

Paige.

The PlayBook
MEMBERSHIP



Hazel Cathrin
CONTENT CREATOR

Guest Expert Lesson
@HAZELCATHRIN

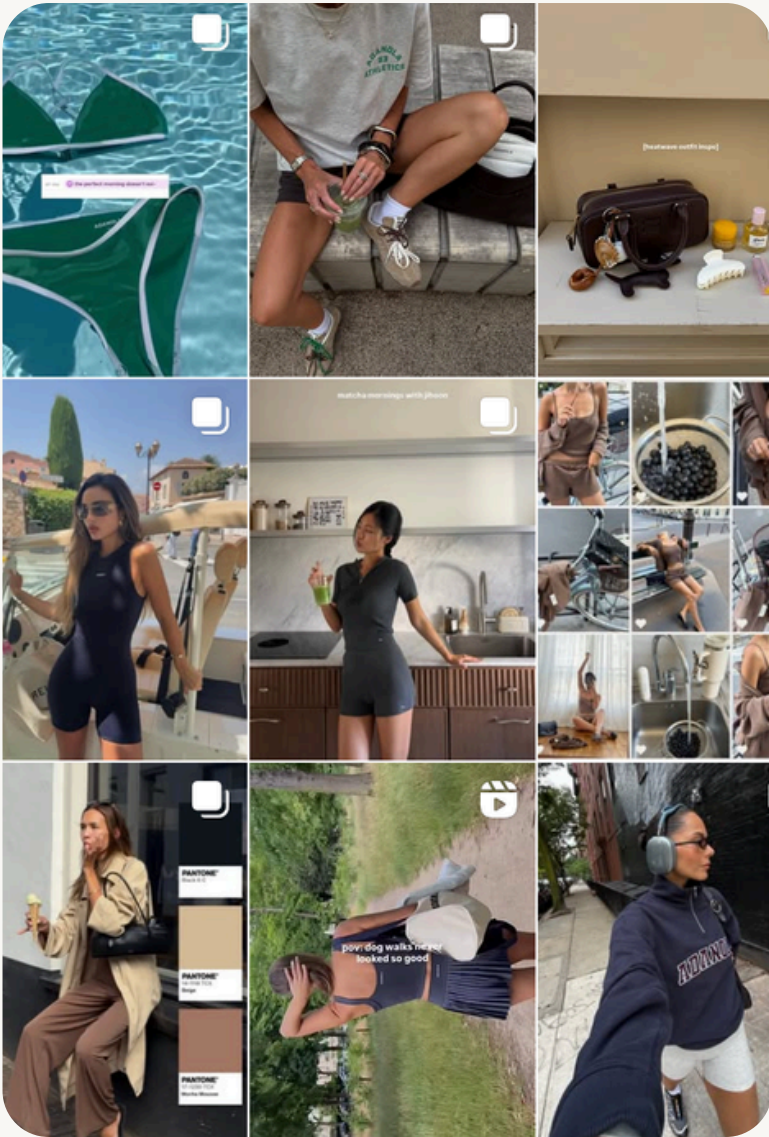
Introduction

@HAZELCATHRIN



Content Pillars

CONTENT ARCHETYPE: WHO YOU ARE

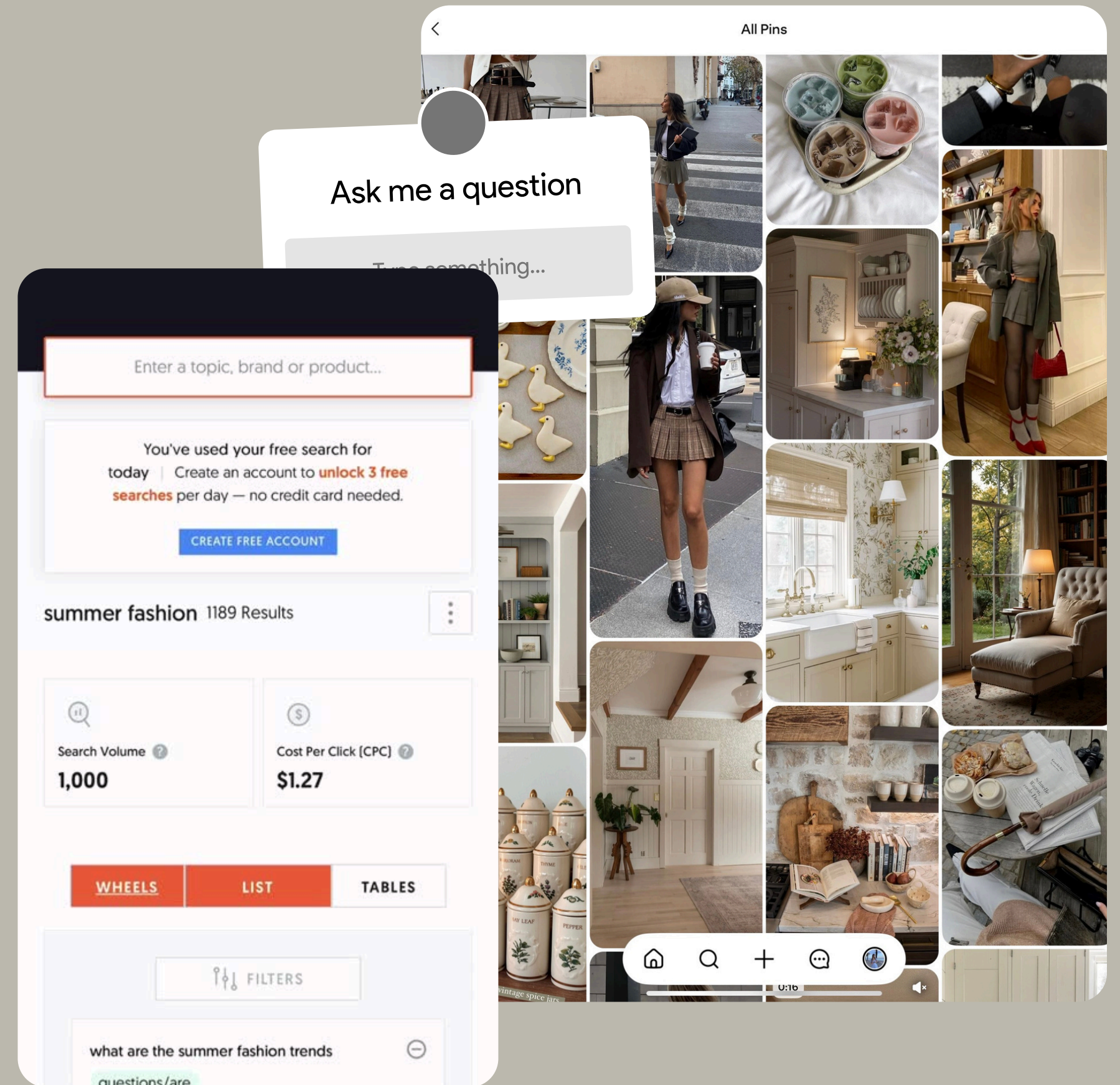


CONTENT PILLARS: WHAT YOU TALK ABOUT

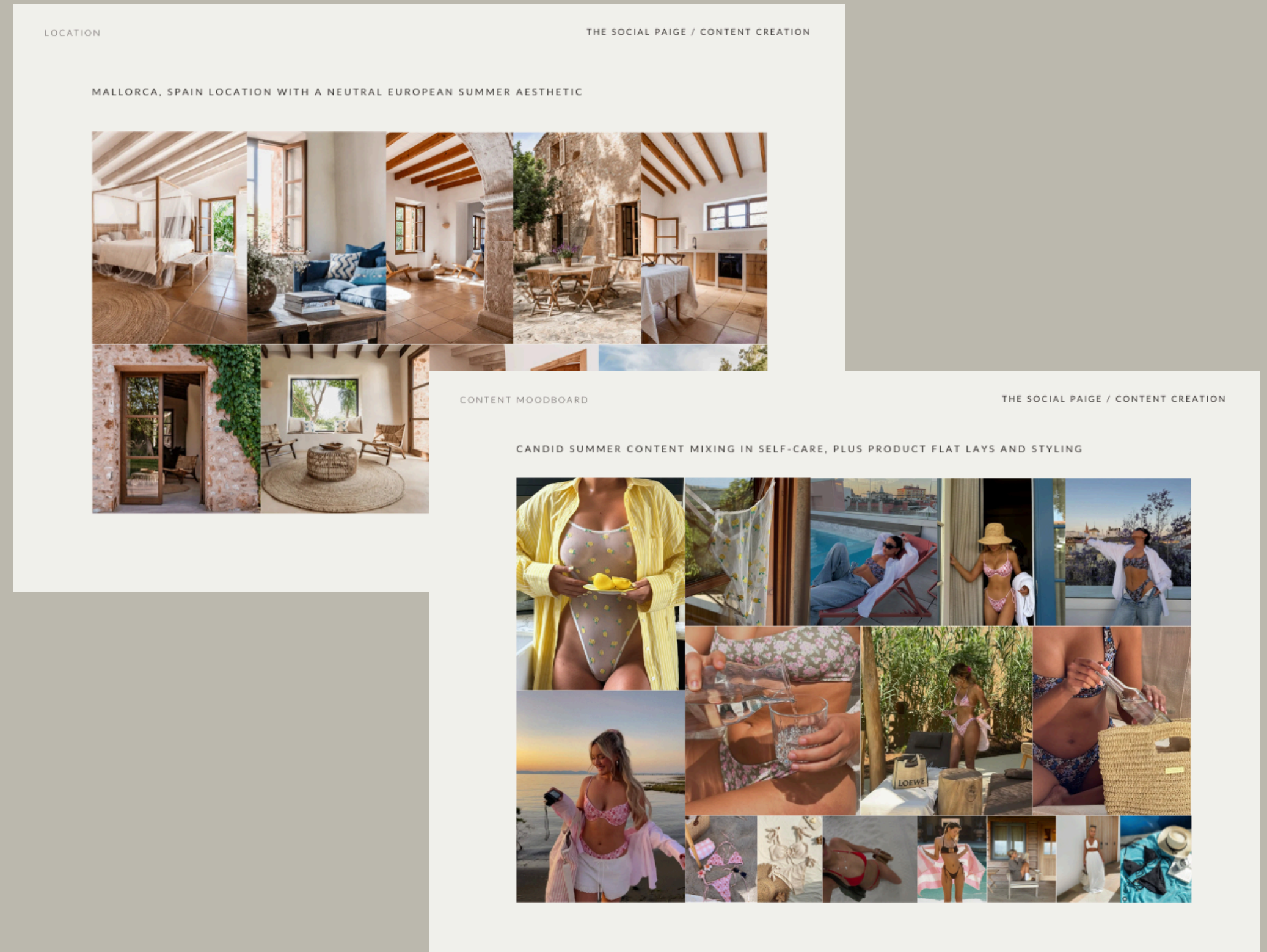
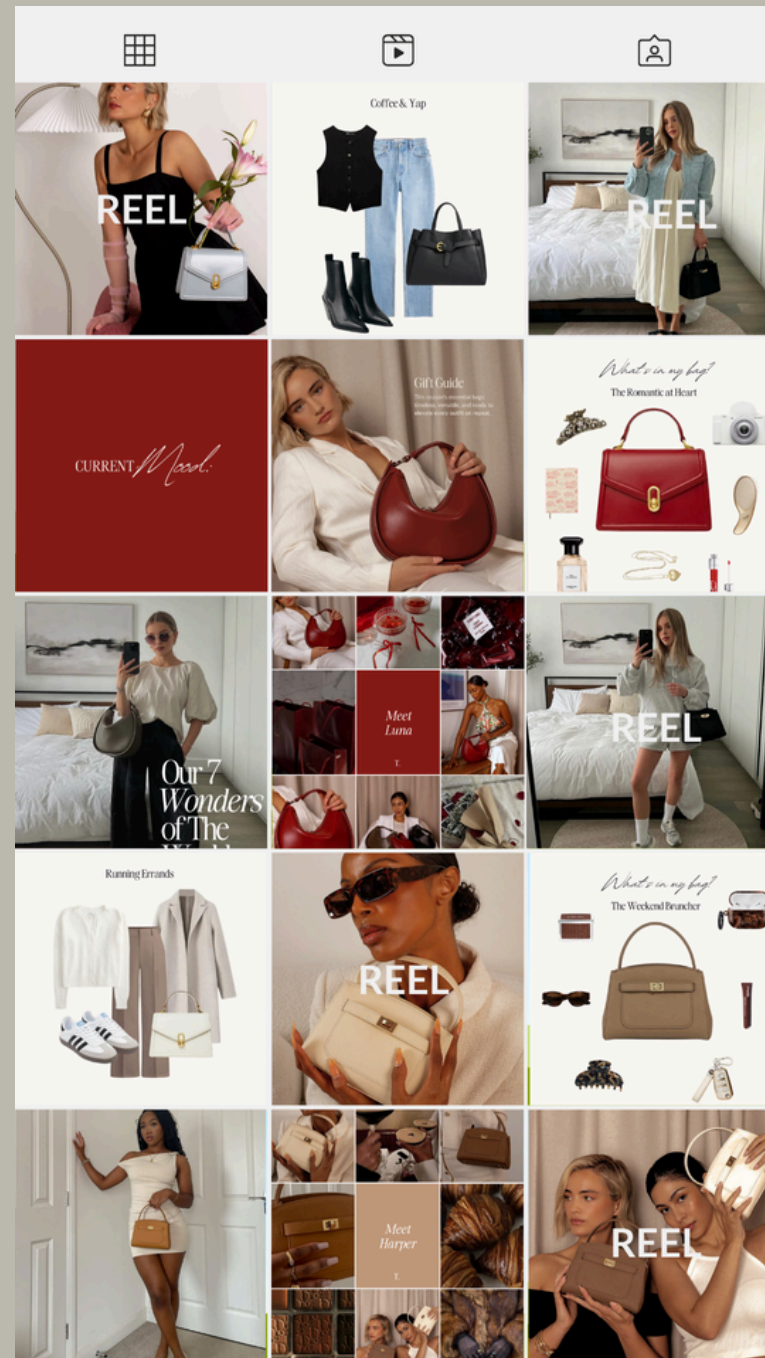


Idea Generation

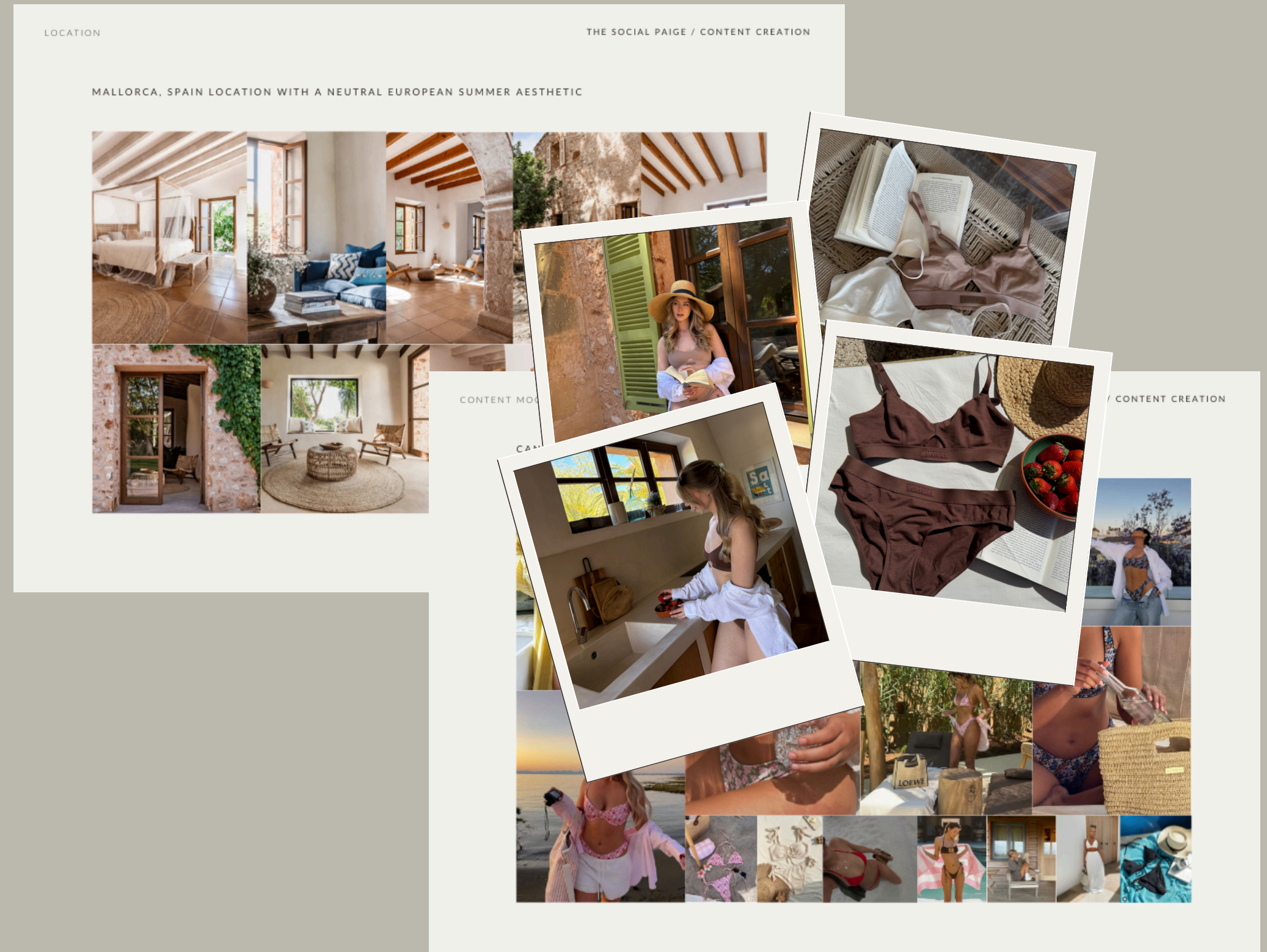
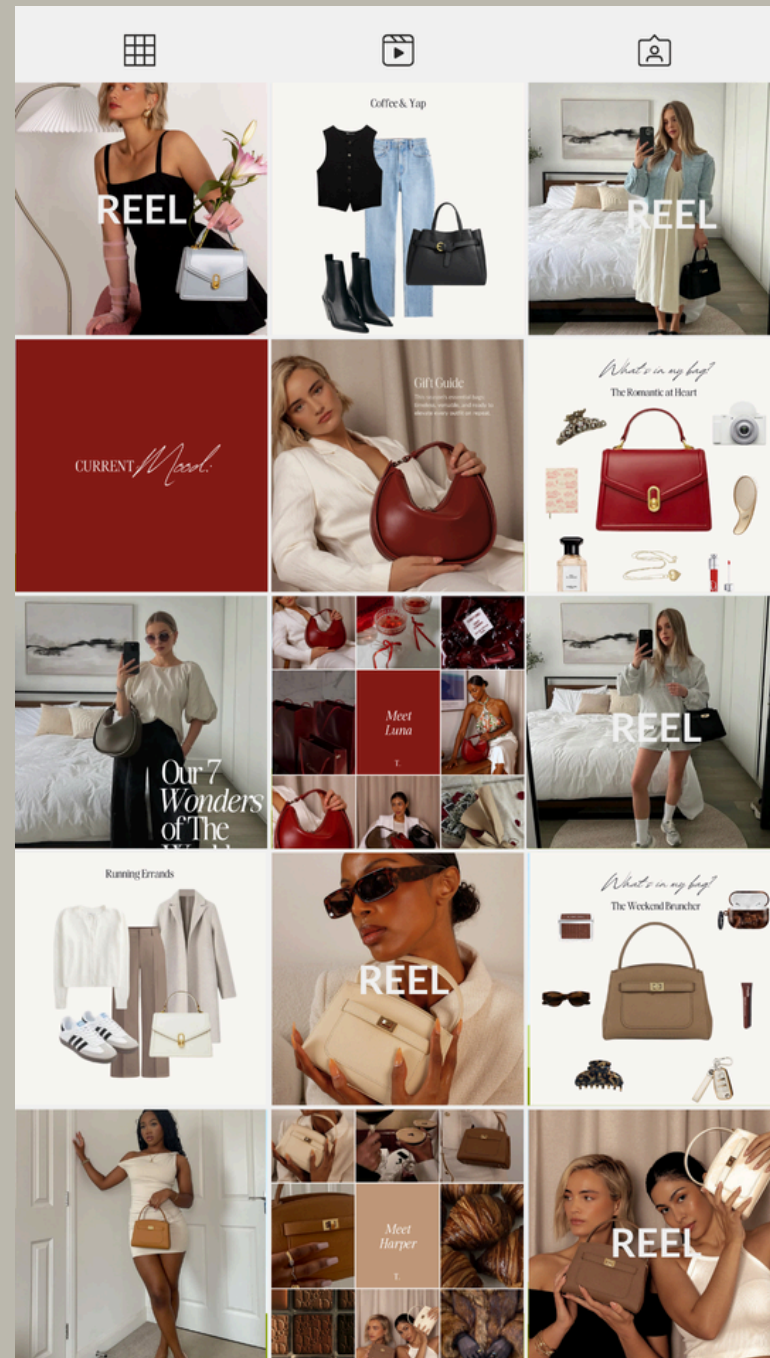
- PINTEREST
- CUSTOMER/FOLLOWER FAQ'S
- STORY Q&A'S
- TRENDS - MAKE THEM YOUR OWN
- [ANSWERTHEPUBLIC.COM](https://www.answerthepublic.com)



Planning:



Planning:



Shoot Prep:

- NATURAL LIGHTING
- CLOTHING
- PROPS
- LOCATIONS

Batch Creating:

DOCUMENTING >> CREATING

CONTENT VARIATIONS

B-ROLL

Organising Your Content:

JUNE 7TH

CONTENT CALENDAR

FEED POSTS

Monday

STATUS

Scheduled

Platform

Instagram

Topic

drop 2 teaser

Format

Post

CAPTION

First look at our Soft Girl Collection - Drop Two 🌸
The next chapter of softness is here!
Building on our signature vanilla & mocha neutrals, Drop Two adds whispery pinks, crisp whites, and ice greys... perfect for mixing, matching, and layering all summer long.
From ribbed lounge sets to breezy cotton basics, every piece moves with you, feels oh-so soft, and gives you that effortlessly cute vibe.
Pre-order live this Sunday, 13th July.
Sundé x

CANVA VIEW LINK

https://www.canva.com/design/DAG6...8530u1bN1.../design/soft-girl-collection-drop-two-campaign-designshare&utm_source=sharebutton

AUDIO LINK

Tuesday

STATUS

Scheduled

Platform

Instagram

Topic

BTS drop 2

Format

Carousel

CAPTION

Blush tones, buttery-soft fabrics, and silhouettes designed to make you feel feminine, confident, and completely at ease 🍑
These pieces aren't just loungewear... they're your quiet luxury staples for slow mornings, self-care nights, and everything in between.
This is your reminder: Soft Girl is limited edition.
Once she's gone, she's gone... 🥺💔
Pre-order live this Sunday, 13th July.
Sundé x

CANVA VIEW LINK

https://www.canva.com/design/DAG6...8530u1bN1.../design/soft-girl-collection-drop-two-campaign-designshare&utm_source=sharebutton

AUDIO LINK

Wednesday

STATUS

Scheduled

Platform

Instagram

Topic

colours

Format

Carousel

CAPTION

Two new shades to fall in love with 🌸 Meet Vanilla and Mocha... soft, neutral tones designed to mix, match, and fit perfectly into your everyday wardrobe.
It's not just loungewear, it's about creating something special that makes you feel confident, feminine, and completely you.
Whether you're a latte lover or can't resist a chocolate moment, these buttery hues were made for your capsule closet.
Which one are you adding to your rotation first? 💖
Sundé x

CANVA VIEW LINK

https://www.canva.com/design/DAG6...8530u1bN1.../design/soft-girl-collection-drop-two-campaign-designshare&utm_source=sharebutton

AUDIO LINK

Thursday

STATUS

Scheduled

Platform

Instagram

Topic

China BTS

Format

Reel

CAPTION

From designing to final checks, this trip to our factory in China was all about making sure Soft Girl Drop 2 is everything you've been waiting for 🌸
I spent days checking every stitch, every seam, every detail... because these pieces mean so much to me.
It's not just loungewear, it's about creating something special that makes you feel confident, feminine, and completely you.
Watching this collection come to life has been surreal, and I can't wait for you to hold these pieces in your hands.
This drop really is for her, the soft, strong, and unapologetically dreamy version of you 🌸
Drop 2 pre-order is coming soon! I hope you love this collection as much as I do 🌸
Natasha x

CANVA VIEW LINK

https://www.canva.com/design/DAG6...8530u1bN1.../design/soft-girl-collection-drop-two-campaign-designshare&utm_source=sharebutton

AUDIO LINK

https://www.instagram.com/beelsaudio/2520223907gph:epwAvZ25d8tEyx2qG

Friday

STATUS

Scheduled

Platform

Instagram

Topic

to do

Format

Reel

CAPTION

A little reminder for your to-do list today 🌸
Romanticise even the smallest moments, make time for the rituals that refill your cup, and wrap yourself in pieces that feel like a soft hug.
Slowing down isn't lazy... it's essential 🍷
How are you prioritising yourself today?
Sundé x

CANVA VIEW LINK

https://www.canva.com/design/DAG6...8530u1bN1.../design/soft-girl-collection-drop-two-campaign-designshare&utm_source=sharebutton

AUDIO LINK

Sunday

STATUS

Scheduled

Platform

Instagram

Topic

PRE ORDER LIVE

Format

Reel

CAPTION

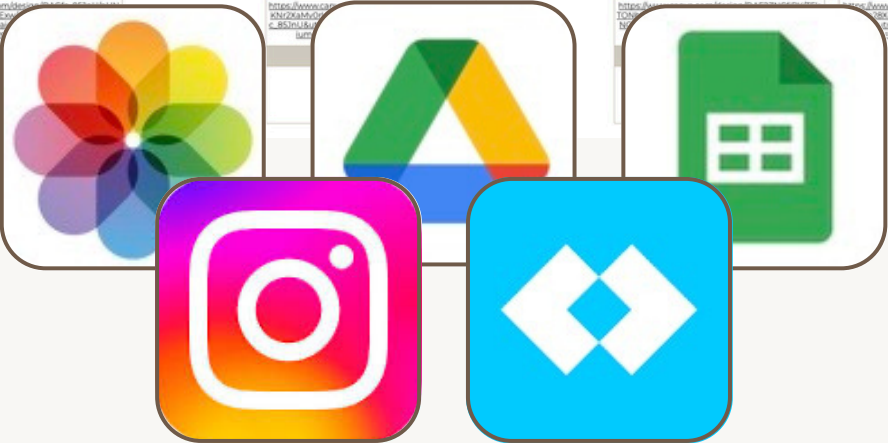
Soft Girl: Drop Two pre-order now LIVE 🌸 Your favourite buttery-soft pinks are back in brand new pieces, along with 2 new colours! 🌸
Designed for slow mornings, self-care rituals, and the days you want to feel your most feminine.
This is limited edition... once they're gone, they're gone.
Secure your Soft Girl favourites now and make your wardrobe a little softer.
Sundé x

CANVA VIEW LINK

https://www.canva.com/design/DAG6...8530u1bN1.../design/soft-girl-collection-drop-two-campaign-designshare&utm_source=sharebutton

AUDIO LINK

https://www.instagram.com/beelsaudio/2520223907gph:epwAvZ25d8tEyx2qG



Home ❤️
811

Home Reno Part 2
38

Home Reno part 3
33

Home Reno's part 5
28

Home Renos part 12
26

Home Renos part 13
13

Home Renos part 14

- CONTENT CALENDAR
- CAMERA ROLL FOLDERS
- GOOGLE DRIVE

My Drive

Home content

Name

Owner

Date modified

Kitchen Part 2

me

21 May me

Home

Starred

Shared

Files

Editing



CAPCUT

CAN ALSO USE:

- SPLICE
- INSHOT
- PREMIERE PRO



LIGHTROOM:

GREAT FOR:

- EDITING PHOTOS
- SELECTING COLOURS
- REMOVE TOOL



RETOUCH

Top Tips:

- ADD CLOSED CAPTIONS TO EVERY VIDEO WITH SPEECH
- TRIM BLANK SPACES & FLUFF
- TRENDING AUDIOS

Paige.

A Paige Turned by Hazel Cathrin

ANOTHER PLAY UNLOCKED

Guest Expert Lesson

@HAZELCATHRIN