30 CONTENTS CHALLENGE WORKBOOK

VISBILITY / ENGAGEMENT / GROWTH

WELCOME

I'm super-pumped that you're about to take the 30-day content challenge.

I know how wonderfully talented and smart you are...AND if we don't get you the right visibility and engagement then you are going to continue to be your industry's best-kept secret.

We believe that it isn't just about being consistent with your content, but being consistent with your messaging that matters.

This challenge isn't about ANY kind of content. This challenge is about getting you comfortable with the right kind of content.

The great news is that we have made it as templated and as easy as possible.

So let's dive in and get you posting more, and building that authority and visibility the right way...so people don't just fall in love with you, but buy from you as well.

Good luck,

Dana Malstaff

CEO & Founder of Boss Mom LLC



30 DAY CONTENT CHALLENGE

CONTENTS











GOALS VS. OUTCOMES

Goals: The steps you plan to take

Outcome: What you hope to achieve (you don't have complete control over this)

WHAT ARE THE OUTCOMES THAT YOU WANT?

- Clients/revenue
- Grow audience
- Establish authority
- Feel more comfortable creating consistent content
- Etc.

WHAT ARE SOME OF THE ACTIONS/HABITS THAT WOULD HELP YOU CREATE THE OUTCOMES YOU WANT TO CREATE?

- Create 1 piece of content and post each day for 30 days
- Track metrics each week to see what does well and what doesn't
- Take what you learn from metrics to make each week's content better

GOAL-BASED ON THE OUTCOME YOU WANT - WHAT DO YOUR POSTS NEED TO LEAD TO?

WHAT KIND OF PERSON ARE YOU?

After MANY years of coaching, I have discovered that there are two kinds of people. Both can be productive and successful...they just think and work differently.

Acknowledge which kind of person you are and then follow the path for that kind of person....this challenge will be much easier, and fun, if you do.

PICK THE PHRASE THAT DESCRIBES YOU BEST*

Tell me what to do. I work better with specific guidelines.

If you feel stuck when given too much freedom to decide how you should execute a plan then follow the outline we provide.

Use our outline for each day and post each day using the templates we provide.

If you ever feel stuck look at the thought joggers to give you ideas

I want more freedom. I work based on my mood and motivation.

If you prefer an outline guide to a 'follow this exactly how I say' guide then you like some freedom.

We laid out each week with specific posts. If you want some freedom then we suggest looking at each week as a suggestion that you can take inspiration from and make it your own.

PLAN WITH INTENTION

The best way to ensure success is to set a plan with intention. Let's do that together below.

START DATE:
END DATE:
WHAT COULD GET IN THE WAY OF MY SUCCESS?
WHAT SOUNDS THE EASIEST TO CREATE?
WHAT SOUNDS THE HARDEST TO CREATE?

WHAT IS B-ROLL?

B-roll is the extra footage used to create intrigue. Its basically filler content. Background noise. It creates visual intrigue but you only need each clip to be about 5 seconds.









EXAMPLES OF B-ROLL FOOTAGE:

Do what feels natural to you

Making coffee
Turning and laughing
Sitting in your car and looking away
Washing a dish
Putting sunglasses on
Filing a nail
Putting a book down
Erasing something off a whiteboard
Putting on shoes

Recording a months worth of B-Roll footage can be done super fast, and allow you to fill up your repository with ease.

BRAINSTORMING B-ROLL FOOTAGE

Check off ones that resonate with you.

IN YOUR WORKSPACE	IN YOUR HOME SPACES
sitting down at desk	pouring coffee
typing on laptop	putting shoes on
writing in notebook	making bed
drinking coffee/tea	cleaning counter
thinking	sitting to rest
smiling, laughing	doing hair
WITH YOUR KIDS	OUT AND ABOUT
WITH YOUR KIDS hugging kids	OUT AND ABOUT working in public
hugging kids	working in public
hugging kids kids playing	working in public walking on trail
hugging kids kids playing kids climbing	working in public walking on trail enjoying a hobby

BRAINSTORMING B-ROLL FOOTAGE

What are some common things you do in your day as you do your work?

What are some of the feeling words that you want people to feel when they see your content?

What are some visual queues that you can get 5 second videos of to give your audience those feelings?

What are some things you do each day that are unique to you and how you spend your time?

SETTING UP MANYCHAT

STEPS TO SET UP THIS SIMPLE AUTOMATION

- 1. Go to New Automation
- * Instagram & Facebook are different so you will need to create one for each, but you can clone from one to the other.
- 2. To begin, choose start from scratch
- 3. New trigger
 - User comments on your post or reel
 - You need the paid version so you can set it up to say 'any post or reel'
 - Use words that are somewhat unique
 - And Comment contains specific words
 - Turn on public auto response in Feed add a few options for comment responses
- 4. Next click Instagram or Facebook (whatever you're setting it up for)
- 5. Type a response for what they commented for
 - Add button "Give them to me"- title button and select Instagram.
 - Add action add a tag (tag based on what action they took.
 - This is a great way to see who you're interacting with and sending personal DMs
- 6. Send a message Perfect! Here's your ___.

 Add button, title button "Click Here", add link
- 7. Preview
- 8. Rename Automation
- 9. Set Live
- 10. Convert channels to Facebook

WEEK 1 CONTENT

THIS IS OUR SUGGESTED CONTENT & TEMPLATES

B-ROLL W/ HOOK	Here's how I (result) OR Want to (result)
REEL - TALKING	I need to talk to (ideali client) about (your big topic)
B-ROLL W/ HOOK	Unpopular opinion (life opinion your audience agrees with)
CAUROSEL	I want to be remembered as
B-ROLL W/ HOOK	When (ideal client) do (think you help with)
6. REEL - TALKING	What society doesnt understand about (your topic)
7. TEXT POST	In a world that glorifies I teach/believe

WEEK 1 CONTENT

OUTLINE WEEK ONE CONTENT TYPE AND TOPIC

1.)	
2.)	
3.)	
4.)	
5.)	
6.	
7.)	
NOTES	

WEEK 1 THOUGHT JOGGERS

Here's how I
Want to know how I $_{}$?
I Want to know how?

Examples:

- Got my baby to sleep for 12 hours
- Saved my marriage
- Lost 100 pounds
- Helped myself cry
- Found the love of my life
- Coparent with success

Here's how I ___ without ___. Or Here's how I help my clients ___ without ___.

Examples:

- Grew my business without sacrificing my family time
- Made my self-care a priority without sacrificing my relationships with others
- Lost the weight without giving up carbs
- Made x amount of money without working 60 hour weeks

Want to ____?

(You can also add the "without" to these)

Examples:

- Get your baby to sleep through the night?
- Learn how to invest with ease?

Unpopular opinion: ____

Examples:

- I don't like...
- Women should have to...
- Marriage isn't about...
- Self-care includes...
- You don't have to/should be able to feel

When ___ do ___...

Examples:

- When moms do self-care...
- When Realtors implement this strategy...
- When partners finally communicate...

I need to talk to ____ about

Exam[ples:

- I need to talk to women over 40 about how to tweak their hormones to get rid of hot flashes
- I need to talk to everyone who want to be more productive this year about the #1 way to get things done when you don't have a ton of time

WEEK 1 THOUGHT JOGGERS

What society doesn't understand about_____

Examples:

- raising babies while running a business
- staying married
- getting strong when you're over 40
- needing more in your life

I want to be remembered as (4-6 statements for carousel)

Canva template...

<u>Click to get canva template</u>

(replace with things your audience will resonate with - these come from your life opinions or movement manifesto)

In a world that glorifies____ we teach/believe _____

Examples:

- In a world that glorifies regular school, I believe that homeschooling the best for our children
- In a world that glorifies skinny, I teach strength
- In a world that glorifies parenting always knowing best, I believe we should listen to our children more

NOTES

WEEK 1 PERSONAL ASSESSMENT

What worked emotionally and energetically?
(What felt easy(ier), fun, enjoyable (or less terrible than before)

What didn't work emotionally and energetically? (What felt frustrating, harder, or uncomfortable?)

What will you change for week 2?

What will you keep the same in week 2?

WEEK 1 CONTENT ASSESSMENT

- 1. Go to your Instagram account
- 2. Click the 3 lines at the top right of your profile
- 3.Go to insights
- 4. Write down your overview numbers

ACCOUNTS REACHED	
ACCOUNTS ENGAGED	
TOTAL FOLLOWERS	
What felt like it worked	d this week with your content?
Where do you think you	could improve?

WEEK 1 CONTENT ASSESSMENT

Content Type	Topic	Comments & Likes	Views	Your Thoughts

WEEK 2 CONTENT

THIS IS OUR SUGGESTED CONTENT & TEMPLATES

B-ROLL W/ HOOK	Sick of
REEL - TALKING	You/Your kids/ your partnerare absolutely allowed to
3. B-ROLL W/ HOOK	When you finally and realize
(4.) CAUROSEL	Comparison: What happens when we start to
B-ROLL W/ HOOK	Feeling? (name the frustration)
6. REEL - TALKING	Potentially unpopular opinion: I don't enjoy
7. TEXT POST	I want to live in a world where (name something in the world you want to change)

WEEK 2 CONTENT

OUTLINE WEEK ONE CONTENT TYPE AND TOPIC

1.)	
2.)	
3.)	
4.)	
5.)	
6.	
7.	
NOTES	

WEEK 2 THOUGHT JOGGERS

Sick of...

Examples:

- always doing what makes other people happy?
- settling for crappy sleep?
- letting anxiety taking control your life?
- feeling like you don't make an impact in your classroom?

You/Your kids/ your partner...are absolutely allowed to...

Examples:

- take charge of your health even when those around you don't
- listen to your intuition when it comes to your kids health
- let go of old friendships that don't serve you

When you finally____ and realize

Examples:

- realign your energy and realize that everything feels easier and more fun
- take your RV to Disneyworld and realize that you can spend a whole week enjoying the park with your family
- stop feeling guilty about ____ and realize that you're a great ____ (mom, partner, etc)

Comparison: What happens when we start to...

Examples:

• <u>Canva Template</u>

Potentially unpopular opinion: I don't enjoy/want...

Examples:

- enjoy working out
- to live my life ____ way
- <u>EXAMPLE</u> (copy and paste)

(it should allow you to get ranty and be something your audience also feels)

I want to live in a world where... (name something in the world you want to change)

Examples:

• Canva Template

WEEK 2 PERSONAL ASSESSMENT

What worked emotionally and energetically?
(What felt easy(ier), fun, enjoyable (or less terrible than before)

What didn't work emotionally and energetically? (What felt frustrating, harder, or uncomfortable?)

What will you change for week 3?

What will you keep the same in week 3?

WEEK 2 CONTENT ASSESSMENT

- 1. Go to your Instagram account
- 2. Click the 3 lines at the top right of your profile
- 3.Go to insights
- 4. Write down your overview numbers

ACCOUNTS REACHED	
ACCOUNTS ENGAGED	
TOTAL FOLLOWERS	
What felt like it worked	d this week with your content?
Where do you think you	could improve?

WEEK 2 CONTENT ASSESSMENT

Content Type	Topic	Comments & Likes	Views	Your Thoughts

WEEK 3 CONTENT

THIS IS OUR SUGGESTED CONTENT & TEMPLATES

B-ROLL W/ HOOK	Instant benefits my clients/ members experience from learning to
REEL - TALKING	The harsh truth about that will set you free
B-ROLL W/ HOOK	That doesn't impress me does
CAUROSEL	Last year taught me that
B-ROLL W/ HOOK	When I stopped caring what other people thought, I
6. REEL - TALKING	This is a reminder that not everyone
7. TEXT POST	out: (a statement of some way your audience has gone with the flow)

WEEK 3 CONTENT

OUTLINE WEEK ONE CONTENT TYPE AND TOPIC

1.)	
2.)	
3.)	
4.)	
5.)	
6.	
7.)	
NOTES	

WEEK 3 THOUGHT JOGGERS

Instant benefits my clients/ members experience from learning to _____

Examples:

- be more assertive
- get their babies sleeping all night
- create more intimacy in their marriage
- EXAMPLE

The harsh truth about ____ that will set you free

Examples:

- Raising kids and your business at the same time
- Your marriage
- Following your passion
- Anxiety
- Your website
- Your skin care products

That ____ doesn't impress me. ____ does

Examples:

- woman in her 20s with all the time in the world growing her business while on a beach. The mom raising two kids while trying to grow her business after bedtime does.
- couple who's been married for one year doesn't impress me. That couple who has been together for 20+ years and grown together through all the rough times does.

Last year taught me that...

Examples: (either a list of bullet points or 5-6 slides)

- You don't have to...
- That ____ doesn't mean _____
- EXAMPLE

When I stopped caring what other people thought, I _____

Examples:

- finally started taking care of myself in a whole new way
- embraced _____
- took charge of _____
- let go of _____

This is a reminder that not everyone

- cares about ____ like you do
- is going to _____
- wants _____

Out: (a statement of some way your audience has gone with the flow)

Exam[ples:

- Holding on to past relationships where you don't feel valued
- Being such a people pleaser that your own happiness gets left behind
- Going with the flow the in _____ industry.
- Sticking it out in a bad relationship "for your kids"
- EXAMPLE

WEEK 3 PERSONAL ASSESSMENT

What worked emotionally and energetically?
(What felt easy(ier), fun, enjoyable (or less terrible than before)

What didn't work emotionally and energetically? (What felt frustrating, harder, or uncomfortable?)

What will you change for week 4?

What will you keep the same in week 4?

WEEK 3 CONTENT ASSESSMENT

- 1. Go to your Instagram account
- 2. Click the 3 lines at the top right of your profile
- 3.Go to insights
- 4. Write down your overview numbers

ACCOUNTS REACHED	
ACCOUNTS ENGAGED	
TOTAL FOLLOWERS	
What felt like it worked	d this week with your content?
Where do you think you	could improve?

WEEK 3 CONTENT ASSESSMENT

Content Type	Topic	Comments & Likes	Views	Your Thoughts

WEEK 4 CONTENT

THIS IS OUR SUGGESTED CONTENT & TEMPLATES

B-ROLL W/ HOOK	Trying to?
REEL - TALKING	can be so easy when we do it right.
B-ROLL W/ HOOK	What happens when you stop and start
(4.) CAUROSEL	Let's normalize
B-ROLL W/ HOOK	I see you
6. REEL - TALKING	If you're a listen to this every morning! (what do you want them to remember everyday?)
7. TEXT POST	Comparison: Instead of do

WEEK 4 CONTENT

OUTLINE WEEK ONE CONTENT TYPE AND TOPIC

1.)	
2.)	
3.	
4.)	
5.)	
6.	
7.)	
NOTES	

WEEK 4 THOUGHT JOGGERS

Trying to?

Examples:

- Get your baby to sleep through the night?
- Save your marriage?
- Lose 100 pounds?
- Get your kids to listen?
- Find the love of your life?
- Co-parent without losing your cool?

____ can be so easy when we do it right.

Examples:

- Growing your business as a mom
- Meal planning healing meals
- Having an amazing marriage
- Learning a new skill
- · Getting fit

What happens when you stop____ and start ____

Examples:

- worrying and start trusting
- expecting perfection and start giving yourself grace
- hustling and start practicing self care
- Trying to follow complicated meal plans and start simplifying your meal strategy

I see you _____

Examples:

- mom who's trying to start a business
- wife who's trying to save her marriage
- woman who's trying to get in shape amidst a million other responsibilities
- woman who's trying to FINALLY write the book

If you're a ____ listen to this every morning! (what do you want them to remember everyday?)

Examples:

- mom trying to grow a business
- Women dealing with anxiety
- woman trying to figure out your purpose in life
- parent trying to motivate your kids to do homework
- parent trying to get your baby to sleep through the night

Comparison: Instead of ____ do

Examples:

- counting calories, focus on Whole Foods
- I failed, say I learned something
- I can't do it, I don't know how YET
- Use one of the two options <u>CLICK</u> <u>HERE FOR TEMPLATE</u>

Let's normalize.

(Think industry opinions) Examples:

- using the lunar cycle for our productivity
- all moms starting businesses
- taking care of ourselves
- setting boundaries
- allowing our kids to take more responsibility
- women embodying their sexual nature
- EXAMPLE
- CLICK HERE FOR TEMPLATE

WEEK 4 PERSONAL ASSESSMENT

What worked emotionally and energetically?
(What felt easy(ier), fun, enjoyable (or less terrible than before)

What didn't work emotionally and energetically? (What felt frustrating, harder, or uncomfortable?)

What will you change for next week?

What will you keep the same in the next week?

WEEK 4 CONTENT ASSESSMENT

- 1. Go to your Instagram account
- 2. Click the 3 lines at the top right of your profile
- 3.Go to insights
- 4. Write down your overview numbers

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ACCOUNTS ENGAGED	
TOTAL FOLLOWERS	
What felt like it worked	d this week with your content?
Where do you think you	could improve?

30 DAY PERSONAL ASSESSMENT

CONTENT REACH TRENDS			
ACCOUNTS ENGAGED TRENDS			
TOAL FOLLOWERS DAY 1	TOTAL FOLLOWERS DAY 30		
How do you feel about	the last 30 days?		
Where do you feel like you made the most progress?			
Where do you feel like you still need the most work?			
What are your next steps?			

30 DAY CONTENT ASSESSMENT

- 1. Go to your Instagram account
- 2. Click the 3 lines at the top right of your profile
- 3.Go to insights
- 4. Write down your overview numbers

ACCOUNTS REACHED	
ACCOUNTS ENGAGED	
TOTAL FOLLOWERS	
What felt like it worked	d this week with your content?
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