Paige.

# The PlayBook



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### Introduction

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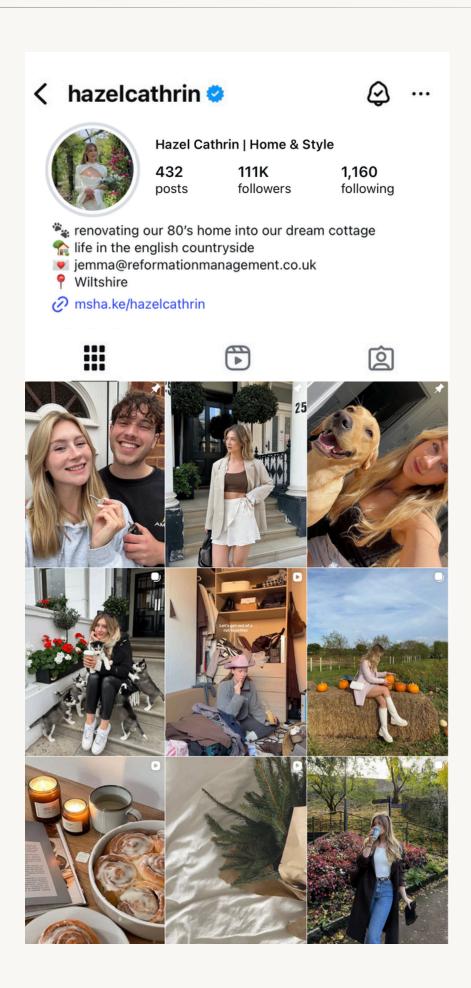


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3 PILLARS OF A MAGNETIC PERSONAL BRAND

**AESTHETIC LIFE** 

NORMAL DAY = CONTENT

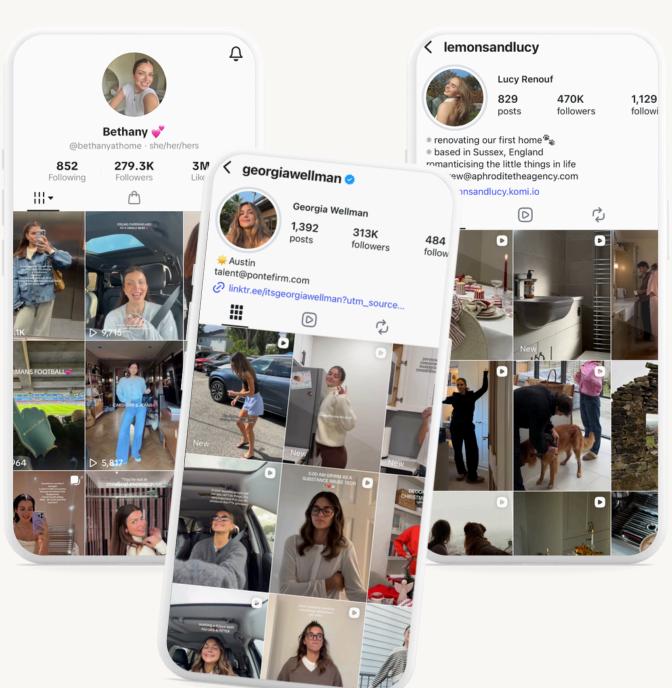
CONNECTION > PERFECTION RULE

10 PLUG-AND-PLAY IDEAS

# Myth of the "Interesting Influencer"

YOU DON'T NEED A COOL LIFE... YOU NEED CONNECTION.

- PEOPLE ASSUME YOU NEED: TRAVEL, OUTFITS, EXPENSIVE LIFESTYLE
- REALITY: MOST VIRAL CREATORS LIVE NORMAL LIVES
- "INTERESTING" ONLINE = RELATABLE, NOT "BUSY" OR "PERFECT"
- WE FOLLOW PEOPLE WHO FEEL LIKE US



# Why your normal life is your superpower

YOUR EVERYDAY ROUTINE IS EXACTLY WHY PEOPLE WILL FOLLOW YOU.

- SHARED EXPERIENCE = INSTANT CONNECTION
- NORMAL LIFE = CONSISTENT CONTENT SOURCE
- IT'S EASIER TO BUILD TRUST WHEN YOU'RE REAL
- ullet OFFLINE SIMPLICITY o ONLINE MAGNETISM

# The 3 pillars of a *magnetic* personal brand

- 1. STORY
- 2. STYLE
- 3. SOUL
- STORY = WHO YOU ARE & WHAT YOU STAND FOR
- STYLE = VISUALS, TONE, "YOUR VIBE"
- SOUL = RELATABILITY, VALUES, EMOTIONS

ALL THREE CREATE A BRAND PEOPLE FEEL, NOT JUST WATCH

# Story: what makes you...you

YOUR BRAND "STORY" ISN'T DRAMATIC - IT'S HUMAN.

- STORY # TRAUMA DUMP
- STORY = YOUR DAILY REALITY

### EXAMPLES:

- WFH LIFE
- FREELANCE STRUGGLES
- PFTS
- BUDGFTING
- LIFE CHANGE (MOVING, NEW JOB ETC)
- TRYING TO FIGURE LIFE OUT

THESE BECOME YOUR BRAND FOUNDATION

## Style: aesthetic, tone & vibe

- AESTHETIC DOES NOT MEAN EXPENSIVE
- DEFINE: COLOURS, LIGHTING, MUSIC, TONE
- VISUAL CONSISTENCY = BRAND RECOGNITION

### "IF SOMEONE SAW THIS OUT OF CONTEXT, WOULD THEY KNOW IT'S MINE?"

- HELPS KEEP YOUR BRAND COHESIVE
- USED TO FILTER CONTENT IDEAS
- MAKES YOU INSTANTLY RECOGNISABLE

### Soul: relatability & emotion

### WHY PEOPLE FEEL CONNECTED TO YOU.

- SHOW IMPERFECTION, STRUGGLE, REALITY
- PEOPLE BOND OVER HONESTY
- YOU'RE NOT SELLING A LIFESTYLE YOU'RE SHARING A LIFE
- EMOTIONAL STORYTELLING = POWERFUL

### You don't need to perform an aesthetic life

### PEOPLE ARE TIRED OF OVER-CURATED FEEDS

- SHOW THE MESSY BITS
- SHOW THE "TRYING"
- NORMAL CONTENT IS MORE TRUSTWORTHY

### YOUR BRAND IS BUILT THROUGH REPEATABLE CONTENT.

CHOOSE 3-5 THEMES YOU CAN ROTATE

- D | Y
- COUNTRYSIDE LIFE
- DOGS
- NORMAL GIRLY ROUTINES
- VOICEOVERS
- HOME AESTHETIC

REPETITION BUILDS BRAND MEMORY

### The "main character moments" exercise

TURN YOUR NORMAL DAY INTO CONTENT.

• LIST 5 MOMENTS IN YOUR DAY THAT COULD BE CONTENT

EXAMPLES: MORNING WALK, COFFEE, OUTFIT, CLEANING, CAR CHATS

- CONSISTENCY > BIG GESTURES
- SMALL THINGS BUILD A STRONG BRAND

### The 'Connection' Perfection' rule

### YOUR VIBE WILL GROW YOUR TRIBE.

- PEOPLE DON'T FOLLOW YOU FOR YOUR HOUSE, LOOKS, OR LIFESTYLE
- THEY FOLLOW BECAUSE THEY FEEL SEEN
- BE THE CREATOR WHO SPEAKS TO THE "REST OF US"

### IF IT'S REAL, IT'S CONTENT.

- REPEAT AFTER ME: NOTHING IS TOO BORING
- A MESSY ROOM IS CONTENT
- A BUDGET DINNER IS CONTENT
- A DOG WALK IS CONTENT
- A VOICEOVER OF YOUR THOUGHTS IS CONTENT

## 10 plug-and-play ideas

### FOR LIFESTYLE CREATORS

- A REALISTIC DAY-IN-THE-LIFE (WFH / UNI / 9-5 / MUM LIFE
- YOUR COSY MORNING OR EVENING ROUTINE
- ROMANTICISING SOMETHING REALLY NORMAL (MAKING LUNCH, TIDYING, WALKING THE DOG)
- YOUR "LIFE LATELY" MONTAGE
- A ROOM RESET OR SPACE MAKEOVER.
- "THINGS I WISH I KNEW BEFORE TRYING \_\_\_ FOR THE FIRST TIME"
- WEEKEND RESETS / SUNDAY RESETS / MONTHLY RESETS
- LITTLE HABITS THAT MAKE YOUR DAY FEEL CALMER OF HAPPIFR
- YOUR AESTHETIC-ON-A-BUDGET TAKE (COTTAGECORE CLEAN GIRL, SOFT LIFE)
- VOICEOVER PEP TALKS OR STORYTELLING MOMENTS

### FOR FASHION CREATORS/BRANDS

- WEEKLY OUTFIT RECAP ("WHAT I ACTUALLY WORE THIS WEEK")
- 3 OUTFITS STYLED AROUND ONE STAPLE PIECE
- THRIFT / BUDGET-ERIENDLY STYLING CHALLENGE
- ullet Outfit transformations (Day o Night, cosy o Chic)
- "IF I HAD YOUR WARDROBE. I'D WEAR THIS" STYLING SERIES.
- SEASONAL LOOKBOOKS (AUTUMN FITS, WINTER DATE-NIGHT OUTFITS, ETC.)
- TRYING A NEW AESTHETIC FOR A DAY (OLD MONEY, SCANDI PINTEREST GIRL)
- HOW TO BUILD A CAPSULE WARDROBE OR STAPLE OUTFIT
  FORMULAS
- GRWM WITH A RFI ATABLE VOICEOVER
- FASHION HOT TAKES (UNPOPULAR OPINIONS, STYLING MYTHS, WHAT'S ACTUALLY WORTH BUYING)

### FOR BUSINESS OWNERS

- A DAY BEHIND THE SCENES OF RUNNING YOUR BUSINESS
- YOUR PRODUCT CREATION OR SERVICE PROCESS (SHOWN SIMPLY + VISUALLY)
- PACKAGING ORDERS OR PREPPING FOR CLIENTS
- BEFORE/AFTER TRANSFORMATIONS (PHYSICAL, DIGITAL, MINDSET)
- ANSWERING FAOS YOU GET ALL THE TIME
- SHARING YOUR BEST BEGINNER-FRIENDLY TIP IN YOUR INDUSTRY
- ullet "What I wish I knew when I started my business"
- CLIENT STORIES OR REVIEWS TURNED INTO SHORT VIDEOS
- YOUR FOUNDER STORY IN A 30-SECOND VOICEOVER
- A MINI TUTORIAL THAT GIVES AWAY JUST ENOUGH VALUE
  TO BUILD TRUST

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# A Paige Turned by Hazel Cathrin

ANOTHER PLAY UNLOCKED