



Hi, I'm *Sara*

MULTI-6-FIGURE AGENCY OWNER

INSTAGRAM CREATOR CLASS '23-'24

- Scaled to multi-6-figures in 1st year through organic marketing
- Work with 7-9 figure businesses
 - Influencer-Founded businesses, Celebrity Trainers, etc across GLOBAL markets
- Specialize in organic marketing strategies rooted in sales psychology
- I'm VERY analytical + Type A at heart, but still love my right side creative brain!

[HOW TO BECOME A SMM IN 30 DAYS]

THE 3 PHASES

DAYS 1-10

DAYS 11-20+

DAYS 21-30+

BUILD GROW DELIVER

Becoming a social media manager is NOT linear. It's like working out and your business has 3 VERY important muscles you need to consistently train

BUILD

THE FOUNDATION OF
YOUR BUSINESS

Your Offer

Portfolio

Processes + Systems

GROW

MARKETING + SALES

Lead Generation

Retention

Brand

DELIVER

THE WORK + RESULTS YOU
OBTAIN FOR CLIENTS

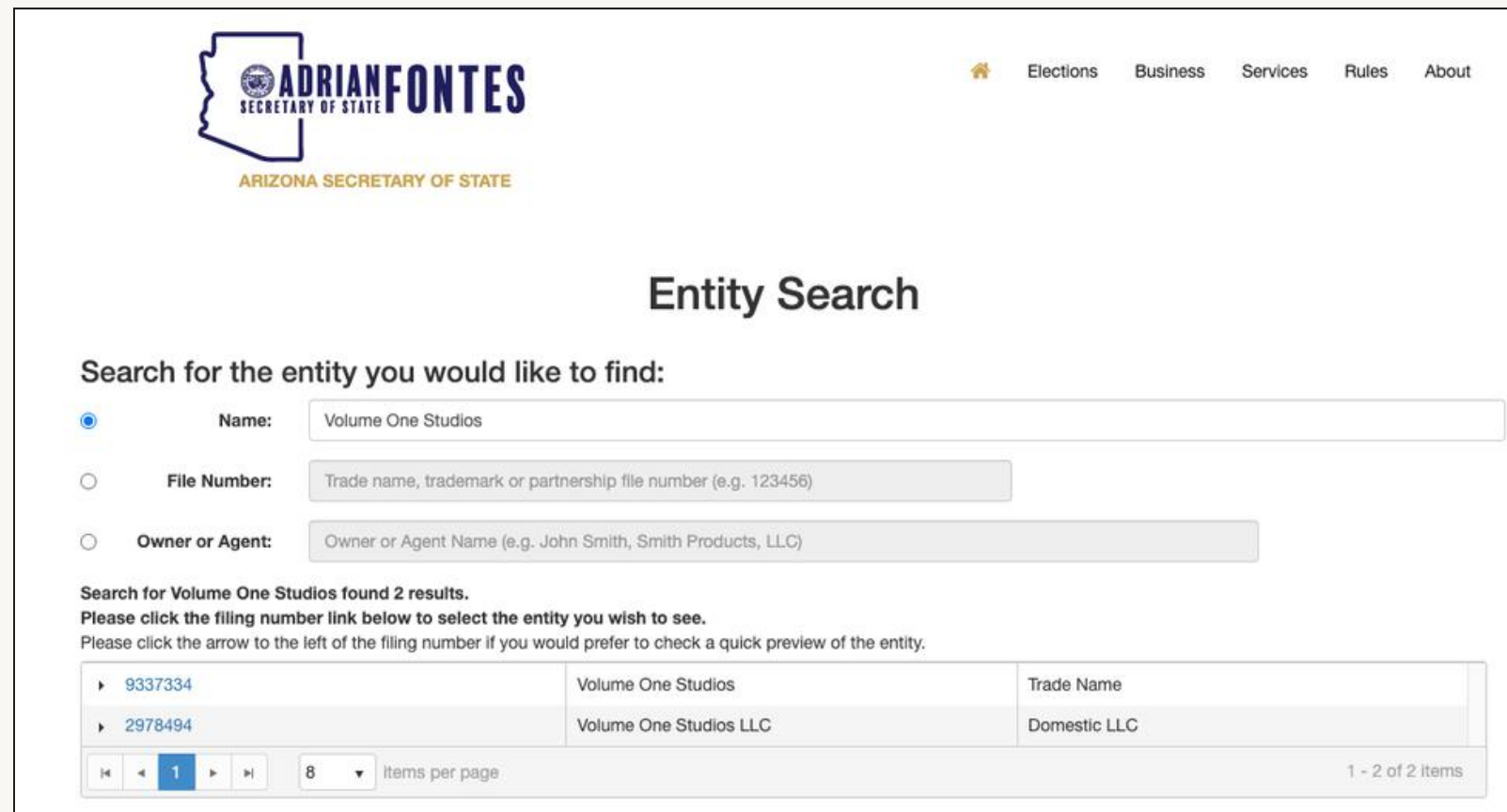
Executing Work

Results

Client Satisfaction

01 / PICK YOUR BUSINESS NAME

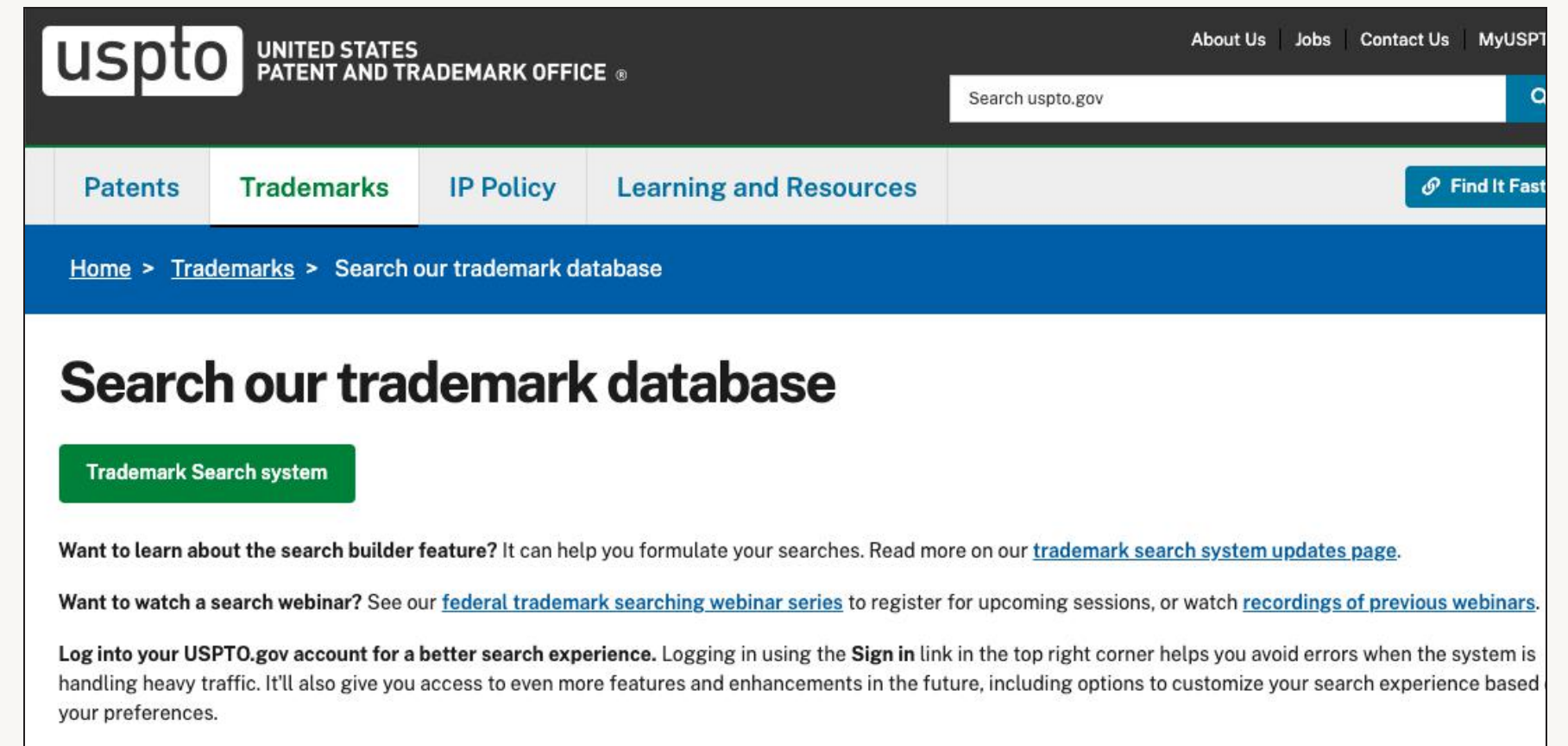
- Choose a name
- Check domain + trademark availability
 - Check LLC availability on your state registry website)
 - Check Trademark database via: <https://www.uspto.gov/trademarks/search>



The screenshot shows the Arizona Secretary of State's website. The header includes the logo for Adrian Fontes, Secretary of State, and navigation links for Elections, Business, Services, Rules, and About. The main heading is "Entity Search". Below this, there is a search form with three radio button options: "Name", "File Number", and "Owner or Agent". The "Name" option is selected, and the search term "Volume One Studios" is entered. Below the form, it states "Search for Volume One Studios found 2 results." and provides instructions on how to click the filing number link to select an entity. A table of results is shown below:

Filing Number	Entity Name	Entity Type
9337334	Volume One Studios	Trade Name
2978494	Volume One Studios LLC	Domestic LLC

At the bottom of the table, there is a pagination control showing "1" of 2 items and "8" items per page.

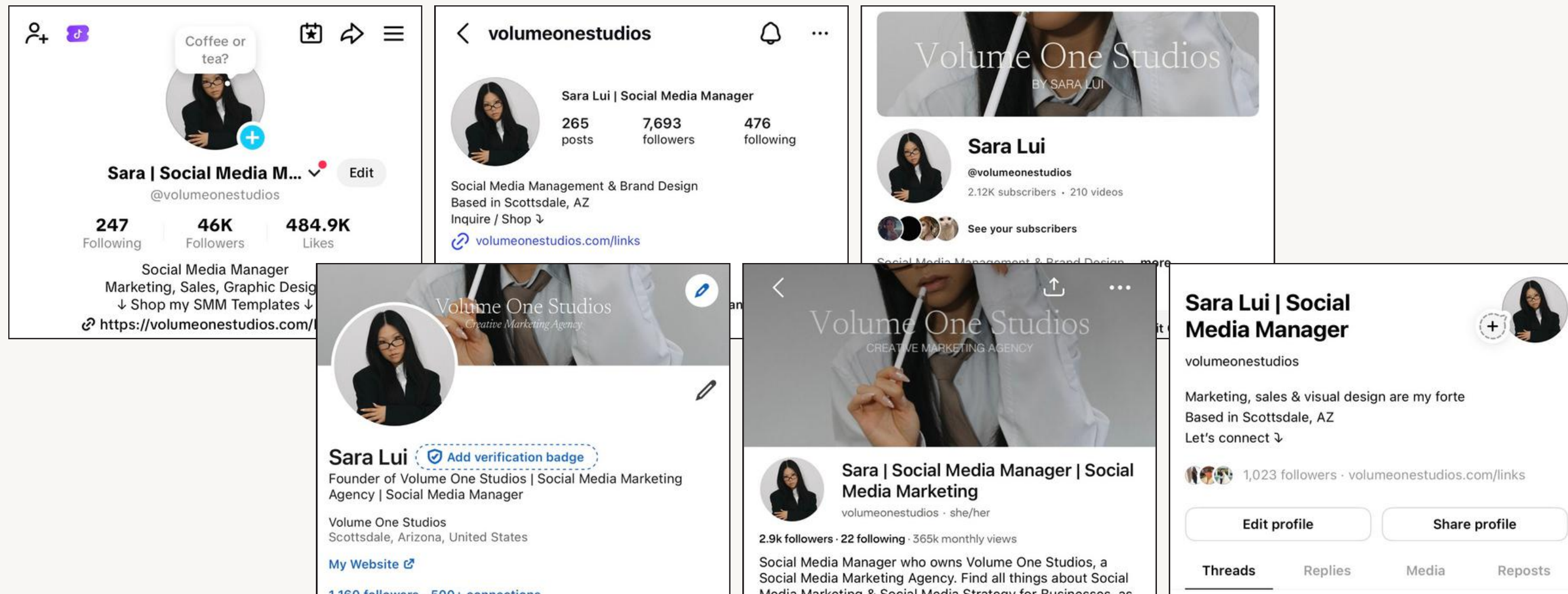


The screenshot shows the USPTO website's Trademark Search system page. The header includes the USPTO logo and navigation links for About Us, Jobs, Contact Us, and MyUSPT. A search bar is present with the text "Search uspto.gov". Below the header, there are navigation tabs for Patents, Trademarks, IP Policy, and Learning and Resources. The "Trademarks" tab is selected. The main heading is "Search our trademark database". Below this, there is a green button labeled "Trademark Search system". The page contains several informational links and text:

- Want to learn about the search builder feature?** It can help you formulate your searches. Read more on our [trademark search system updates page](#).
- Want to watch a search webinar?** See our [federal trademark searching webinar series](#) to register for upcoming sessions, or watch [recordings of previous webinars](#).
- Log into your USPTO.gov account for a better search experience.** Logging in using the **Sign in** link in the top right corner helps you avoid errors when the system is handling heavy traffic. It'll also give you access to even more features and enhancements in the future, including options to customize your search experience based on your preferences.

02 / CLAIM YOUR SOCIAL PROFILES!

- Claim ALL social handles even if you don't plan on posting on it yet!



- TikTok
- Instagram / Threads
- YouTube
- Pinterest
- LinkedIn

03 / SET UP YOUR TEMPLATES

All found inside your Playbook membership! Here are the ones I recommend downloading ASAP if you haven't already:

- The Content Calendar
- Social Media Strategy
- Client Welcome Packet
- Proposal Guide
- Invoice Template
- Social Media Management Contract
- Portfolio Template
- Insight Report Template
- Social Media Discovery Call Checklist
- Feed Planning Template
- Strategy Call Checklist
- Offboarding Template
- Client Tracker Template
- Email Scripts Checklist

SPEED IS A BEGINNER'S
ADVANTAGE

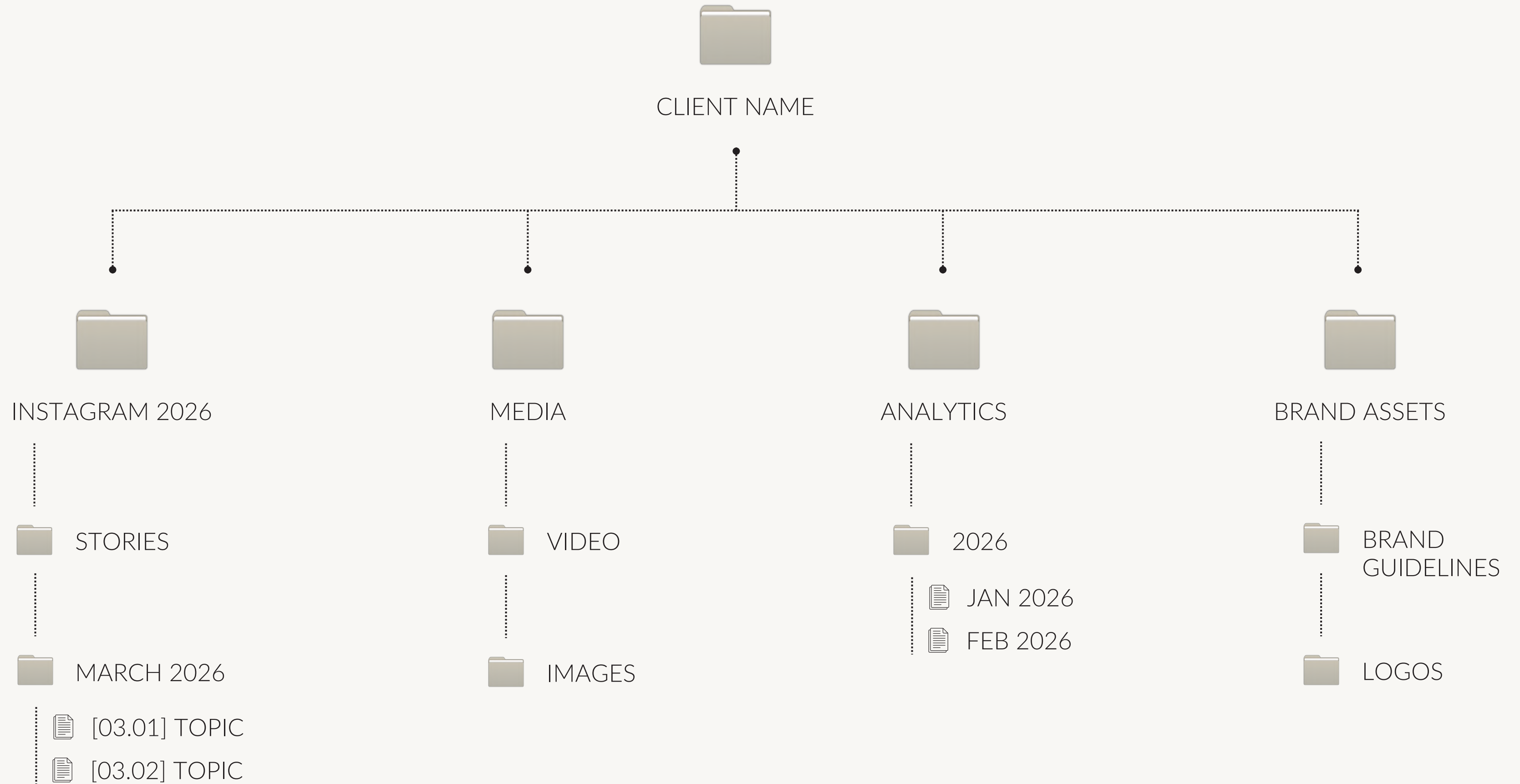


04 / SET UP YOUR CONTENT CALENDAR WORKFLOW

A basic workflow looks like:

- Ideation
- Creation
- Client approval (if needed)
- Revisions (if needed)
- Content Storage (don't miss this one!)
- Posting or Scheduling

** Will show an example of this workflow at the end!



Instagram 2026

Stories

[01] January 2026

[02] February 2026

[03] March 2026

Reels

Carousels / Static

Instagram 2025

Instagram 2024


Media

Analytics





Brand Assets



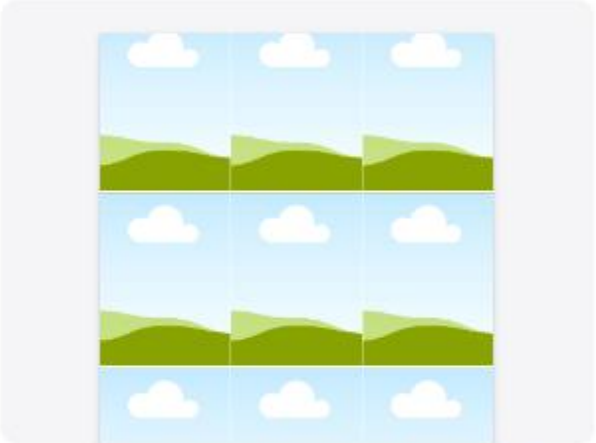
CLIENT A



Type ▾ Newest edited ▾ 


▾ Folders

-  **Client A Content**
0 items
-  **Stories**
1 item
-  **Carousels / Statics**
1 item
-  **Reel Covers**
1 item

▾ Items



IG Feed Planner Template  

 Edited just now

05 / BUILD YOUR PORTFOLIO (USE TEMPLATE)

You do not need client results to build a portfolio!

You can create:

- Mock brands
- Rebrands existing brand content
- Strategy breakdowns

The goal is to show thinking and execution, not just results



06 / PRICING + CONTRACTS

Minimum I recommend starting at if you have NO experience is \$1,000 USD per month for basic Instagram management. For example, for this price range, I would recommend:

Instagram Management

- 3 Posts Per Week (Mix of Reels + Carousels)
- 5 Stories Per Week (Number of slides varies on concept, up to 5 is recommended)
- Monthly Content Planning & Scheduling/Posting
- Graphics & Video Creation (Content is Provided By Client)

Make contracts a MINIMUM of 3 months (use template in Template Vault!)

WHAT EVOLVES LATER (DON'T OVERTHINK NOW)

- Offboarding process
- Refining your specialty
- Funnels
- Deeper automation

01 / YOU HAVE 2 CORE PATHS

Outbound Outreach

- DM-ing brands
- Email Outreach
- Networking
- Responding to job posts

Inbound Marketing

- Content + Marketing

PLATFORMS RECOMMENDED: INSTAGRAM + TIKTOK

If you have more time, repost all your videos that are under 1 minute long to YouTube Shorts!

Having an omnichannel presence can only do you more good than harm

WHAT EVOLVES LATER (DON'T OVERTHINK NOW)

- What content converts clients
- Which platforms work best for you
- Where your ideal client hangs out

Once you start to scale, you will either ADD or SUBTRACT marketing efforts strategically

DELIVER IS ABOUT EXECUTING WELL AND RETAINING CLIENTS

- Onboarding all the way to offboarding
- Operate as if every client will eventually leave



01 / ONBOARDING PROCESS

Once a client agrees to move forward, your job here is to keep momentum high and remove friction

On the front end, you need to send them:

- Contract
- Initial Invoice
- Welcome Email with New Client Questionnaire

On the backend, you need to:

- Set up their content calendar, content storage folder & Canva Folder
- Set up their Slack channel
- Set up your recurring invoices
- Set up recurring meetings
- Create their strategy (after questionnaire)

Rule: do not start work before the contract is signed and payment is made

02 / CONTENT PROCESS

- Ideation
- Creation
- Client approval (if needed)
- Revisions (if needed)
- Content Storage (don't miss this one!)
- Posting or Scheduling

Also understand your batching system. Will you create 2 weeks at a time? 1 month at a time?

03 / MONTHLY ANALYTICS

- Be clear on WHEN you will deliver the analytics and how you plan on doing it
- There is a template inside the Template Vault!
- My preferred method is using Metricool because it's automatic

The goal of the first 30 days is not mastery

It's activating all three muscles so your business can start MOVING!

Your advantage as a beginner is speed and momentum

Paige.

A Paige Turned by Sara

ANOTHER PLAY UNLOCKED

Guest Expert Lesson

@VOLUMEONESTUDIOS