



# Content MACHINE

MODULE THREE

90-Day Difference

# CONTENT MACHINE

**THERE ARE THREE THINGS TO FOCUS ON TO ATTRACT MORE BUSINESS ONLINE**

## ATTRACTION MARKETING RULES FOR SUCCESS

**ONE** Focus first on...



There's many ways that you can do this...



To avoid overwhelm & spreading yourself too thin, do this:





# CONTENT MACHINE

**TWO** This next step is super important for success...



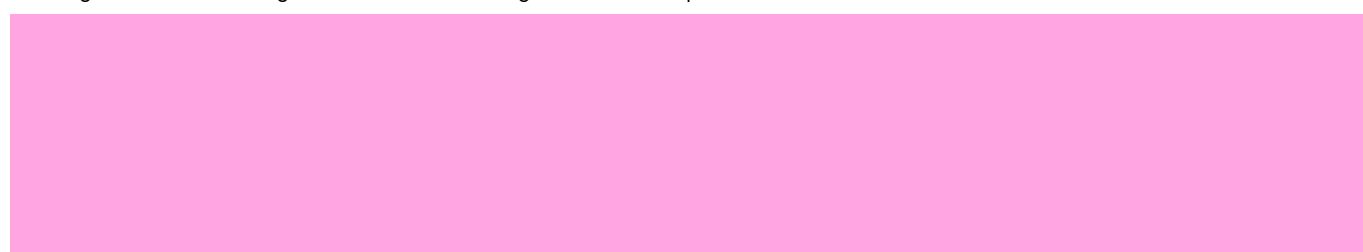
You can do this by:



**THREE** And then finally you can do this...



But you can only do this after you have provided...



"YOU BUILD RELATIONSHIPS AND SERVE YOUR AUDIENCE ONLY BY CREATING QUALITY CONTENT. DO THIS, AND YOU WILL GET THE ENGAGEMENT YOU ARE SEEKING."

-MIKE MACDONALD

# CONTENT MACHINE

**IT'S IMPORTANT TO BUILD A PERSONAL BRAND BECAUSE IT'S THE ONLY THING YOU'RE GOING TO HAVE...**  
**-GARY VAYNERCHUK**

## THE KEY

Once you have built your personal brand online, you can earn money several ways.

When someone says no to buying your products or joining your opportunity, you can still offer other services to that person.

The bigger your brand and offerings, the more impact you can have in the lives of others while bringing in more income.

## THE FOUR COMMITMENTS

I will treat my business like a business. When you take on building on social media more seriously, you will...

\_\_\_\_\_

Always lead with \_\_\_\_\_

You want to \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_.

I will set a posting schedule. I need to set aside time to do these three things each week:

\_\_\_\_\_

Types of posts:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# HOW TO PLAN A MONTH OF CONTENT

## FOR SOCIAL MEDIA | IN JUST 15 MINUTES

### MICHELLE'S TOPICS:

1. Michelle's Topics
2. Introducing Me.
3. Fun Things I Do
4. My Kids
5. My Video Classroom
6. My Network Marketing Scripts
7. Funny, Quirky Things
8. Engagement Posts
9. My Weird Diet
10. My Awesome Lifestyle
11. Poll My Audience
12. Value-Add Training
13. Curiosity Posts

### MY TOPICS:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

### FREQUENCY

- Facebook Profile: 2x per day
- Facebook Stories: 10 per day
- Facebook Business Page: 3x per day
- Facebook Reels: 1 per day
- Instagram Post: 1x per day
- Instagram Story: 3x per day
- Instagram Reels: 1 per day
- Youtube: Upload 1x per week

### PLAN OF ACTION

- Divide them up into 30 days.
- Space them out.
- Prepare content in advance.
- Use a plain calendar sheet or a Trello board.

# SOME BEST PRACTICES

1. Make posting part of your daily routine.
2. Have a daily goal and weekly goal to hit.
3. Keep track of your numbers on a calendar, Trello board or a simple note app.
4. Don't stop if you miss the number, just get started again.
5. Talk to text into your phone and take photos when you are out doing fun things.
6. Take photos of your life, things that people might find enjoyable.
7. Repurpose old content that was popular.
8. Take a day and do a photo shoot with a professional or with a friend. Change outfits a lot.



"GOOD CONTENT IS ANYTHING THAT BRINGS MORE VALUE, JOY OR NEW THOUGHTS TO THE VIEWER'S LIFE."

-MICHELLE CUNNINGHAM



# MICHELLE'S FAVORITE APPS

## VIDEO CREATION

Film in Snapchat or TikTok

Upload to MixCaptions to add words or my new favorite, Captions

Put in B612 to add music and filters

Film in landscape for Youtube | Film in vertical for Stories

*p.s. I dont use Facetune or StoryBoost a lot, but they can be useful if you want to play around*



SNAPCHAT



TIKTOK



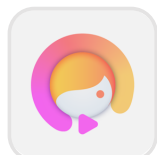
MIXCAPTIONS



CAPTIONS



B612



FACETUNE VIDEO



STORYBOOST



VIDEO SHOP

## TO MAKE PRETTY PHOTOS



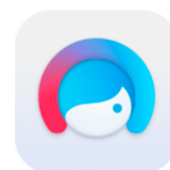
LIGHT ROOM



LIGHT & AIRY  
(FROM ETSY)



LENSA



FACETUNE 2

# MICHELLE'S FAVORITE APPS

## INSTAGRAM

Instagram app to post

GramSpacer to add spaces between your paragraphs

Hashtags to add in the same hashtags every time without retyping them.

Focus on 30 hashtags with each post that have about 50k to 200k likes.

Preview to see it all before you post it so you can make sure its pretty.



INSTAGRAM



HASHTAGS



PREVIEW

## DESIGN APPS



CANVA



WORD SWAG

## YOUTUBE CONTENT UPLOADER



YT STUDIO




# GOOGLE SEARCH TIPS

## SOME HELPFUL WAYS TO USE GOOGLE SEARCH

To Make Life Easier When You Can't Think

1.




Q best engagement posts | 

Q best engagement posts **on facebook**

Q best engagement posts **on instagram**

2.




Q best curiosity posts 

🕒 best curiosity posts **for facebook** Remove

Q best curiosity posts

3.



Q Content schedule for social media| 

Q content schedule for social media

Q content **plan** for social media

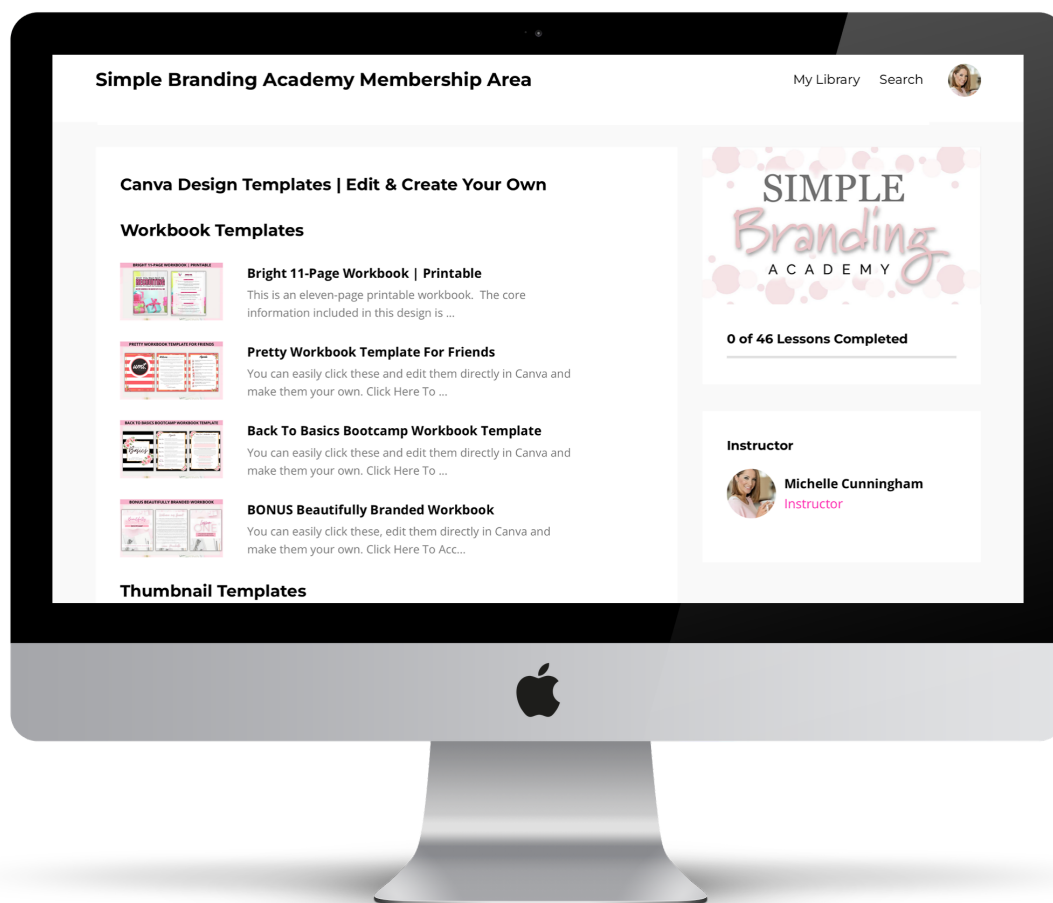
# CANVA DESIGN TEMPLATES

## DESIGNING CONTENT MADE EASY

Hey my friend! To help you make your designing a whole lot easier, I've given you access to tons of my Canva design templates right inside your membership area!

So look for this, and you can easily get started with designing content, super easily!

You can edit these, change the brand colors, make them your own, and use them for anything you'd like!





# MODULE THREE

## HOMework



Create your content calendar



Set your posting schedule.



Create 20 pieces of content for this week.  
(that's 3 per day) & just post.



Share some of your posts to our Facebook group.



Share your content calendar to our Facebook group.

TRADITIONAL MARKETING TALKS AT PEOPLE.  
CONTENT MARKETING TALKS WITH THEM

# MY NOTES FROM **MODULE THREE**

