

THE CONTENT MIX SHEET

The 3 types, a plan for a 5-post week, and 7 ideas per type.

One kind of video will not sell. Use three: awareness (reach new people), trust (show your work and your proof) and offer (tell them how to buy). Many coaches suggest about half of what you post should reach new people. It is a rule of thumb, not a guarantee.

THE 3 TYPES

Type	Job	Example
Awareness	Reach people who never heard of you	A tip anyone can use
Trust	Show your work, crew, process and proof	A job start to finish, a customer story
Offer	Tell them who it is for and how to book	Say who, what next, how to book

A 5-POST WEEK

1. Awareness: a tip anyone can use.
2. Awareness: another tip, aimed at new people.
3. Trust: show your work, your crew, or a job start to finish.
4. Proof: a customer story, or a before and after (with their permission).
5. Offer: who it is for, what happens next, how to book.

IDEAS (PICK ONE PER SLOT)

Awareness	Trust	Proof / Offer
3 mistakes to avoid	A day on the job	Customer story
How much it costs	Meet the crew	Before and after
Myth versus fact	How we prep a job	Review read aloud
1 tool I love	Behind the scenes	Who we help
Quick fix	A tough job	How to book
What to ask a pro	Our process	What happens next
Seasonal checklist	Why we do it this way	Limited slots this week

WEEKLY PLANNER

Day	Type	Topic	Filmed
Mon			[]
Tue			[]
Wed			[]
Thu			[]
Fri			[]

Educational only. Results vary by business and by account. No views, followers or sales results promised.

Content planned. Now get buyers.

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com