.'

EXERCISE

8 ideas + hooks:

1. Idea:

Hook:

2. Idea:

Hook:

3. Idea:

Hook:

4. Idea:

Hook:

5. Idea:

Hook:

6. Idea:

Hook:

7. Idea:

Hook:

8. Idea:

Hook:

Next batch day:

Brainstorming

A large grid of 20 columns and 20 rows of small dots for brainstorming.

Section 16

Measure What Actually Matters

Likes are the wrong scoreboard. Content works in the dark.

"Buyers do 70-80% of their research before they ever talk to a human."

Trey Dunavant, VP of Sales, Belay Solutions

By the time someone gets on a call with you, they have already checked your website, scrolled your Instagram, read your about page. The decision is mostly made before you open your mouth. Your brand is either building trust in those moments or confirming the skepticism they started with.

Four signals that actually matter. Are the right people finding you? A save means they want to come back. A share means someone else needs to see this. A DM means they are ready to talk. Is your sales process getting easier? Are prospects warmer? Are they referencing content? Are you getting mentioned in places you did not plant yourself? And is your idea spreading? Can you see the reach growing? Are new people entering who were not there before?

Your trust content and your CTA content will have different metrics. The posts where you talk about trails with your dog are going to perform differently than the post where you offer a virtual consultation. They touch a different part of a person. The trust posts will get more reach, more saves, more shares. The CTA posts will get fewer views but more clicks, more DMs, more bookings. Both are doing their job. Do not judge them by the same scoreboard.

Track your business goal by quarter, not by month. Trust takes time to convert to revenue. Monthly tracking will mislead you because the gap between someone seeing your content and buying from you can be weeks or months. Quarterly gives you a real picture of whether content is contributing to the bottom line.

EXERCISE

Your Instagram Dashboard

Accounts reached (last 30 days):

% that do not follow you:

Top 3 content by reach. What do they have in common?

Section 17

Ways to Sell That Do Not Feel Like Sales

Convert trust into revenue. Create the conditions for purchase.

We should not be afraid about people paying for these things. We need to put the right things in front of them to get them where they want to go.

'Here's how we helped.' Share a client transformation. Showing proof, not pitching.

Talk about it to help them, not to feel good. Not 'how do I sound impressive.' 'How do I help someone realize they need this?'

Simple link. Put it in your bio. Mention it once.

Book a call funnel. Landing page explaining what happens, what it costs, what they walk away with.

Meta ads (advanced). Run ads for your best content, not your service.

Think about a Father's Day gift guide where every day leading up to it you mention a gift idea and give one away. You are nurturing trust the entire time. By the time you ask them to buy, they already feel like they know you. The sales content feels earned because the trust content came first. You are not twisting their arm. You are putting the right thing in front of them because you believe it helps them get where they want to go.

EXERCISE

How many total posts per month?

Of those, how many will be direct sales posts?

Write your 'here's how we helped' story:

Where does your CTA live?

What does someone get when they click it?

Brainstorming

A large grid of 20 columns and 25 rows of small dots for brainstorming.

Section 18

How to Keep Going

The strategy is worthless if it dies in month two.

It will stop. Not because you do not care. Because you are a founder and something will come up. A client emergency. A cash flow crunch. A family thing. The brands that survive are not the ones that never hit a wall. They are the ones that built something sustainable enough to survive the wall.

Patrick Lencioni has been building one of the most respected leadership brands for nearly three decades. He and his team started The Table Group with one thought: if they could build the best little consulting firm in the world and contribute to changing the world of work, that would be enough. Every step of the way, at every stage of growth, they came back to the same idea:

"If this is all it is, this will be great."

Patrick Lencioni, Founder, The Table Group

They never set a massive goal and worked backward. They did the next right thing and trusted it would compound. That mindset is what keeps brands alive past month three.

Five things that keep brands alive.

- 1. Make it smaller before you quit.** Three posts instead of five. One video instead of three. Scale down before you stop entirely. Permission to do less is not permission to do nothing.
- 2. Separate the thinking from the doing.** Most founders sit down and try to figure out what to say, how to say it, film it, and edit it all in one sitting. That is a recipe for paralysis. Block one hour per month for planning. Just planning. Write your ideas, your hooks, your angles. Keep a running note in your phone as an idea bank. Every time something hits you, a conversation, an observation, a client moment, drop it in the note. Do not try to make it a post. Just capture it. When planning hour comes, you pull from the bank instead of staring at a blank page. On batch day, you are executing a plan, not making decisions in the moment.
- 3. Build a repeatable calendar.** Week 1 you plan and batch. Week 2 you edit and schedule. Weeks 3 and 4 your content runs on autopilot while you engage with comments and DMs.
- 4. Get one person in your corner.** Not a team. Just one person who helps you sustain it.
- 5. Remember why you started.** Write it down. Come back to it when month three hits.

A note on posting cadence. There is no one right answer. Some people batch record and post every day. Some post every day off the cuff. Some batch and post a few times a week. Some post once a week. It is about what is sustainable for you and what serves your business. Not a formula. Not what someone on a podcast told you to do. What you can actually maintain for 90 days without burning out.

EXERCISE

Posting cadence (what you can sustain 90 days):

Next 3 batch days:

Section 19

Your Complete Content Strategy

This is your operating document. If a line is blank, go back and do the work.

At the end of the day, you want people to say this: This is for people like me and I trust where it leads.

TRUST

What do you want people to associate with your brand? (S2)

Your two weakest trust factors: (S4)

Why would someone trust you? (S5)

The deeper thing your brand is about: (S7)

Specific group you are meaningful toward: (S7)

FOUNDATION

Primary objective (90 days): (S9)

5 supporting objectives: (S9)

1.

2.

3.

4.

5.

Offer nurturing toward:

What they need to believe:

MESSAGE

Lead problem (their words): (S10)

Who you are talking to (by feeling):

VISUAL + FORMAT

Visual tone: (S8)

One visual detail you own:

Fonts and colors:

Primary format:

Secondary format:

SYSTEM

Posting cadence:

Total posts/month:

Sales posts/month:

Batch day rhythm:

Next 3 batch days: 1. _____ 2. _____ 3. _____

Your one person:

MEASUREMENT

Accounts reached (baseline):

Non-follower reach %:

Internal goal:

Business goal (quarterly):

SELLING

'Here's how we helped':

Where CTA lives:

10 CONTENT IDEAS WITH HOOKS

1. Idea:

Hook:

2. Idea:

Hook:

3. Idea:

Hook:

4. Idea:

Hook:

5. Idea:

Hook:

6. Idea:

Hook:

7. Idea:

Hook:

8. Idea:

Hook:

9. Idea:

Hook:

10. Idea:

Hook:

CAROUSEL 1

5 slides. Follow a story or feeling-first framework.

Slide 1 (Hook): Stops the scroll.

Slide 2 (Diagnose): Name the problem.

Slide 3 (Reframe): New lens.

Slide 4 (Insight): The shift.

Slide 5 (CTA): Direction or next step.

Creative direction:

CAROUSEL 2

Slide 1 (Hook):

Slide 2:

Slide 3:

Slide 4:

Slide 5:

Creative direction:

PRODUCTION

Locations to film:

Gear check:

Have:

Need:

Designer (if needed):

Want a strategist to look at this with you?

Book a free 30-minute brand audit call with Chris.

kidagain.com/contentcourse