

Paige.

The PlayBook
MEMBERSHIP

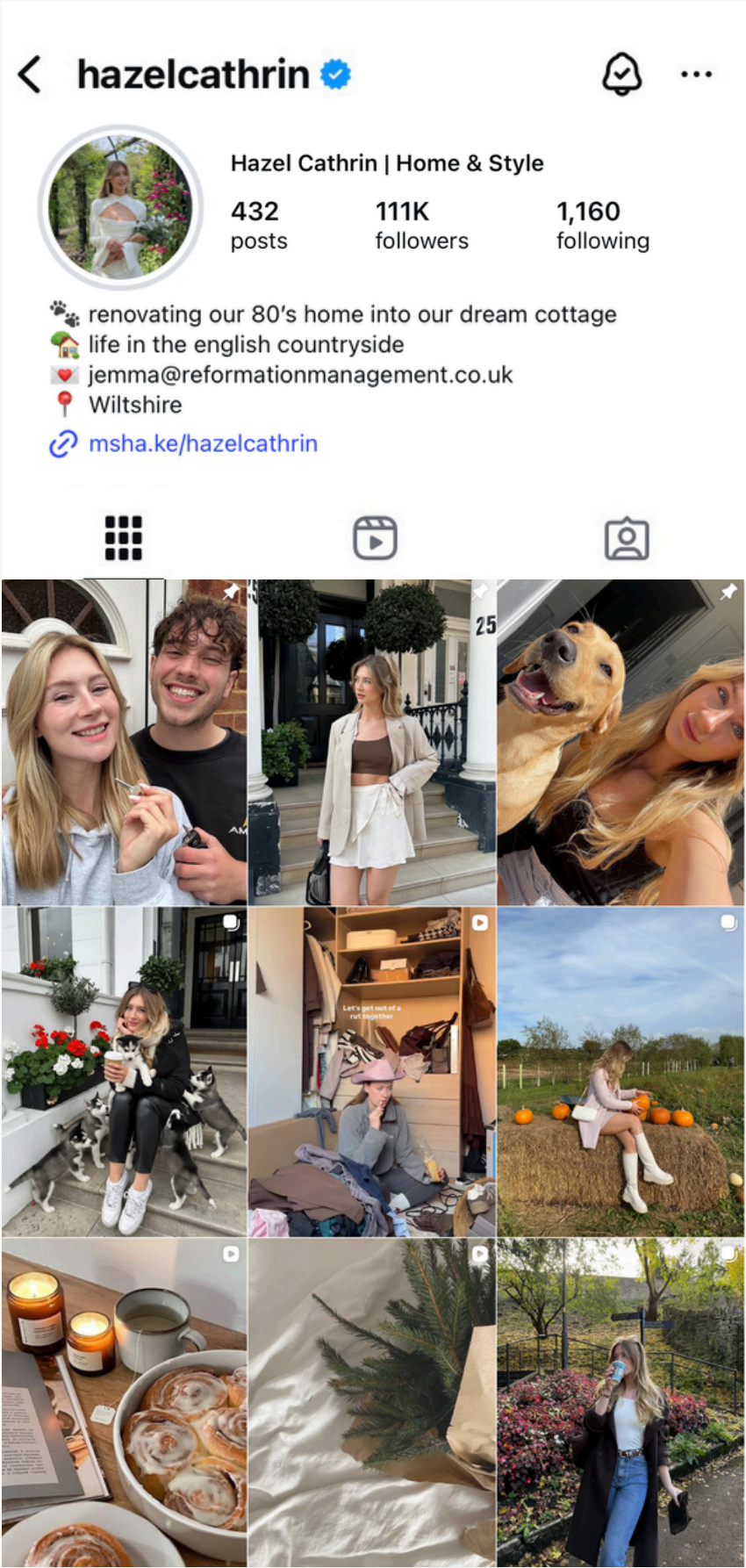


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CONTENT CREATOR

Guest Expert Lesson
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Introduction

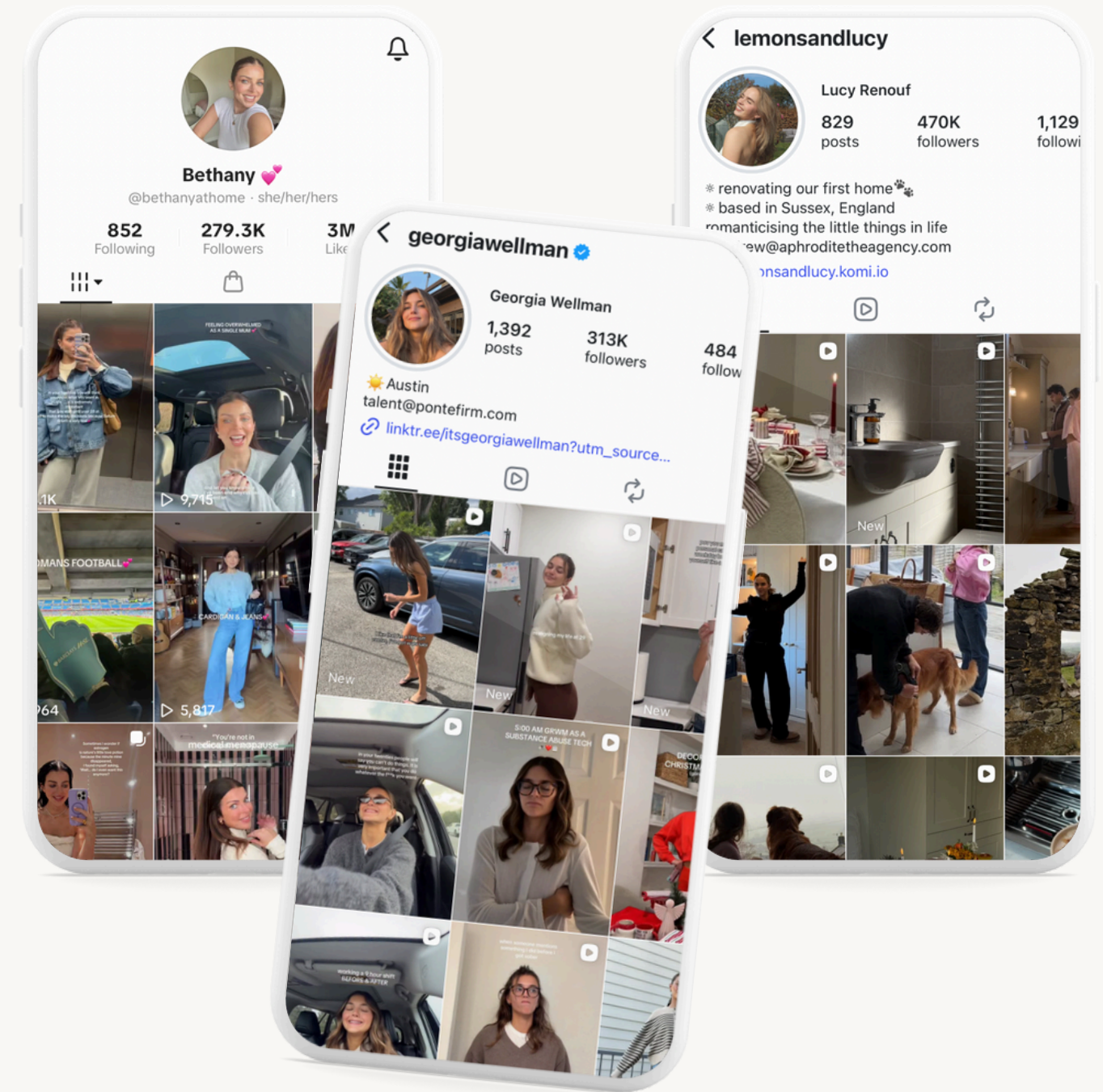
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Myth of the “Interesting Influencer”

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



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

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

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

- DIY
- COUNTRYSIDE LIFE
- DOGS
- NORMAL GIRLY ROUTINES
- VOICEOVERS
- HOME AESTHETIC

REPETITION BUILDS BRAND MEMORY

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

Paige.

A Paige Turned by Hazel Cathrin

ANOTHER PLAY UNLOCKED

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